

3. Products Promotable and Recipe Criteria

Introduction

The following nutrition criteria define which fruit and vegetable products and recipes may bear the Fruits & Veggies—More Matters® brand on packaging, on marketing materials, with recipes, and in any other efforts where specific fruit and vegetable products are promoted. These standards are set by CDC, the leading public health authority for the brand, to ensure products and recipes promoting the brand offer an overall healthy nutrient profile. The CDC used [Dietary Guidelines for Americans, 2010](#), Food and Drug Administration's labeling definitions, and U.S. Department of Agriculture's Food Guide serving sizes to create these criteria.

Need Help?

For assistance in determining whether your product or recipe qualifies, private-sector entities should contact PBH at 302-235-2329. Coordinators should contact CDC at 770-488-5291.

Criteria

All forms of fruit and vegetables (fresh, frozen, canned, dried, and 100% juice) are included under the Fruits & Veggies—More Matters® product and recipe criteria.

All forms of fruit and vegetables with only water or 100% juice added qualify to carry the brand logo (e.g. all fresh fruit and vegetables; canned fruit with only water added; or frozen, freeze-dried, and dried fruit and vegetables with no other ingredients added). (Freeze-dried powders do not qualify.) For fruit and vegetables that fall under this category, the requirement for a full serving size of a fruit or vegetable does not need to be met in order to carry the brand logo.

Other individual fruit and vegetable products (products which contain only fruits, vegetables, nuts, sugars, oils, herbs, and salt) may qualify to carry the brand logo if they meet the following criteria:

1. Processed fruit and vegetable products

(frozen, canned, dried, fresh-cut) provided that:

- a. One portion of product must contain at least a ½ cup (or ½ cup equivalent) of fruit or vegetable. For example:
 - One medium piece of fruit – 1 medium orange
 - ½ cup cut-up raw or cooked (fresh, frozen, or canned) fruit or vegetable

- ½ cup cooked dry peas, beans, lentils, kidney beans
- 1 cup leafy salad greens
- ¼ cup dried fruit, dehydrated vegetables, fruit purée, or vegetable purée
- 4 oz. (½ cup) 100% fruit or vegetable juice or any blend of 100% fruit and vegetable juices

b. Each portion of product should limit the amounts of added sugars or caloric sweeteners:

- Added sweeteners ≤ 8 calories portion (e.g., $\leq \frac{1}{2}$ tsp. sucrose or equivalent amount of other sweetener).
- Concentrated fruit juice sweeteners, jams, and jellies count as added sugars.

c. Each portion of product should limit the amounts of fat so that:

- Total fat is ≤ 3 g
- Saturated fat is $< 10\%$ of calories
- Trans fat is < 0.5 g
- The fat found naturally in fruit and vegetables does not contribute to the limits above. Further, up to ¼ oz. of nuts is allowed per portion without their fat content contributing to these restrictions. Nuts and nut butters must be in their natural form without anything added or removed (e.g., no added oils, removed oils, added sodium, or added sugars).

d. Each portion of product should contain ≤ 480 mg of sodium.

e. Each portion of product must offer ≥ 0.014 g/kcal of naturally occurring fiber (28g of fiber /2000 calories).

f. Processed products may not be fortified in a manner that is inconsistent with the FDA policy on fortification (CFR 104.20); may not be fortified beyond the FDA standards for food enrichment and fortification; may not be supplemented with dietary supplements (e.g., botanicals) or sold as dietary supplements; but may be fortified with vitamins and minerals consistent with the FDA fortification policy and in cases in which vitamins and minerals are used as a food preservative (e.g. ascorbic acid, sulfur dioxide, potassium sorbate, and calcium carbonate on sliced fruit).

2. 100% fruit or vegetable juice

- a. All juice products must be 100% juice, low sodium (≤ 70 mg sodium per 4 oz. portion), and contain no added fat or sugar.

3. Products Promotable and Recipe Criteria

3. Recipe*, meal products** and main dish*** product criteria

- a. Each portion of food must contain at least a ½ cup (or ½ cup equivalent) of fruit or vegetable per 250 calories, when prepared as directed.
- Up to 250 calories ½ cup of fruit or vegetable
 - 251 to 375 calories ¾ cup
 - 376-500 calories 1 cup
 - 501 to 625 calories 1¼ cups
- b. Each portion of product should limit the amounts of added sugars or caloric sweeteners:
- Added sugars cannot exceed 15% of total calories.
 - Concentrated fruit juice sweeteners, jams, and jellies count as added sugars.
- c. Each portion of product should limit the amounts of fat so that:
- Total fat is ≤35% of total calories.
 - Saturated fat is <10% of calories.
 - Trans fat is <0.5g.
 - The fat found naturally in fruit and vegetables does not contribute to the limits above. Further, up to ¼ oz. of nuts is allowed per portion without their fat content contributing to these restrictions. Nuts and nut butters must be in their natural form without anything added or removed (e.g., no added oils, removed oils, added sodium, or added sugars).
- d. Each portion of food should contain ≤600 mg of sodium.
- e. Each portion of product must offer ≥0.014 g/kcal of naturally occurring fiber (28g of fiber /2000 calories).
- f. Processed products may not be fortified in a manner that is inconsistent with the FDA policy on fortification (CFR 104.20); may not be fortified beyond the FDA standards for food enrichment and fortification; may not be supplemented with dietary supplements (e.g., botanicals) or sold as dietary supplements; but may be fortified with vitamins and minerals consistent with the FDA fortification policy and in cases in which vitamins and minerals are used as a food preservative (e.g. ascorbic acid and calcium carbonate on sliced fruit).

NOTE: Acceptable recipes can be found at FruitsAndVeggiesMoreMatters.org or fruitsandveggiesmatter.gov.

*A recipe is defined as containing any foods other than fruit, vegetables, nuts, sugars, oils, herbs, and salt.

**Meal products defined:

A meal product is defined as a food that makes a major contribution to the total diet by:

1. Weighing at least 10 oz. per labeled serving; and
2. Containing not less than 40g for each of at least 3 different foods from 2 or more of the following (5) food groups:
 - a. bread, cereal, rice, and pasta group
 - b. fruit group
 - c. vegetable group
 - d. milk, yogurt, and cheese group
 - e. meat, poultry, fish, dry beans, eggs, and nuts group

These foods shall not be sauces (except for foods in the above five food groups that are in the sauces), gravies, condiments, relishes, pickles, olives, jams, jellies, syrups, breadings, or garnishes. The meal product should also be represented as, or is in a form commonly understood to be a breakfast, lunch, dinner, or snack/meal. Such representations may be made either by statements, photographs, or vignettes.

***Main dish products defined:

A main dish product is defined as a food that makes a major contribution to a meal by:

1. Weighing at least 6 oz. per labeled serving; and
2. Containing not less than 40 g of foods or food mixtures from two of the five food groups noted above; and is represented as, or is in a form commonly understood to be, a main dish. Such representations may be made either by statements, photographs, or vignettes. Nutritional analysis must be conducted using "The Food ProcessorSQL" Version 9.8.1 or higher.