



TALKING POINTS

Champions for Change: Fruits & Veggies – More Matters®

Fruits & Veggies – More Matters® Campaign

- Campaign runs September 2010 through December 2010
- Includes TV, radio, grocery store floor clings, door hangers, direct mail and the printed materials in this box
- **Main message for kids:** Be a Champion for Change in your family by eating lots of fruits and veggies. They help give you strength and energy to be active all day.
- **Main message for adults:** Be a Champion for Change in your family by eating healthfully with seasonal fruits and vegetables from farmers' markets.

Why purchase seasonal, locally grown fruits and vegetables?

The USDA has a few initiatives like “Know Your Farmer, Know Your Food” which aims to empower consumers to be able to make smart decisions when they eat. This means understanding the importance of healthy eating and regular exercise. It also means learning more about where your food comes from and how it gets to your plate, so that you can more closely link with your community and the hard-working farmers and ranchers that produce your food.

USDA wants to expand access to local, nutritious foods, especially for low-income folks, seniors, and nursing and pregnant women. Consumers that are aware and can make healthy decisions while supporting the local economy will lead to healthier communities and a healthier America.

How purchasing from farmers' markets helps our target audience:

- Produce may be less expensive since transportation from farm to market is reduced
- Farmers know all about their produce so they can talk to moms about how to select a ripe fruit or veggie, how to store it and cooking methods.
- Kids can learn where their food comes from and how fruits and veggies grow.

Why eat more fruits and veggies? (from fruitsandveggiesmorematters.org)

1. **Color & Texture.** Fruits and veggies add color, texture and appeal to your plate.
2. **Convenience.** Nutritious in any form — fresh, frozen, canned, dried and 100% juice, so they're ready when you are!
3. **Fiber.** Fruits and veggies provide fiber that helps fill you up and keeps your digestive system happy.
4. **Low in Calories.** Fruits and veggies are naturally low in calories.
5. **May Reduce Disease Risk.** Eating plenty of fruits and veggies may help reduce the risk of many diseases, including heart disease, high blood pressure, and some cancers.



6. **Vitamins & Minerals.** Fruits and veggies are rich in vitamins and minerals that help you feel healthy and energized.
7. **Variety.** Fruits and veggies are available in an almost infinite variety...there's always something new to try!
8. **Quick, Natural Snack.** Fruits and veggies are nature's treat and easy to grab for a snack.
9. **Fun to Eat!** Some crunch, some squirt, some you peel, some you don't, and some grow right in your own backyard!
10. **Taste Great!**

Top 10 Ways to Get Kids Involved in Healthy Cooking and Shopping

(from fruitsandveggiesmorematters.org)

1. **Mean Green Cleaning Machine.** Let them wash fruits and vegetables when preparing for cooking or eating.
2. **Pick A Peck!** When shopping, let them select a new fruit or vegetable to try ... or several!
3. **Make It Snappy!** Let them snap the green beans, snap peas, or break the flowerets from the broccoli or cauliflower.
4. **I Spy.** Play "I Spy" in the Produce section when grocery shopping.
5. **Tear It Up!** Let them tear the lettuce for salads and sandwiches.
6. **Measure Up!** Let them measure the frozen vegetables before cooking them.
7. **Peel & Slice.** Older children can peel and slice carrots, cucumbers, potatoes ... the list goes on!
8. **Stir & Spice.** Make applesauce from fresh apples. Let them help stir and add the cinnamon.
9. **A Sprinkle A Day...** Let them sprinkle herbs or other seasonings onto vegetables.
10. **Monster Mash!** Pull out the potato masher!