



Health and Wellness  
—Resource Guide—  
for **Fruit & Vegetables**

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# Section 1:

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## Understanding Topics of Interest About Fruits & Vegetables

### Websites

From Produce for Better Health Foundation

**MoreMatters.org**

**PBHFoundation.org**

### Other Resources

Safe handling of food: **FightBac.org**

Pesticide residues: **Safruitsandveggies.com**

Genetically modified foods: **GMOAnswers.com**



# Disease Preventive Potential of Fruit and Vegetables

A recent literature review, initiated by the German Nutrition Society and published in the *European Journal of Nutrition*, evaluates evidence from various studies and shows a considerable preventive potential of increased consumption of vegetables and fruit on a number of chronic diseases. Study results were classified based on the overall strength of evidence regarding the preventive effect or a lack of an association between specific diseases and the consumption of vegetables and fruit.

## Overall Findings

Based on a comprehensive analysis of the study results, the authors found:

**Convincing evidence** that increasing the consumption of fruit reduces the risk of hypertension, coronary heart disease, and stroke.

**Probable evidence** that

- The risk of cancer in general is inversely associated with fruit and vegetable consumption.
- There is no influence of increased consumption on the risk of type 2 diabetes mellitus, independent of overweight.

**Possible evidence** that

- Increased consumption of vegetables and fruit may prevent body weight gain, perhaps indirectly reducing the incidence of type 2 diabetes mellitus, since overweight is the most important risk factor for this disease.
- Increasing the consumption of vegetables and fruit lowers the risk of certain eye diseases, dementia, and the risk of osteoporosis.
- An increase in vegetable and fruit consumption may contribute to the prevention of asthma, COPD, and rheumatoid arthritis.

**Insufficient evidence** regarding an association between the consumption of vegetables and fruit and irritable bowel diseases, glaucoma, and diabetic retinopathy.

## Discussion

This review shows a considerable preventive potential of an increase in consumption of vegetables and fruit by the general public in respect to a number of diseases. The chain of evidence according to the criteria of a risk-reducing effect with convincing evidence is well reflected in the available data on hypertension, coronary artery disease, and stroke. In contrast to these diseases, the risk-reducing effect of consumption of vegetables and fruit for cancer is assessed to be much smaller than in earlier evaluations, although the authors noted that an analysis of all fruit and vegetables and all cancers, as opposed to certain botanical families or certain cancer sites, can result in loss of information, but those details were beyond the scope of this review.

It should be noted that the strength of evidence neither indicates the degree of risk reduction nor the intake quantity that is necessary to achieve the risk-reducing effect. Such information cannot be derived from the presented data and was not a subject of this review.

## Conclusion

The risk-reducing effects of vegetable and fruit consumption are primarily the result of the influence of vegetables and fruit and their phytochemicals on inflammatory processes, cellular redox processes, and the endothelial and metabolic processes which are involved in the pathogenesis of various diseases.

This study used the following definitions to evaluate the association between fruit and vegetable consumption and 13 major diseases. These four different terms were assigned to categorize the level and strength of evidence:

#### ***Convincing evidence***

At least 2 studies of the highest quality show consistent results

#### ***Probable evidence***

Not less than 5 very good studies show consistent results but also noticeable weaknesses

#### ***Possible evidence***

At least 3 studies show consistent results while a few other studies may show no risk relation or opposite risk relation.

#### ***Insufficient evidence***

Data is lacking or a majority of the studies showed no risk relation or opposite risk relation.

## Association Between Fruit and Vegetable Consumption and Prevention of 13 Chronic Diseases

### Hypertension

***Convincing evidence*** of the blood-pressure-lowering effect of an increase in the consumption of vegetables and fruit.

persons who consumed relatively large amounts of green leafy vegetables. (Other subgroups of vegetables and fruit have not been investigated.)

### Coronary Heart Disease (CHD)

- ***Convincing evidence*** regarding the prevention of CHD by high consumption of vegetables and fruit.
- Protective association between the consumption of vegetables and fruit and the risk of CHD found in cohort studies.
- Intervention studies prove a beneficial influence of vegetables and fruit on metabolic pathways that are associated with the risk of CHD.

### Obesity

- ***Probable evidence*** that an increase in vegetable and fruit consumption alone does not result in weight loss. Probable evidence that an increase in vegetable and fruit consumption leads to weight reduction, if this replaces food rich in fat or energy.
- ***Possible evidence*** that an increase in the consumption of vegetables and fruit contributes to weight stability (i.e., no weight increase occurs).
- ***Insufficient evidence*** available for children and adolescents regarding the association between vegetable and fruit consumption and weight development, due to a lack of intervention studies and the existence of only a few cohort studies showing no risk relation.

### Stroke

- ***Convincing evidence*** that a high intake of vegetables and fruit reduces the risk of stroke.
- Favorable influence of the consumption of vegetables and fruit seen on metabolic pathways which also have an impact on the risk of stroke.
- Inverse association indicated in cohort studies between the consumption of vegetables and fruit and the risk of stroke.

### Cancer

- ***Probable evidence*** of an inverse relationship between the consumption of vegetables and fruit and the risk of cancer.
- Risk reductions have been observed in some large cohort studies, suggesting that the consumption of vegetables and fruit influences the risk of cancer. This influence is only detectable if there are large differences in the consumption of vegetables and fruit between groups and could appear only in case of high exposure to carcinogens, like in smokers.

### Type 2 Diabetes Mellitus

- ***Probable evidence*** that the risk of developing type 2 diabetes mellitus is not influenced by the consumption of vegetables and fruit.
- Vegetables and fruit indirectly influence the prevention of type 2 diabetes mellitus, as consumption might lower the risk of weight gain in adults.
- Risk of diabetes found to be significantly reduced in



## Dementia

- **Possible evidence** for a reduced risk of dementia with increasing consumption of vegetables and fruit; the consumption of vegetables seems more important than that of fruit.
- Daily consumption of vegetables and fruit compared to rare consumption was associated with a 30% risk reduction of dementia, including Alzheimer's, in one large cohort.
- Studies on cognitive performance suggest an inverse relation to the consumption of vegetables and fruit.

## Asthma

**Possible evidence** found regarding a protective effect of the consumption of vegetables and fruit in lowering the risk of asthma. Fruit intake seems to be more important than the consumption of vegetables.

## Osteoporosis

- **Possible evidence** that the prevention of osteoporosis is due to a higher consumption of vegetables and fruit.
- Another comprehensive literature review done by British experts concluded that a protective effect of a high intake of vegetables and fruit on bone health is possible, but the cause of this effect could not be determined.
- Many studies showed a positive association between the quantity of vegetable and/or fruit consumption and markers of bone health.

## Eye Diseases

- **Possible evidence** regarding the prevention of macular degeneration and cataracts with higher consumption of vegetables and fruit.
- **Insufficient evidence** exists for the effect of vegetable and

fruit intake on the risk of glaucoma and diabetic retinopathy, due to the lack of data.

- One cross-sectional study observed a lower risk for glaucoma with high intake of certain kinds of vegetables and fruit: for example, green collards and kale (-69%), fresh carrots (-64%), and canned or dried peaches (-47%).

## Rheumatoid Arthritis (RA)

- **Possible evidence** regarding the prevention of RA with a high intake of vegetables and fruit; rating reflects the low number of studies done.
- Some cohort studies show a reduced risk of RA with high consumption of vegetables and fruit.
- In the only available case-control study, a higher consumption of cooked vegetables (2.9 servings/day) was significantly associated with lower RA, while raw vegetables were not effective.

## Chronic Obstructive Pulmonary Disease (COPD)

**Possible evidence** of the association between high intake of vegetables and fruit and the reduced risk of COPD, based on only a few cohort studies.

## Chronic Inflammatory Bowel Diseases (IBD)

- **Insufficient evidence** regarding the association between the consumption of vegetables and fruit and the risk of developing IBDs.
- A high intake of fruit is associated with reduced risk of Crohn's disease, based on several case-control studies on Crohn's disease and ulcerative colitis. However, there was no statistical association found regarding vegetables.

Reference: Boeing H, Bechthold A, Bub A, et al. Critical review: vegetables and fruit in the prevention of chronic diseases. *Eur J Nutr* 51:637-663, 2012.



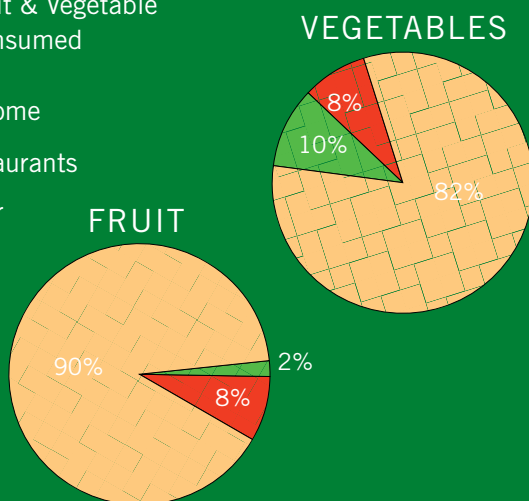
# An Overview: U.S. Fruit & Vegetable Consumption Data Sources



More than 80% of all of the fruit and vegetables consumed in the U.S. are eaten in the home. While it is difficult to determine exactly how much comes from home gardens and farmer's markets, there is no question that the bulk of year-round fruit and vegetables that are consumed are purchased from grocery stores, club stores, and supercenters, as opposed to restaurants or eating out. This suggests a huge opportunity to incorporate more fruit and veggies in away-from-home eating establishments, but also highlights the important role that grocers can play in consumer purchasing decisions.

% of Fruit & Vegetable  
Cups Consumed

- In-Home
- Restaurants
- Other



Source: The NPD Group National Eating Trends Database, 2014

Consumption of fruit and vegetables (combined) is slightly less than 2 cups each day, about half of goal. This has increased over time, with consumers on average eating close to  $\frac{1}{2}$  cup more each day than they did 35 years ago. Over that time, there has been a notable increase in fresh produce consumption and a decrease in juice consumption. More recently, population subgroups (children and young adults) have increased overall fruit and vegetable consumption, but much of this gain has been offset by decreases in other subgroups (teens and older adults).

Because several datasets are used to measure and track food consumption, methodological issues sometimes make these data seem inconsistent. For example, some datasets use several days of food diaries, a 24-hour food recall, food frequency questionnaires (which usually only ask about broad categories of fruit and vegetables), eating occasions, or food supply data as a measure of consumption. This results in papers or reports that then refer to annual eatings per capita, times per day, cups per day, with or without food waste, or that may or may not include fried potatoes and legumes. We try to decipher all of this for you here using some of the more popular government or private sector databases.

## National Eating Trends (NET), NPD Group

Since 1980, the NPD Group has been collecting two-week food diaries of all foods and beverages consumed in or away from home from 2,000 households and approximately 5,000 individuals. The NPD Group measures consumption as 'annual eatings per capita' which is the number of times the average person consumes a product annually. Excluding fried potatoes, NPD reports that per capita fruit and vegetable consumption has declined 7% between 2009-2014; however, this has been driven primarily by decreased consumption of vegetables (-7%) and fruit juice (-14%). The overall fruit and vegetable consumption losses are tied to two significant behaviors: a decline in the dinner side dish for vegetables driven by the desire to simplify meals (including side dish salads which also reduces the use of other salad related vegetables such as tomatoes and cucumbers), and reduced consumption of fruit juice at breakfast.

Progress has been made at increasing fruit and vegetable consumption among consumers under age 40. Unfortunately,

consumer groups traditionally most interested in health and who eat the most fruit and vegetables, including those ages 50 and above, are trending downward in their consumption over time. (See article on page 9 of this Resource Guide for more details.)

### USDA Food Availability Per Capita Data

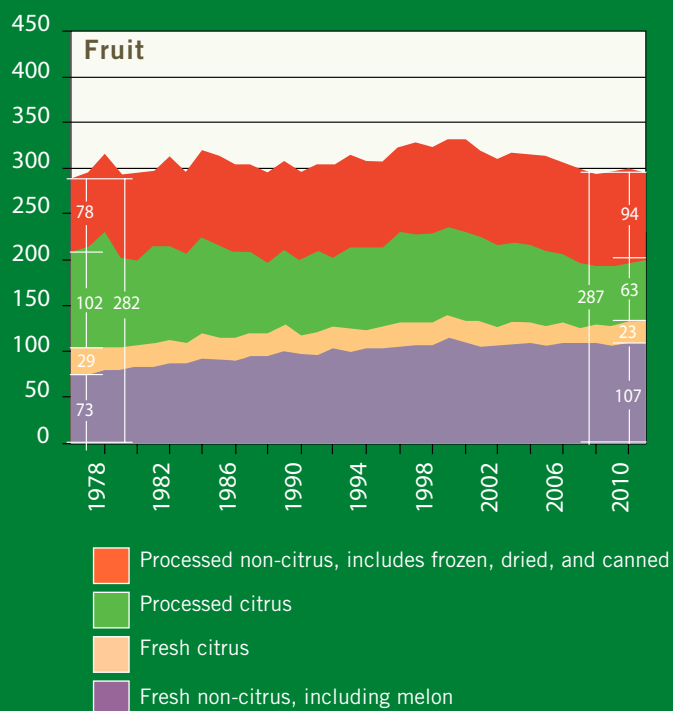
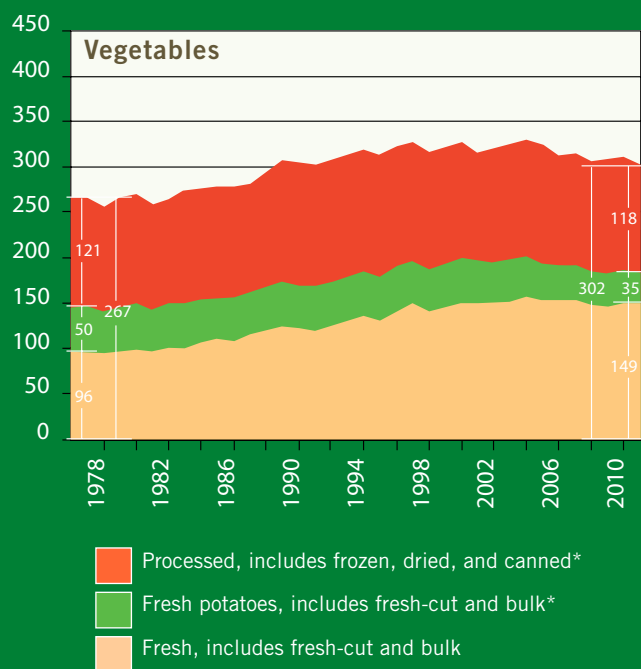
Food availability estimates are only a proxy for actual food consumption, but are particularly useful to see trends over time, as noted at the bottom of this page. These estimates measure food supplies from production through marketing channels (including imports, minus exports) on a per capita basis for hundreds of commodities, including fruit and vegetables. Overall, in the 35 years between 1976-2011, annual U.S. per capita availability of fruit and vegetables increased 40 pounds (35 pounds of vegetables, 5 pounds of fruit), slightly less than 2 ounces per person each day. This amounts to about the

size of a plum or ½ cup of vegetables each day. Consumption of fresh fruit and vegetables increased by 66 pounds, while canned, frozen (excluding French fries), juice, and dried fruit and vegetables decreased by 26 pounds.

### Behavioral Risk Factor Surveillance System (BRFSS)

BRFSS is a comprehensive, state-level, health-related surveillance system. Six questions about fruit and vegetable intake are included in this telephone survey. Changes in methodology in 2011 do not allow for comparisons to previous years, but based on the 2011 survey, adults in the U.S. consume fruit about 1.1 times per day and vegetables about 1.6 times per day. Centers for Disease Control & Prevention recently issued a *State Indicator Report on Fruit and Vegetables 2013* based on the 2011 survey, which can be found at [cdc.gov/nutrition/professionals/data](http://cdc.gov/nutrition/professionals/data).

## U.S. Per Capita Fruit and Vegetable Utilization/Consumption, 1976-2011, (all channels, foodservice, and retail), pounds



Sources: VEGETABLES, USDA/ERS, Vegetables and Melons Situation and Outlook Yearbook, May 2012, and Vegetables and Pulses Outlook, Sept. 2012; compiled by Dr. Roberta Cook, UC Davis. FRUIT, Fruit and Tree Nuts Yearbook, ERS/USDA, 10-31-12; compiled by Dr. Roberta Cook, UC Davis.  
\*Processed potatoes are not included in this graph.



## National Health and Nutrition Examination Survey (NHANES)

NHANES, the golden standard, is unique in that it combines interviews and physical examinations of a nationally representative sample of about 5,000 persons each year. The latest published report on fruit and vegetable consumption levels using NHANES data was based on 2003-2004 data and published in 2009.<sup>1</sup> Results indicated that adult men and women both ate .61 cups of fruit daily, and men and women ate 1.39 cups and 1.19 cups, respectively, of vegetables (without fried potatoes).

## Feeding Infants and Toddlers Study (FITS)

FITS is the largest and most comprehensive dietary intake survey of parents and caregivers of young children birth to four years. This cross-sectional study is conducted by Nestlé and provides information and insights on the diets and eating habits of infants, toddlers and preschoolers living in the U.S. Since the first study in 2002, it has been evident that improvements are needed related to vegetable and fruit consumption among young children. French fries and other fried potatoes were the most frequently consumed vegetable for 15-23 month olds and a significant percentage of children were not consuming any fruit or vegetable portions.<sup>2</sup> Similarly, in 2008, about three out of ten infants and toddlers ages 6-23 months were not consuming a discrete portion of vegetables (i.e. consumed as an individual item and not as part of a food mixture) and one out of four were not consuming a discrete portion of fruit, on an average day.<sup>3</sup>

The data indicates that food patterns are set early in life and fruit and vegetable consumption is lower than desired starting before the age of 1 year.<sup>3</sup>

The next FITS study is currently underway and will provide the latest data on food consumption patterns and associated lifestyle and behaviors among young children.

## Infant Feeding Practices Study II (IFPS II)

IFPS II was a longitudinal study conducted by the CDC and FDA in 2005-2007 that focused on infant feeding practices throughout the first year of life and diets of women in their 3rd trimester and at four months postpartum. The study found that fruits and vegetables were introduced at a median age of 5 to 6 months, and >90% of infants were consuming fruits and vegetables by 7.5 months of age.



A year six follow-up study was conducted in 2012 to reexamine the earlier participants' health, development and dietary patterns. The age of introduction was not associated with fruit and vegetable intake at 6 years; however, the frequency of consumption in infancy was directly related to the later eating habits. Children who consumed fruits and vegetables less than once daily during late infancy had increased odds of eating these foods less than once daily as 6 year olds.

All of this is to just show why numbers may vary. The bottom line is that Americans are only eating about ½ of the fruit and vegetables they need to be eating!

### References:

1. Kimmons J, et al. Fruit and Vegetable Intake Among Adolescents and Adults in the United States: percentages meeting individualized recommendations. *Medscape J Med* 11(1):26, 2009.
2. Fox MK, Pac S, Devaney B, Jankowski L. Feeding Infants and Toddlers Study: What foods are infants and toddlers eating? *J Am Diet Assoc* 2004; 104:S22-S30.
3. Siega-Riz AM, Deming DM, Reidy KC, Fox MK, Condon E, Briefel RR. Food consumption patterns of infants and toddlers: where are we now? *J Am Diet Assoc* 2010; 110:S38-S51.

# State of the Plate: 2015 Study on America's Consumption of Fruit & Vegetables

PBH commissioned consumer research through The NPD Group to use its National Eating Trends database for the year ending May 2014 to examine current consumption of fruit and vegetables in the United States, including consumption levels by age, gender, life cycle, health segmentation, meal occasion, and form. The research also estimates trends in future consumption and identifies items that should be considered moving forward to help increase consumption. Key findings include:

## Losses Tied to Key Behaviors

Overall the fruit and vegetable consumption losses are tied to two big behaviors: a decline in the dinner side dish for vegetables, and reduced consumption of fruit juice at breakfast. Staples such as orange juice, lettuce/salad, corn, and green beans have led the declines. Fewer side dish salads also reduces the use of other salad related vegetables such as tomatoes and cucumbers.

Vegetables have long been affected by shifts occurring at the dinner table. Americans have been looking for convenience at the dinner occasion and one way to make things more convenient is to include fewer side dishes in their dinner meal and to include them less often. They are also using fewer ingredients to prepare meals. This, along with steady growth for convenient options like ready-to-eat or frozen main dishes, has hurt vegetable consumption.

## Fruit and Vegetable Consumption Trends

### Consumption Levels Mixed

After a brief rise thru 2009, per capita fruit and vegetable consumption has declined 7% over the past 5 years, this has been driven primarily by decreased consumption of vegetables (-7%) and fruit juice (-14%). If fruit juice is excluded from the overall fruit total, however, there is only a 2% decrease in fruit consumption over the past 5 years. Fruit has seen growth among certain subsets of the population, specifically children of all ages and adults ages 18-44.

In addition, store fresh fruit has grown 4% over the past 5 years. Also, store fresh vegetables, while flat, have grown among PBH's core target of children (10%) and young adults over the past 5 years. Canned has lost favor during this same time period for both fruit and vegetables (-13%). Homegrown is down as well, particularly for vegetables, as is dried fruit.



The decrease in 100% fruit juice consumption could be attributed to any variety of factors, including ongoing interest in consuming low-carbohydrate foods, which peaked a decade ago, and the ever-increasing competitive set of beverages available to consumers that now include flavored water. As one of its key MyPlate messages, USDA also encourages decreased consumption of ‘sugar-sweetened’ beverages, and consumers often unwittingly include 100% juice in this mix.

Despite losses, however, fruit and vegetables are still a cornerstone of the American diet. In fact, vegetables are 4 of the top 5 side dishes at the in-home dinner meal and fruit is second only to candy as a snack.

### Fruit Benefits from Breakfast and Snacking

Fruit has enjoyed gains in consumption at breakfast. This is likely because breakfast is a more health related meal and fruit is versatile. For example, berries and bananas have gained favor throughout the day, probably due to their versatility for consumption “as is” and as a topping for cereal or yogurt, or as an ingredient to a smoothie or hot cereal. Fruit also is one of the top two snacks consumed and is growing, especially at the morning snack occasion due in part to American’s greater acceptance of snacking.

## Shifting Demographics of Fruit and Vegetable Consumers

### Younger Consumers Eating More

While almost all age and life stage groups are consuming fewer vegetables (teens and adult males ages 18-34 are an exception) and less *fruit juice*, some segments are consuming more *fruit* compared to 2009. Specifically:

- Children of all ages are consuming more fruit “as is” and with increases at all meal occasions. Berries, bananas, apples and oranges are driving this increase.
- Adults ages 18-44 are eating more fruit at breakfast, particularly berries and bananas.
- Working Women households and Traditional Families with stay at home moms have shown sizeable increases in fruit consumption over the past 5 years.
- African Americans, Hispanics, and those in the West North Central, Mountain, and Pacific are eating more fruit, as well as households with annual incomes of either \$20,000-\$40,000 or of \$60,000 or more.

### While Still Highest, Older Consumers Trending Down

The overall losses seen in fruit and vegetable consumption have been driven by double digit declines among adults ages 45 and older, and particularly those ages 65 and older, who are the highest fruit and vegetable consumers. In particular:

- Losses for fruit among this population have been driven by: decreases in all main meals, particularly dinner and lunch; fewer consuming them “as is”; and fewer including fruit as a dessert. Losses are driven by bananas and a variety of other fruit.
- Sizable declines for vegetables (1 fewer eating a week per capita versus just 5 years ago) have been driven by lower side dish “as is” use at in-home dinner meals. Lettuce and salad related vegetables, like tomatoes, have been hit the hardest, as have onions, potatoes, and mixed vegetables. Consumption at lunch has declined as well, though vegetables at breakfast have increased slightly.

One possible reason contributing to the losses among older core consumers (ages 50+) is that their dinner meal has changed. American’s are preparing ‘center of plate’ protein meals *less* often. Instead, consumers are opting for more one dish meals like pizza or sandwiches. This then impacts the use of side dishes, of which vegetables are the largest. This shift, combined with the overall long term trend toward simplifying the dinner meal (fewer sides and desserts), has driven declines for older core consumers.

Children of all ages are consuming more fruit “as is” and with increases at all meal occasions.





## The Future of Fruit and Vegetable Consumption

### 4% Growth Expected, Could Be Higher

Consumption of total fruit and total vegetables are expected to grow roughly **4% respectively** in the next 5 years, or roughly the same rate as population growth, resulting in relatively flat per capita consumption.

Fruit and vegetables, as a category is expected to show a much stronger benefit from the aging of the population given the higher consumption rates among older consumers and their higher levels of concern about health and greater incidence of medical conditions. Fruit and vegetables should be poised to flourish rather than just keep pace with population growth. If current food preparation and consumption behaviors among consumers ages 50+, are not modified or changed, the full growth potential of fruit and vegetables will likely not be realized during the coming years. This is due to the negative *generational* (cohort) effect for both fruit and vegetables among older consumers, which means that 50+ year olds today are consuming fruit and vegetables less often than their counterparts ten years ago.

Fruit consumption, excluding juice, is expected to grow by 9% over the next 5 years, and fresh vegetables are expected to grow by 8% overall.

Still, there is a positive generational effect for both fruit and vegetables for those under the age of 40, which bodes well for the long term future of fruit and vegetables. This group is consuming *more* fruit and vegetables than their counterparts a decade ago. Overall, the slight positive *aging* effect (changing life-stages), is expected to offset the slightly negative *trend* effect (changing environment), leaving population growth as the main factor influencing the 4% anticipated growth in the next 5 years for fruit and vegetables.

### 9% Growth for Fruit Excluding Juice and 8% Growth for Fresh Vegetables Expected

Fruit consumption, excluding juice, is expected to grow by 9% over the next 5 years, and *fresh* vegetables are expected to grow by 8% overall. When subtracting the 4% anticipated growth due to the expansion of the total population, a 5% *per capita* growth in fruit (excluding juice) and a 4% *per capita* growth in fresh vegetables is expected.

Consumption of total fruit and total vegetables are expected to grow roughly 4% respectively in the next 5 years, or roughly the same rate as population growth, resulting in relatively flat per capita consumption.



## Recommendations

### Become Relevant Again to Older Consumers

While the focus on moms and children has shown positive results in consumption, fruit and vegetable eatings among older consumers (ages 50+) has declined significantly over the past 5 years. It's concerning that the highest decline in fruit and vegetable consumption has occurred among older consumers who are focused the most on their health. The health benefits of fruit and vegetables should be a sweet spot with this group, but there appear to be some needs that fruit and vegetables are not meeting in terms of their health and daily lives. The older consumers may have also found ways other than consuming fruit and vegetables to address health. Additional qualitative or ethnographic research is needed to truly understand the disconnect and what's driving the severe losses for this older group, recognizing that fruit and vegetables are fighting bigger over-arching needs and competing priorities for health, such as convenience, taste, and price. The drive to simplify meals over the past 30 years has resulted in a significant and negative impact on the inclusion of vegetables at the dinner meal.

### Extend Partnerships

The consumption of fruit and vegetables associated with core foods is declining. However, this decline affords fruit and vegetable marketers an opportunity to partner with companies who prepare and sell the core food groups most often associated with fruit and vegetables such as beef and poultry protein entrées, salads, and Italian dishes. The creation of partnerships between fruit and vegetable organizations and companies representing complementary foods, that have shown solid growth over the last decade, is another strategy to increase the consumption of fruit and vegetables. Yogurt, for example, is a natural pairing for fruit. Vegetables and some fruit work well on pizza. A variety of vegetables can be included on poultry sandwiches and in Mexican food. All of these complementary food groups are also among the fastest growing food items. In retail, there has been a lot of focus on the perimeter of the store, but the center of the store is important and fruit and vegetables can help the center of the store partners provide better meals for consumers.

### Remember Pricing Strengths

Consumers often focus on the price of the fruit or vegetable, but forget that relative to other alternatives, fruit and vegetables are a great alternative for those watching their food budget. Since most fruit and vegetables are consumed in the home, it is important to remember that the price of a home prepared meal is one-third the cost of the average meal away from home. Food marketers and educators can encourage

price sensitive consumers to eat more meals at home by showing how the purchase of ready-made meals, and other convenience items from the supermarket, are less expensive than eating out.



Consumers often focus on the price of the fruit or vegetable, but forget that relative to other alternatives, fruit and vegetables are a great alternative for those watching their food budget. Since most fruit and vegetables are consumed in the home, it is important to remember that the price of a home prepared meal is one-third the cost of the average meal away from home.

### Advance Away-From-Home Dining Opportunities

While food purchased from grocery stores is the bulk of all fruit and vegetables consumed, convenience continues to drive away-from-home eating. Restaurants are an ideal and significant opportunity to help with the growth of fruit and vegetable sales, especially at fast food outlets where a large number of the current population regularly frequent. Also, older adults are eating more away from home, offering an opportunity to reach this population through restaurant venues.

#### SOURCE:

Produce for Better Health Foundation. *State of the Plate, 2015 Study on America's Consumption of Fruit and Vegetables*, 2015. Web. <[http://pbhfoundation.org/about/res/pbh\\_res/](http://pbhfoundation.org/about/res/pbh_res/)>.

# Storing Fresh Fruits and Vegetables for Best Flavor

## Store in the refrigerator

<b>FRUIT</b>	Berries	<b>VEGETABLES</b>	Belgian Endive	Cauliflower	Leafy Vegetables	Radishes
Apples (more than 7 days)	Cherries	Artichokes	Broccoli	Celery	Leeks	Spinach
Apricots	Cut Fruit	Asparagus	Brussel Sprouts	Cut Vegetables	Lettuce	Sprouts
Asian pears	Figs	Green Beans	Cabbage	Green Onions	Mushrooms	Summer Squashes
	Grapes	Beets	Carrots	Herbs (not basil)	Peas	Sweet Corn

1. Place fruits and vegetables in separate, perforated plastic bags.
2. Use within 1-3 days for maximum flavor and freshness.

3. Store each group in different produce drawers in the refrigerator to minimize the detrimental effects of ethylene produced by the fruits on the vegetables.

## Ripen on the counter first, then refrigerate

Avocados	Kiwi	Nectarines	Peaches	Pears	Plums	Plumcots
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1. To prevent moisture loss, store fruits and vegetables separately in a paper bag, perforated plastic bag, or ripening bowl on the counter away from sunlight. Ripening fruit in a bowl or paper bag can be enhanced by placing an apple with the fruit to be ripened.

2. After ripening, store in refrigerator and use within 1-3 days.

## Store only at room temperature

<b>FRUIT</b>	Citrus fruits	Persimmons	<b>VEGETABLES</b>	Garlic*	Peppers†	Tomatoes
Apples (fewer than 7 days)	Mangoes	Pineapple	Basil (in water)	Ginger	Potatoes*	Winter Squashes
	Melons	Plantain	Cucumber†	Jicama	Pumpkins	
Bananas	Papayas	Pomegranates	Eggplant†	Onions*	Sweet Potatoes*	

1. Many fruits and vegetables should only be stored at room temperatures. Refrigeration can cause cold damage or prevent them from ripening to good flavor and texture. For example, pink tomatoes ripen to a better taste and red color if they are left at room temperature. In the refrigerator, they do not turn red, and even red tomatoes kept in the refrigerator lose their flavor.

2. Keep away from direct sunlight.

\*Store garlic, onions, potatoes, and sweet potatoes in a well-ventilated area in the pantry.

†Cucumbers, eggplant, and peppers can be refrigerated for 1-3 days if they are used soon after removing from the refrigerator.

## Cleaning Your Produce

Always keep produce separate from raw meat, poultry, and seafood. Never use detergent or bleach to wash produce. Instead, rinse produce under running tap water immediately prior to use, including those with skins and rinds that are not eaten. Washing too far in advance removes some of nature's natural preservatives. However, head lettuce or leafy greens remain crisper when washed right away and then refrigerated. Packaged fruits and vegetables labeled "ready-to-eat," "washed," or "triple washed" need not be washed. Refrigerate all cut, peeled, or cooked fruits and vegetables within 2 hours.

For information on how to store other fruits and vegetables visit  
[FruitsAndVeggiesMoreMatters.org](http://FruitsAndVeggiesMoreMatters.org)

Source: UC Davis Postharvest Technology



# 10 Tips to Nutritious Eating on a Budget

## 1. Eat at Home

Food purchased from the store — including fresh-cut produce, frozen meals, or prepared foods — is, on average, one-third the cost of eating out so eating at home and packing a lunch are two of the most important things you can do to save money and improve your nutrition (see graph below)! Try packing lunches after dinner (including leftovers) for the next day, so you're ready to go in the morning. No refrigerator at work or school for your lunch? Freeze 100% juice boxes and use them as ice-packs and a beverage.

## 2. Plan and Cook Smart

Planning your meals in advance helps streamline your purchases and ensures that what you buy doesn't go to waste. Prepare and freeze soups, stews, or other dishes in advance to save time and money.

## 3. Reuse Ingredients

Select recipes that make use of similar ingredients to help reduce the size of your shopping list and eliminate waste from half-used ingredients.

## 4. Stick to Your List

Translate your weekly meal plan into a shopping list and don't stray from it. Don't shop while hungry to make it easy to pass tempting foods.

## 5. Use Coupons

Check the local newspaper, online, and at the store for sales, coupons, and specials that will cut food costs.

## 6. Buy in Bulk

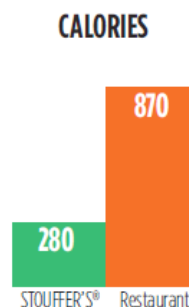
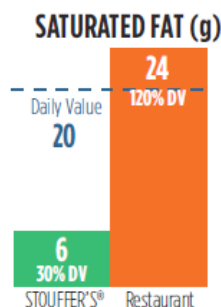
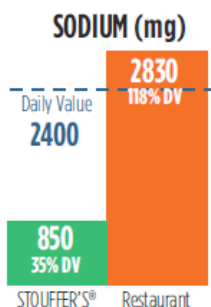
Purchasing bulk quantities of foods you buy often can save dollars, especially if items are on sale. (But don't buy bulk or use coupons for items that you don't use or need!)

## 7. Compare Prices

**STOUFFER'S® Lasagna with Meat & Sauce**  
(Freshly made pasta, rich meat sauce, real mozzarella cheese, 90 oz)

**National Midscale Italian Restaurant Lasagna**  
(Pasta, meat sauce, mozzarella, ricotta, Parmesan and Romano cheese)

Daily Value  
Based on a 2000 calorie diet



Store brands often provide the same or similar product for a cheaper price, but other brands may be on sale. If your grocer has a membership card, sign up for even more savings.

## 8. Stock Up

When frozen, canned, dried fruit and vegetables as well as 100% juice are available in the home, more fruit and vegetables are eaten. These other forms of fruits and vegetables are as nutritious as fresh, they last longer, and are very convenient.

## 9. Celebrate the Season

Seasonal produce is usually less expensive and at peak of flavor. Some fresh fruit and vegetables don't last long though, so purchase small amounts more often to ensure minimal waste. Overripe fruit is great for smoothies or baking.

## 10. Try Gardening

Plant your own vegetables — in the yard or a pot on the porch. Easy to grow items that can save a lot of money: herbs, peppers, tomatoes, leaf lettuce, and spinach.

<http://www.fruitsandveggiesmorematters.org/healthy-meal-planning-with-fruits-and-vegetables>

<http://www.choosemyplate.gov/budget/sample-twoweeekmenus.html>

[http://www.nestleusa.com/asset-library/documents/nutritionhealthwellness/balanceyourplate/byp\\_budget-mealplans\\_final.pdf](http://www.nestleusa.com/asset-library/documents/nutritionhealthwellness/balanceyourplate/byp_budget-mealplans_final.pdf)



**FRESH | FROZEN | CANNED | DRIED | 100% JUICE**  
**I T A L L M A T T E R S !**

## Fruits and Vegetables and Health

It is widely acknowledged that fruits and vegetables are important in a varied, healthy and balanced diet and this has been embedded within national dietary guidelines as a specific recommendation to eat more of these important food groups.<sup>1</sup>

- Epidemiological studies have shown that a high intake of a wide variety of fruits and vegetables is associated with a lower risk of chronic diseases, particularly cardiovascular disease.<sup>2,3</sup> In a meta-analysis of existing cohort studies,<sup>4</sup> those consuming 3-5 servings/day and > 5 servings/day had an 11% and 26% reduction in risk of stroke, respectively, compared with those consuming < 3 servings per day.
- The World Health Organization (WHO) has estimated that insufficient intake of fruits and vegetables causes around 14% of gastrointestinal cancer deaths, about 11% of ischaemic heart disease deaths and about 9% of stroke deaths worldwide.<sup>5</sup>
- Fruits and vegetables are an important source of essential vitamins and minerals and dietary fiber and help to increase the nutrient density of the diet. In addition, these plant foods provide other important components such as phytochemicals,<sup>6</sup> which are also potentially beneficial to health.<sup>7</sup> Emerging research suggests that bioactive compounds present in citrus fruits, for example, may potentially be associated with a reduced risk of stroke.<sup>8</sup>

## All Forms Matter

Buying a combination of fresh, canned, frozen, dried, and 100% juice maximizes nutrition, minimizes waste, saves money, and assures that there is always a variety of fruits and vegetables available. Exclusively recommending one form of fruit or vegetable over another ignores the benefits of each form and limits consumer choice.<sup>13,14</sup>

Most fat-soluble nutrients, including carotenoids, vitamin A, and vitamin E, are higher in processed fruits and vegetables. This is true, in part, because the mild heat treatment in processed products allows for greater bioavailability of lipid-soluble nutrients. Processed fruits and vegetables may also contain greater nutritional value because some processing cultivars are more nutritious than fresh cultivars, as is the case with tomatoes.<sup>14</sup>

The absorption of lutein found in corn, an antioxidant that may reduce the risks of cataracts and macular degeneration, is also enhanced by heat from the canning process.<sup>15</sup>

From a nutrition and sensory standpoint, recipes prepared with canned and/or frozen ingredients have been rated as comparable to those prepared with cooked fresh ingredients.<sup>16,17</sup>

Research shows that compared to non-juice drinkers, children who drink 100% juice have higher intakes of vitamins A and C, magnesium, folate, phosphorus, calcium, and potassium – all nutrients that have been identified as frequently under-consumed by these age groups.<sup>18,19</sup>

Dried fruits are a particularly significant source of dietary potassium and fiber. Depending on the specific fruit, they provide other important nutrients like vitamin A and carotenoids (dried peaches and apricots), vitamin K (dried plums), calcium (dried figs), manganese (dried figs), and boron (raisins and dried plums).<sup>20</sup>

Dried fruit is an excellent source of phenolic compounds which contribute to the antioxidant capacity of fruits and vegetables. In fact, the antioxidant capacity is much higher for dried fruit than corresponding values for fresh because the antioxidants are concentrated into a smaller volume during the dehydration process.<sup>20</sup>

In terms of coronary heart disease a comprehensive review of the literature concluded that 100% fruits and vegetable juices had benefits similar to whole fruits and vegetables.<sup>21</sup>

One study demonstrated increased amounts of some key anthocyanins in canned blueberries, a powerful antioxidant, compared to the amounts found in fresh and frozen blueberries.<sup>22</sup>

## Know the Facts

Americans are not consuming even half of their recommended servings of fruits and vegetables despite research outlining health benefits.<sup>9</sup> Barriers to consumption include confusion surrounding pesticides, microbial contamination and food preservation methods, as well as cost. Health professionals, scientists, and the media have a responsibility to share information, based on sound science, to minimize confusion. Having answers to common misperceptions about fruits and vegetables may help overcome some barriers to their consumption.

## Key Barriers to Greater Consumption

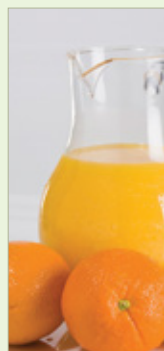
When primary shoppers were asked what factors made it most difficult for them to include more fruits and vegetables in meals and snacks, cost was among the highest concerns. In fact, 44% said fruit was too expensive and 35% said vegetables were too expensive.<sup>10</sup> Fresh fruits and vegetables in particular were perceived as most costly, while frozen and canned were favored because they were less costly.

When asked why shoppers don't purchase some forms of fruits and vegetables, concern about artificial ingredients or added preservatives prevailed, with a general perception that canned fruits and vegetables in particular weren't as healthy as other forms.

In a separate study, almost 20% of low income consumers reported that negative messaging about pesticide residues and the use of biotechnology would cause them to either be unsure of what to eat or to reduce their consumption of fruits and vegetables.<sup>11</sup>

*Ultimately, consumers believe they can actually achieve their fruit and vegetable consumption goals when they know that they can 'count' all forms toward their daily goal.<sup>12</sup>*

## Drink 100% Juice!



There are some general misconceptions about the appropriateness of 100% fruit juice as part of a diet, especially for children. The current scientific evidence strongly supports the nutritional benefits of 100% juice and the weight of the evidence does not support a relationship between overweight and juice consumption.<sup>24, 25, 26, 27</sup> In fact, 100% fruit juice consumption has been associated with improved nutrient adequacy in children and adolescents.<sup>26, 27</sup> Drinking 100% juice can help children and adults reach daily fruit and vegetable consumption goals.

Remember, there are no added sugars in 100% juice—just the natural sugars found in whole fruit.

### American Academy of Pediatrics 100% Juice Guidelines for Children<sup>23</sup>

Age Group	Amount Daily
Infants twelve months of age and under	No Juice
Children 1-6 years	4-6 ounces
Children 7-18 years	8-12 ounces

Note: Juice should not be fed by bottle to small children

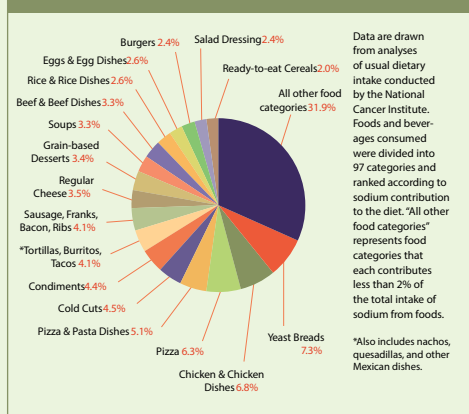
## Concerns About Canned Fruits and Vegetables are Unfounded

Shoppers who don't purchase canned fruits and vegetables say it is because they are less healthy and have 'added preservatives or artificial ingredients.' In reality, added sugar or sodium are the primary added ingredients to these products and 'no-sodium' or 'packed 100% juice' versions are readily available.

Concern has also been expressed about the use of bisphenol-A (BPA) found in the lining of canned food containers, despite FDA stating that BPA is safe to use in food-contact materials.<sup>29</sup> In response to consumer concerns, however, many can manufacturers have already discontinued their use of BPA.<sup>30</sup>

The Nutrition Facts panel on canned vegetables must list all of the sodium in the can, despite the fact that much of the sodium is in the water surrounding the vegetables and isn't consumed. Draining the vegetables reduces sodium by 36%, and draining and rinsing lowers sodium by 41%.<sup>31</sup> When purchasing canned vegetables, consumers can also look for labels that say 'reduced sodium,' 'low sodium,' or 'no salt added.'

### Sources of Sodium in the Diets of the U.S. Population Ages 2 Years and Older<sup>28</sup>



Fruits and vegetables do not contribute significantly to Americans' sugar and sodium intake, regardless of the form in which they are consumed.

In fact, all canned, frozen, and dried fruits contribute less than two percent of the added sugar in most Americans' diets, and vegetables add less than one percent of the sodium.<sup>32</sup>



Organic fruits and vegetables are not more nutritious than conventionally grown. An analysis of 46 studies published in 2009 determined that "there is no evidence of a difference in nutrient quality between organically and conventionally produced foodstuffs." The authors reported that a small number of differences in nutrient content existed between organically and conventionally produced foods, but were unlikely to be of public health relevance.<sup>33</sup>

Conventionally grown fruits and vegetables are safe! The U.S. EPA's current process for evaluating the potential risks of pesticides on food is rigorous and health-protective. The EPA's testing requirements for pesticides used on food are more extensive than for chemicals in any other use category, and include testing targeted specifically to assess the potential risks to fetuses, infants, and children.

The 2010 Pesticide Data Program Annual Summary confirms that pesticide residues in food do not pose a safety concern. Specifically, any residues found in fruits and vegetables are at levels that do not pose risk to consumers' health.<sup>34</sup>

## Healthy Foods are Not More Expensive

When you compare the price of foods by weight or average portion size, vegetables and fruits are less expensive than most dairy, protein, and moderation foods. It's only when you compare price per calorie that less healthy foods are cheaper than fruits and vegetables.<sup>35</sup>

Getting the recommended amount of fruits and vegetables costs as little as \$2-\$2.50 per day. Average prices ranged from under 20 cents to over \$2 per edible cup equivalent, depending on the specific fruit or veggie.<sup>36</sup>

## What You Can Do to Help

Consumers need assurance that the most important thing they can do is eat more fruits and vegetables, regardless of whether they are fresh, canned, frozen, dried, or 100% juice.

To find tips and ideas on preparing fruits and vegetables in healthful ways, look to [FruitsAndVeggiesMoreMatters.org](http://FruitsAndVeggiesMoreMatters.org).



### For more information:

- [FruitJuiceFacts.org](http://FruitJuiceFacts.org)
- [Mealtime.org](http://Mealtime.org)
- [FrozenFoodFacts.org](http://FrozenFoodFacts.org)
- [Nutfruit.org](http://Nutfruit.org)
- [PBHFoundation.org](http://PBHFoundation.org)

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# Build a Healthy Plate with Canned Fruits and Vegetables

Canned fruits and vegetables empower people to make better, healthier choices in the grocery aisle and feel confident about serving meals at home. They are a smart solution for better eating, providing affordable ingredients that cut down prep time, making homemade meals easier and more accessible.

Canned foods are recommended by numerous public health experts, including the American Heart Association and the Academy of Nutrition and Dietetics, and promoted within various health initiatives. Furthermore, the 2015-2020 Dietary Guidelines for Americans (DGA) highlights that fruits and vegetables include fresh, canned, frozen and dried forms as healthy eating options.



## Four Reasons Cans Count at Mealtime

### Packed with Underconsumed Nutrients

According to the 2015-2020 DGA, a variety of canned foods are a great source of key nutrients of concern for Americans including potassium, dietary fiber, calcium and vitamin D. Meanwhile, canned fruits and vegetables provide only two percent of added sugar in the diet, and vegetables contribute only 11 percent of sodium intake.

### Endless Variety in Every Season

There are more than 1,500 food items that come in cans. This provides almost limitless options in creating flavorful and nutritious meals. And, because fruits and vegetables are picked fresh and sealed quickly in a can, they can be enjoyed all year round without sacrificing nutrients. A Michigan State University study found that canned fruits and vegetables are nutritionally comparable to fresh and frozen — sometimes even better.

### Safety Sealed in Each Can

The high-heat canning process is one of the safest when it comes to preserving food because it prevents the growth of microorganisms that cause food borne illnesses. The can is a protective container, sealing in great taste and protecting against microbes. Even if a can has a small dent (no deeper than a finger) and no sharp points, the food is safe to eat as long as the dent is on the side and not the seam.

### Environmentally Friendly Mealtime Solution

Americans waste approximately 15 to 20 percent of fresh fruits and vegetables every year. Canned food can help you reach your daily goals for fruits and vegetables while minimizing loss. They are also the most recycled package in America today, with a recycling rate 2.5 times higher than that of most other packaging options. Metal cans may be recycled endlessly without the loss of strength or quality, making it an eco-friendly choice for preserving nutritious food.

**For more resources and infographics about canned foods, visit [Cancentral.com](http://Cancentral.com).**

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# The Power of the Pour: 100% Juice

Experts agree that as a complement to whole fruit and vegetables, 100% juice can be a convenient, delicious and nutritious way to squeeze more fruit and vegetables into the day. In fact, the 2015 Dietary Guidelines for Americans more precisely indicate that 100% juice can comprise up to half of the fruit recommendations; heretofore there was no amount of juice specified. This is a positive step given that the steep decline in 100% juice consumption over the past 10 years has hurt overall fruit consumption. Still, some myths persist about the role of 100% juice in a healthy diet.

**MYTH:** Drinking 100% Juice Leads to Being Overweight.

**FACT:** 100% Juice Can Be Part of a Healthy Diet Without Causing Weight Gain.

- The majority of studies show that drinking moderate amounts of 100% fruit juice is not linked to overweight or obesity in healthy adults and children.<sup>1-5</sup>
- With any food and beverage, balance is the key. 100% juice should be enjoyed in moderation.
- Drinking 100% juice can help children and adults reach daily fruit and vegetable goals.<sup>6,7</sup>

**MYTH:** 100% Fruit Juice Is Just “Empty Calories.”

**FACT:** 100% Fruit Juice Delivers Nutrition Squeezed from Whole Fruit.

For every calorie, 100% fruit juice packs in more nutrition than many other beverage options.

- Nearly twenty years of research shows that certain juices may be linked to specific health benefits. For example, nearly two decades worth of research suggest some 100% fruit juice can help support heart health. Some juice can also reduce urinary tract infections.<sup>8,9</sup>
- Drinking 100% fruit juice is associated with higher intakes of vitamins A and C, magnesium, folate, phosphorus and potassium in children.<sup>6,7,10</sup>
- Studies show that children who drink 100% juice have higher quality diets than those who don't drink juice. Overall, those who drink juice consume less solid fats and added sugars and more whole fruit and have the same or higher intakes of total fiber.<sup>11</sup>
- Drinking certain 100% juices may actually give you more healthy plant nutrients than eating some fruit. For example, making 100% grape juice involves crushing whole Concord grapes — including the seeds and dark purple skin — to release polyphenols from the grape. Similarly, research suggests that the actual processing of orange juice and tomato juice make some carotenoids more available to the body as well!<sup>12,13</sup>

**MYTH:** 100% Fruit Juice is Over Consumed.

**FACT:** Most Americans are not Getting Enough Fruit in All Forms, Including Juice.

- On average per capita consumption of juice for children 4-13 years of age is less than 1/2 cup (3.75 ounces) per day, which is less than the American Academy of Pediatrics allowance of 4-6 ounces of juice per day. Adult consumption is even lower, around 1/3 cup per day.<sup>14</sup>
- Juice accounts for only 2-3% of total caloric intake for children.<sup>15</sup>

**MYTH:** Whole Fruit is More Nutritious than 100% Fruit Juice.

**FACT:** All Forms of Fruit Fit.

Enjoying a variety of fruit in all its forms — including fresh, frozen, canned, dried and 100% fruit juice — can help you get the range of nutrition benefits fruit offers.

- While whole fruit can be a better source of fiber, 100% fruit juice delivers important vitamins, minerals and plant nutrients, such as polyphenols.
- In some cases, drinking 100% fruit juice may actually give you more healthy polyphenols than eating the fruit.

**MYTH:** 100% Fruit Juice Contains Added Sugar.

**FACT:** 100% on the Label Means Just That — 100% Fruit Juice, No Sugar Added.

- By definition, 100% fruit juice contains no added sugar.
- The grams of sugar listed on the Nutrition Facts Panels of 100% fruit juice are naturally occurring fruit sugars only.

## American Academy of Pediatrics 100% Juice Guidelines for Children<sup>16</sup>

Age Group	Amount Daily
Infants 12 months of age and under	No Juice
Children 1-6 years	4-6 ounces
Children 7-18 years	8-12 ounces

Note: Juice should not be fed by bottle to small children

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# Impact of Limiting Language in Recommendations on Fruit and Vegetable Consumption

During a time when consumers are not eating even half of their recommended amount of fruits and vegetables, Produce for Better Health Foundation (PBH) commissioned research to measure the impact of recommendations with inclusive vs. limiting language on consumers' perceptions of, and intent to purchase, various forms of fruits and vegetables.<sup>1</sup>

An on-line survey of 1,200 consumers was conducted in October 2015.<sup>2</sup> Half of respondents were exposed to inclusive recommendations for increased intake of fruit and vegetables and the other half were exposed to limiting language that reinforced fresh produce intake at the expense of packaged forms. All were then asked a series of questions after being exposed to both sets of recommendations.

## Research Results

### Perception of Healthfulness

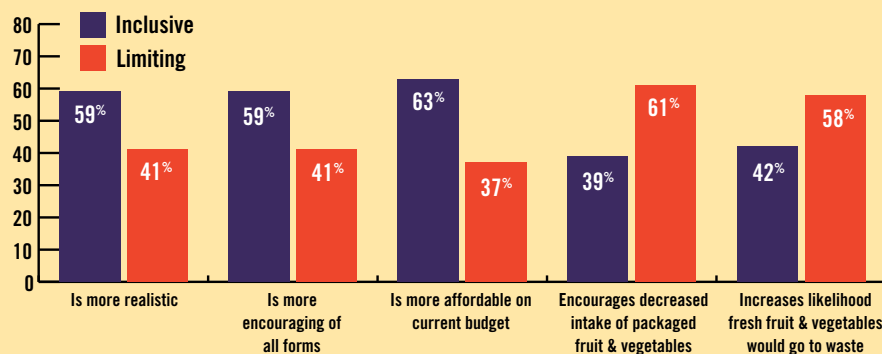
The words we use impact consumers' perceptions of the healthfulness of packaged fruits and vegetables:

- **Inclusive language** more strongly and consistently reinforces the healthfulness of all forms of fruits and vegetables — fresh, frozen, canned, 100% juice and dried.
- **Limiting language** that over-emphasizes the benefits of fresh fruits and vegetables, compared to packaged forms, detracts from the perceived healthfulness of packaged fruits and vegetables.
- Among vulnerable<sup>3</sup> consumers, **inclusive language** more consistently reinforces their perceived healthfulness of packaged fruits and vegetables.
- Vulnerable consumers feel that **limiting language** recommendations would most likely cause a decrease in their intake of packaged fruits and vegetables.

### Intent to Purchase

Recommendations with **inclusive language** more strongly and consistently increase consumers' intent to purchase packaged fruits and vegetables, without decreasing their intent to purchase fresh produce.

Impact of Language on Consumer Perceptions about Fruits and Vegetables



When directly comparing inclusive vs. limiting language, all consumers feel that inclusive language is more realistic, more encouraging of all forms of fruits and vegetables, and offers more affordable options.

## INCLUSIVE LANGUAGE

Inclusive language incorporates words and phrases that encourage consumption of fruits and vegetables regardless of form. For example:

- Include more fruits and vegetables in your diet. Fruits and vegetables may be fresh, canned, frozen, or dried.
- When including more fruits and vegetables in your diet, all forms of fruits and vegetables matter—fresh, frozen, canned, dried and 100% fruit or vegetable juice.
- With 200+ options and a variety of convenient packaging, prepared fruits, vegetables and beans are easy to store and easy to serve.

Recommendations should encourage all forms of fruits and vegetables so people can feel good about the purchases they're making and find more ways to increase their intake.

## LIMITING LANGUAGE

Limiting language is defined as words and phrases that devalue packaged forms of fruits and vegetables or overemphasize the value of fresh. For example:

- Include more vegetables and beans (without added salt or fat), and fruits (without added sugars) in your diet.
- Include canned or frozen fruits and vegetables when fresh produce is not available.
- Overall, fruits and vegetables that are just picked or fresh from the farmers market are healthier than frozen or canned ones. However, including frozen and canned fruits and vegetables can still be a good choice.

### Endnotes:

1. Inclusive of beans, like kidney beans.
2. Produce for Better Health Foundation. *The Impact of Policy Recommendation with Limiting and Inclusive Language on Consumers Perceptions and Intent to Purchase Fresh and Packaged Forms of Fruits & Vegetables*, 2015. Web. <[http://pbhfoundation.org/about/res/pbh\\_res/](http://pbhfoundation.org/about/res/pbh_res/)>.
3. Vulnerable consumers are those individuals who receive government food assistance, eat less than the recommended levels of fruit and vegetables or have limited access and budget for purchasing fresh fruit and vegetables.



# Botanical Fruit & Vegetable Classification

A fruit is a reproductive structure of a flowering plant which surrounds and protects the seed. Fruit is classified in three different ways: simple, aggregate, and multiple.

## Simple (develops from one ovary)

**Berries:** Entire fruit is fleshy, with one or many seeds inside, thin skin, e.g. Grapes, avocados, cranberry and blueberries



**Hesperidiums:** A berry having a leathery rind, All citrus — lemons, limes, oranges, grapefruit, kumquat



**Pepos:** A fleshy many-seeded berry that has a hard rind, e.g. Melon, squash, pumpkin, cucumber, eggplant



**Drupe or stone fruits:** A fleshy fruit with a hard stone (or 'pit') around the seed, e.g. Peaches, plums, nectarines, apricots, cherries, olives, mangos, walnuts, almonds, coconut, pistachios



**Pomes:** A fleshy fruit with a central core containing seeds enclosed in a capsule, e.g. Apples, pears, quince, kiwifruit



## Aggregate (one flower contains several separate ovaries which merge during development)

Strawberry, Blackberry, Raspberry



## Multiple (several flowers, each with an ovary, develop into small fruits that are clustered or fused together into a larger fruit)

Pineapples, figs, mulberries, breadfruit, bananas, persimmons



Vegetables are classified according to which part of the plant is eaten. Some vegetables fit into more than one category when several different parts of the plant are edible, e.g. both the roots and leaves of beets can be eaten.

**Bulbs:** Usually grow just below the surface of the ground and produce a fleshy, leafy shoot above ground. Bulbs usually consist of layers, or clustered segments, e.g. Fennel, garlic, onion, shallot, spring onion



**Flower buds:** The edible flowers of certain vegetables, e.g. Artichoke (globe), broccoflower, cauliflower, broccoli, Brussels sprouts, okra



**Fruits:** Fruits in the botanical sense, but used as vegetables: fleshy and contain seeds, e.g. Tomatoes, cucumbers, squash, zucchini, pumpkins, peppers, eggplant, tomatillos, chayote, okra, avocado



**Fungi:** Grown from spores, not seeds, e.g. Mushrooms



**Leaves:** The edible leaves of plants, e.g. Kale, collard greens, spinach, arugula, beet greens, bok choy, chard, turnip greens, endive, lettuce, mustard greens, watercress, chives



**Leaf Sheath:** Part of a leaf stalk that envelops the stem and runs concurrently with it for some distance, e.g. Leeks



**Roots:** Usually a long or round-shaped taproot, e.g. Carrots, celeriac, parsnips, beets, radishes, rutabagas, turnips, jicama, sweet potatoes



**Seeds:** Seeds grow in pods which are sometimes eaten along with the seeds, e.g. Beans (green, French, butter), broad bean, peas, snow peas, sweetcorn



**Stems:** The edible stalks of plants when the stalk is the main part of the vegetable, e.g. Asparagus, celery, kohlrabi, rhubarb, bamboo shoots



**Tubers:** Vegetables which grow underground on the root of a plant, e.g. Potatoes, taro, yams, Jerusalem artichoke



Adapted from: "Vegetable classifications," Horticulture New Zealand, accessed August 18, 2014, [http://www.vegetables.co.nz/vegetable\\_know\\_how/classifications.asp](http://www.vegetables.co.nz/vegetable_know_how/classifications.asp)  
See also: <http://www.hort.purdue.edu/ext/senior/vegetabl/sweetpotato1.htm>

# Use Special Celebrations!

## to Promote Fruit & Veggies

It's important to eat fruit and veggies every day. To keep this fruit and veggie message front and center for consumers, use special events for different days, weeks, and months of the year to celebrate specific commodities. Nationally recognized events provide great opportunities to reach the people you serve!

Looking for some tips, recipes, and resources to help plan some fruit and veggie celebrations?  
[FruitsAndVeggiesMoreMatters.org](http://FruitsAndVeggiesMoreMatters.org) • [Food.unl.edu/web/fnh/january](http://Food.unl.edu/web/fnh/january) (University of Nebraska-Lincoln)





## January

National Carrot Month  
National Bean Day (January 6)  
National Apricot Day (January 9)  
National Rhubarb Day (January 23)

## February

Fabulous Florida Strawberry Month  
National Canned Food Month  
National Cherry Month  
National Grapefruit Month  
National Potato Lover's Month  
National Sweet Potato Month  
National Potato Lover's Day (February 8)  
National Strawberry Day (February 27)

## March

National Celery Month  
National Frozen Food Month  
National Frozen Food Day (March 6)  
National Artichoke Heart Day (March 16)  
National Spinach Day (March 26)  
National Oranges and Lemons Day (March 31)

## April

National Fresh Celery Month  
National Fresh Florida Tomato Month  
Fresh Tomato Day (April 6)  
Day of the Mushroom (April 16)  
National Garlic Day (April 19)  
National Raisin Day (April 30)

## May

National Asparagus Month  
National Salad Month  
National Strawberry Month  
National Raisin Week (first week)  
National Orange Juice Day (May 4)  
Pick Strawberries Day (May 20)

## June

National Fresh Fruit and Vegetables Month  
National Papaya Month  
Corn on the Cob Day (June 11)  
Fresh Veggies Day (June 17)

**Note:** This calendar is accurate as of the date of this publication.  
The special events and dates listed are designed to be illustrative only, not all-inclusive.

## July

National Berry Month  
National Blueberry Month  
National Salad Week (4th week)  
National Watermelon Month  
Eat Beans Day (July 3)

## August

Get Acquainted with Kiwifruit Month  
National Peach Month  
National Watermelon Day (August 3)  
National Zucchini Day (August 8)  
National Potato Day (August 19)  
"Eat a Peach" Day (Aug. 22)  
Banana Lover's Day (August 27)  
Lemon Juice Day (August 29)

## September

Fruits & Veggies—More Matters® Month  
National Mushroom Month  
National Papaya Month  
National Potato Month  
Vegetarian Awareness Week (2nd week)  
National Acorn Squash Day (Sept. 7)

## October

National Apple Month  
National Cranberry Month  
National Spinach-Lover's Month  
National Tomato Month  
World Vegetarian Day (October 1)  
National Mushroom Day (Oct. 15)  
National Nut Day (Oct. 22)  
National Pumpkin Day (Oct. 26)  
National Potato Day (Oct. 27)

## November

National Pomegranate Month  
National Sweet Potato Awareness Month  
National Vegan Month  
National Fig Week (first week)  
Eat a Cranberry Day (Nov. 23)

## December

National Pear Month  
National Eat a Red Apple Day (Dec. 1)  
National Kiwifruit Day (first day of winter)

# Are Concerns about Pesticides a Barrier to Consumption?

America's food supply is safer today than it has ever been. That is reassuring, especially since most adults and children in this country need to significantly increase their intake of fruit and vegetables. Media coverage of stories like "The Dirty Dozen,"<sup>1</sup> however, often raises unnecessary concerns about the risk of pesticide residues on conventionally grown produce. This negative messaging about food safety has left some consumers confused and uncertain about what they should be eating. In fact, a recent study found that fears about pesticide residues may have become another barrier to increasing fruit and vegetable consumption among Americans, especially low-income populations.<sup>2</sup>



## Putting Pesticide Risk in Perspective

To correct the common and often misleading information seen in the media about the effects and extent of pesticide residues on fruit and vegetables, consumers clearly need (and deserve) information from credible sources in order to make nutritionally-sound food choices. To meet this need, groups like the Alliance for Food and Farming (AFF) focus on presenting factual, science-based, and peer-reviewed information to the public. At [safefruitsandveggies.com](http://safefruitsandveggies.com), AFF provides answers to common questions about actual fruit and vegetable pesticide residue. Among the most popular sections of the [safefruitsandveggies.com](http://safefruitsandveggies.com) website is the eye-popping Pesticide Residue Calculator, which puts residues into proper perspective. Website visitors can also see "Ask the Experts" videos, review peer-reviewed nutrition and toxicology research, and learn more about the regulatory systems in place to ensure the safety of produce.



## What Leading Research Has to Say

### Answering the Question:

#### *Are Fruit and Vegetables Safe to Eat?*

The U.S. food supply is considered one of the safest in the world. EPA, FDA and USDA set limits on how much pesticide can be used on farms and monitor pesticide residue on produce reaching the consumer. According to the latest findings from USDA released in 2012, “Consistent with guidance from health and nutrition experts—and as affirmed by federal nutrition guidance that urges people to make half their plate fruits and vegetables—we encourage everyone to continue to eat more fruits and vegetables in every meal and wash them before you do so.”<sup>3, 4</sup>

“The amount of pesticide residues that an average person ingests throughout an entire year is even less than the amount of those ‘harmful’ substances in one cup of coffee.”

—Dr. Bruce Ames Professor Emeritus of Biochemistry and Molecular Biology, University of California, Berkeley

We have the capacity to measure incredibly small amounts of anything, including pesticides and minerals, thanks to advanced technology. “The sheer fact that we can measure it . . . doesn’t necessarily translate into public risk.”

—Dr. Carl Keen, University of California, Davis, Department of Nutrition

FDA recommends washing all produce thoroughly under running water before eating, cutting, or cooking, even if you plan to peel the produce. Washing fruit and vegetables with soap or detergent or using commercial produce washes is not recommended.<sup>5</sup>

Organically grown produce is often promoted as being more nutritious than fruit and vegetables that are traditionally farmed. Studies have shown that “there is no evidence of a difference in nutrient quality between organically and conventionally produced food-stuffs.”<sup>6</sup> In fact, virtually all research on the health benefits of fruit and vegetables has been done with little regard to whether the fruit and vegetables were organically or conventionally grown.

There is a common misconception that organic produce is pesticide or chemical free. That is not necessarily the case. By definition, the term “organic” means that pesticides, if used, come from natural resources, not synthetic products. In fact, there are even some synthetic pesticides that are allowed on organic products.<sup>7</sup> Just because something is natural doesn’t mean it’s safe.<sup>8</sup> What makes organic farming different is not the use of pesticides, but the origin of the pesticides used. The bottom line is, organic and conventionally grown produce both represent good choices for consumers.

## The Bottom Line

Health experts agree: Eat your fruit and vegetables! The benefits far outweigh the risks. As noted by Dr. Carl Keen, Professor of Nutrition and Internal Medicine at UC Davis, “For all of us involved in promoting better consumer health, increasing consumption of fruits and vegetables is among our main objectives. The benefits of consuming plenty of fruits and vegetables are absolutely indisputable. Consumers should eat both organic and conventionally grown produce without worrying about minute levels of pesticide residues.”

### Suggested Websites for More Information:

**Academics Review, Testing popular claims against peer-reviewed science:** [academicsreview.org/](http://academicsreview.org/)

**Alliance for Food and Farming:** [safefruitsandveggies.com/](http://safefruitsandveggies.com/)

**American Council on Science and Health:** [acsh.org/](http://acsh.org/)

**Council for Agricultural Science and Technology:** [cast-science.org/](http://cast-science.org/)

**EPA, Pesticides and Consumers:** [www2.epa.gov/safepestcontrol](http://www2.epa.gov/safepestcontrol)

**FDA, Pesticides:** [fda.gov/Food/FoodborneIllnessContaminants/FoodborneIllnessesNeedToKnow/default.htm](http://fda.gov/Food/FoodborneIllnessContaminants/FoodborneIllnessesNeedToKnow/default.htm)

**International Food Information Council Foundation (IFIC):** [foodinsight.org/](http://foodinsight.org/)

**USDA, Agricultural Marketing Service, Pesticide Data Program:** [ams.usda.gov/AMSV1.0/pdp](http://ams.usda.gov/AMSV1.0/pdp)

## What consumers need to know about the “Dirty Dozen”

The “Dirty Dozen” list considers exposure but makes no attempt to address toxicity. Risk = Exposure x Toxicity

There are reliable, well-established, and accepted methods for assessing the risk of small doses of chemicals. The authors of the “Dirty Dozen” list acknowledge this methodology, and state on their website that the list “is not built on a complex assessment of pesticide risks.”

There is no convincing evidence that pesticide residues at the levels found on fruit and vegetables sold in the U.S. pose a risk.

Consumers should be advised to “Just Wash It” with water, if concerned about pesticide residues, guidance that’s based on government recommendations.

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# Pesticides and Food: What you need to know

From supermarkets to farmers markets, Americans can enjoy hundreds of nutritious, fresh and high-quality fruits and vegetables.

In order to provide such a plentiful food supply, conventional and organic farmers have multiple options to protect crops from weeds and pests—including pesticides. Even with strict safety standards in place to help ensure the safety of the food supply, you may have questions about the use of pesticides in food production, as well as pesticide residues on food.

## What is a pesticide?

A pesticide is any substance or mixture of substances—natural, organic or man-made—used to prevent, destroy or manage pests. Not all pesticides are the same. Different types of pesticides target different types of pests. For example, insecticides target insects, herbicides target weeds, and fungicides target fungi that may cause plant diseases.



## Why are pesticides used to grow food?

There are thousands of insects, weeds and plant diseases that can have a devastating effect on conventional and organic crops and, ultimately, threaten our food supply. Pesticides are one of many tools farmers use to protect their crops, similarly to how you may use pesticides to protect plants in your home garden.

## How are pesticides tested for safety?

Pesticides are strictly regulated in the United States to ensure that they may be used safely and will not harm human health or the environment. All pesticides are rigorously screened before being allowed for use. Three government agencies share responsibility for regulating conventional and organic pesticides and ensuring the food supply is safe: U.S. Environmental Protection Agency (EPA), United States Department of Agriculture (USDA) and U.S. Food and Drug Administration (FDA).

## Who monitors pesticide residue levels on fruits and vegetables?

Small amounts of pesticide are sometimes present on produce after it leaves the farm, these are known as “pesticide residues.” The U.S. Environmental Protection Agency (EPA) has developed strict limits (or “tolerances”) for the amount of pesticide residue that can be present on food. The FDA and USDA share responsibility for monitoring levels of pesticide residues in and on foods.

## Are fruits and vegetables that have been treated with pesticides safe to consume?

Yes. Most pesticide residues, if present at all, are typically well within safe levels (as determined by the EPA) for both adults and children. The website [www.safe fruitsandveggies.com](http://www.safe fruitsandveggies.com) has a “safe produce” calculator that shows how much of a food can be eaten before reaching a minimal level of health concern. For example, a child could consume over 1,500 servings of strawberries in one day (a feat that would be physically impossible) without any adverse



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## FAST FACTS

- The benefits of consuming fruits and vegetables far outweigh any risks from the use of pesticides. Conventional or organic, both types of produce are highly regulated and safe.
- Both conventional and organic farmers may use pesticides.
- Federal and state sampling programs consistently show that pesticide residues on conventional and organic foods are at very low levels, when present at all.
- Washing fruits and vegetables often eliminates any pesticide residues, if they are present at all.
- Farmers use the smallest amount of pesticide necessary to protect their crops, so they only apply pesticides at the right time, in the right amount, and at the right location.

health effect from pesticide residues, even if the strawberries have the maximum pesticide residue levels identified by FDA or USDA.

### Do conventional and organic farmers always use pesticides?

No. Pesticides are expensive, so both conventional and organic farmers try to control insects, weeds, fungi or diseases using a variety of lower cost methods and tools. The section below highlights some of these methods, such as integrated pest management. The decision to use pesticides can be based on scouting fields for pests, historical experience or inspections conducted by certified crop advisors.

### Are pesticides used in organic production?

Yes. "Organic" does not necessarily mean "pesticide free". In fact, organic production can and often does include pesticides. The United States Department of Agriculture (USDA) organic regulations provide a national list of allowed and prohibited substances—man-made and natural, available at <http://www.ams.usda.gov/nop>.

### How do farmers manage the amount of pesticides used to grow food?

Both conventional and organic farmers take steps to ensure that pesticides are applied at the right time, in the right amount, and in the right location. Some examples include:

- **Integrated pest management (IPM):** Used by conventional and organic growers, IPM is a process that focuses on managing insects, weeds and diseases through a combination of cultural, biological and chemical measures. Pesticides are used only when needed and in combination with other approaches. Pest control materials are selected and applied in a manner that minimizes pesticide exposure for humans and the environment.
- **Precision agriculture:** Precision agriculture—also known as site-specific crop management—incorporates technologies that increase crop yields, decrease the amount of agricultural inputs (pesticides, fertilizers, water, etc.), and minimize impacts on the environment. Global



### QUICK TIPS TO FURTHER REDUCE YOUR EXPOSURE TO PESTICIDE RESIDUES

The risk of exposure to pesticide residues in fruits and vegetables is extremely low. However, by following the FDA's proper handling and rinsing practices, you can further minimize or eliminate pesticide residues, dirt and bacteria (if present). The tips below apply to conventionally-grown and organic produce.

- **Rinse and scrub:** All fruits and vegetables should be rinsed thoroughly with clean running water before eating. For firm produce, scrub with a clean produce brush on the surface while rinsing. Scrubbing will remove most wax coatings and residues, along with any dirt and bacteria. If the item package indicates "pre-washed," "pre-rinsed" or "ready-to-eat," you can consume safely without further rinsing. Do not use soap. Dry with a paper towel or clean towel.
- **Peel and discard:** Peeling produce can also remove any residues (if present) that may be on the skin. Rinse the produce before peeling. Throw away outer leaves of leafy vegetables.

positioning systems (GPS), geographical information systems (GIS), and satellite and aerial remote sensors are used in precision agriculture to pinpoint areas of need in a field. Sometimes, only a small section of a field may need to be treated for pests or weeds. Using the data from these tools, conventional and organic farmers will apply the right amount of a pesticide, at the right time, and in a precise location of a field, thus reducing the amount of pesticides applied.

- **Biotechnology:** Scientists can use biotechnology to add genes with desirable characteristics, like insect protection

or herbicide tolerance, to crops. These plants are often called "Genetically Modified Organisms" or "GMOs". Herbicide-tolerant crops allow the crop to survive while weeds are eliminated and reduce the need for tilling that, in turn, decreases soil erosion. Biotech (or "GMO") crops with insect control traits reduce insect damage and require fewer or no insecticide applications. There also are biotech crops on the market that tolerate drought stress, avoid viral infections and produce healthier oils. Upcoming biotech crops include apples that stay fresh longer and potatoes that resist browning, thus reducing food waste.



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# Vegetables, Fruit, and Biotechnology

Surveys show varying levels of concern about genetically modified (GM) foods among consumers; with some surveys indicating more than a third are very or extremely concerned about eating them.<sup>1</sup> When unprompted about GM foods, however, only 2% of consumers express concern about them.<sup>2</sup> Regardless of the real level of concern, there is a very vocal segment of the population who are against GM crops as well as foods and ingredients derived from biotechnology.<sup>3</sup>

In a society where the quality of the diet — overconsumption or nutrient deficiencies — has a larger influence on morbidity, mortality, and quality of life than other food risks, it's ironic that a technology that could help improve diet quality worldwide, while being more environmentally friendly, is instead the subject of so much misinformation and misperception.<sup>4,5</sup>

## Current Biotechnology Applications

Biotechnology is already playing a role in many products we use today. For example, enzymes developed through biotechnology are used in the production of cheese and yogurt. Biotechnology is used in the development of biofuels and medicines such as insulin for diabetes and vaccines for hepatitis, meningitis, and influenza. The first new treatment for multiple sclerosis in over 20 years was developed using biotechnology, as was the first new therapy in 30 years for cystic fibrosis. Biotechnology can help develop crops that are more resistant to insects, diseases, and harsh weather. Biotechnology can also make food safer by reducing naturally occurring toxins and allergens.<sup>6</sup>

## Prominence of Biotechnology in Produce

Many consumers believe that the use of biotechnology to genetically modify food is more prevalent in vegetables and fruit than in any other food,<sup>2</sup> when in fact the majority (>75%) of GM crops are soybeans, canola, sugar beets, cotton and field corn and are fed to animals or processed into sugar, high fructose corn syrup, vegetable oils, and protein extracts and can be found as an ingredient in an estimated 70% of foods sold in grocery stores today.<sup>7</sup>

Almost all produce items in the market today have been developed through traditional cross-breeding; some virus-resistant squash and insect-resistant sweet corn have been bred using biotechnology. Biotechnology was critical to saving the Hawaiian papaya crop from a devastating papaya ringspot virus, which threatened to wipe out the entire crop. Two new products, a non-browning apple and potato, were approved by FDA in 2015.

## Food Safety Risk Hierarchy

High Risk	Diet (sufficiency, adequacy, over-nutrition)
	Food borne illness
	Untested (organic food, dietary supplements)
Moderate Risk	Natural toxicants
	Food allergy
	Chance additives
	Pesticide and herbicide residues
	Food ingredients and additives
*No Risk	Genetically modified foods

*\* All foods can have certain associated risks. GM foods are as safe as or are safer than their conventional counterparts.*

Bruce M. Chassy, PhD, Professor Emeritus of Food Science, Professor Emeritus Nutritional Sciences, University of Illinois at Urbana-Champaign

## Case Study: Citrus Greening



Citrus greening, a disease that sours oranges and leaves them half green, reached the citrus groves of Florida in 2005 after ravaging other citrus crops world-wide. Florida growers have chopped down or burned thousands of infected trees to help contain the spread of the disease, with no success. The use of biotechnology may be the only possible avenue to defeat the citrus disease.<sup>8</sup> Trees altered with a spinach gene appear to be able to resist the disease and are currently in test phase. With regulatory approval, this technology could be producing commercial fruit in 5 years.



*... it's ironic that a technology that could help improve diet quality worldwide, while being more environmentally friendly, is instead the subject of so much misinformation and misperception.*

The use of biotechnology to protect plums and beans from viruses, and to protect citrus groves from a bacterial disease are currently under review.

### Naturally Occurring Plant Compounds

Plants produce a variety of toxic molecules as part of their defense against predators.<sup>9</sup> In fact, 99.99% (by weight) of the pesticides in the American diet are chemicals that plants produce to defend themselves against insects and other predators.<sup>10</sup> Paradoxically, some of the very molecules that defend plants against predators are the same molecules that, at subtoxic doses, are thought to make plants beneficial to human health. Phytochemicals such as resveratrol (in grapes and wine), sulforaphanes (cruciferous vegetables) and organosulfur compounds (in garlic and onions) are thought to protect cells against injury and disease not simply because they act as antioxidants, but by stimulating the production of

proteins, antioxidant enzymes, and other signaling pathways to help cells withstand stress.<sup>11-14</sup> Conversely, some plants or plant components have higher levels of these naturally occurring toxins, like some wild mushrooms, rhubarb leaves, holly berries, or foxglove (used to produce digitalis for treatment of some cardiac conditions),<sup>15</sup> but there are no regulations that keep these plants from being cross-bred and introduced into the current food supply using traditional breeding techniques.

Furthermore, toxic compounds can be produced by plants due to insect damage, wet growing environments, poor post-harvest storage conditions, or other stressors. For example, mycotoxins are metabolites produced by plant fungi and can be found primarily in grains, tree nuts and groundnuts, but which can also be passed through animals into products such as milk.<sup>16</sup> Mycotoxins cause diseases as varied as neural tube defects, liver and kidney toxicity, a variety of cancers, gangrene, convulsions, and suppression of the immune system.<sup>16, 17</sup> The appropriate use of biotechnology can make crops resistant to pests, viruses, bacteria, fungal diseases, and other plant and environmental stressors, thereby reducing development of toxic compounds and providing a safer food supply.

### Neural Tube Defects — Caused by a plant fungus?



When corn is attacked by insects, a mold called *Fusarium* can grow at the site of insect damage and produce fumonisin, a deadly mycotoxin. It is often found in unprocessed corn (or maize), like tortillas made from raw corn. If consumed, it interferes with the cellular update of folic acid which is important in reducing the incidence of neural tube defects, including spina bifida, hydro-

cephalus, and anencephaly. Children of women who eat unprocessed corn as a significant part of their diet have as much as a 6-fold higher rate of neural tube defects. Genetically improved corn is less often damaged by insects, greatly reducing the amount of fumonisin and its harmful effects.<sup>20</sup>

### Potential Biotechnology Applications

The potential of biotechnology is vast but underutilized, in part because of the extensive regulatory cost for approval as well as challenges in consumer acceptance.<sup>18,19</sup> Biotechnology could be useful for developing produce varieties that:

- have different flavor profiles, perhaps sweeter or less bitter,
- are smaller for snacking and convenient packaging or larger for easier processing,
- are salt or drought tolerant, require less sunlight or can tolerate higher or lower temperatures,
- are disease or pest resistant for reduced use of pesticides, herbicides or fungicides, which in turn can improve soil quality and reduce pollution and conserve fossil fuels simply by reducing tractor trips across fields,
- have improved yields or grow faster to allow for more food from less land, with less need to encroach on new land,
- can be mechanically harvested, thereby reducing labor costs and price.

## Biotechnology as an Extension of Traditional Plant Breeding

All crops are domesticated wild plants that have been extensively genetically modified over hundreds of years. Every variety is genetically different. For example, there are more than 200 peach varieties alone, with thousands of genes that vary in each of them.<sup>21</sup>

The use of biotechnology as an extension of breeding technique is a more precise way to introduce new or enhanced genetic traits into crops, where only one or two genes may be changed. There is no scientific reason to believe that crops derived using biotechnologies are any different than any other crop in terms of safety or composition.

It is noteworthy that many foods we eat today have been introduced as completely new foods to humans during the past 400 years of globalization, like avocados, beans, and papayas. Many would not be approved for distribution if subjected to the standards applied to GM crops today, like rhubarb or spinach (oxalic acid), and potato or tomatoes (glycoalkaloids).<sup>4</sup> Indeed, these crops have been readily adopted without adverse health effects.

Ultimately, many years and millions of dollars are spent testing the safety of these biotech crops as required by the USDA, FDA, and EPA. Overall, a broad range of scientists, regulators, health professionals, and health organizations agree that it is safe to consume foods produced through biotechnology.<sup>22-27</sup>



### Helpful websites

GMOAnswers.com

tinyurl.com/GMLinks

Foodinsight.org/foodbioguide.aspx

AcademicsReview.org

PBH Webinar: *Understanding Food Risks*

Found at PBHFoundation.org/pub\_sec/webinars/

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# Keeping Produce Safe

Food handling and microbiological contamination are serious food safety concerns. About 1 in 6 (or 48 million) people get sick each year from contaminated food, with 128,000 hospitalizations, and 3,000 deaths annually.<sup>1</sup> Produce has been implicated in many food safety outbreaks over the past few years: from spinach in 2006, to jalapeño and serrano peppers (not tomatoes) in 2008, to cantaloupe in 2011 and 2012. In 2013, CDC released a new report using new methods to tease out mixed dishes, and found produce implicated in nearly half of all illnesses between 1998 and 2008, most often due to Norovirus from sick food handlers.<sup>2</sup> An earlier analysis using CDC's Foodborne Disease Outbreak database suggests that only a small portion of produce food outbreaks, 2%, actually occurred on the farm.<sup>3</sup>

There is a strong commitment by American farmers to ensure the safety of the foods they grow. Not only do their livelihoods depend on it, but the first person to eat product from a farm is usually the farmers themselves or a member of their family. Certainly food safety begins on the farm, but everyone who handles produce should be extra careful to avoid cross contamination, especially if the produce is to be eaten raw.

## *Why do we hear about so many microbiological outbreaks that include fresh produce?*

It could be any of a variety of things, including improved diagnostic capacity in health department laboratories, more people eating fresh produce, and a 24-hour news cycle that keeps it in the news. Pound for pound, produce and dairy are some of the safest food groups.<sup>4</sup>

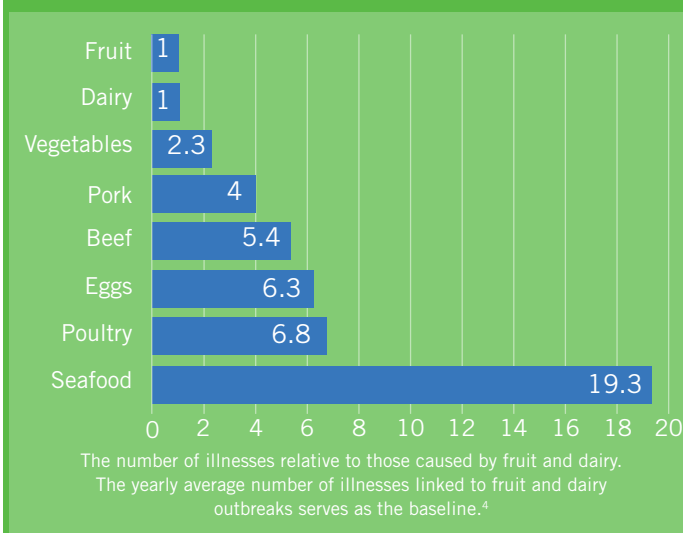
## *What caused the e.coli outbreak associated with fresh spinach in 2006 in which three people died and more than 200 became ill and how is the industry working to prevent this from happening again?*

To this day there is no conclusive cause, but it's thought to be a result of wild pigs in and around spinach fields or irrigation wells that could have been exposed to cattle and wildlife feces.<sup>5</sup> The industry responded in a variety of ways, including the creation of both a California and Arizona Leafy Greens Marketing Agreement in 2007 that developed more definitive food safety standards for leafy greens, including metrics for water quality, run-off water, fertilizers, adjacent land use, equipment sanitation, worker hygiene, and more. Ninety-nine percent of all leafy greens growers in California and Arizona abide by these standards. These same growers provide 90% of the nation's leafy greens, which includes lettuce (butter, iceberg, red leaf, green leaf, romaine and baby leaf), spinach, cabbage (red, green, savoy), spring mix, arugula, chard, escarole, endive, and kale. Also, a new research foundation, Center for Produce Safety, started in 2007, continues to fund research to understand produce food safety.

## *What caused the multi-state outbreak of Salmonella Saintpaul in jalapeño and serrano peppers that sickened over 1,400 people in 2008 and how is the industry working to prevent this from happening again?*

Although CDC and FDA in early June of 2008 pointed to tomatoes as the cause of the outbreak, no contaminated tomato was ever found. Instead, jalapeño and serrano peppers were identified as the products responsible for the illnesses and that the contamination probably occurred from irrigation water on a farm in Mexico. Meanwhile more than 1,400 people became ill, 2 died, and the tomato industry, wrongly implicated, lost more than \$100 million. Traceback issues such as product commingling, repacking, and lack of complete product documentation throughout the supply chain hindered traceback efforts.<sup>6</sup> The produce industry has spent millions in produce traceability efforts in recent years to maximize protection of public health and to minimize the economic impact to the industry.

Relative Rates of Illness by Food Category  
Adjusted for Consumption, 2001-2010



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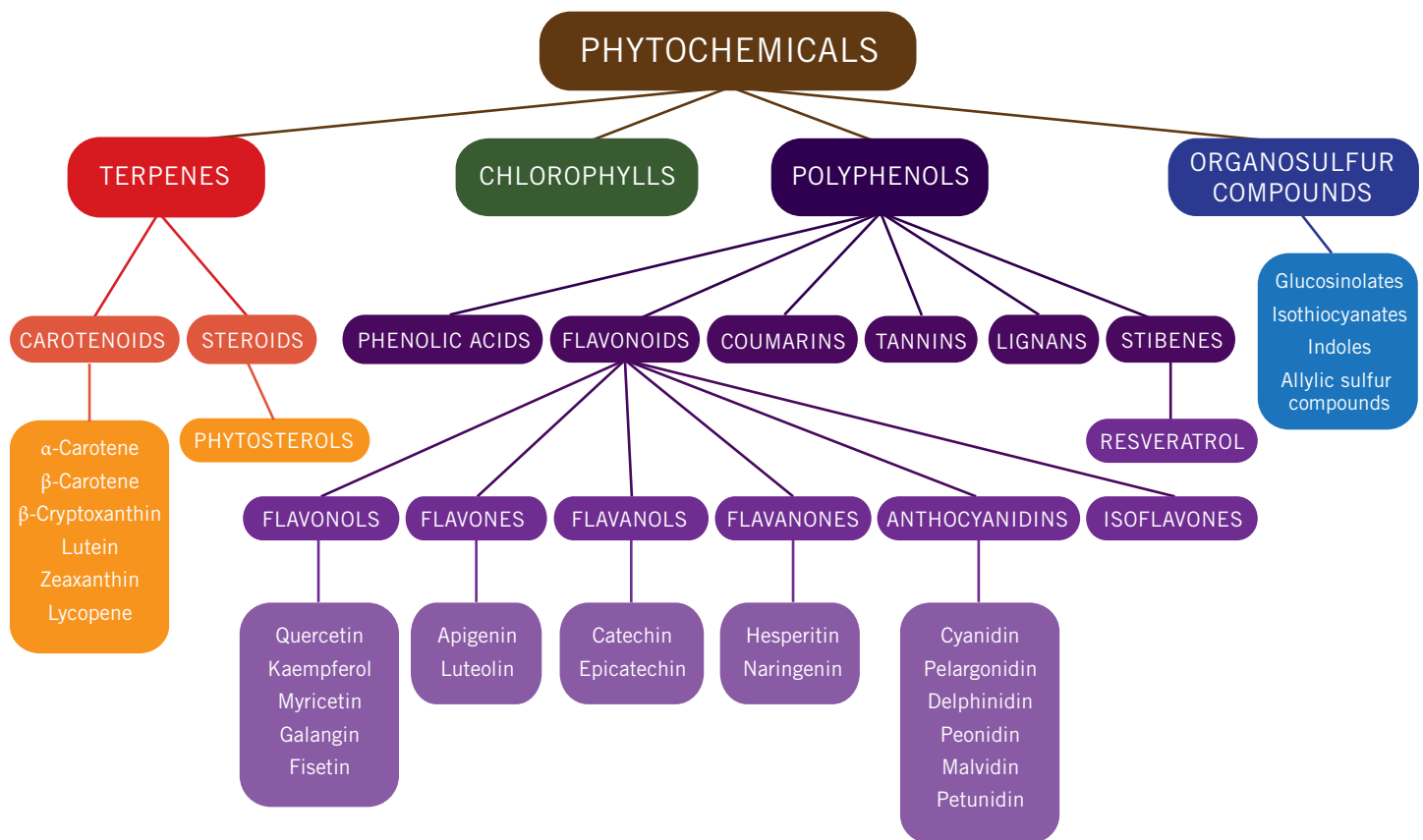
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# What We Know About Phytochemicals

Consumption of fruit and vegetables is an important part of a healthy diet and is associated with reduced risk of chronic diseases, including cardiovascular disease, stroke, and certain types of cancer. Fruit and vegetables contain a variety of vitamins, minerals, fiber and phytochemicals. Phytochemicals are compounds produced by plants that are believed to affect health, but are not traditional 'essential' nutrients. That is, if not consumed, clinical deficiency symptoms do not occur. They are, however, thought to be protective against disease, likely working synergistically with other compounds, including vitamins and minerals, in plants.

More than 5,000 individual phytochemicals have been identified in fruit, vegetables, and grains, but a large number are still unidentified. Scientists group phytochemicals according to their chemical structure. This often means that phytochemicals in a group act in the human body in a similar way. The majority of the phytochemicals found in fruit and vegetables appear to be in the sub groups of carotenoids, flavonoids and organosulfur compounds, as shown below. Health professionals should reiterate that while there is ample evidence about the influence of fruit and vegetables on health and disease, it is not likely due to any single phytochemical, vitamin, or mineral.



## CAROTENOIDS

There are more than 600 carotenoids identified in nature and these compounds are the source of the yellow, orange, and red colors of many plants (though the chlorophyll in some green plants hides these yellow-orange-red pigments). Carotenoids can be broadly classified into two classes: carotenes ( $\alpha$ -carotene,  $\alpha$ -carotene, and lycopene) and xanthophylls ( $\beta$ -cryptoxanthin, lutein, and zeaxanthin.) These six carotenoids are the most studied because of their abundance in the food supply.  $\beta$ -cryptoxanthin,  $\alpha$ -carotene, and  $\alpha$ -carotene are provitamin A carotenoids that can be converted by the body to Vitamin A. Lutein, lycopene, and zeaxanthin do not have vitamin A activity. Chopping, pureeing, and cooking carotenoid-containing vegetables in oil generally increases the bioavailability of carotenoids. Lycopene gives tomatoes, pink grapefruit, watermelon, and guava their red color.  $\alpha$ -carotene and  $\alpha$ -carotene offer the yellow-orange pigments;  $\beta$ -cryptoxanthin offers red/orange.

### BIOLOGICAL ACTIVITY

- Vitamin A activity
- Antioxidant activity
- Light filtering
- Intercellular communication
- Immune system function



## CHLOROPHYLL

Chlorophyll is used by plants to trap light needed for photosynthesis and also gives plants their green color. It is fat soluble and insoluble in water, though little is known about its bioavailability and metabolism. Chlorophylls are the most abundant pigments in plants, with the richest sources being dark green leafy vegetables.

### BIOLOGICAL ACTIVITY

- May bind to and inhibit absorption of carcinogens
- Antioxidant activity

## POLYPHENOLS

Flavonoids are the most abundant of the polyphenols. Several subclasses include: anthocyanins, flavanols, flavanones, flavonols, flavones, and isoflavones. It is estimated that flavonoids account for approximately two thirds of the polyphenols in our diet and the bulk of the remaining are from phenolic acids. Many of the biological effects of flavonoids appear to be related to their ability to modulate cell-signaling pathways, rather than their antioxidant activity.



### BIOLOGICAL ACTIVITY

- Direct antioxidant activity
- Metal chelation
- Help regulate cell growth, proliferation, and cell death (apoptosis)
- Stimulates detoxification enzyme activity
- Preserves normal cell-cycle regulation
- Inhibits cancer cell proliferation and induces apoptosis of cancer cells
- Inhibits tumor invasion
- Decreases inflammation
- Decreases vascular cell adhesion
- Increases arterial relaxation (vasodilation)
- Decreases platelet aggregation

## ORGANOSULFUR COMPOUNDS

Sulfur-containing compounds called glucosinolates are found in cruciferous vegetables. Myrosinase, a class of enzymes that catalyzes the hydrolysis of glucosinolates, is separate from glucosinolates in plant cells. When cruciferous vegetables are chopped or chewed, myrosinase interacts with glucosinolates and releases isothiocyanates.

**MAIN SOURCE:** Jane Higdon and Victoria Drake, *An Evidence-based Approach to Phytochemicals and Other Dietary Factors*, 2nd edition (New York: Thieme Stuttgart, 2013)

**See also:** Margot Skinner and Denise Hunter, *Bioactives in Fruit: Health Benefits and Functional Foods* (UK: Wiley Blackwell, 2013)

Cesarettin Alasalvar and Fereidoon Shahidi, *Dried Fruits: Phytochemicals and Health Effects* (UK: Wiley Blackwell, 2013)

Phytochemical Information Center, Produce for Better Health Foundation, <http://www.pbhfoundation.org/about/res/pic>

### BIOLOGICAL ACTIVITY

- Involved in metabolism and elimination of a variety of chemicals (drugs, toxins, carcinogens)
- Preservation of normal cell-cycle regulation
- Inhibits cancer cell proliferation
- Induces apoptosis in several cancer cell lines
- Anti-inflammatory activity
- Antibacterial activity

## Quick Reference to Foods Rich in Phytochemicals or Other Dietary Factors

### VEGETABLES

<b>DARK GREEN</b> — e.g., Chard, leafy greens, lettuce, green pepper, spinach	<b>Carotenoids</b> (lutein and zeaxanthin), <b>chlorophyll</b> , <b>fiber</b>
<b>YELLOW &amp; ORANGE</b> — e.g., Carrots, pumpkin, squash, sweet potato	<b>Carotenoids</b> ( $\alpha$ -carotene, $\beta$ -carotene, $\beta$ -cryptoxanthin), <b>fiber</b>
<b>CRUCIFEROUS</b> — e.g., Arugula, bok choy, broccoli, Brussels sprouts, cabbage, Chinese cabbage, cauliflower, collard greens, horseradish, kale, kohlrabi, mustard, radish, rutabaga, turnips, wasabi, and watercress.	<b>Carotenoids</b> (lutein and zeaxanthin), <b>chlorophyll</b> , <b>isothiocyanates</b> , <b>indoles</b> , <b>lignans</b> , <b>fiber</b> , <b>phytosterols</b>
<b>LEGUMES</b> — e.g., Soy and dried beans, peas, lentils	<b>Flavonoids</b> (isoflavones), <b>fiber</b> , <b>phytosterols</b>
<b>ALLIUM</b> — e.g., Chives, leeks, garlic, onions, shallots	<b>Flavonoids</b> (flavonols), <b>fiber</b> , <b>organosulfur compounds</b>

### FRUITS

<b>BERRIES</b> — e.g., Strawberries, raspberries, blueberries	<b>Flavonoids</b> (anthocyanins, flavanols, flavonols), <b>lignans</b> , <b>fiber</b> , <b>resveratrol</b>
<b>GRAPES</b> — Red and purple grapes	<b>Flavonoids</b> (anthocyanins, flavanols, flavonols), <b>fiber</b> , <b>resveratrol</b>
<b>CITRUS</b> — e.g., Grapefruits, oranges, lemons, limes	<b>Flavonoids</b> (flavanones), <b>fiber</b>
<b>RED</b> — e.g., Apples, cherries, cranberries, pomegranates, tomatoes, watermelon	<b>Flavonoids</b> (flavanols, flavonols), <b>fiber</b> , <b>Carotenoids</b> (lycopene), <b>fiber</b>

### NUTS AND SEEDS

<b>NUTS</b> — e.g., Almonds, pine nuts, walnuts	<b>Fiber</b> , <b>phytosterols</b> , <b>essential fatty acids</b>
<b>LEGUMES</b> — e.g., Peanuts	<b>Fiber</b> , <b>phytosterols</b> , <b>resveratrol</b> , <b>essential fatty acids</b>
<b>SEEDS</b> — e.g., Flaxseeds, sesame seeds	<b>Lignans</b> , <b>fiber</b> , <b>phytosterols</b> , <b>essential fatty acids</b>

### WHOLE GRAINS

<b>WHOLE GRAINS</b> — e.g., Brown rice, barley, oats, rye, whole wheat	<b>Lignans</b> , <b>fiber</b> , <b>phytosterols</b>
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### SPICES

Turmeric	<b>Curcumin</b>
Parsley	<b>Chlorophyll</b> , <b>flavonoids</b> (flavones)
Garlic	<b>Organosulfur compounds</b>

**Chart adapted from:** Jane Higdon and Victoria Drake, "Quick Reference to Foods Rich in Phytochemicals or Other Dietary Factors," in *An Evidence-based Approach to Phytochemicals and Other Dietary Factors*, 2nd edition, ed. Jane Higdon et al. (New York: Thieme Stuttgart, 2013), 270.



# Fruit and Vegetable Seasonality

Eating seasonal fresh produce has often been touted as one way to find the best produce at the best price. But 'seasonal' varies depending on where you live and the length of your growing season. One rule of thumb is to know what temperature various fruit and vegetables like. Once you know that, then you'll be able to determine if they were grown locally or in other preferred temperature locations. Look at the classifications below and then compare that to what you know about the seasonal climate in growing areas on the next few pages.



## Vegetables

### Cool Season Vegetables

Artichoke, Asparagus, Beet, Bok Choi, Broccoli, Brussels Sprouts, Chive, Cabbage, Cardoon, Carrot, Cauliflower, Celeriac, Celery, Chard, Chicory, Chinese Cabbage, Cress, Daikon, Dandelion, Endive, Escarole, Fava Bean (English Broadbean), Florence Fennel, Garlic, Horseradish, Kale, Kohlrabi, Leek, Lettuce, Mustard, Onion, Pak Choi, Parsley, Parsnips, Pea (English, Snow, Snap), Radicchio, Radish, Rhubarb, Rutabaga, Salsify, Scallions, Shallot, Spinach, Swiss Chard, Turnip, Watercress.

### Warm Season Vegetables

Bean (Lima, Snap), Cantaloupe, Chayote, Corn, Cowpea (Southern Pea), Cucumber, Eggplant, Honeydew, Okra, Pepper (Bell, Hot), Pumpkin, Soybean (Edible), Squash, Sweet Potato, Tomato, Watermelon.

## Fruit

### Cool Climate Fruit

Colder locations are more appropriate for late blooming species like apples, cherries, quince, and European plums. Strawberry, raspberry, blueberry, cranberry, and blackberry perform better under cool climates.

### Warm Climate Fruit

In general, citrus requires a great deal of summer heat and relatively frost free sites. Warmer growing locations are good for early blooming species, such as almonds, apricots, Japanese plums, pears, and peaches and tropical or sub-tropical fruits, including: dates, figs, pomegranate, avocado, guava, passion fruit, banana, carambola, chayote, guava, custard apple.

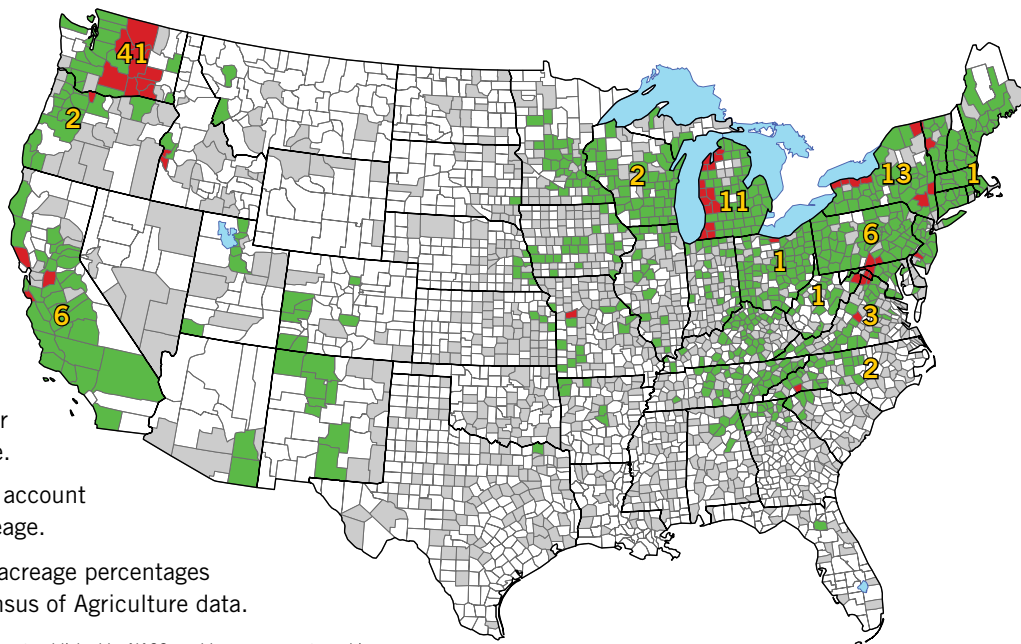
## Apples

- Major Apple Area
- Minor Apple Area

Yellow numbers indicate the percent each state contributed to the total national acreage. States not numbered contributed less than 1% to the national total.

- Major areas combined account for 75% of the total national acreage.
- Major and minor areas combined account for 99% of the total national acreage.
- Major and minor areas and state acreage percentages are derived from NASS 2007 Census of Agriculture data.

Note: Counties shaded in gray contain data that are not published by NASS, and hence were not used in delineating the major and minor agricultural areas. Additional information on these agricultural data can be found at: <http://www.agcensus.usda.gov/>.



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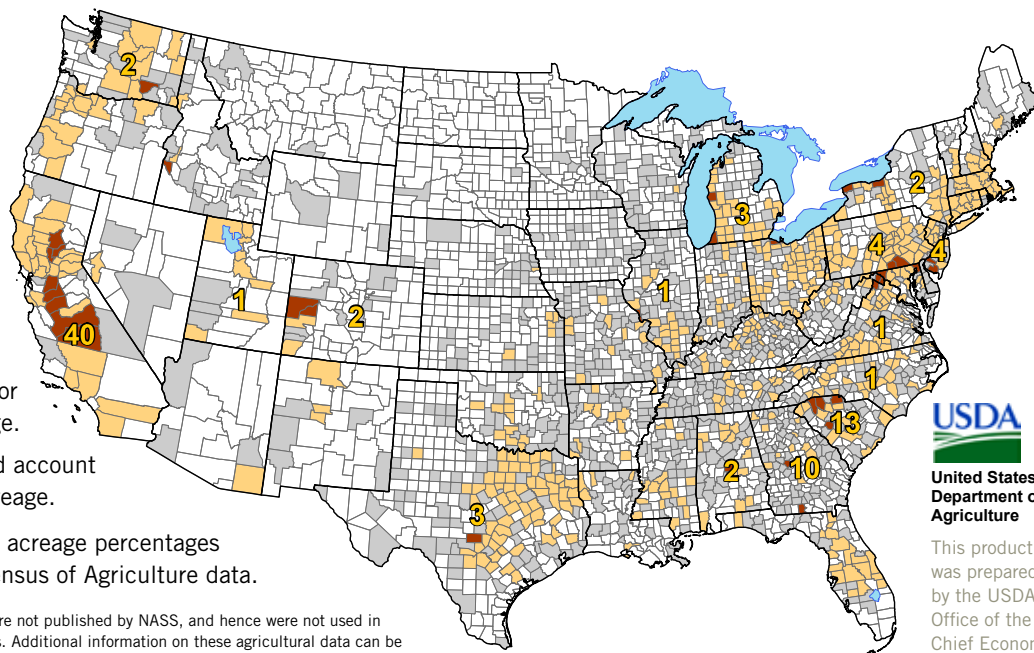
## Peaches

- Major Peach Area
- Minor Peach Area

Yellow numbers indicate the percent each state contributed to the total national acreage. States not numbered contributed less than 1% to the national total.

- Major areas combined account for 75% of the total national acreage.
- Major and minor areas combined account for 99% of the total national acreage.
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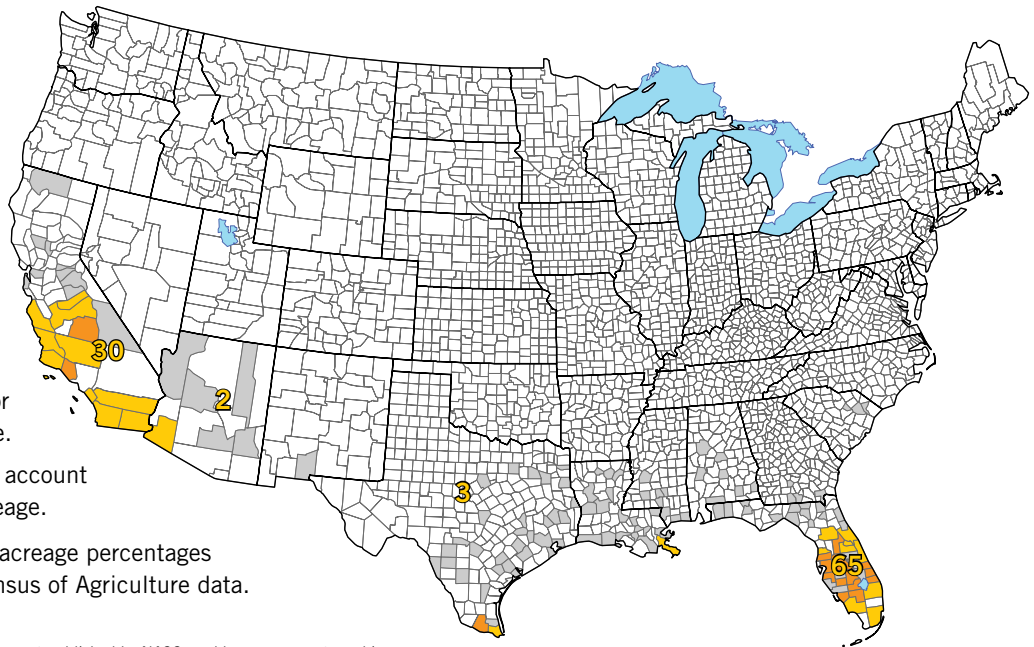
## Citrus

- Major Citrus Area
- Minor Citrus Area

Yellow numbers indicate the percent each state contributed to the total national acreage. States not numbered contributed less than 1% to the national total.

- Major areas combined account for 75% of the total national acreage.
- Major and minor areas combined account for 99% of the total national acreage.
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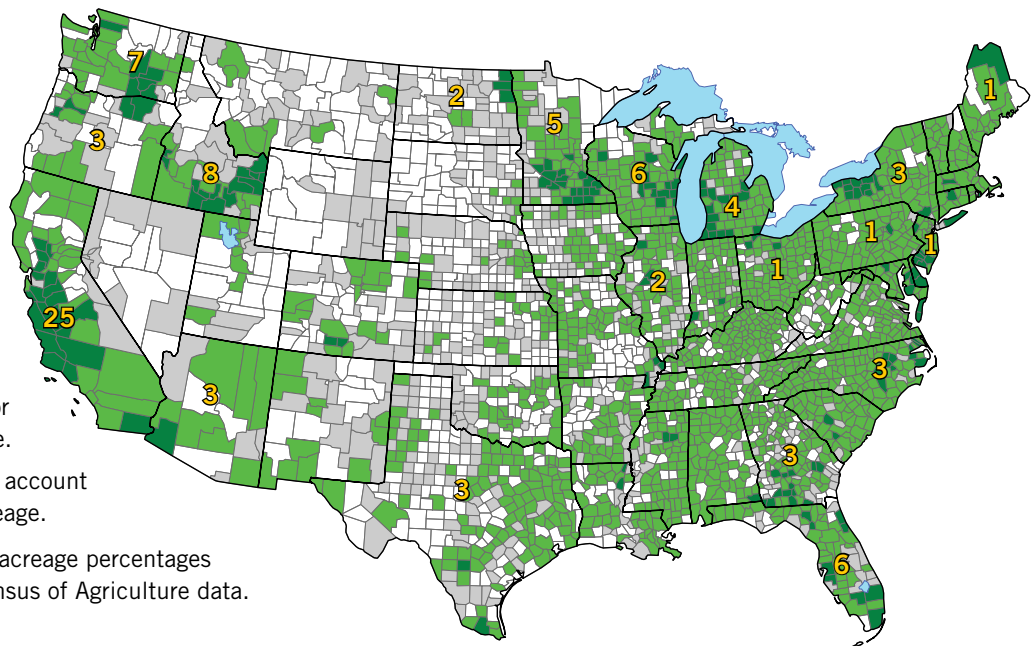
## Vegetables

- Major Vegetable Area
- Minor Vegetable Area

Yellow numbers indicate the percent each state contributed to the total national acreage. States not numbered contributed less than 1% to the national total.

- Major areas combined account for 75% of the total national acreage.
- Major and minor areas combined account for 99% of the total national acreage.
- Major and minor areas and state acreage percentages are derived from NASS 2007 Census of Agriculture data.

Note: Counties shaded in gray contain data that are not published by NASS, and hence were not used in delineating the major and minor agricultural areas. Additional information on these agricultural data can be found at: <http://www.agcensus.usda.gov/>.



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Joint Agricultural Weather Facility

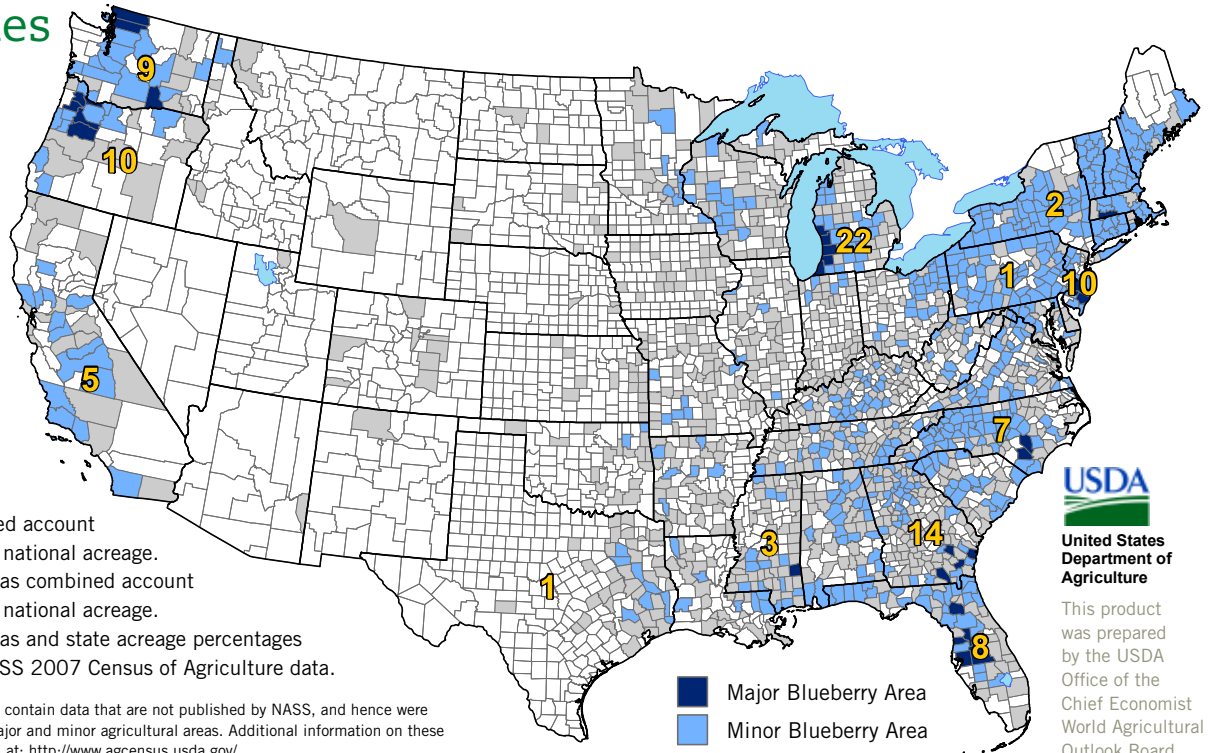


## Blueberries (tame)

Yellow numbers indicate the percent each state contributed to the total national acreage. States not numbered contributed less than 1% to the national total.

- Major areas combined account for 75% of the total national acreage.
- Major and minor areas combined account for 99% of the total national acreage.
- Major and minor areas and state acreage percentages are derived from NASS 2007 Census of Agriculture data.

Note: Counties shaded in gray contain data that are not published by NASS, and hence were not used in delineating the major and minor agricultural areas. Additional information on these agricultural data can be found at: <http://www.agcensus.usda.gov/>.

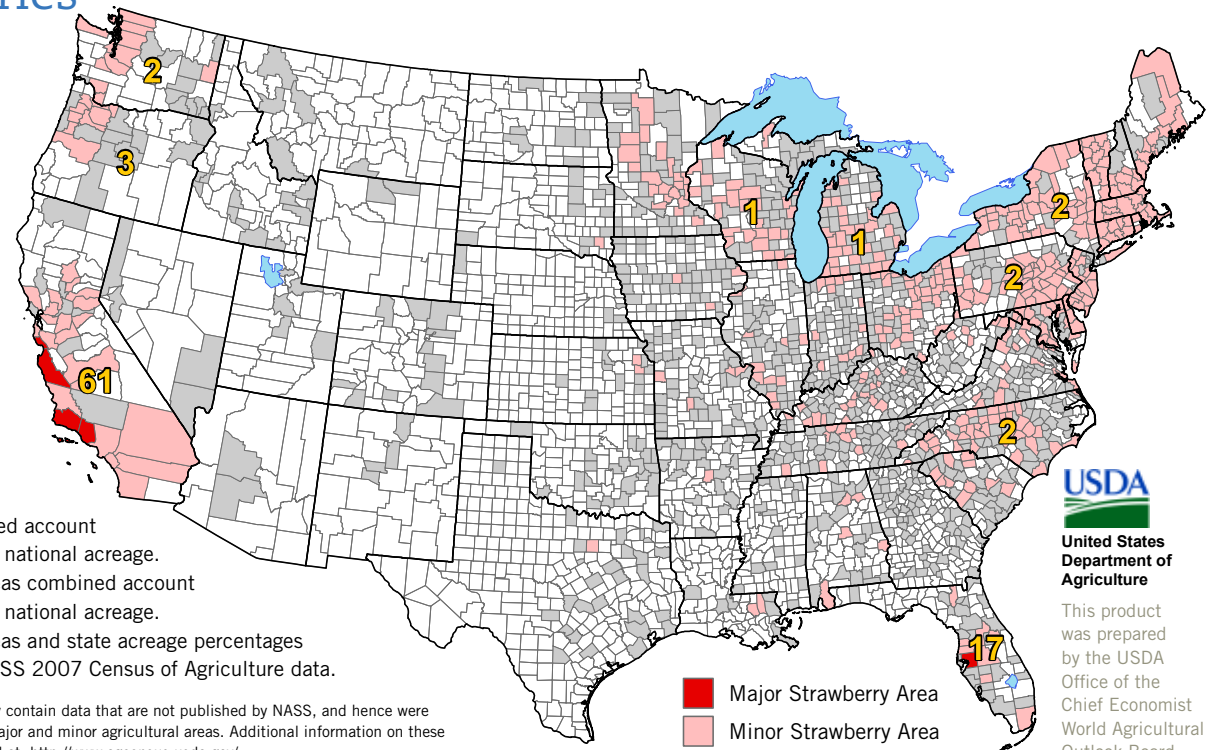


## Strawberries (all)

Yellow numbers indicate the percent each state contributed to the total national acreage. States not numbered contributed less than 1% to the national total.

- Major areas combined account for 75% of the total national acreage.
- Major and minor areas combined account for 99% of the total national acreage.
- Major and minor areas and state acreage percentages are derived from NASS 2007 Census of Agriculture data.

Note: Counties shaded in gray contain data that are not published by NASS, and hence were not used in delineating the major and minor agricultural areas. Additional information on these agricultural data can be found at: <http://www.agcensus.usda.gov/>.



# Integrated Pest Management: What is it?

Farmers, including fruit and vegetable growers, are some of the best stewards of land. Not only do they want to protect it because it is a valuable asset, but they also work the land or live on it. Agriculture is also a science, with expertise provided by the fields of agronomy, entomology, horticulture, ecology, toxicology, plant pathology, soil science and other plant and agriculture sciences. Science has evolved greatly over the past 40 years, resulting in a better understanding of how to protect natural resources and human health. This can be seen through the increased use of Integrated Pest Management (IPM) in agriculture over time. IPM programs use information on the life cycles of pests to manage them with the least possible hazard to people and the environment, while reducing costs.



## *Did you know...*

Falcons are used as a strategy in some IPM programs to help keep birds and rodents out of fields and orchards.

IPM is not a single pest control method, but a series of pest management evaluations, decisions, and controls and can best be described as a continuum that includes biological, cultural, mechanical, and chemical controls. Most, if not all, fruit and vegetable growers are somewhere along this continuum. As a first line of defense, IPM programs manage crops to prevent pests from becoming a threat. This may mean rotating between different crops, selecting pest-resistant varieties, selecting varieties best suited for local growing conditions, and planting pest-free rootstock. In addition, not all insects,

## *What is a pest?*

Pests are organisms that damage or interfere with desirable plants in our fields and orchards, landscapes, or wild lands, or damage homes or other structures. Pests also include organisms that impact human or animal health. Pests may transmit disease or may just be a nuisance. A pest can be a plant (weed), vertebrate (bird, rodent, or other mammal), invertebrate (insect, tick, mite, or snail), nematode (roundworms), pathogen (bacteria, virus, or fungus) that causes disease, or other unwanted organisms that may harm water quality, animal life, or other parts of the ecosystem.

SOURCE: "What is Integrated Pest Management (IPM)?" University of California Agriculture & Natural Resources, accessed April 1, 2015, <http://www.ipm.ucdavis.edu/GENERAL/whatisipm.html>

weeds, and other living organisms require control. Many organisms are innocuous and some are even helpful, such as lady bugs eating aphids or beneficial bacteria added to the soil of crops vulnerable to root diseases.

If pest control is required, less risky pest controls are chosen first, including mechanical control, such as removing diseased plants, trapping or weeding, or the use of highly targeted chemicals, such as pheromones to disrupt pest mating. If further control is required, then additional pest controls would be employed, such as targeted spraying of pesticides. Broadcast spraying of non-specific pesticides is a last resort, though major improvements in science have led to the development of safer, less toxic pesticides, all of which must be approved by EPA prior to use.

## *Bottom Line*

Farmers (and fruit and vegetable growers) are some of our best stewards of the land. Their work is supported by learnings in entomology, ecology, plant pathology and other important sciences. As science evolves, farmers are able to employ techniques that protect our natural resources and minimize the use of pesticides, all while delivering a healthy product to consumers.

### Sources:

"Integrated Pest Management (IPM) Principles," EPA, accessed April 1, 2015, <http://www.epa.gov/pesticides/factsheets/ipm.htm>

"Food and Pesticides," EPA, accessed April 1, 2015, <http://www2.epa.gov/safepestcontrol/food-and-pesticides>

# The Cost of Healthy Eating

Are you ever asked why produce is so expensive? The question should really be, “how can produce be so inexpensive?” Many fruits and vegetables must be hand harvested to prevent bruising, which is very labor intensive. They must then be packaged, transported, stored, and handled in ways to prevent bruising, while maintaining proper temperature for best flavor. All things considered, produce is very inexpensive.

Furthermore, analysis by the USDA Economic Research Service (ERS) and others indicate that the total recommended cups of fruits and vegetables each day can be purchased for \$2.50, or 50 cents per cup.<sup>1</sup> In fact, when measured on the basis of edible weight or average portion size, grains, vegetables, fruit, and dairy foods are less expensive than most protein foods and foods high in saturated fat, added sugars, and/or sodium.<sup>2</sup> Only when measured on price per calorie were healthy foods higher priced, not surprising since healthy foods are lower in calories.<sup>3</sup> The key is to include frozen, canned, dried and 100% juice – in addition to fresh – to meet daily fruit and vegetable consumption goals.

Finally, considering the average cost of a meal purchased at a restaurant (\$6.96) is three times higher than one made in-home (\$2.24),<sup>4</sup> it is important to encourage price sensitive consumers to eat more meals at home. Selecting frozen, pre-

pared meals from the store and adding fruit and vegetable side dishes is more economical and more nutritious than eating out.<sup>5</sup> Additionally, restaurants account for nearly half (47%) of the food dollar, but only 12% of total food consumed. Of the food dollars spent at restaurants, fast food accounts for 79% of all restaurant occasions.<sup>4</sup>



## Bottom Line

Price sensitive consumers need to eat more meals at home and include a variety of fruits and vegetables into their meal plans: canned, frozen, dried, fresh, or 100% juice.

### References:

1. Stewart H, et al. Can low-income Americans afford to satisfy MyPyramid fruit and vegetable guidelines? *J Nutr Educ Behav*. 2011; 43:173-179.
2. Carlson A, Frazao E. Are healthy foods really more expensive? It depends on how you measure the price. EIB-96, USDA, ERS, May 2012.
3. Rao M, et al. Do healthier foods and diet patterns cost more than less healthy options? A systematic review and meta-analysis. *BMJ Open* 2013;3:e004277 doi:10.1136/bmjopen-2013-004277.
4. PBH, *State of the Plate, 2015 Study on American's Consumption of Fruits & Vegetables*, [http://pbhfoundation.org/about/res/pbh\\_res/](http://pbhfoundation.org/about/res/pbh_res/)
5. Papanikolaou Y, et al. Consumption of Frozen Meals as Compared to Quick Service Restaurant Meals is Associated with Better Nutrient Intakes in Adult Participants of The National Health and Nutrition Examination Survey (2003-2010) *The FASEB Journal*. 2014; 28(1) Supplement LB383.

# The Impact of Diet on the Environment

We are meat eaters. An analysis of the Food and Agricultural Organization of the United Nations (FAO) Food Balance Sheet data shows that there has been an increase in aggregate meat consumption by almost 60% globally between 1990 and 2009, driven in part by a growing world population.<sup>1</sup> Per capita consumption has also increased by almost 25%, with upward trends in white meats and downward trends in red meat.

Meat production involves growing grain to feed animals, whereas plant foods for human consumption can be produced on far less land. This more efficient production of food produces less greenhouse gas emissions, which leaves a smaller environmental footprint.<sup>2</sup> In a recent study on diet and its impact on the environment and health outcomes, researchers compared meat-based diets to plant-based diets to understand how they differ.<sup>3</sup> They found:

- Overall, greenhouse gas emissions were 29% lower for vegetarians and 22% for semi-vegetarians compared to meat eaters.
- The mortality rate for meat eaters was 20% higher than that for vegetarians and semi-vegetarians.

Another part of the conversation about impact of diet on the environment is the distance food travels as a measure of its impact on the environment, or ‘food miles.’ This concept only includes distance food travels and does not consider total energy use in the production of the product. Growing a product in its ideal location with the best production techniques generally produces the best product with fewer overall energy inputs. Furthermore, fruit and vegetables harvested and processed means that waste — such as peels, cores, and other inedible plant matter — is removed during processing, re-used as feed or compost, and thus not transported through the distribution system.

## Bottom Line

Research has consistently shown that in an addition to climate benefits, plant-based diets have positive impacts on health and life expectancy, regardless of how far that food has traveled.

### References:

1. Hinchion M, et al. Meat consumption: Trends and quality matters. *Meat Science*. 2014; 98:173-179
2. Scientific Report of the 2015 Dietary Guidelines Advisory Committee, accessed April 1, 2015, <http://www.health.gov/dietaryguidelines/2015-scientific-report/PDFs/10-Part-D-Chapter-5.pdf>
3. Soret S, et al. Climate change mitigation and health effects of varied dietary patterns in real-life settings throughout North America. *Am J Clin Nutr*. 2014; 100(1): 490-495.

## Section 2:

# Dispelling Common Concerns/Myths About Fruits & Vegetables

### *What form of fruit or vegetables is best?*

Buying a combination of fresh, canned, frozen, dried, and 100% juice minimizes waste, saves money, and assures that there is always a variety of fruit and vegetables available. Exclusively recommending one form of fruit or vegetable over another ignores the benefits of each form and limits consumer choices. Each form is full of important nutrients and phytochemicals.

**Bottom line** Consume enough fruit and veggies each day, in whatever form fits your preference and lifestyle!

### *Does drinking 100% juice cause weight gain?*

The weight of the evidence shows that moderate consumption of 100% fruit juice is not associated with overweight or obesity in healthy adults and children.

**Bottom line** A limit of 4-6 ounces of 100% juice for children ages 1-6 and up to 12 ounces for adults and children 7 years and older can help meet daily fruit and vegetable recommendations.

### *Does processing destroy nutrients?*

Fresh, frozen, dried, and canned fruit and vegetables contain similar amounts of fiber and minerals; cooking or drying fruit or vegetables does not destroy fiber or minerals. Most fat-soluble nutrients, including carotenoids, vitamin A, and vitamin E, are actually higher in packaged fruit and vegetables. This is true, in part, because the mild heat treatment in prepared products allows for greater bioavailability of lipid-soluble nutrients. Packaged fruit and vegetables may also contain greater nutritional value because some processing cultivars are more nutritious than fresh cultivars, as is the case with tomatoes.

Conversely, heat used during the canning or freezing process — or the cooking of raw vegetables — can reduce water-soluble nutrients, including vitamin C and the B-vitamins. Commercial preservation methods today, however, optimize conditions to minimize time and temperature exposures, thus minimizing these nutrient losses. In fact, fruit and vegetables that are to be canned or frozen are packed within hours of harvest, so their peak nutritional value is preserved.

**Bottom line** Eating a variety of fruit and veggies, whether raw or cooked, will assure that you get all of the nutrients from these foods.

### *Do juice drinkers not eat fruit?*

More than 70% of Americans are not meeting daily recommendations for fruit and an even higher number don't eat enough vegetables. Several studies show 100% fruit juice drinkers have higher intakes of whole fruit compared to non-fruit juice drinkers, suggesting that fruit juice is complementary and not competitive with fruit. Those Americans who do consume fruit generally follow a pattern of two parts whole fruit to one part juice.

While whole fruit can be a better source of fiber, 100% juice delivers the same important vitamins, minerals and plant nutrients, such as polyphenols. In fact, in some cases, drinking 100% fruit juice may actually give you more healthy polyphenols than eating the fruit. For example, making 100% grape juice involves crushing whole Concord grapes — including the seeds and dark purple skin — to release polyphenols that might not otherwise have been consumed. Juice also offers an opportunity to mix vegetables with fruit to enhance vegetable palatability.

**Bottom line** Overall, up to 12 ounces of 100% juice each day is an easy, convenient and cost-effective way for helping adults and children 7 years and older meet the suggested daily servings of fruits and vegetables.



## Does dried fruit cause cavities?

Some people may not eat dried fruit because of their sticky consistency, but a recent article published in *Journal of Food Science* explored the topic of raisins specifically and oral health because little research has been done since the 1950s.<sup>1</sup> The state of your oral health is influenced by many factors. Before a cavity forms, there are three conditions that are thought to contribute to the formation of dental caries, or cavities.

- 1. Low oral pH:** Low oral pH means an acidic oral environment. Cavities happen when acid-producing bacteria settle into the tooth and dissolve the enamel, or protective covering of the tooth, which leaves a hole in the tooth's surface. Certain carbohydrates (especially sucrose – also known as table sugar) increase acid production by bacteria in the mouth. The carbohydrate in raisins is mostly in the form of glucose and fructose which is thought to not be used as readily by the bacteria.
- 2. Adherence of food to teeth:** Again, there are different factors that determine the adherence of a food to teeth, including adhesiveness, chewiness, thickness, and moisture content. Foods that are very thick, chewy, and sticky latch onto teeth and may lead to cavities. However, there is little correlation between the perceived stickiness of a food and whether the food actually sticks to your teeth. Raisins, like other fruits and vegetables, are rapidly cleared from the mouth, and actually help clear out other foods that do cause cavities.
- 3. Biofilm bacterial behavior:** Cavities can be the result of bacterial imbalance. Your biofilm, or the thin, slimy film of bacteria that adheres to the surface of your teeth, influences whether or not you will develop cavities. Your biofilm is the result of your own biological makeup. As you grow, what you eat influences the biofilm, which can be either positive or negative. When you eat foods that cause bacteria in the mouth to produce acids, you increase the risk of developing cavities. Raisins contain several compounds that positively impact the biofilm and benefit overall oral health.

**Bottom Line** Fruits and vegetables improve overall oral health by promoting strong teeth and gums. Remember to make half your plate fruits and vegetables every time you eat. Raisins and other dried fruit add variety to your daily fruit consumption. They provide similar nutrition as their fresh counterparts, simply in a more concentrated way.

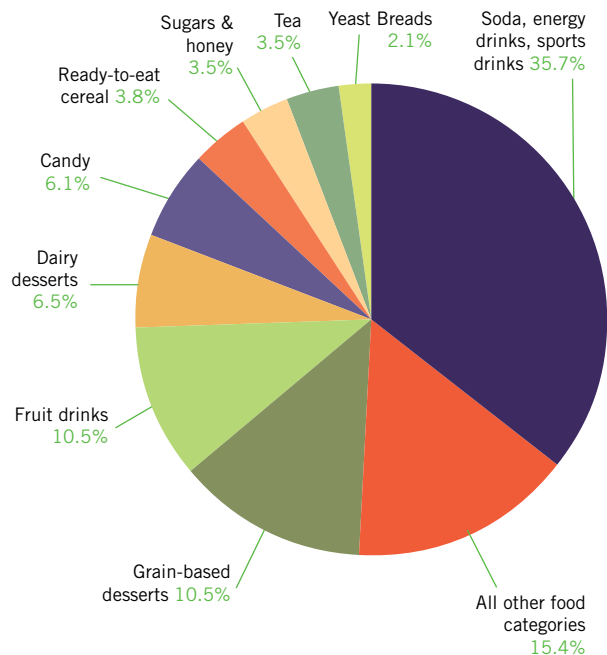
Reference: Wong A, et al. Raisins and oral health. *J Food Sc.* 2013; 78(51), 26-29. doi: 10.1111/1750-3841.12152

## What about sugar in canned fruit?

All fruit contains naturally occurring sugar. Canned fruit contributes less than two percent of the added sugar in most American diets. Top sources of added sugar in the diet come from soda, energy drinks and sports drinks, grain-based desserts, fruit drinks, dairy desserts, candy, ready-to-eat cereals, sugars and honey, tea, and yeast breads.

To avoid the added sugar found in some canned fruits, consumers can drain and rinse the fruit to reduce sugar content, or select fruit packed in water or 100% juice. But remember, any canned fruit is better than no fruit at all!

Sources of Added Sugars in the Diets of the U.S. Population Ages 2 Years and Older



Data are drawn from analyses of usual dietary intake conducted by the National Cancer Institute. Foods and beverages consumed were divided into 97 categories and ranked according to sugar contribution to the diet. "All other food categories" represents food categories that contribute less than 2% of total added sugar intake. NHANES 2005-2006, Risk Factor Monitoring and Methods, Cancer Control and Population Sciences.

## Pucker Up!

Some fruits and vegetables are naturally tart, such as cranberries, rhubarb, sour cherries, lemons, or limes. These items provide excellent nutrition, but in order for consumers to find them edible, they may need added sweeteners.

## FRESH, FROZEN, CANNED, DRIED, AND 100% JUICE

### Is bisphenol A (BPA) safe?

The quick answer is that nothing is as safe and effective as BPA in forming the protective lining in cans, which protects food quality, flavor and nutrition.

After years of intensive study, BPA has been shown to be safe, proven and reliable. Newer studies have also found that the amount of BPA that enters our bodies is extremely small, and that our bodies rapidly process and eliminate it. In fact, a person would have to eat more than 500 pounds of canned food and beverages a day for a lifetime to exceed the approved safe level of BPA set by the Food and Drug Administration (FDA).

**Bottom line** Leading U.S. and international food safety agencies have evaluated the extensive body of science and continue to affirm its safety in food packaging.

### How much juice can be part of a healthy diet?

Consuming 100% juice is nutritious and is a convenient and tasty part of a healthy diet! However, getting your entire daily recommended amount of fruit and veggies by drinking juice isn't a good idea, since it's easier to drink calories than eat them. The American Academy of Pediatrics recently recommended avoiding juice under the age of 1, a limit of 4-6 ounces of 100% juice per day for children ages 1-6 years old, and up to 12 ounces per day for those who are 7 years of age or older. For maximum nutrition and no added empty calories, be sure that what you are drinking is 100% juice, not "juice drinks." 100% juice does not contain added sugar.

**Bottom line** Consume most of your fruit and veggies as food, but up to 12 ounces of 100% juice every day can help meet the overall goal of 'half your plate' as fruit and veggies.

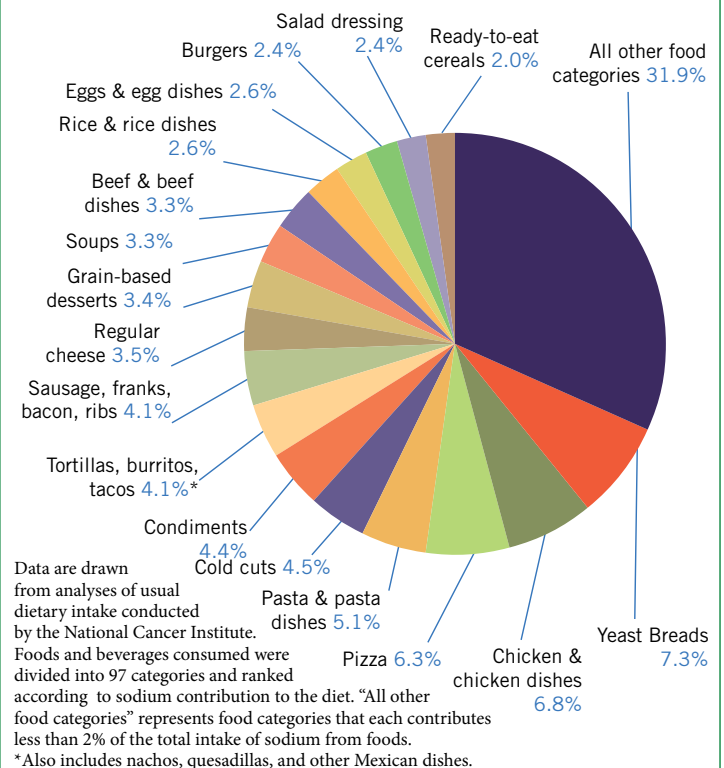
### What about the sodium in canned vegetables?

Certainly most Americans need to lower their sodium intake. Canned vegetables, however, contribute less than one percent of the sodium intake in the American diet. (Top sources of sodium in the diet come from breads and rolls, cold cuts and cured meats, pizza, chicken dishes, soups, condiments, cheese, pasta dishes, meat dishes, and snacks.)

The Nutrition Facts panel on canned vegetables must list all of the sodium in the can, despite the fact that much of the sodium is in the water surrounding the vegetables and isn't consumed. Draining and rinsing canned beans reduces sodium by as much as 40% and draining and rinsing canned green beans, peas, and corn can reduce sodium 9%-23%. Additionally, when purchasing canned vegetables, consumers can look for labels that say 'reduced sodium,' 'low sodium,' or 'no salt added.'

**Bottom line** Canned vegetables can be a part of a nutritious diet and are a great way to help meet the daily goal of filling half your plate with fruit and veggies.

### Sources of Sodium in the Diets of the U.S. Population Ages 2 Years and Older



## FRESH, FROZEN, CANNED, DRIED, AND 100% JUICE

### Can I meet my nutrient needs by eating canned fruits and veggies?

A recent study explored the impact of canned fruits and canned veggies on diet quality in children and adults from 2001-2010. Researchers wanted to determine if those who consumed canned produce had higher quality diets than those who do not. In total, 17,344 children (ages 2-18 years) and 24,807 adults ages 19 and older participated. Based on dietary intake, a score was used to measure overall diet quality per 1,000 calories.

According to the research, those who ate canned fruits and vegetables had greater overall fruit and vegetable consumption, better diet quality, and increased nutrient intake compared to children and adults who did not eat canned fruits and vegetables.

**Bottom line** Canned fruit and vegetable consumption is associated with better overall diet quality in both children and adults, as well as increased consumption of all forms of fruits and vegetables. Eating canned fruits and vegetables is an affordable and easy way to include more fruits and veggies in your diet!

CHILDREN	ADULTS
Ate 22% more total vegetables	Ate 17% more total vegetables
Ate 14% more total fruit	Ate 19% more total fruit
Had a diet lower in overall dietary fat	Had overall better diet quality, including lower dietary fat.
Consumed 3.7% more protein; 7.7% more fiber; 5.8% more potassium; 5% more calcium; and 11.3% more vitamin A	Consumed 7% more dietary fiber and 5% more potassium
Had the same sodium and added sugar intakes	Had similar sodium and added sugar intakes
Had comparable body weight and body mass indexes	Had comparable body weight and body mass indexes

REFERENCE: Freedman, MR, Fulgoni VL. Canned vegetable and fruit consumption is associated with changes in nutrient intake and higher diet quality in children and adults: National Health and Nutrition Examination Survey 2001-2010. *J Acad Nutr Diet.* 2015; S2212-2672(15)01587-7. doi: 10.1016/j.jand.2015.10.013.

## PRODUCE SAFETY & BIOTECHNOLOGY

### So the US has strict standards for use of pesticides, but what about the safety of imported foods?

Food imported into the U.S. is subject to a variety of Federal laws, administered by a number of different Federal agencies. A food safety program of the United Nations and the World Health Organization, known as Codex, plays a key role. Codex develops international food safety and quality standards, including Maximum Residue Limits (MRLs) for pesticides. EPA participates actively in Codex and contributes technical expertise to the development of these international standards and related policies. A database of MRLs, or tolerances, for U.S. specialty crops is maintained by the US Department of Agriculture. This database can be searched by crop or pesticide, for the United States or for 70 foreign countries. The U.S. Food and Drug Administration (FDA) samples imported and domestic foods to ensure that pesticide residues are within established tolerances or are covered by exemptions. In addition, the USDA's Pesticide Data Program,



which monitors pesticide residues on agricultural commodities in the U.S. food supply, includes sampling and analysis of imported fruits and vegetables.

For more information, visit [safefruitsandveggies.com](http://safefruitsandveggies.com)

**Bottom Line** USDA's Pesticide Data Program consistently shows that any residues found on either imported or domestically-grown fruits and vegetables pose no safety concern.

## Is my produce safe?



We see a lot of information about food recalls and sometimes, tragically, about foods that make people sick. Recalls will continue as we have better testing and better tracking, and the government and industry are committed to making sure consumers know about these incidents and are continuously striving to keep your food safe. It is rare that fruit and vegetables make people sick, but when news of a food-borne illness outbreak is released it is important to pay attention to the reports. In fact, pound for pound, fruit and vegetables are among the safest foods to eat and more microbiological contamination occurs during meal preparation than at the farm.

It is important to follow these rules when handling produce:

1. Check produce before you buy. Choose fruit and vegetables that are not damaged or bruised. And be sure that any fresh-cut item (salad mixes, baby carrots, etc.) are refrigerated at the store and at home.
2. Wash your hands before and after handling fresh produce.
3. Clean utensils and surfaces (don't forget the fridge shelf!) with hot water and soap.
4. Rinse all fruit and vegetables under running water (it doesn't have to be hot) before using. This goes for items you're going to peel as well as those where you eat the peel. For hardy items like potatoes, scrub them with a vegetable brush.
5. Do not wash fruit and vegetables with detergent or bleach. Fruit and vegetables absorb what you put on them (that's what makes them great for marinating!), so just rinse under running water.
6. Keep fruit and vegetables separate from chemicals and raw meats, poultry, and seafood in your cart, in your grocery bags, and in your fridge. Use a different cutting board or be sure you wash the cutting board well after using it for meats and before using it for produce.
7. Refrigerate any cut produce within two hours.

Pay attention to recall reports you hear, but get the facts and don't let them scare you away from the delicious and nutritious fruit and vegetables that we all enjoy.

## Are produce items genetically modified (GM or GMO)?

Consumers believe that the use of biotechnology to genetically modify food is prevalent in vegetables and fruit more than any other food, when in fact the majority (>75%) of GM crops are soybeans, canola, sugar beets, cotton and field corn and are fed to animals or are processed into sugar, high fructose corn syrup, vegetable oils, and protein extracts and can be found as an ingredient in an estimated 70% of foods sold in grocery stores today. Almost all produce items in the market today have been developed through traditional cross-breeding, not GM. Some virus-resistant squash and insect-resistant sweet corn have been bred using biotechnology. Biotechnology was critical to saving the Hawaiian papaya crop from a devastating papaya ringspot virus, which threatened to wipe out the entire crop. Two new products, a non-browning apple and potato, were approved by FDA in 2015.

**Bottom Line** Traditionally bred products or those developed using biotechnology both represent good choices for consumers.

## Are genetically modified foods safe for me to eat?

Genetically modified (GM) foods have a 30-year, spotless record of safety. People have been selectively breeding plants and animals, thereby changing their genetic profile, for thousands of years with no adverse health effects. Genetically modified crops are also more strictly regulated than any other crop in agricultural history, and in 30 years of extensive research, no GM food safety issues have ever been substantiated. In fact, far bigger is the risk of obesity in developed nations from not eating a balanced diet. In developing countries, under-nutrition is of grave concern and biotechnology can actually be helpful at improving nutrition. It's ironic that a technology that could help improve diet quality worldwide, while being more environmentally friendly, is instead the subject of so much misinformation and misperception.

Ultimately, many years and millions of dollars are spent testing the safety of GM crops as required by the USDA, FDA, and EPA. Overall, FDA and major scientific and health organizations such as the American Medical Association, National Academy of Sciences and World Health Organization have found GMs are safe for humans and positive for the environment. More than 2,000 studies show a clear consensus among leading scientific organizations across the world that GM ingredients are safe.



## What about the effects of pesticides?

Leading toxicologists agree—the mere “presence” of pesticide residue on fruit and vegetables does not mean that the food is harmful in any way. The Environmental Protection Agency’s current process for evaluating the potential risks of pesticides on food is rigorous and health-protective. Their testing requirements for pesticides used on food are more extensive than for chemicals in any other use category, and include testing targeted specifically to assess the potential risks to fetuses, infants, and children. The Annual Pesticide Data Program confirms that pesticide residues in food do not pose a safety concern. Any residues found in fruit and vegetables are at levels that do not pose risk to consumers’ health. Health experts and scientists say produce, grown either conventionally or organically, is safe for everyone to eat.

**Bottom Line** Not only are fruit and vegetables safe and nutritious, Americans should be consuming more of these healthy foods, not less, if they hope to remain healthy and reduce the risk of certain diseases. Consumers need assurance that our nation’s food supply continues to be among the safest in the world.

## How do I know if a product contains genetically modified ingredients?

Some interest groups are calling for mandatory labeling of genetically modified foods to allow for choice. However, this would be very expensive since currently 70% of foods in the market already contain genetically modified ingredients. It could also be misleading, since mandatory labels have traditionally been associated with safety risks. If consumers want non-GM foods, a choice has already been provided; simply look for products labeled as ‘certified organic’ since these must be GM free.

## Are organics free of pesticides?

There is a common misconception that organic produce is pesticide or chemical free. That is not automatically the case. By definition, the term “organic” means that pesticides, if used, come from natural resources, not synthetic products. Just because something is natural doesn’t mean it’s not dangerous. What makes organic farming different is not the use of pesticides but the origin of the pesticides used. So, unless the source of the produce is known, there is no guarantee that it was grown without pesticides.

**Bottom Line** Organic and conventionally grown produce both represent good choices for consumers.

## Are organically grown fruit and vegetables more nutritious than conventional produce?

Organic fruit and vegetables have not been shown to be more nutritious than traditionally harvested fruit and vegetables. An analysis of 46 studies published in 2009 by the *American Journal of Clinical Nutrition* concluded that “there is no evidence of a significant difference in nutritional quality between organically and conventionally produced foodstuffs.” The authors reported that a small number of differences in nutrient content existed between organically and conventionally produced foods, but were unlikely to be of public health relevance.

**Bottom line** Eat more fruit and vegetables for better health, regardless of whether they were farmed organically or conventionally.

## Does biotechnology introduce food allergens?

No. For those with food allergies, the use of biotechnology itself will not increase the potential for food allergens and can, in fact, help reduce allergens by breeding allergens out of a food. FDA requires labeling of any food if a protein from one or more of the major food allergens (milk, eggs, wheat, fish, shellfish, tree nuts, soy or peanuts) is present, whether produced through biotechnology or not.

## Why all the opposition against genetically modified foods?

Biotechnology is a complicated subject, and not well understood by most people. Things people don’t understand, or have difficulty applying in their own lives, can be frightening. To add to the confusion, GM has been in the news because of legislation introduced in more than 20 states that would require mandatory labels on foods that contain even trace amounts of GM crops. Labeling a food as GM adds an implication that something must be wrong with it, when scientists world-wide believe that GM is not only safe, but critical to providing food for an expanding global population. Efforts are currently underway to pass a Federal GM (GMO) labeling bill to prevent a patchwork of state and local laws that would make inter-state commerce difficult.

## *How do phytochemicals work in the body?*

We still have much to learn about the bioavailability of phytochemicals in our bodies, but scientists have identified several ways that phytochemicals work. Many phytochemicals are strong antioxidants that help moderate the damage to cells resulting from oxidation, which is a normal process the body uses to produce energy. Phytochemicals are also involved in many of the metabolic pathways that regulate the body's functions. Some seem to work by preventing bacteria from sticking to places they should not be or preventing blood cells from sticking together and flowing freely. Also, some phytochemicals reduce inflammation that occurs in the walls of arteries. Phytochemicals may also enhance the body's ability to detoxify chemicals, slow or stop the growth of cancer cells and even kill cancer cells.

**Bottom line** Most people tend to eat the same fruit and vegetables. Each fruit or vegetable has a unique mixture of nutrients and phytochemicals. Eating across and within each color group every day is a great way to get the health benefits fruit and vegetables can provide.



## *How many phytochemicals are enough?*

Beginning in 2005, the amount of fruit and vegetables recommended in the Dietary Guidelines for Americans is higher for every age and gender than in early editions. The newer guidelines suggest about half of your plate or half of what you eat each day should be fruit and vegetables. Currently, there are no national recommendations for the amounts of phytochemicals needed to prevent disease. The Institute of Medicine has updated guidelines (Dietary Reference Intakes) on traditional nutrients, but more research is needed before decisions can be made on effective amounts for phytochemicals.

**Bottom Line** By eating a variety of fruit and vegetables of all colors, you will get a good mix of vitamins, minerals, and phytochemicals in your diet.

## *Does the color of a fruit or vegetable indicate what phytochemicals it contains?*

Color is a good, but not exclusive, indicator of phytochemical content. Many, but not all, phytochemicals are pigments that give plants color. Some phytochemicals are colorless, and some are responsible for taste. Sometimes one color may mask another color. Products in a color group will have varying amounts of the same phytochemical.

## *What part of a fruit or vegetable contains the phytochemicals?*

Phytochemicals are found in all edible portions of a fruit or vegetable, although they are frequently concentrated in the skin, so eating them with their peels on is a plus.

## *What affects the amount of phytochemicals in foods?*

Both genes and the environment affect the amount of phytochemicals in foods. Some varieties have higher amounts of phytochemicals than others. Other factors in the environment, like soil, altitude, climate, temperature, plant maturity, the presence of predators, and processing and preparation methods can all influence phytochemical content.

## *Are phytochemicals stored in the body?*

Carotenoids are fat-soluble compounds, like vitamins A, D, E, and K, and they can be stored in body fat the same way. Also like vitamins, one is much less likely to accumulate toxic levels from whole foods than from concentrated supplements.

Flavonoids are more water-soluble, like B-vitamins and vitamin C. They get washed out of the body and are rarely stored, so food sources of flavonoids may have to be eaten more often than foods containing fat-soluble carotenoids to get their benefits.

## *What is the dusty-looking stuff on blueberries and grapes?*

The "dusty" look that you see on grapes and blueberries is the fruit's natural preservative called "bloom." Waiting to wash off the natural bloom until right before you eat the fruit will preserve them the longest.

## *Do phytochemicals work with traditional nutrients to promote health?*

There are still many unanswered questions in this area, but studies show the greatest health benefits seem to come from eating fruit and vegetables as opposed to taking the isolated nutrients. It appears that the nutrients, and some phytochemicals from food, might work together to produce a greater effect than they may have produced in isolation.

## *Do fresh fruits and vegetables have more phytochemicals than canned, frozen, or dried?*

Not necessarily. For example, the carotenoids in vegetables and fruit can be absorbed by the body more efficiently once cooked. The process of removing water during dehydration can also help concentrate phytochemicals in dried fruit and vegetables.

## *Why are wax coatings used on fruit and vegetables?*

Many fruit and vegetables make their own natural waxy coating. After harvest, fresh produce may be washed to clean off dirt and soil, but such washing also removes the natural wax. Therefore, waxes are applied to some produce to replace the natural waxes that are lost. This helps retain moisture to maintain quality, helps inhibit mold growth, protects produce from bruising, and prevents other physical damage and disease. Each piece of waxed produce has only a drop or two of wax, and is similar to the wax that you might find in chocolate. These waxes have been approved by FDA and have been used on a variety of foods for decades. Whether natural or applied, wax may whiten on the surface of fruit or vegetables if they have been subjected to excessive heat or excessive moisture. This whitening or chalky appearance is similar to that of a candy bar when you place it in the freezer. Even if this whitening occurs, the produce is safe to eat.

## *Can you remove the wax from produce?*

While wax on produce is safe, the best way to remove the wax from produce is to peel it. Peeling produce, however, removes some of the nutrients, fiber, and phytochemicals. FDA simply recommends washing produce under running tap water.

## *Are there food allergens in produce wax?*

Since there are plenty of allergen-free, suitable equivalent waxes, the chances of having a wax on produce that contains an allergen is very, very slim. As of January 1, 2006, unless a supplier wants to be in violation of FDA and risk heavy fines or production shutdown, they are required to label a product if it has one of the eight most common allergenic foods: milk, eggs, fish, crustacean shellfish, tree nuts, peanuts, wheat, soybeans.

## *Should I use the produce wash products sold in the produce department?*

FDA recommends just washing produce under running water. Soap and other 'sprays' to clean produce are not necessary. Always wash the outside of the produce item even if you aren't going to eat the rind or skin because cutting into produce with a knife can transmit dirt on the surface to the inside. Scrub heartier items like potatoes and cantaloupe.

**Bottom Line** FDA recommends just washing produce under running water.



## *Did you know?*

Most produce is hand-harvested, including apples, apricots, avocados, bananas, berries, cherries, dates, figs, all citrus, grapes, mangos, all melons, pears, pineapples, rhubarb, artichokes, asparagus, broccoli, Brussels sprouts, cabbage, cauliflower, celery, corn on the cob, cucumbers, all greens, mushrooms, peppers, fresh tomatoes, and squash.

Only a few are mechanically harvested, including: dried beans, beets, carrots, cranberries (via bogs), onions, potatoes, and radishes. Tomatoes, peas, green beans, and corn are mechanically harvested for canning or freezing.

### Do fruit, vegetables, and beans cause gas?

Gas, or flatulence, can be caused by what you eat or drink. For example, some people have lactose intolerance and can't eat or drink any dairy products. Sometimes adding more fiber to your diet from fruit, vegetables, beans, or whole grains can cause temporary gas that may decrease over time as your body adjusts. Flatulence can also be caused by antibiotics, irritable bowel syndrome, changes in hormone levels, or swallowing air while eating or drinking. Constipation can also cause bloating, but usually not gas. Some other ways to help prevent gas are:

- Eat more slowly
- Chew food thoroughly
- Walk for 10-15 minutes after eating
- Do not chew gum
- Do not drink carbonated beverages

**Bottom line** Despite initially experiencing gas, most people experience a decline in gas after regularly consuming fiber-rich foods. It might take as long as 2-4 weeks, however.

### What is the difference between a sweet potato and a yam?

Sweet potatoes and yams are constantly confused for one another, but the truth is what you've been calling a yam is most likely a sweet potato. The sweet, orange-colored root vegetable



Photo courtesy of the North Carolina Sweet Potato Commission

that is often thought of as a yam in the United States is actually a sweet potato. A true yam is a starchy edible tuber that is generally imported from the Caribbean. It differs greatly from the sweet potato in taste, texture, and appearance.

The picture above shows a true yam (left) compared to an orange-fleshed sweet potato (right).

### Is it safe to microwave vegetables in their plastic packaging?

For added convenience, many fresh and frozen vegetables are packaged so that they are 'ready-to-microwave'. All plastics intended for food use — whether designed for microwaving or not — must meet stringent U.S. Food and Drug Administration (FDA) safety standards before they are allowed on the market. Many of today's plastic containers, packages and wraps are specially designed to withstand microwave temperatures. If the product indicates that it can be microwaved in the package, then it has been developed for this purpose and is safe.

### Do I need to take dietary supplements?

If enough fruit and vegetables are included in your diet, chances are that you won't need to take any vitamins or supplements. (But consult your doctor for specific advice on this issue.) Fruit and vegetables contain hundreds of compounds with a long list of health benefits! These compounds are best acquired through whole food consumption, not as a pill or an extract, in part because these food components may be working synergistically with one another to have their positive impact.

**Bottom line** There is no magic pill to protect you from the development of several leading causes of disease or death. A nutritious diet that contains plenty of fruit and vegetables may be all you need to promote good health.

### Can I afford to buy fruit and vegetables on a limited budget?

When you compare the price of foods by weight or average portion size, vegetables and fruit are less expensive than most dairy, protein, and moderation foods. It's only when you compare price per calorie that less healthy foods are cheaper than fruit and vegetables. According to a 2011 USDA study, getting the recommended amount of fruit and vegetables costs as little as \$2-\$2.50 per day. Average prices ranged from under 20 cents to over \$2 per edible cup equivalent, depending on the specific fruit or veggie.

**Bottom line** Everyone can eat their recommended amount of fruit and vegetables, even on a budget. Eating more economical produce items, including those in season, canned, frozen, or dried, and substituting meats with more beans and legumes (which count in the vegetable category!) can save money.

### Are potatoes and other starchy vegetables fattening?

It depends on how they are prepared. Potatoes and other starchy vegetables are all naturally low in fat; they just contain less water than other vegetables. It's not until vegetables are covered in butter, deep-fried, or cooked with a lot of bacon and high-fat cheeses, that their calorie count rises, along with their fat and cholesterol content. Potatoes and other starchy vegetables should be considered part of a healthy diet. For example, potatoes are an excellent source for vitamins C and B6, a good source for fiber and magnesium, AND are one of the best sources of potassium in the diet!

**Bottom line** All vegetables can be part of a healthy diet as long as they are prepared healthfully.



### What is Oral Allergy Syndrome?

Eight foods account for 90% of all food-allergic reactions: milk, eggs, peanuts, tree nuts (e.g., walnuts, almonds, cashews, pistachios, and pecans), wheat, soy, fish, and shellfish. Oral Allergy Syndrome is a different type of food allergy that causes allergic reactions in the mouth and throat, thus the name. This can occur when eating certain raw fruits, vegetables, seeds, spices and nuts. These allergic reactions happen mostly in people with hay fever, especially spring hay fever due to birch pollen, and late summer hay fever due to ragweed pollen.

The body's immune system has developed antibodies against pollen, and in Oral Allergy Syndrome, these antibodies bind to structurally similar proteins found in botanically related plants. The most common reaction is an itching or burning sensation in the lips, mouth, ear canal, and/or pharynx and the symptoms may wax and wane with pollen levels. A reaction to one or more foods, in any given category, does not necessarily mean a person is allergic to all foods in that group.

Like pollen allergy, people allergic to latex rubber may react to a banana, avocado, kiwi, chestnut, and papaya.

Cooking often breaks down or alters the trigger proteins so that the immune system doesn't target them, so try cooking or canning the produce item to reduce the possibility of an allergenic reaction if susceptible. Peeling fruit may also help, because most trigger proteins are in the peel.

**Bottom Line** An oral allergy to fruit or vegetables is rare, but if you have symptoms, try cooking or peeling them first. Don't eat them if they make you uncomfortable.

#### Foods Most Commonly Associated with Birch, Ragweed, and Grass Pollens

Allergies to each type of pollen may also trigger an allergic reaction to these foods:

##### Birch

**Fruits:** apple, apricot, cherry, kiwi, nectarine, peach, pear, plum, prune

**Vegetables:** anise, beans, caraway, carrot, celery, coriander, cumin, dill, fennel, green pepper, lentils, parsley, parsnips, peanut, peas, potato, tomato

**Nuts:** almond, hazelnut, walnut

**Seeds:** sunflower

##### Grass

**Fruits:** kiwi, melon, orange, tomato, watermelon

##### Ragweed

**Fruits:** banana, cantaloupe, honeydew, watermelon

**Vegetables:** cucumber, zucchini

**Source:** "Oral Food Allergy Syndrome," Allergy/Asthma Information Association, accessed August 18, 2014, [http://www.calgaryallergy.ca/Articles/English/Oral\\_Food\\_Allergy/](http://www.calgaryallergy.ca/Articles/English/Oral_Food_Allergy/)

### Is the sugar in fruit bad for you?

Fruit contains naturally occurring sugars. This type of sugar is accompanied by other health-promoting qualities of fruit provided by phenols and other phytochemicals, fiber, vitamins, and minerals. Some canned fruit may have added sugar, but this added sugar is not the major sugar culprit in most American diets. (Top sources of added sugar in the diet come from soda, energy drinks and sports drinks, grain-based desserts, fruit drinks, dairy desserts, candy, ready-to-eat cereals, sugars and honey, tea, and yeast breads.)

To avoid the added sugar found in some canned fruit, drain and rinse the fruit to reduce sugar content, or select fruit packed in water or 100% juice. Diabetics will need to count carbohydrates from any fruit (or vegetable) as part of their diabetic exchanges.

**Bottom line** All fruit can be part of a healthy diet.

### Do acid or alkaline forming foods have an impact on bone health?

There is a theory that alkaline-producing diets counteract acidity, help the body regulate its pH, and thus prevent osteoporosis. This has been promoted in the consumer press and the scientific literature. According to the theory, high dietary protein intakes are detrimental to bone health since protein is an "acid generating" diet component, and structural bone mineral is dissolved to release bicarbonate to neutralize acid and avoid systemic acidosis. In contrast, a diet rich in fruit and vegetables is thought to have the opposite alkaline-producing effect, which would be protective of bone health.<sup>2</sup>

Based on a thorough review of the literature published in 2011, the relationship between acid generating diets and risk of osteoporosis is not confirmed.<sup>1</sup> It is possible that fruit and vegetables are beneficial to bone health through mechanisms other than via the acid-alkaline hypothesis since there is preliminary human and animal evidence that fruits and vegetables have supportive effects on bone. The benefit may be due to other compounds that they provide, including potassium, magnesium, vitamin C, and phytochemicals.

**Bottom Line** It is possible that fruit and vegetables are beneficial to bone health through mechanisms other than via the acid-alkaline hypothesis since there is preliminary human and animal evidence that fruits and vegetables have supportive effects on bone.

References:

1. Fenton TR, Tough SC, Lyon AW, et al. Causal assessment of dietary acid load and bone disease: a systematic review & meta-analysis applying Hill's epidemiologic criteria for causality. *Nutr J* 2011; 10:41 doi: 10.1186/1475-2891-10-41
2. Weaver CM, Gordon CM, Janz KF, et al. The National Osteoporosis Foundation's position statement on peak bone mass development and lifestyle factors: a systematic review and implementation recommendations. *Osteoporos Int* 2016; 27:4 doi: 10.1007/s00198-015-3440-3

### *How should I feed my baby fruits and vegetables?*

Always speak with your pediatrician about when to start solid foods. Typically baby food forms of fruits and vegetables can be introduced to the diet after baby has mastered eating single grain infant cereal, which is usually introduced to most babies between 4-6 months. Fruit and vegetable baby foods can be introduced in any order, no hard rule applies. The goal is to add a variety of both fruits and vegetables throughout the first year, while continuing to breastfeed, to help establish healthy eating habits early in life.

These nutrient-rich foods provide several vitamins and minerals that are important for growing children. Vitamin C found in many fruits enhances the absorption of iron when eaten with iron-fortified infant cereal. This is helpful since natural iron stores begin to decline once children are about 6 months old. As baby grows and develops feeding skills, more complex textures may be added to baby's diet. You'll find some baby food products will indicate the developmental stage of the baby or toddler to help parents make appropriate food choices for their child's readiness level.

Some key things to keep in mind when introducing new veggies and fruits:

- It can take up to 10 tries with a new food before your baby decides to give it a go.
- Offer one fruit or veggie baby food (not a mixed variety) and wait about three days before introducing a new food to watch for sensitivities.
- If you're using baby food packed in a pouch, be sure to squeeze it into a bowl or onto a spoon for feeding.
- Growth spurts will determine your baby's hunger. Don't insist on your little one finishing the bowl, but let his fullness cues be the guide.
- Recommended amounts of fruits and vegetables vary depending on the child's developmental stage and age. For example, a baby that can sit with support should aim for 4 Tablespoons a day of both vegetables and fruits, where a crawler should aim for ½ cup of each per day.

**Bottom line** A variety of fruit and vegetable baby foods should be introduced one at a time after baby has mastered eating single grain infant cereal.

### *How do I get my picky eater to eat fruits and vegetables?*

Picky eating usually shows up around age 1 or 2 when children are experiencing developmental changes and are becoming more independent. Your preschooler may also vocalize what they want and do not want to eat, making mealtime challenging. Don't give up! Here are some tips to help keep fruits and vegetables in your child's diet:

- **Let your child explore food, even if it gets messy.** Young children often need to look at, touch, smell, and taste a food before eating it.
- **Include a food you know she'll eat, and then let her choose if she wants to try the other foods being served.** Don't prepare a separate meal—it may encourage her to continue this type of behavior at mealtime. Keep serving her healthy choices until she becomes familiar with the food.
- **Be a good role model and eat your fruits and veggies even if you don't like them.** When a child sees her mom, dad, or siblings eating a nutritious food, she may be more willing to try it.

- **Let her pick out a vegetable or fruit at the grocery store, and then help you wash and prepare it.** Children are more willing to try foods they help prepare.
- **Don't bribe with sweets.** This teaches her that some foods are desirable while others aren't.
- **Follow hunger and fullness cues.** Never force a child to finish a meal. Remember this rule: It's your job to provide nutritious foods at regular meal and snack times. Your child decides whether and how much to eat.
- **Try fruits and vegetables at different times throughout the day.** Research shows that toddlers are fed about seven times per day and consume about ¼ of their calories as snacks.<sup>1</sup> Fruit and vegetables can be a great nutrient-dense snack choice.

**Bottom line** Don't give up and continue to encourage fruit and vegetable consumption even when it's a tough battle.

Reference:

1. Skinner JD, Ziegler P, Pac S, Devaney B. Meal and snack patterns of infants and toddlers. *J Am Diet Assoc* 2004; 104:S65-S70.

*When talking about beans, what is the most consumer-friendly terminology?*



With the continuing importance of plant based foods for health, it is critical that we use terminology that consumers understand when discussing beans (legumes). Research on the term “legumes” shows that less than 2 out of 3 consumers believe beans are legumes, while one out of 3 would include peanuts and one out of 4 would include bean sprouts.<sup>1</sup> The term “pulses,” which is sometimes used internationally to describe the “family” of beans, peas and lentils, is unknown to, or misunderstood by, Americans. One in 3 would not classify any type of bean, pea, or lentil, with the term “pulse.” In fact, only 33% have ever heard of the term, with only 29% believing that they know what the term means. And, of those that think they know, more than half believe the term is related to the circulatory system.

Also, since canned beans are purchased by 80% of U.S. households, while bagged beans are only purchased by 20% of US households,<sup>2</sup> and since canned beans outsell bagged beans by 11-1,<sup>3</sup> it is critical that the term used be inclusive of canned beans. Consumer research shows, however, that more than 9 out of 10 consumers exclude canned beans when asked to associate foods that are “dry” or “dried” beans.<sup>4</sup> This same consumer research has shown that the best term to use is “Beans” followed by a descriptor of the top-selling types, i.e., “Beans, such as black-beans, kidney beans, and pinto beans.” This term maximizes consumer understanding and is inclusive of all packaging forms.

**Bottom Line** Instead of the term ‘legumes’ or ‘pulses’ when referring to beans, use the term ‘beans’ followed by a descriptor, i.e. ‘beans, such as black-beans, kidney beans, and pinto beans.’

#### References:

1. MMR Research Associates. (2015) Bean Terminology Research. Unpublished raw data.
2. Nielsen Consumer Panel Services, Calendar Year 2014
3. Nielsen Scantrack Expanded All Outlets Combined, Based on Units (million) for the 52 weeks ending 2/14/15
4. MMR Research Associates. (2015)

*A colleague tells me we cannot get enough vitamins from our foods anymore because our soils are depleted. She says the vegetables today do not have the same nutrition value as in say, the 50's. Is this true?*

First, uncertainties associated with changing analytical methods call into question how comparable are 60-year old data vs. new data. That said, it is true that environmental factors such as weather, soil type, and soil mineral content result in variable nutrient content in edible plants. Plant genetics also play a factor, as does post-harvest handling and cooking. Soil depletion is a concern, but farmers have become much better at preserving soil health and optimizing nutrients so they have healthy plants and strong yields that can be sustained year after year. Any gross deficiencies or excesses in soil nutrients for the plant result in a poor crop, so there is plenty of economic motivation for farmers to optimize their soil.

Furthermore, plants can (easily) be bred for higher nutrition if there were a need. One can argue that while old vs. new data may show nutritional composition differences, it likely isn't nutritionally significant. For example, whether a ½ cup of peppers contains more than the current 140 mg of vitamin C isn't really that important when only 75-90 mg/day of vitamin C is needed by the body in the first place. Seed breeders today have to balance already very nutritious fruit and vegetables with other factors that are also important to consumers, like: improved plant disease resistance, so less use of pesticides, herbicides or fungicides; increased plant productivity, resulting in less expensive food; increased plant stress tolerance to manage changes in climate, ultimately resulting in less expensive food; more attractive fruit/vegetables to increase the desire to eat them; better shelf-life so produce doesn't spoil as fast in the fridge at home, resulting in less waste, and ultimately less expensive food; or better flavor, which increases the desire to eat more.

**Bottom Line** Ultimately, not eating enough (already very nutritious) fruit and vegetables is much more of a problem than any minor changes in nutritional composition that may (or may not have) occurred over time.



### *Head lettuce is the only lettuce my family likes but it doesn't have any nutrients so should I even bother?*

It is true that darker greens, like spinach and Romaine and leaf lettuce are very nutritious, providing Vitamin A and other carotenoids, vitamin C and potassium. The cruciferous greens, like arugula, collard greens, kale, mustard greens and turnip greens have these same great nutrients, but they also contain other beneficial compounds, called isothiocyanates and indoles, that are unique to cruciferous vegetables. The most nutritious greens are those that you actually EAT, however, so any of them are fine, including head lettuce!

Head lettuce is still very important in salads, especially for those who prefer its crunch. It is a great carrier for other salad ingredients like tomatoes, peppers, beans, carrots, cucumbers,

mushrooms, avocados and any variety of fruit. As long as you don't over-indulge on the cheese, bacon bits, and creamy dressings, head lettuce may be just the ticket to get finicky eaters to eat more vegetables in the form of salads.

Lettuce/salad consumption decreased between 2009 and 2014 by 9 salads per person each year. Much of this is thought to stem from a decline in side dishes generally, which include salads, as people strive to make more convenient meals. But some of the decline could be because people don't think they should eat head lettuce and they don't like leaf lettuce, so they don't eat any lettuce at all.

**Bottom Line** Head lettuce is still very important in salads, especially for those who prefer its crunch. It is a great carrier for other vegetables like tomatoes, peppers, carrots, and beans, which may help finicky eaters eat more vegetables.

### *What are those 4-digit numbers on the stickers when I buy produce?*

Those numbers are called price look-up codes (PLU), which have voluntarily been used by grocers since 1990 for pricing, inventory control and sales data to identify bulk produce (and related items such as nuts and herbs).

PLU codes are 4 or 5 digit numbers and will appear on a small sticker applied to the individual piece of fresh produce. The PLU number identifies produce items based upon various attributes which can include the commodity, variety, growing methodology (e.g. organic), and the size.

The 4-digit PLU codes for produce are randomly assigned within a series of numbers within the 3000 and 4000 series. There is no intelligence built into the 4-digit code. For example, no one number within the 4-digit number represents anything in particular. The 4-digit codes are for conventionally grown produce; 5-digit codes are used to identify organic produce. The prefix of '9' would be placed in front of the 4-digit conventionally grown code for organic produce.

Though the '8' prefix was once reserved for GMO produce items, the prefix was never used by grocers. In the future, PLU codes will utilize the '8' prefix to keep up with growing demand for more PLU codes world-wide. Unlike the '9', the leading digit '8' will have no significance.

The PLU coding system is voluntary. The numbers are assigned by the International Federation for Produce Standards (IFPS), a global coalition of fruit and vegetable associations that standardizes their use globally. There are currently over 1400 PLU codes issued for fresh produce and produce related items.

**Bottom Line** Those 4-digit numbers are called price look-up codes (PLU), which are used by grocers to identify sales of bulk produce (and related items such as nuts and herbs). They are randomly assigned. The prefix of '9' is placed in front of the 4-digit conventionally grown code to depict organic produce. You may see the prefix '8' in the future and it has no significance. Grocers just needed more PLU numbers for produce.

# Section 3: Product Specific Promotion Tools



## APPLE

### How to Select

Choose firm, shiny, smooth-skinned apples with intact stems. Should smell fresh, not musty.

### How to Store

Refrigerate in plastic bag away from strong-odored foods. Use within 3 weeks.

### Links to More Information

[Apple Adventure](#)

[Apple Dipping Bar](#)

[Red Delicious Apples](#)

[Storing Apples](#)

[Using Apples in Different Ways](#)

[Apple Variety](#)

### Social Media Posts

**#TipoftheDay:** Individual boxes/cups of raisins, apple sauce or fruit cocktail, make a great alternative to candy.

**#TipoftheDay:** Mom! Raisins and other dried fruit like apricots, cranberries, apples, blueberries - even bananas are a perfect go anywhere snack for kids!

**#TipoftheDay:** Applesauce replaces ½ cup of fat in recipes for many baked goods!

**#TipoftheDay:** Choose ½ cup of applesauce for baking instead of a ½ of cup oil.

**#DYK** fresh apples float because 25 percent of their volume is air?

Nutrition Facts	
Serving size	1 large (242g)
Amount per serving	
<b>Calories</b>	<b>130</b>
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 34g	12%
Dietary Fiber 5g	18%
Total Sugars 25g	
Includes 0g Added Sugars	0%
<b>Protein 1g</b>	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 0mg	0%
Potassium 260mg	6%
Vitamin C 5mg	6%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

**#DYK** apples, pears, peaches, plums, apricots, cherries, blackberries, raspberries, and strawberries are all members of the rose family?

**#DYK** there's over 7,500 known varieties of apples grown worldwide?

Thirsty anyone? Take a gulp of this refreshing Appleade: <http://ow.ly/Exgqu>

Impress ur family in 30min with our Fig, Apple & Chicken Stir Fry! Quicker than pizza delivery! <http://ow.ly/qfudB>

These Cinnamon Apples are a quick & healthy way to satisfy your sweet tooth --> <http://ow.ly/SifFT>

Bring them home for the holidays with this hearty and delicious Apple Corn Chili: <http://ow.ly/r60Ak>

Apples and Brussels Sprouts team up for a knockout side dish – roasted and seasoned to perfection: <http://ow.ly/tZDdc>

**#DYK** one apple provides 20% of daily fiber needs?

**#DYK** it takes apple trees 4-5 years to produce their first fruit?

Forks UP! A **#MeatlessMonday** Flavor Fest --> Try this Crunchy Apple Walnut Salad for lunch today: <http://ow.ly/wKcQ4>

### Ethnic Foods Presence

Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / Mediterranean / Southern

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free,  
Good source of fiber

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Apples are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Apples are Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Apples are naturally Sodium free!
- Apples, as part of a low sodium diet, may reduce the risk of high blood pressure.

**Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:** While many factors affect heart disease, diets low

in saturated fat and cholesterol may reduce the risk of this disease. Apples contain no saturated fat or cholesterol.

### Fiber-Containing Grain Products, Fruits, and

**Vegetables and Cancer:** Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Apples are a good source of fiber.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Apples are a good source of fiber.

## Apple Health Web Pages

Health and Nutrition: [usapple.org/health-nutrition/](https://usapple.org/health-nutrition/)

Apple Health Benefits: [usapple.org/wp-content/uploads/2016/04/Health-Benefits-Research-Summary\\_Feb2016-2.pdf](https://usapple.org/wp-content/uploads/2016/04/Health-Benefits-Research-Summary_Feb2016-2.pdf)

## Healthy Recipes with Apples



[Easy Oven Fish Sticks with Spinach Basil Dipping Sauce and Spiced Apples](#)



[Tuna Apple Salad Sandwich](#)



[Apple Banana Salad with Peanuts](#)



[Spinach Salad with Apples and Eggs](#)



[Apple Corn Chili](#)



[Apple Pistachio Crisp](#)



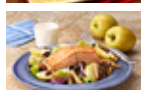
[Apple & Chicken Salad](#)



[Apple, Fennel & Chicken Salad with Couscous](#)



[Shredded Brussels Sprouts and Chunk Apple Sauté with Pork Tenderloin](#)



[Pan Seared Salmon & Apple Salad](#)



[Savory Stuffed Apples](#)

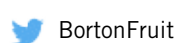


[Arctic® Apple Wedges with Pumpkin Almond Butter](#)

### Borton & Sons | [BortonFruit.com](https://BortonFruit.com)



BortonSonsInc



BortonFruit



bortonfruit



bortonfruit

### Stemilt Growers LLC | [Stemilt.com](https://Stemilt.com)



Stemilt



Stemilt

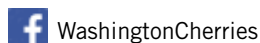


Stemiltfruit



Stemilt

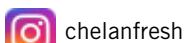
### Chelan Fresh Marketing | [ChelanFresh.com](https://ChelanFresh.com)



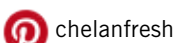
WashingtonCherries



ChelanFresh

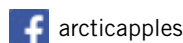


chelanfresh

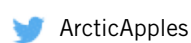


chelanfresh

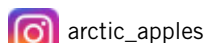
### Okanagan Specialty Fruits | [okspecialtyfruits.com/](https://okspecialtyfruits.com/)



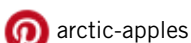
arcticapples



ArcticApples

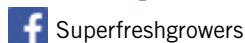


arctic\_apples



arctic-apples

### Domex Superfresh Growers | [SuperfreshGrowers.com](https://SuperfreshGrowers.com)



Superfreshgrowers



Superfreshgrwrs



Superfreshgrowers



Superfreshgrwrz

### Rainier Fruit Company, Inc. | [Rainierfruit.com](https://Rainierfruit.com)



Rainierfruit



Rainierfruit



Rainierfruit



Rainierfruit

### The Oppenheimer Group | [Oppy.com](https://Oppy.com)



Oppy



OppyProduce



# APRICOT

Nutrition Facts	
Serving size	4 apricots (140g)
Amount per serving	
<b>Calories</b>	<b>70</b>
	% Daily Value*
Total Fat 0.5g	1%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 16g	6%
Dietary Fiber 3g	11%
Total Sugars 13g	
Includes 0g Added Sugars	0%
Protein 2g	
Vitamin D 0mcg	0%
Calcium 18mg	2%
Iron 1mg	6%
Potassium 360mg	8%
Vitamin A 135mcg	15%
Vitamin C 14mg	15%
Copper 0.1mg	10%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.

## How to Select

Choose apricots that are plump, firm and uniformly colored.

## How to Store

Store apricots at room temperature until ripe then in the refrigerator in a plastic bag for 3-5 days.

## Links to More Information

[Ripening Apricots](#)

[Pluots](#)

## Social Media Posts

Our mom blogger shares ways to add apricots to your menu -- check out these delicious recipe ideas: <http://ow.ly/4dfb307PxX8>

Chef Andrew Dole, RD whips up this Orange Apricot Chutney... believe us, it's DELICIOUS! <http://ow.ly/NOZQ305Eixl>

Here are 10 ways to enjoy Apricots --> <http://ow.ly/FNha307P9VA>

Apricots are an excellent source of Vitamin A & C + a good source of potassium & fiber.

Who wants dessert? You can't go wrong with this Apricot Yogurt Parfait recipe that provides an excellent source of Vitamin A, Vitamin C, and calcium. Dig in! <http://ow.ly/z3JMC>

## Presence in Ethnic Foods

Asian / Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / African / Cuban, Puerto Rican / Latino / Pacific Islands

## Nutrient Content Claims

Low in fat, Saturated fat free, Cholesterol free, Sodium free, Good source of fiber, Good source of vitamin A, Good source of vitamin C, Good source of copper,

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Apricots are low in fat.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Apricots are Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Apricots are naturally Sodium free!
- Apricots, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart

**Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Apricots contain no fat, saturated fat, or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Apricots are a good source of fiber and vitamins A and C.





Nutrition Facts	
3 servings per container	
<b>Serving size</b>	<b>1/3 medium (50g)</b>
Amount per serving	
<b>Calories</b>	<b>80</b>
	% Daily Value*
<b>Total Fat</b> 8g	<b>10%</b>
Saturated Fat 1g	5%
Trans Fat 0g	
Polyunsaturated Fat 1g	
Monounsaturated Fat 5g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 0mg	<b>0%</b>
<b>Total Carbohydrate</b> 4g	<b>1%</b>
Dietary Fiber 3g	11%
Total Sugars 0g	
Includes 0g Added Sugars	0%
<b>Protein</b> 1g	
Vitamin D 0mcg	0%
Calcium 6mg	0%
Iron 0.3mg	2%
Potassium 254mg	6%

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Label developed by Hass Avocado Board, approved by USDA.

# AVOCADO

## How to Select

Choose avocados with firm skin and no soft spots, firm but yielding to gentle pressure when ripe.

## How to Store

Store unripe avocados in paper bag at room temperature. Refrigerate when ripe for 2-3 days.

## Links to More Information

- [Avocados at a Picnic](#)
- [Avocados for Lunch](#)
- [Avocados for Special Occasions](#)
- [Avocados in Cornbread, Pizza, & More](#)
- [Different Flavors for Your Avocados](#)
- [Grilled Avocados](#)
- [Keeping Your Guacamole Fresh](#)
- [Making a BLAST Sandwich](#)
- [Making Guacamole](#)
- [Making Salsa with Avocados](#)
- [Opening Your Avocado](#)
- [Quick Avocado Dishes with Canned Vegetables](#)
- [Ripening Hass Avocados](#)
- [Selecting Hass Avocados](#)
- [Using Avocados for Breakfast](#)

## Social Media Posts

Lighten the load for lunch and enjoy this scrumptious Tropical California Avocado Salad: <http://ow.ly/UM7NW>

**#TipoftheDay:** Add one more! Add fresh fruit to your salads — oranges, grapes, kiwi, and avocado are naturals!

This twist on classic bruschetta will make breakfast extra special! Try this Avocado Breakfast Bruschetta: <http://ow.ly/x9Z4Q>

This Mango & Avocado Chutney is DELISH! <http://ow.ly/P3yxr>

This Hass Avocado Stuffed Mushrooms recipe is an awesome appetizer to accompany any party! <http://ow.ly/yYlfz>

## Ethnic Foods Presence

South East Asia (Vietnam, Cambodia, Laos) / African / Cuban, Puerto Rican / Latino / Mexican / Mediterranean

## Nutrient Content Claims

Low in saturated fat, Cholesterol free, Sodium free, Sugar free

The Dietary Guidelines for Americans and the American Heart Association recommend eating less nutrient-poor foods, and limiting the amount of saturated fat, trans fat, added sugars and sodium consumed. Avocados are a naturally sugar-free and sodium-free fruit and are a source of “good” fats (over 75 percent of the fat in avocado is unsaturated).

## Health Claims

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Avocados are Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Avocados are Sodium free.
- Avocados, as part of a low sodium diet, may reduce the risk of high blood pressure.

## Common Consumer Question

***I've heard many recent claims about nutritional values of an avocado seed? Is it safe to consume?***

It is currently recommended to not eat an avocado seed because there is not enough current research to support the safety of this.

Source: California Avocado Commission, accessed July 21, 2016, <http://www.californiaavocado.com/blog/march-2016/is-it-safe-to-eat-the-avocado-seed>

## Healthy Recipes with Avocado



[Avocado Melon Breakfast Smoothie](#)



[Avocado, Potato, and Grilled Chicken Salad](#)



[Grilled Chicken and Avocado Quinoa Pilaf](#)



[Avocado Breakfast Bruschetta](#)



[Avocado Super Summer Wrap](#)



[Grilled Shrimp with Cantaloupe Avocado Salsa](#)



[Pineapple Avocado Chicken Salad](#)



[Salmon, Avocado and Strawberry Rice Bowl](#)

California Avocado Commission | [CaliforniaAvocado.com](http://CaliforniaAvocado.com)



CaliforniaAvocados



CA\_Avocados



ca\_avocados



ca\_avocados



Nutrition Facts	
Serving size	1 medium (126g)
Amount per serving	
<b>Calories</b>	<b>110</b>
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 30g	11%
Dietary Fiber 3g	11%
Total Sugars 19g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 450mg	10%
Vitamin C 9mg	10%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

# BANANA

## How to Select

Choose bananas with slight green on stem and tip. They should be firm, without bruises. Ripens after harvest.

## How to Store

Store unripe bananas at room temperature. Store ripe bananas in refrigerator for up to two weeks; skin may turn black.

## Links to More Information

[Make a Banana Breakfast Sandwich](#)

[Making a Banana Split](#)

[Peeling a Banana](#)

[Selecting & Storing Bananas](#)

[Variety of Bananas](#)

[What to do with Bananas](#)

## Social Media Posts

**#TipoftheDay:** Help kids make frozen fruit kabobs using pineapple chunks, bananas, grapes and kiwis.

This Banana Raspberry Smoothie will get you on the right track in the AM: <http://ow.ly/MySkU>

Any way you slice it, banana splits are great! #Watch this video for a quick treat: <http://ow.ly/MyZ7g>

**#TipOfTheDay:** Pour less cereal to make room for MORE tasty fruits like bananas, peaches or multi-berries! Calories down. Nutrition UP!

**#TipoftheDay:** Instead of having sugary toaster pastry for breakfast, have a piece of whole wheat toast spread w/peanut butter & topped w/sliced banana.

Rough night? Protein pack your breakfast w/ Peanut Butter & Banana Oatmeal. Tasty way to start your day! <http://ow.ly/p1WHX>

Grilling? Put a spin on the norm & add FVs to the mix! Here's 9 tips for grilling FVs + a Grilled BANANA recipe: <http://ow.ly/zkm8l>

You just can't go wrong with a banana! Enjoy this Banana in a Blanket: <http://ow.ly/zOsug>

## Presence in Ethnic Foods

Asian / Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / African / Cuban, Puerto Rican / Latino / Pacific Islands

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of fiber, Good source of vitamin C, Good source of potassium,

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Bananas are low in fat.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Bananas are Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Bananas are Sodium free.
- Bananas, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Bananas contain no saturated fat or cholesterol.

### Fiber-Containing Grain Products, Fruits, and Vegetables & Cancer:

Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Bananas are a good source of fiber.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Bananas are a good source of fiber and vitamin C.

### Potassium & High Blood Pressure/Stroke (Authoritative Statement):

Diets containing foods that are a good source of potassium and that are low in sodium, like bananas, may reduce the risk of high blood pressure and stroke.

## Common Consumer Question

### *Do Bananas Have to be Washed?*

Banana companies wash bananas multiple times after harvest and before being packed, so they don't need to be washed when removed from the box. However, if other people have handled the bananas after removal from the box, especially if you are cutting the banana in half (with the peel on) to serve to others, it would be a good idea to wash the banana again.

Source: <http://www.fda.gov/AboutFDA/Transparency/Basics/ucm194327.htm>

## Healthy Recipes with Bananas



[Apple Banana Salad with Peanuts](#)



[Tropical Overnight Oatmeal](#)



[Banana Strawberry Nut Butter Crepes](#)



[Banana and Spinach Salad](#)



[Banana Berry Pancakes](#)



[Banana in a Blanket](#)



[Fruit Soup](#)

[Del Monte Fresh Produce N.A., Inc. | FreshDelMonte.com](#)



[DelMonteFreshProduce](#)



[delmontefresh](#)



[delmontefresh](#)



[delmontefresh](#)

[Dole Food Company, Inc. | Dole.com](#)



[Dole](#)



[DoleNutrition](#)



[dolepics](#)



[DolePins](#)





# BLACKBERRY

## How to Select

Choose blackberries that are shiny and not bruised or leaking.

## How to Store

Refrigerate blackberries for 3-6 days; wash just before using.

## Links to More Information

[Using Blackberries](#)

[Blackberry Freezer Jam](#)

## Social Media Posts

**#DYK** the blackberry is a member of the rose family?

BERRY-sensational! **#DYK** a boysenberry is a hybrid fruit resulting from the cross of raspberries, loganberries and blackberries? SWEET!

## Presence in Ethnic Foods

African / Cajun, Creole

## Nutrient Content Claims

Low in fat, Saturated fat free, Cholesterol free, Sodium free, High in fiber, High in vitamin C, High in vitamin K, High in copper, Good source of zinc

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Blackberries are low in fat.

## Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Blackberries are Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Blackberries are Sodium free.
- Blackberries, as part of a low sodium diet, may reduce the risk of high blood pressure.

**Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Blackberries are low in fat and contain no saturated fat or cholesterol.

**Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer:** Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Blackberries are high in fiber.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Blackberries are high in fiber and vitamin C.

Nutrition Facts	
Serving size	1 cup (144g)
Amount per serving	
<b>Calories</b>	<b>60</b>
	% Daily Value*
Total Fat 0.5g	1%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 14g	5%
Dietary Fiber 7g	25%
Total Sugars 7g	
Includes 0g Added Sugars	0%
Protein 2g	
Vitamin D 0mcg	0%
Calcium 42mg	4%
Iron 1mg	6%
Potassium 233mg	4%
Vitamin A 15mcg	2%
Vitamin C 30mg	35%
Vitamin K 29mcg	25%
Zinc 1mg	10%
Copper 0.2mg	20%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	



Nutrition Facts	
Serving size	1 cup (148g)
Amount per serving	
<b>Calories</b>	<b>80</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 21g	8%
Dietary Fiber 4g	14%
Total Sugars 15g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 9mg	0%
Iron 0mg	0%
Potassium 114mg	2%
Vitamin C 14mg	15%
Vitamin K 29mcg	25%
Copper 0.1mg	10%
Manganese 0.5mg	20%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

# BLUEBERRY

## How to Select

Choose firm, plump, dry blueberries with dusty blue color and uniform in size.

## How to Store

Refrigerate blueberries for 10 days to 14 days.

## Links to More Information

[Blueberries in Pancakes and More](#)

[Blueberries in Syrups, Sauces and Puddings](#)

## Social Media Posts

**#TipoftheDay:** Mom! Raisins and other dried fruit like apricots, cranberries, apples, blueberries - even bananas are a perfect go anywhere snacks for kids!

**#DYK** a single bush can produce as many as 6,000 blueberries a year?

Grab the BLUEBERRIES & we'll take it from there! Check out these SWEET ideas highlighting these nutritious gems: <http://ow.ly/ljIS301JYm5>

What's on your plate for **#MeatlessMonday**? How about this AMAZING Avocado & Blueberry Fruit Salad: <http://ow.ly/XvxdT>

Oh how we LOVE these Grilled Chicken Lettuce Wraps w/ Blueberry Bell Pepper Relish! Trust us, your fam will too! <http://ow.ly/ofA0300W1N5>

Lunchtime doesn't get any better than this! Try this SCRUMPTIOUS Blueberry Shrimp Salad: <http://ow.ly/QSiHh>

The whole family will LOVE this REFRESHING Blueberry & Chicken Pasta Salad w/Field Greens: <http://ow.ly/NjTmy>

This refreshing Chilled Blueberry Soup pairs well with salmon and asparagus! Try it today: <http://ow.ly/MX0hB>

Beat the blues with **#frozen #BLUEBERRIES!** A happy dance is just a Blueberry Fruit Shake away: <http://ow.ly/z16BR>

## Presence in Ethnic Foods

African

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, High in vitamin K, High in manganese, Good source of fiber, Good source of vitamin C, Good source of copper

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Blueberries are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Blueberries are Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Blueberries are Sodium free.
- Blueberries, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart

**Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Blueberries contain no fat, saturated fat or cholesterol.

### Fiber-Containing Grain Products, Fruits, and Vegetables and

**Cancer:** Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Blueberries are a good source of fiber.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Blueberries are a good source of fiber and vitamin C.



## Healthy Recipes with Blueberries



[Berry Plum Salad](#)



[Power Berry Smoothie](#)



[Purple Party Parfait](#)



[Chilled Blueberry Soup](#)



[Blueberry and Chicken Pasta Salad](#)



[Mango Berry Rotini Salad](#)



[Fruit Soup](#)





Nutrition Facts	
Serving size	1/4 medium (134g)
Amount per serving	
<b>Calories</b>	<b>50</b>
% Daily Value*	
<b>Total Fat</b> 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 20mg	1%
<b>Total Carbohydrate</b> 12g	4%
Dietary Fiber 1g	4%
Total Sugars 11g	
Includes 0g Added Sugars	0%
<b>Protein</b> 1g	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 0mg	0%
Potassium 240mg	6%
Vitamin A 300mcg	35%
Vitamin C 48mg	50%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

# CANTALOUPE

## How to Select

Choose fragrant, symmetrical cantaloupes, heavy for size with no visible bruises and yellow or cream undertone. Stem end should give to gentle pressure.

## How to Store

Store uncut cantaloupes at room temperature for up to 1 week. Refrigerate cut melon in airtight container up to 5 days.

## Links to More Information

[Cantaloupe Desserts](#)  
[Choosing Cantaloupe](#)  
[Melon Soup](#)  
[Slicing Cantaloupe](#)

## Social Media Posts

Cantaloupe Chicken Salad -- oh yes! <http://ow.ly/SGrp301PjEq>  
 Cantaloupe...fragrant, sweet, delicious & nutritious -->  
<http://ow.ly/SEff301PjOF>

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low in sodium, High in vitamin C, High in vitamin A

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Cantaloupe is fat free.

## Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Cantaloupe is very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Cantaloupe is very low in sodium.
- Cantaloupe, as part of a low sodium diet, may reduce the risk of high blood pressure.

## Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Cantaloupe contains no saturated fat or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Cantaloupe is high in vitamins A and C.

## Healthy Recipes with Cantaloupe



[Broccoli Omelette with Cantaloupe slices](#)



[Corner Kick Pita Pocket](#)



[Grilled Shrimp with Cantaloupe Avocado Salsa](#)

Del Monte Fresh Produce N.A., Inc. | [FreshDelMonte.com](http://FreshDelMonte.com)

DelMonteFreshProduce

delmontefresh

delmontefresh

delmontefresh





CONTAINS 100% JUICE	
Nutrition Facts	
Serving Size: 8 FL. OZ. (240mL)	
Servings Per Container: 8	
Amount Per Serving	
Calories 140	
% Daily Value*	
<b>Total Fat</b> 0g	<b>0%</b>
<b>Sodium</b> 15mg	<b>1%</b>
<b>Potassium</b> 140mg	<b>4%</b>
<b>Total Carbohydrate</b> 38g	<b>13%</b>
Sugars 36g**	
<b>Protein</b> 1g	
Vitamin C 120%	• Calcium 2%
Magnesium 6%	• Manganese 20%
Not a significant source of Fat Cal, Sat Fat, Trans Fat, Cholesterol, Fiber, Vitamin A and Iron.	
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:	
Calories: 2,000 2,500	
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g

\*Note that the nutrition information is specific to Welch's 100% Grape Juice (64-ounce bottle). Visit [welchs.com](http://welchs.com) for more details.

# 100% GRAPE JUICE MADE WITH CONCORD GRAPES

Sponsored By: **Welch's**

## Usage

100% grape juice made with Concord grapes isn't just a delicious drink, it can add color, natural sweetness and nutrition to a variety of dishes, including smoothies, vinaigrettes, frozen treats, glazes and sauces.

## Nutrition

Welch's 100% Grape Juice is a fat-free, cholesterol-free and low-sodium food. Every 8-ounce glass is made with more than 40 Concord grapes and provides 2 servings (1 cup) of fruit with no added sugar (the grams of sugar listed on the Nutrition Facts Panel of 100% grape juice refer to the naturally-occurring sugars found in the fruit.) The product is high in the

antioxidant vitamin C. It contains no artificial colors, flavors or preservatives, and delivers 250 mg of grape polyphenols in every 8-ounce glass.

## Links to More Information

[Welchs.com](http://Welchs.com)

[Welchs.com/health](http://Welchs.com/health)

[Welchs.com/recipes](http://Welchs.com/recipes)

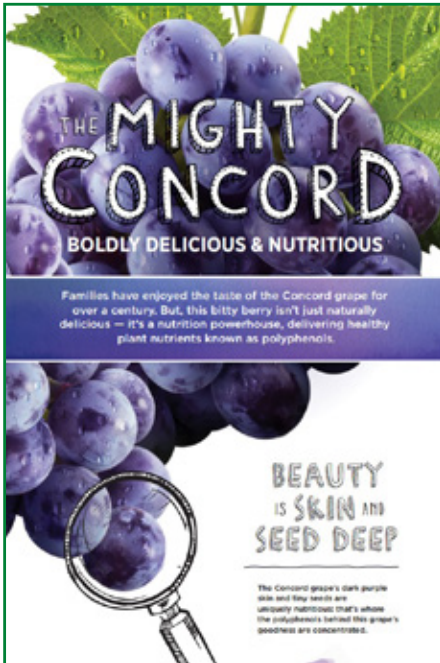
[Grapescience.com](http://Grapescience.com)

[Welchs.com/our-community/the-official-welchs-blog](http://Welchs.com/our-community/the-official-welchs-blog)

## Social Media Posts

Can drinking 100% grape juice made with Concord grapes help promote healthy circulation? Find out! <http://ow.ly/S34Mo>

**#Infographic:** 100% grape juice featuring the Mighty Concord helps support a healthy heart + circulation  
<http://bit.ly/2kBRR6v>



**#Recipe:** Grape Juice Chia Cups - A produce-packed snack for a heart-healthy breakfast or afternoon pick-me-up!  
<http://bit.ly/2IKf9rO>

**#Recipe:** Tender & spicy meets sweet 100% grape juice in these Korean Style Pulled Chicken Sliders <http://bit.ly/2lvoCCS>

THE way to get the #hearthealth benefits of the purple Concord grape is by drinking 100% grape juice:  
<http://ow.ly/xitb309ptlj>

**#DYK?** 100% grape juice made w/ the Concord grape has many of the same #hearthealth benefits as red wine: <http://ow.ly/3RpC302DoZj>

**#Infographic:** Think purple produce (like Concord grapes and 100% grape juice) for #hearthealth: <http://ow.ly/eT4N302DpJq>

**#Juicy #Tip:** Freeze 100% grape juice made w/ Concord grapes in ice cube trays to add color, flavor and nutrition to seltzer water

**#TipoftheDay:** 100% grape juice provides real fruit nutrition squeezed from whole Concord grapes without added sugars  
<http://bit.ly/2kBRR6v>



Sip smart! **#MyPlate** beverage guidelines recommend water, low-fat/fat-free milk or 100% fruit juice, like 100% grape juice

**#Fruit #Fact:** Most families don't get enough fruit each day. Good news, 100% grape juice can help! Just 4oz = 1 serving (1/2c) of fruit

**#Fun #Fact:** Concord grapes were first grown in Concord, MA – making them one truly American Superfruit!

Unlike table grapes, Concord grapes have a thick, dark purple skin + crunchy seeds. That's where their polyphenols can be found!

100% juice, like grape juice, packs in more nutrition than many other beverage options. Get the facts here: <http://ow.ly/MWBf302l4em>





100% grape juice can be a delicious ingredient in many **#hearthealthy** recipes, including entrees! Check 'em out <http://bit.ly/2IijAAc>

**#DYK?** Emerging science suggests that 100% grape juice made w/ Concord grapes helps support a healthy mind.

**#DYK:** Only 3% of produce eaten comes from the purple/blue group? Pump up your purple w/ a glass of 100% grape juice made w/ Concord grapes

100% grape juice made w/ Concord grapes isn't just a delicious drink – You can cook w/ it too! <http://ow.ly/daOx302I4H2> **#recipe #ideas**



## Health Claims

**Dietary Saturated Fat and Cholesterol and Risk of Coronary Heart Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. 100% grape juice contains no saturated fat and no cholesterol.

**Sodium and Hypertension:** Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. 100% grape juice is a low-sodium food.

## Structure Function Claims & Nutrition Messages

**100% grape juice is the way to get the delicious taste and nutrition power of the Concord grape:** Concord grapes are bold, distinctive and delicious, but that's not all. Like red wine, this North American grown berry features polyphenols, which are naturally occurring plant nutrients that can help promote a healthy heart.

100% grape juice is made by crushing the whole Concord grape – skin, seeds, and all – to release healthy plant nutrients (polyphenols) straight from the grape into the juice.

**#DYK?** 100% juice is a delicious and nutritious way to squeeze more fruit into the day. Get the facts here: <http://ow.ly/MWBf302I4em>

Fresh Concord grapes are only found for a few short weeks. 100% grape juice made w/Concord grapes can be enjoyed year-round. Win!

Avoiding **#addedsugars?** 100% grape juice has none! AND you'll get natural plant nutrients (polyphenols) to help support a **#healthyheart**

**#Infographic:** Discover whole fruit nutrition in a glass **#purplepower #hearthealth** <http://bit.ly/2kBRR6v>

**#Recipes:** Delicious, heart-healthy recipes using 100% grape juice made from whole Concord grapes: <http://bit.ly/2IijAAc>



### Helps support a healthy heart: (examples)

Thanks to the dark purple Concord grape, 100% grape juice is one delicious way to help support a healthy heart.

100% grape juice made with Concord grapes helps support/promote a healthy heart.

Nearly 20 years of research shows that thanks to the Concord grape, 100% grape juice can help support a healthy heart.

100% grape juice made with Concord grapes delivers naturally occurring plant nutrients called polyphenols, which give the grape its purple color and can help support a healthy heart.

100% grape juice made with the Concord grape delivers a lot of the same polyphenols, and a lot of the same heart-health benefits as red wine.

### Helps support healthy circulation: (examples)

100% grape juice made with Concord grapes can help support a healthy heart by contributing to healthy blood vessels and promoting healthy circulation.

Research shows that 100% grape juice made with Concord grapes can help promote/support healthy circulation.

Healthy circulation plays a key role in supporting a healthy heart, which keeps your blood pumping and energy flowing.

**While more research is needed, emerging science suggests that 100% grape juice made with Concord grapes may provide benefits in other areas of health, including cognitive function.**



## Media Statement

*Named for its birthplace of Concord, MA, the Concord grape is one truly American Superfruit. This one-of-a-kind, dark purple grape was first cultivated to thrive in the harsh climate and soil of the northeastern United States, which is why it's only found in certain microclimates. Harvested for just a few short weeks in the fall, the Concord grape is bold, delicious and delivers naturally-occurring plant nutrients called polyphenols. Not only do polyphenols give Concord grapes their signature purple color, but research has shown they can also deliver benefits to promote health, including heart health. The Concord grape doesn't travel well so it's hard to find fresh. That's why the best, most convenient way to ensure you're getting the health benefits of this special grape year-round is by drinking 100% grape juice, which is made by squeezing whole Concord grapes — skins, seeds and all — to release polyphenols straight from the grape into the juice, without any added sugars. In fact, nearly 20 years of research shows that thanks to the Concord grape, 100% grape juice helps support a healthy heart. And, while more research is needed, preliminary studies suggest that it may provide benefits in other areas of health, including cognitive function.*

## Substantiating Research on Health Benefits

Vislocky LM, Fernandez ML. Biomedical effects of grape products. *Nutr Rev.* 2010; 68:656-670. <http://onlinelibrary.wiley.com/doi/10.1111/j.1753-4887.2010.00335.x/abstract>

Vislocky LM, Fernandez ML. Grapes and grape products: Their role in health. *Nutr Today.* 2013; 48(1):47-51. [http://journals.lww.com/nutritiontodayonline/Abstract/2013/01000/Grapes\\_and\\_Grape\\_Products\\_Their\\_Role\\_in\\_Health.8.aspx](http://journals.lww.com/nutritiontodayonline/Abstract/2013/01000/Grapes_and_Grape_Products_Their_Role_in_Health.8.aspx)

Wightman JD, Heuberger RA. Effect of grape and other berries on cardiovascular health. *J Sci Food Agric.* 2015; 95(8):1584-97. <http://www.ncbi.nlm.nih.gov/pubmed/25171728>

## Typical Consumer Questions

### ***Is 100% fruit juice a nutritious choice for me and my family?***

Yes, fresh, frozen and canned fruit, as well as 100% juice, each count toward daily fruit servings and provide key nutrients to support a healthy lifestyle. In fact, the 2015-2020 Dietary Guidelines for Americans and leading health professionals and organizations state that 100% fruit juice can be part of a healthy diet and can help people meet their daily goals for fruit intake. 100% juice, like 100% grape juice, is a nutrient-dense beverage that provides vitamins, minerals and beneficial plant nutrients, like polyphenols. Additionally, 100% juice contains only naturally occurring fruit sugars and no added sugars.

For health professionals interested in the science behind 100% fruit juice, read *Whole Truth About 100% Fruit Juice* on [Grapescience.com](http://Grapescience.com).



### ***What is unique about the Concord grape?***

Named for its birthplace of Concord, MA, the Concord grape is one truly American Superfruit. This one-of-a-kind, dark purple grape is bold, delicious and delivers natural plant nutrients called polyphenols. Not only do polyphenols give Concord grapes their signature purple color, research has shown that they can also deliver benefits to promote health. In fact, nearly 20 years of research shows that 100% grape juice made with Concord grapes helps support a healthy heart. And, while more research is needed, preliminary studies suggest that it may provide benefits in other areas of health, including cognitive function.

### ***How is the Concord grape different from other grapes?***

Concord grapes are distinct from other grapes, including many table grapes, because they have a thick, dark purple skin and crunchy seeds.

Dark purple seeded grapes, like the Concord grape, have more polyphenols than many table grapes, because these healthy plant nutrients are concentrated in the seeds as well as in the colorful skin. In fact, the darker the grape's color, the more polyphenols you'll likely find.

### ***What are the benefits of drinking 100% grape juice made with Concord grapes?***

Whole Concord grapes are used to make 100% grape juice, with no added sugars. By drinking 100% grape juice, you can be sure you're getting the heart-health benefits offered by the Concord grape.

Additionally, fresh Concord grapes are difficult to find, as they have a very short harvest season and grow only in specific regions of North America. Plus, they are delicate and don't travel well. Eating whole Concord grapes versus drinking 100% grape juice may actually deprive you of getting the full polyphenol potential and health benefits of the grape. Most people discard the grape's crunchy seeds and skin – which is where you'll find the grape's polyphenol (plant nutrient) power. Nearly 20 years of research shows that 100% grape juice made with Concord grapes helps support a healthy heart.

### ***Can you get the same benefits from 100% grape juice made with Concord grapes as you can from red wine?***

While the alcohol in red wine has been shown to provide heart-health benefits, 100% grape juice made with Concord grapes can be an option for those who choose not to drink alcoholic beverages. Research suggests that, in addition to the alcohol, the natural plant nutrients (polyphenols) in red wine can play a role in supporting heart health, and many of these same polyphenols can also be found in 100% grape juice made with Concord grapes. To build on that, nearly 20 years of research says that 100% grape juice made with Concord grapes can help support a healthy heart.



### ***Can I get the same heart-health benefits by eating whole Concord grapes instead of 100% grape juice made with Concord grapes?***

A heart-healthy diet includes plenty of fruits and vegetables, as well as whole grains, lean meats, legumes and low-fat dairy. Research suggests that polyphenols, like those found in Concord grapes, can help promote a healthy heart. While Concord grapes deliver these beneficial plant nutrients and can contribute to a heart-healthy diet, there are a couple of facts to consider:

1. The vast majority of the research in this area has been conducted on Concord grape juice.
2. Concord grapes are not readily available throughout the year. Harvest season is fairly short — just a few weeks each fall — and harvest takes place in select locations in North America.

Made by pressing whole fruit, 100% grape juice makes it easy to enjoy the delicious taste and heart-health benefits of the Concord grape as part of a healthy, balanced diet.

### ***What are polyphenols?***

Polyphenols are naturally occurring plant nutrients that are found in a variety of plant foods, like onions, tea, red wine, Concord grapes and other dark berries, and certain nuts. Polyphenols naturally protect plants against harm and often contribute to the flavor and color of fruits and vegetables. These plant nutrients give Concord grapes their purple color, and research shows that they can deliver benefits for health.

### ***Where can I learn more about the health benefits of Concord grapes and 100% grape juice?***

For more information on the science-backed health benefits of the Concord grape and 100% grape juice made with Concord grapes, visit the Grape Science Center at [grapescience.com](http://grapescience.com).

## Tools/Handouts



[100% Juice Toolkit](#)



[All Forms Brochure](#)



[100% Juice & Health: Separating Facts from Fiction – Fact Sheet](#)



[Uncork the Secrets of Grape Juice - Infographic](#)



[Power of Purple – Infographic](#)



[Whole Truth About 100% Fruit Juice \(Health Professional Tool\)](#)



[Roadmap to a Healthy Heart - Infographic](#)



[Power of the Concord Grape \(Presentation\)](#)



[100% Juice: Portion 101 \(Fact Sheet\)](#)



[8 Reasons to Enjoy 100% Grape Juice for Heart Health - Infographic](#)



[The Mighty Concord: Boldly Delicious & Nutritious — Infographic](#)



[Purple Power Recipe E-book](#)

## Healthy Recipes with 100% Grape Juice made with Concord Grapes



[Grape Juice Chia Cups](#)



[Concord Grape Gummies](#)



[Purple Sunshine Smoothie](#)



[Roasted Fennel, Pear and Arugula Salad with Balsamic-Grape Dressing](#)



[Chicken Tacos with Tomato and Grape Juice Salsa](#)



[Spiced Salmon Fillets with Grape Juice Glaze](#)



[Chunky Grape Salsa](#)



[Grape and Cheddar Salad with Grape Yogurt Dressing](#)



[Sweet and Spicy BBQ Pork Skewers](#)



[Strawberry Mozzarella Chicken Pasta Salad with White Grape Juice Vinaigrette](#)

Welch's | [Welchs.com](http://Welchs.com)



Welchsgrapes



Welchs



WelchsRD



Welchs



WelchsRD



Nutrition Facts	
Serving size	1/2 cup (50g)
Amount per serving	
<b>Calories</b>	<b>25</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 6g	2%
Dietary Fiber 2g	7%
Total Sugars 2g	
Includes 0g Added Sugars	0%
Protein 0g	
Vitamin D 0mcg	0%
Calcium 4mg	0%
Iron 0mg	0%
Potassium 40mg	0%
Vitamin C 7mg	8%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

# CRANBERRY

## How to Select

Choose cranberries that are firm and not shriveled or decayed.

## How to Store

Refrigerate cranberries for up to 2 months or freeze for future use.

## Links to More Information

[Making Cranberry Relish](#)

[Freeze Cranberries](#)

[Bounce Test for Cranberries](#)

[How the Cranberry Got its Name](#)

## Social Media Posts

**#OntheBlog:** If you're cravin' cranberries, check out these CRAN-licious recipe ideas: <http://ow.ly/DCgh306eD59>

**#momblog**

Cravin' cranberries? Check out these juicy cranberry creations: <http://ow.ly/zZfV304CRM5>

Drinking cranberry juice can reduce the risk of UTIs -- see the research: <http://ow.ly/KzGZ302HemN>

Tea for two? Enjoy a cup of Cranberry Ginger Tea any time of day! <http://ow.ly/10rB8M>

Orange & Cranberry are the yin & yang to SWEET & TART! Our chef, Alex Caspero, RD shares this tasty smoothie recipe: <http://ow.ly/WL4M0>

Enjoy this sweet & savory side dish for #MeatlessMonday --> Baked Apples w/Cranberries: <http://ow.ly/Wb8V1>

This Turkey and Cranberry Stew is a great & tasty way to use your leftover turkey: <http://ow.ly/UUZUe>

CRANBERRIES pack a POWERFUL PUNCH -- against disease! See the research + 8 ways to add cranberries to your day: <http://ow.ly/HLgIp>

Grab the CRANBERRY juice & take a trip to the tropics with this Cran-licious Smoothie: <http://ow.ly/CcuRK>

Show the fam your sweet side for #MeatlessMonday! Highlight Squash with Crunchy Pecans & Cranberries for a side of surprise: <http://ow.ly/z3VeC>

Do cranberries offer unique protective health benefits? We have the scoop + cran-recipes so you can get MORE: <http://ow.ly/sSeFt>

Buy cranberries now while they're in season & budget friendly! Freeze them for use at a later date: <http://ow.ly/ffoD4>

## Presence in Ethnic Foods

African / Mediterranean / Southern



## Nutrient Content Claims

Low calorie, Fat free, Saturated fat free, Cholesterol free, Sodium free

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Cranberries are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Cranberries are Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Cranberries are Sodium free.
- Cranberries, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart

**Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Cranberries contain no fat, saturated fat, or cholesterol.



## Healthy Recipes with Cranberries



[Fresh Start Fruit Cups](#)



[Baked Apples with Cranberries](#)



[Banana and Spinach Salad](#)

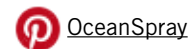
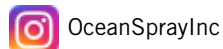
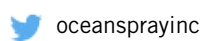
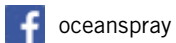


[Squash with Pecans and Cranberries](#)



[Turkey and Cranberry Stew](#)

[Ocean Spray Cranberries, Inc. | Oceanspray.com](#)





# DATES

## How to Select

Choose dates that are shiny, uniformly colored and not broken.

## How to Store

Store dates at room temperature in an airtight container for several months or refrigerate for up to a year.

## Social Media Posts

**#VideoAlert:** Chef Andrew Dole, RD shares how to pit dates for a gooey Apricot-Stuffed Medjool Date appetizer: <http://ow.ly/Juu2305Rtnt>

It's **#WCW** (#WrapCrushWednesday) right? Whip up these Chicken & Medjool Date Lettuce Wraps: <http://ow.ly/8G03304qEgs>

We're taking salad to the NEXT LEVEL! Try this savory Roasted Beet, Watermelon & Medjool Date Salad: <http://ow.ly/N9hSJ>

Dates have a long shelf life and do not require refrigeration. Here are TEN ways to enjoy: <http://ow.ly/l2ZIA>

A healthy, adult gummy bear! Our pal, Alicia Jerome, RD of United Supermarkets/Market Street shares ways to tame your sweet tooth with the great DATE: <http://ow.ly/GCMRt>

## Presence in Ethnic Foods

Asian / Chinese, Japanese, Korean / African / Mediterranean

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of fiber

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Dates are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Dates are Sodium free.

- Diets low in sodium may reduce the risk of high blood pressure. Dates are Sodium free.
- Dates, as part of a low sodium diet, may reduce the risk of high blood pressure.

**Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Dates contain no fat, saturated fat, or cholesterol.

**Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer:** Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Dates are a good source of fiber.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Dates are a good source of fiber.

## Healthy Recipes with Dates



[Fruity Tuna Salad Lettuce Wraps](#)



[Tropical Sunrise Parfait](#)



[Celery with Apricot Blue Cheese Spread](#)

Nutrition Facts	
Serving size	5-6 pieces (40g)
Amount per serving	
<b>Calories</b>	<b>110</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 30g	11%
Dietary Fiber 3g	11%
Total Sugars 25g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 0mg	0%
Potassium 260mg	6%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	



Nutrition Facts	
Serving size	1/4 cup (33g)
Amount per serving	
<b>Calories</b>	<b>80</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 20g	7%
Dietary Fiber 2g	7%
Total Sugars 17g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 18mg	2%
Iron 1mg	6%
Potassium 378mg	8%
Vitamin A 59mcg	6%
Copper 0.1mg	10%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

# DRIED APRICOT

## How to Select

Purchase dried fruit that is free of mold or an abnormal smell. Most varieties are available pre-packaged.

## How to Store

Store in airtight container at room temperature for up to 3 months. Abide by expiration date on pre-packaged varieties.

## Social Media Posts

Step ur "A" game up! Vitamin A that is! Dried Apricots are an excellent source and here's 10 ways to enjoy them: <http://ow.ly/z3Vvo>

Try some smart snacking like this recipe for Celery Stuffed w/Apricot Blue Cheese Spread. Dried apricots, dried figs & pecans give it a great flavor! <http://ow.ly/hCOM309317D>

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of copper

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Dried apricots are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Dried apricots are Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Dried apricots are Sodium free.
- Dried apricots, as part of a low sodium diet, may reduce the risk of high blood pressure.

## Healthy Recipes with Dried Apricots



[Time-Out Trail Mix](#)



[Celery with Apricot Blue Cheese Spread](#)



# DRIED FIG

## How to Select

Avoid darkened or moldy figs.

## How to Store

Stored unopened dried figs for up to 6 months. Once opened, store in airtight containers. May be refrigerated.

## Links to More Information

[Ideas for Nuts](#)

[Using Figs in Pasta](#)

## Social Media Posts

**#Figs** add flavor to so many recipes! We love them in this Spinach Salad w/Apples & Eggs: <http://ow.ly/BUMNz>

Try some smart snacking like this recipe for Celery Stuffed w/Apricot Blue Cheese Spread. Dried apricots, dried figs & pecans give it a great flavor! <http://ow.ly/hCOM309317D>

Pasta night? Let your imagination soar with Figatoni! No kidding! Fresh or dried Fiber-rich figs can be used in baked goods, desserts and even pasta!

## Presence in Ethnic Foods

Chinese, Japanese, Korean / African / Mediterranean

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of fiber, Good source of copper

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Dried figs are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood

pressure, a disease associated with many factors. Dried figs are Sodium free.

- Diets low in sodium may reduce the risk of high blood pressure. Dried figs are Sodium free.
- Dried figs, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart

**Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Dried figs contain no fat, saturated fat, or cholesterol.

### Fiber-Containing Grain Products, Fruits, and Vegetables and

**Cancer:** Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Dried figs are a good source of fiber.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Dried figs are a good source of fiber.

## Healthy Recipes with Dried Figs



[Celery with Apricot Blue Cheese Spread](#)



[Tuna Apple Salad Sandwich](#)

Nutrition Facts	
Serving size	5 figs (42g)
Amount per serving	
<b>Calories</b>	<b>100</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 27g	10%
Dietary Fiber 4g	14%
Total Sugars 20g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 68mg	6%
Iron 1mg	6%
Potassium 286mg	6%
Vitamin C 1mg	2%
Copper 0.1mg	10%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	





# DRIED PLUM

## How to Select

Avoid darkened or moldy plums.

## How to Store

Store unopened containers at room temperature. Refrigerate after opening.

## Links to More Information

[Ideas for Nuts](#)

[Dried Plums](#)

## Social Media Posts

A match made in heaven! Try this Puree of Acorn Squash & California Dried Plum Soup: <http://ow.ly/VUmw0>

Our mom blogger shares ways to use dried plums for more than breakfast: <http://ow.ly/WExyb>

Add some spice to your life! Try this Spicy Dried Plum Marinara w/Butternut Squash Noodles! We're totally drooling over here! <http://ow.ly/Uqyrg>

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of fiber, Good source of copper

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Dried plums are fat free.

## Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Dried plums are Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Dried plums are Sodium free.
- Dried plums, as part of a low sodium diet, may reduce the risk of high blood pressure.

**Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Dried plums contain no saturated fat or cholesterol.

**Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer:** Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Dried plums are a good source of fiber.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Dried plums are a good source of fiber.

Nutrition Facts	
Serving size	4 dried (38g)
Amount per serving	
<b>Calories</b>	<b>90</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 24g	9%
Dietary Fiber 3g	11%
Total Sugars 14g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 16mg	2%
Iron 0mg	0%
Potassium 278mg	6%
Vitamin A 15mcg	2%
Vitamin C 0mg	0%
Copper 0.1mg	10%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	



# FIG, FRESH

## How to Select

Select figs that are clean and dry, with smooth, unbroken skin. The fruit should be soft and yielding to the touch, but not mushy.

## How to Store

Keep figs in a plastic bag in the coldest part of your refrigerator. Use within two days.

## Links to More Information

[Using Figs in Pasta](#)

[Selecting Figs](#)

## Social Media Posts

Fresh Figs! <http://ow.ly/Ile0302Jz1u>

**#DYK** there are hundreds of varieties of figs ranging in color from white to purple-black? Learn more: <http://ow.ly/NDq030932fZ>

## Presence in Ethnic Foods

Chinese, Japanese, Korean / African / Mediterranean

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free,  
Good source of fiber, Good source of Vitamin B-6,  
Good source of copper

Nutrition Facts	
Serving size	3 medium (150g)
Amount per serving	
<b>Calories</b>	<b>110</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 29g	11%
Dietary Fiber 4g	14%
Total Sugars 24g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 52mg	4%
Iron 1mg	6%
Potassium 348mg	8%
Vitamin A 11mcg	2%
Vitamin C 3mg	4%
Vitamin B <sub>6</sub> 0.2mg	10%
Copper 0.1mg	10%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Fresh figs are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Fresh figs are Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Fresh figs are Sodium free.
- Fresh figs, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Fresh figs contain no saturated fat or cholesterol.

### Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer:

Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Fresh figs are a good source of fiber.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Fresh figs are a good source of fiber.



Nutrition Facts	
Serving size 1/2 medium (154g)	
Amount per serving	
<b>Calories</b>	<b>60</b>
	% Daily Value*
<b>Total Fat</b> 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 0mg	0%
<b>Total Carbohydrate</b> 15g	5%
Dietary Fiber 2g	7%
Total Sugars 11g	
Includes 0g Added Sugars	0%
<b>Protein</b> 1g	
Vitamin D 0mcg	0%
Calcium 40mg	4%
Iron 0mg	0%
Potassium 160mg	4%
Vitamin A 88mcg	10%
Vitamin C 60mg	70%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

# GRAPEFRUIT

## How to Select

Choose grapefruits with thin, smooth, firm blemish free skins that are heavy for their size.

## How to Store

Store grapefruits at room temperature for 1 week or under refrigeration for 2 to 3 weeks.

## Links to More Information

[Broiling Grapefruit](#)

[Grapefruit Salad](#)

[How the Grapefruit Got its Name](#)

[Interesting Facts About Grapefruits](#)

## Social Media Posts

Can eating grapefruit help women achieve and maintain a healthy weight? Get the scoop: <http://ow.ly/S3OKI>

**#DYK** Grapefruit got its name from how it grows on trees – clustered like bunches of grapes?

**#DYK** The Pummelo is the largest member of the citrus family n taste like a sweet grapefruit?

Put a lil' FIZZ in it! Make this quick, healthy, refreshing beverage. <http://ow.ly/z3BOE>

## Presence in Ethnic Cuisines

African / Cuban, Puerto Rican / Latino / Mediterranean

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of vitamin A, High in vitamin C





## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Grapefruit is fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Grapefruit is Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Grapefruit is Sodium free.
- Grapefruit, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Grapefruit contains no saturated fat or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Grapefruit is a good source of vitamin A and high in vitamin C.

## Structure/Function Claims

Grapefruit are an excellent source of vitamin C, an antioxidant that helps protect cells against free radical damage.

Grapefruit are an excellent source of vitamin C, which helps maintain healthy skin, bones and teeth.

Grapefruit are an excellent source of vitamin C, which helps maintain the immune system.

Grapefruit are an excellent source of vitamin C, which helps the body absorb iron from plant sources.

Grapefruit is a good source of vitamin A, which is needed for eye and skin health.

Grapefruit is a good source of vitamin A, which is needed for normal function of heart, lungs, kidneys, and other organs.

Grapefruit is a good source of vitamin A, which helps maintain the immune system.

Reference: 2016 Citrus Literature Review

## Healthy Recipes with Grapefruit



Avocado Citrus Salad with Peanut Chile Crusted Scallops



Early Morning Round-up Parfait

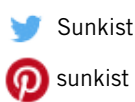
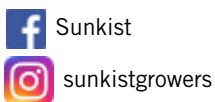


Indian Fruit Salad

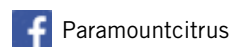


Ambrosia

Sunkist Growers, Inc. | [Sunkist.com](http://Sunkist.com)



The Wonderful Company | [Wonderful.com](http://Wonderful.com)





# GRAPES

## How to Select

Choose plump, firm grapes firmly attached to the stem.

## How to Store

Store in a plastic bag in the refrigerator for up to 1 week.

## Links to More Information

[Grapes in Sweet & Savory Dishes](#)

[Selecting Grapes](#)

[Storing & Using Grapes](#)

## Social Media Posts

Grapes are sweet and tasty any time – snack, or a side w/ breakfast, lunch or dinner!

Enjoy grapes in your favorite salad, on a fruit kabob, w/ cheese or as they are! <http://ow.ly/S3doA>

**#TipoftheDay:** Add one more! Add fresh fruit to your salads -- oranges, grapes, kiwi, and avocado are naturals!

The goodness of grapes! **#DYK** just one 4-oz. glass of 100% grape juice counts as 1 serving (1/2 cup) of fruit! Learn more about nutrition, selection, and storage – <http://ow.ly/AfGQR>

## Presence in Ethnic Cuisines

Asian / Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / Mediterranean

## Healthy Recipes with Grapes



[Grape Tasting Treat](#)



[Grapes and Grains](#)



[Grapes with Ginger Creme](#)



[Purple Party Parfait](#)



[Shrimp Confetti Salad Sandwich with Grapes](#)

Nutrition Facts	
Serving size	3/4 cup (126g)
Amount per serving	
<b>Calories</b>	<b>90</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 15mg	1%
Total Carbohydrate 23g	8%
Dietary Fiber 1g	4%
Total Sugars 20g	
Includes 0g Added Sugars	0%
Protein 0g	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 0mg	0%
Potassium 240mg	6%
Vitamin C 1mg	2%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low in sodium

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Grapes are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Grapes are very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Grapes are very low in sodium.
- Grapes, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart

**Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Grapes contains no saturated fat or cholesterol.



Nutrition Facts	
Serving size 1/10 medium (134g)	
Amount per serving	
Calories	50
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 30mg	1%
Total Carbohydrate 12g	4%
Dietary Fiber 1g	4%
Total Sugars 11g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 0mg	0%
Potassium 210mg	4%
Vitamin C 27mg	30%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

# HONEYDEW MELON

## How to Select

Choose well shaped honeydew melons that are nearly spherical. Should have a waxy, not fuzzy surface and feel heavy for size.

## How to Store

Store honeydew melons at room temperature. Once cut, store in refrigerator for up to 2 weeks.

## Links to More Information

[Melon Soup](#)

[Selecting Honeydew Melon](#)

[Storing & Using Honeydew Melon](#)

[Using Honeydew Melon](#)

## Social Media Posts

Make popsicles by pureeing honeydew with a little sugar and a splash of lime juice. Pour into molds, FREEZE, and ENJOY!

**#DYK** there are two types of honeydews -- one with green flesh and the other with orange flesh?

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low in sodium, High in vitamin C

## Healthy Recipes with Honeydew Melon



[Cold Honeydew Lime Soup](#)



[Pineapple Passion Fruit Pizza](#)



[Avocado Honeydew Breakfast Smoothie](#)

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Honeydew melon is fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Honeydew melon is very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Honeydew melon is very low in sodium.
- Honeydew melon, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart

**Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Honeydew melon contains no saturated fat or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Honeydew melon is high in vitamin C.

Robinson Fresh | [Robinsonfresh.com](http://Robinsonfresh.com)

Wespeakfresh





Nutrition Facts	
Serving size	2 medium (148g)
Amount per serving	
<b>Calories</b>	<b>90</b>
	% Daily Value*
Total Fat 1g	1%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 20g	7%
Dietary Fiber 4g	14%
Total Sugars 13g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 40mg	4%
Iron 0mg	0%
Potassium 450mg	10%
Vitamin C 144mg	160%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

# KIWIFRUIT

## How to Select

Choose slightly firm kiwifruits with a rough, fuzzy skin.

## How to Store

Store un-ripened kiwifruits in plastic bags under refrigeration for up to 6 weeks.

## Links to More Information

[Selecting & Storing Kiwifruit](#)

[Types of Kiwifruit](#)

[Using Kiwifruit](#)

[Ways to Eat Kiwifruit](#)

## Social Media Posts

Oh how we love kiwifruit...in cobbler, smoothies & parfaits! Even as a meat tenderizer! <http://ow.ly/S3ef3>

There's several ways to enjoy kiwifruit but try this Kiwifruit Mango Salsa! It'll knock your socks off: <http://ow.ly/yY3OM>

## Presence in Ethnic Cuisines

Asian

## Nutrient Content Claims

Low in fat, Saturated fat free, Cholesterol free, Sodium free, Good source of fiber, Good source of potassium, High in vitamin C

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Kiwifruit is low in fat.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Kiwifruit is Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Kiwifruit is Sodium free.
- Kiwifruit, as part of a low sodium diet, may reduce the risk of high blood pressure.

**Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Kiwifruit contains no saturated fat or cholesterol.

**Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer:** Fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Kiwifruit is a good source of fiber.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Kiwifruit is a good source of fiber and are high in vitamin C.

**Potassium & High Blood Pressure/Stroke (Authoritative Statement):** Diets containing foods that are a good source of potassium and that are low in sodium, like kiwifruit, may reduce the risk of high blood pressure and stroke.

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## Healthy Recipes with Kiwifruit



[Early Morning Round-up Parfait](#)



[Fresh Start Fruit Cups](#)



[Kiwifruit Cobbler](#)



[Kiwifruit Mango Salsa](#)

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The Oppenheimer Group | [Oppy.com](#)



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# LEMON

Nutrition Facts	
Serving size	1 medium (58g)
Amount per serving	
<b>Calories</b>	<b>15</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 5g	2%
Dietary Fiber 2g	7%
Total Sugars 2g	
Includes 0g Added Sugars	0%
Protein 0g	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 0mg	0%
Potassium 75mg	2%
Vitamin C 24mg	25%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

## How to Select

Choose lemons with firm, thin, smooth skin, heavy for size.

## How to Store

Refrigerate lemons for up to 2 weeks.

## Links to More Information

[Lime & Lemon Juice Drinks & Desserts](#)

[Selecting & Storing Lemons & Limes](#)

[Using Lemons & Limes](#)

[Using Lemon & Lime Juice](#)

[Zesting Lemons & Limes](#)

## Social Media Posts

Pass the salt please. Or, should I ask to pass the lemon instead? <http://ow.ly/S35wU>

How long can lemons be stored? Our expert has the answer --> <http://ow.ly/9dn6304dOh7>

This Lemon Rosemary Zucchini offers an appetizing new flavor that you'll be sure to love: <http://ow.ly/MyX8Q>

When life gives you lemons...make lemonade! Or enjoy this savory side dish, Asparagus w/Lemon Sauce: <http://ow.ly/AfKEH>

## Presence in Ethnic Cuisines

Asian / South East Asia (Vietnam, Cambodia, Laos) / African Cuban, Puerto Rican / Latino / Mexican / Mediterranean

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, low in calories, High in vitamin C

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Lemons are fat free

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Lemons are Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Lemons are Sodium free.
- Lemons, as part of a low sodium diet, may reduce the risk of high blood pressure.





**Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Lemons contains no saturated fat or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Lemons are high in vitamin C.

### Structure/Function Claims

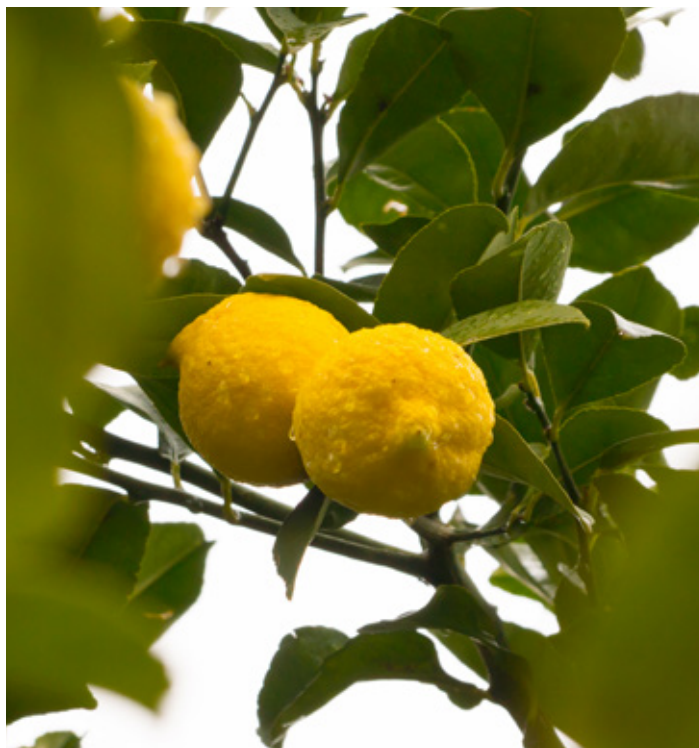
Lemons are an excellent source of vitamin C, an antioxidant that helps protect cells against free radical damage.

Lemons are an excellent source of vitamin C, which helps maintain healthy skin, bones and teeth.

Lemons are an excellent source of vitamin C, which helps maintain the immune system.

Lemons are an excellent source of vitamin C, which helps the body absorb iron from plant sources.

Reference: [2016 Citrus Literature Review](#)



## Healthy Recipes with Lemon



[Salmon Burgers and Sweet Potato Oven Fries](#)



[Grilled California Asparagus and Shrimp](#)  
[Quinoa Salad with Lemon Vinaigrette](#)



[Avocado, Potato, and Grilled Chicken Salad](#)



[Pesto Chicken Vegetable Kebabs](#)



[Apple, Fennel & Chicken Salad with Couscous](#)



[Asparagus with Lemon Dijon Sauce](#)

[The Oppenheimer Group](#) | [Oppy.com](#)



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Paramountcitrus

[Sunkist Growers, Inc.](#) | [Sunkist.com](#)



Sunkist



Sunkist



sunkistgrowers



sunkist



Nutrition Facts	
Serving size	1 medium (67g)
Amount per serving	
<b>Calories</b>	<b>20</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 7g	3%
Dietary Fiber 2g	7%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 0g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 75mg	2%
Vitamin C 21mg	25%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

# LIME

## How to Select

Choose limes with smooth, shiny skin, heavy for size.

## How to Store

Refrigerate limes for up to 2 weeks.

## Links to More Information

[Lime & Lemon Juice Drinks & Desserts](#)

[Selecting & Storing Lemons & Limes](#)

[Using Lemons & Limes](#)

[Using Lemon & Lime Juice](#)

[Zesting Lemons & Limes](#)

## Social Media Posts

**#DYK** you can use lime juice in place of salt to season fish, chicken or pork? More info on this tasty fruit <http://ow.ly/j6BBF>

Fix that Mexican food craving w/ these Chili & Lime Chicken Potato Tacos! A trip across the border for a fraction of the cost: <http://ow.ly/s9P5K>

Excite your palate with a Lime-marinated Onion Salad! Delicious on the side of many southwestern foods: <http://ow.ly/tZDFk>

Take corn to another level! Enjoy this Corn on the Cob w/Chili Lime Butter: <http://ow.ly/mRpGk>

You scream, I scream, we all scream for more BEANS! Try this simple Chipotle-Lime Three Bean Salad for your next picnic: <http://ow.ly/z3tTj>

## Presence in Ethnic Cuisines

Asian / Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / African / Cuban, Puerto Rican / Latino / Mexican

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, Sugar free, low in calories, High in vitamin C

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Limes are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Limes are Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Limes are Sodium free.
- Limes, as part of a low sodium diet, may reduce the risk of high blood pressure.



**Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Limes contains no saturated fat or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Limes are high in vitamin C.

### Structure/Function Claims

Limes are an excellent source of vitamin C, an antioxidant that helps protect cells against free radical damage.

Limes are an excellent source of vitamin C, which helps maintain healthy skin, bones and teeth.

Limes are an excellent source of vitamin C, which helps maintain the immune system.

Limes are an excellent source of vitamin C, which helps the body absorb iron from plant sources.

Reference: [2016 Citrus Literature Review](#)



## Healthy Recipes with Lime



[Avocado Melon Breakfast Smoothie](#)



[Cold Honeydew Lime Soup](#)



[Mango Cucumber Soup](#)



[Grilled Chicken Lettuce Wraps with Blueberry Bell Pepper Relish](#)



[Marinated Lime and Onion Salad](#)



[Watermelon Gazpacho](#)

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Paramountcitrus

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Sunkist



Sunkist



sunkistgrowers



sunkist





Nutrition Facts	
Serving size	2 small (152g)
Amount per serving	
<b>Calories</b>	<b>80</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 20g	7%
Dietary Fiber 3g	11%
Total Sugars 16g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 56mg	4%
Iron 0mg	0%
Potassium 252mg	6%
Vitamin A 52mcg	6%
Vitamin C 41mg	45%
Copper 0.1mg	10%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

# MANDARIN ORANGE

## How to Select

Select fruits that are unblemished and heavy for their size. Avoid those with cuts, soft spots, or mold.

## How to Store

They may be stored in a cool, dark spot for a few days, but ideally should be refrigerated to extend shelf life up to 2 weeks.

## Links to More Information

[Difference Between a Mandarin and a Tangerine](#)

[Mandarin Oranges](#)

[Mandarin Salad](#)

## Social Media Posts

Bring on the color & crunch for **#MeatlessMonday**! Enjoy this Mandarin Orange Salad: <http://ow.ly/YhiCu>

Get your taste buds dancing from the flavors of this Asparagus, Mandarin Orange, Chicken & Rice Salad: <http://ow.ly/NOPqL>

Try this Mandarin Orange & Spinach Salad w/Quinoa: <http://ow.ly/z3yN9>

If you're stuck for a meal idea, you might want to give our Pork Chops with Mandarin Orange Salsa a try: <http://ow.ly/fGY530934v0>

## Presence in Ethnic Foods

Asian / Cajun, Creole

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, High in vitamin C, Good source of fiber, Good source of copper

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Mandarins are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Mandarins are Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Mandarins are Sodium free.
- Mandarins, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Mandarins contain no fat, saturated fat, or cholesterol.

### Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer:

Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Mandarins are a good source of fiber.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Mandarins are a good source of fiber and an excellent source of vitamin C.

### Structure/Function Claims

Mandarin oranges are an excellent source of vitamin C, an antioxidant that helps protect cells against free radical damage.

Mandarin oranges are an excellent source of vitamin C, which helps maintain healthy skin, bones and teeth.

Mandarin oranges are an excellent source of vitamin C, which helps maintain the immune system.

Mandarin oranges are an excellent source of vitamin C, which helps the body absorb iron from plant sources.

Reference: [2016 Citrus Literature Review](#)



### Healthy Recipes with Madarin Oranges



[Symphony of Fruit Pizza](#)



[Asparagus, Mandarin Orange, Chicken and Rice Salad](#)



[Fruit Soup](#)



[Pork Chops with Mandarin Orange Salsa](#)



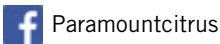
[Broccoli Mandarin Salad](#)

[The Oppenheimer Group](#) | [Oppy.com](#)



[OppyProduce](#)

[The Wonderful Company](#) | [Wonderful.com](#)



[Sunkist Growers, Inc.](#) | [Sunkist.com](#)



[Sunkist](#)

[Sunkist](#)



[sunkistgrowers](#)



[sunkist](#)



# MANGO

Sponsored By:



## How to Cut a Mango

Mangos have a long flat seed in the middle.

1. Find the nose of the mango, position the nose upwards.
2. Slice downwards approximately  $\frac{1}{4}$ " from the center on each side, forming two cheeks.
3. Score the flesh of each cheek without breaking the skin.
4. Scoop out the mango slices.

## How to Select

All mangos are similar in terms of ripeness – they get softer as they ripen! Always feel the mango to judge its ripeness level. Here are a few things to consider when selecting a mango:

5. Don't focus on appearance since all mangos look different. Their look is usually more of an indicator of variety, not ripeness.
6. Consider when you'll eat the mango. There is no one way to get the right mango. If you will be cutting the mango later in the week, get a firmer mango so it ripens right on time. If you plan to enjoy the fruit as soon as you get home, look for a slightly soft mango.

7. Black dots you may see on a mango does not mean that it's bad. Dark speckles are usually an indicator of moisture while the mango was still on the tree. Those little black dots do not penetrate the flesh and will not ruin the delicious taste.
8. Select mangos at room temperature. It might come natural to select chilled produce items, but look for mangos that are at room temperature.

## How to Store

Store all mangos at room temperature. A riper mango will last 1-2 days, whereas a less ripe mango can last up to about a week. Refrigerate peeled, cut mangos for up to five days, or freeze for up to six months. To speed up the ripening process, place the mango in a brown paper bag.

## Links to More Information

[How to Cut](#)

[How to Select](#)

[Mango Facts](#)

[Mango Recipes](#)

[Mango Nutrition](#)

## Nutrition Facts

Serving Size: 1 cup, sliced (165g)  
Serving Per Container

Amount Per Serving

**Calories:** 100 **Calories from Fat:** 5

**% Daily Value\***

**Total Fat** 0.5g **1%**

Saturated Fat 0g **0%**

Trans Fat 0g **0%**

**Cholesterol** 0mg **0%**

**Sodium** 0mg **0%**

**Total Carbohydrate** 25g **8%**

Dietary Fiber 3g **12%**

Sugars 23g

**Protein** 1g

Vitamin A 35% • Vitamin C 100%

Calcium 2% • Iron 2%

Vitamin B6 10% • Copper 10%

Folate 20% • Vitamin K 8%

Potassium 8%

\*Percent Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less Than	65g	80g
Saturated Fat	Less Than	20g	25g
Cholesterol	Less Than	300mg	300mg
Sodium	Less Than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories Per Gram  
Fat 9 • Carbohydrate 4 • Protein 4



## Social Media Posts



Try these Vegan No-Bake Mango Cheesecake bites for a healthier spin on dessert: <http://ow.ly/uCCa30cCRBA>

Freshen up your salad with mango! This nutritious fruit is great with savory plates: <http://ow.ly/lhUi30cD4MY>

Get 100% of your daily Vitamin C with only 1 cup of mangos! More nutrition info here: <http://ow.ly/154X30cEceW>



May your day be as simple as your toast: <http://ow.ly/mOox30cEeLT>



Mango and beans give your salsa a tasty boost, try this one today: <http://ow.ly/KtxG30cEoJP>



Give your pork a Mexican mangover with this flavorful carnitas recipe: <http://ow.ly/UGZ930cEqEk>

A quinoa bowl has never looked so good! Try this Salmon Mango Curry recipe, and you're sure to agree: <http://ow.ly/965h30cErFI>



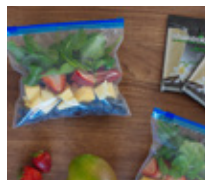
There are so many things to love about this Southwest Mango Pizza: <http://ow.ly/EHB930cEsSc>

Make your dessert fresh, sweet, and healthy with mango soft serve: <http://ow.ly/lmq30cEu1k>

Impress your guests with these Pork and Mango Spring Rolls: <http://ow.ly/pj8830cEuTy>

Fall flavors with a tropical twist? Yes, please! <http://ow.ly/6LHK30cEv69>

This TASTY & TANGY Mango Berry Rotini Salad has a SWEET surprise in EVERY bite! <http://ow.ly/ZXM8T>



Ease your mornings with these mango smoothie packs: <http://ow.ly/09XW30cEvG5>



This Mango and Turmeric Brown Rice recipe is packed with nutrients: <http://ow.ly/beYJ30cEw11>

Your kids are sure to have a blast making these Mango Berry Pops: <http://ow.ly/u5iM30cExkG>



Cool off this summer with a Blended Mango Limeade: <http://ow.ly/ovsC30cEMRx>

Incorporate healthy ingredients into your kids' dessert with this Jungle Shortcake: <http://ow.ly/dhEw30cENhD>

#WCW (#WrapCrushWednesday) = Orange Mango Chicken Lettuce Wraps --> <http://ow.ly/90Sb308lyPB>

Take your toast to a new level! Sink your teeth into Strawberry Mango Feta Toast Points: <http://ow.ly/BANf3081oS3>

Deliciousness by the spoonful! Try this Mango Cucumber Soup: <http://ow.ly/QEHs307LV6k>

Enjoy a tall glass of a Mango Orange Smoothie: <http://ow.ly/7Unb307KGQS>

This Asian Mango & Chicken Wrap is our #WCW (#WrapCrushWednesday) --> <http://ow.ly/FT8p307uvEr>

Enjoy Fish Tacos w/Fresh Mango Salsa for #TacoTuesday --> <http://ow.ly/ww6p3075jt2>

Give your #salad a #MANGOVER! Try this refreshing Mango & Smoked Turkey Salad for lunch today! <http://ow.ly/8Qpd306wBnV>

There's several ways to enjoy kiwifruit like this Kiwifruit Mango Salsa! It'll knock your socks off: <http://ow.ly/yY30M>. #TastyTuesday

What's shakin'? How about this Champagne Mango Milk Shake --> <http://ow.ly/zOvc3036NIq>

Are your mouths watering for MANGOES? We've got TEN juicy ways to enjoy --> <http://ow.ly/KTky302gDgd>



## Presence in Ethnic Cuisines

Asian / South East Asia (Vietnam, Cambodia, Laos) / African / Mexican, Cuban, Puerto Rican, Caribbean / Latin-American / Indian, Pakistani

## Nutrient Content Claims

Mangos are an excellent source of vitamin A, vitamin C and folate. Mangos are also a good source of vitamin B6, fiber and copper. Mangos contain no fat, saturated fat, cholesterol and sodium.

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Mangos contain no fat.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Mangos are Sodium free.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart

**Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Mangos contain no fat, saturated fat, or cholesterol.

**Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer:** Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Mangos are a good source of fiber.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Mangos are an excellent source of vitamin C, and vitamin A.

## Common Consumer Question

### *Where do mangos come from?*

Most mangos in the United States are imported from Mexico, Peru, Ecuador, Nicaragua and Guatemala. Domestically, Puerto Rico, Hawaii and Florida also produce mangos. Outside the United States, mangos are grown in dozens of countries, notably India, China, Thailand and Pakistan. Mangos are native to South Asia and require tropical environments to grow.

### *Is mango skin safe to eat?*

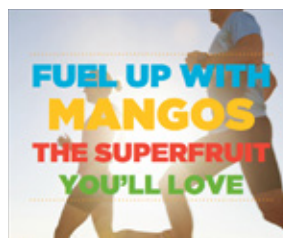
While we do not recommend eating the mango skin, it is often enjoyed by many cultures. For those who have allergic reactions when coming in contact with mango skin, it would be best to steer clear from eating the unpeeled fruit. The mango skin contains urushiol, a compound found in poison ivy and poison oak, and may cause an allergic reaction for some individuals. This reaction can produce the same type of allergic reactions as poison ivy, poison oak, or poison sumac, including skin lesions, or swollen lips and tongue. While a mango allergy is rare, you'll want to make sure you're not allergic to mango before you chomp down on one of these unpeeled fruits.

Source: <http://web.extension.illinois.edu/cfiv/homeowners/120726.html>

## Consumer Handouts

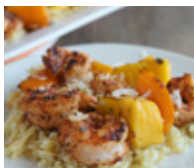


[Nutritious Balance Booklet](#)



[Fuel Up with Mangos](#)

## Tasty Recipes with Mango



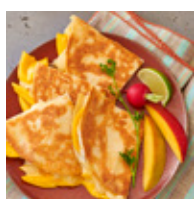
[Blackened Shrimp Skewers with Coconut Mango Pilaf](#)



[Chicken Wings with Mango Chili Sauce](#)



[Mango Ginger Lemonade](#)



[Mango and Brie Quesadilla](#)



[Mango Chickpea Salad](#)



[Mango, Tomatillo and Chipotle Salsa](#)



[Quinoa Burgers with Mango Curry Relish](#)



[Tropical Baked Oatmeal](#)



[Mango Spring Rolls](#)



[Banana Mango Soft Serve](#)



[Mango Milkshake](#)



[Chilled Mango Soup](#)



[Indian Fruit Salad](#)



[Kiwifruit Mango Salsa](#)



[Rise and Shine Rio Shake](#)



[Mango Smoothie](#)



[Mango Berry Rotini Salad](#)



[Mango Cucumber Soup](#)



[Strawberry Mango Feta Toast](#)



[Thai Shrimp Mango Wrap](#)



[Asian Mango Chicken Wraps](#)

[The National Mango Board](#) | [Mango.org](#)



Mango Board



Mango\_Board



mangoboard



National Mango Board



National Mango Board





Nutrition Facts	
Serving size	1 medium (140g)
Amount per serving	
<b>Calories</b>	<b>60</b>
	% Daily Value*
<b>Total Fat</b> 0.5g	<b>1%</b>
Saturated Fat 0g	<b>0%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 0mg	<b>0%</b>
<b>Total Carbohydrate</b> 15g	<b>5%</b>
Dietary Fiber 2g	<b>7%</b>
Total Sugars 11g	
Includes 0g Added Sugars	<b>0%</b>
<b>Protein</b> 1g	
Vitamin D 0mcg	<b>0%</b>
Calcium 0mg	<b>0%</b>
Iron 0mg	<b>0%</b>
Potassium 250mg	<b>6%</b>
Vitamin A 20mcg	<b>2%</b>
Vitamin C 9mg	<b>10%</b>
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

# NECTARINE

## How to Select

Choose firm nectarines with smooth skin.

## How to Store

Store unripe nectarines in paper bag until ripe, then store at room temperature for use within 2-3 days.

## Links to More Information

[More Ways to Use Peaches & Nectarines](#)

[Selecting Peaches & Nectarines](#)

[Storing Peaches & Nectarines](#)

[Using Peaches & Nectarines](#)

[White Flesh Peaches & Nectarines](#)

## Social Media Posts

FUZZworthy --> #DYK the NECTARINE is actually a subspecies of peach that lacks the gene for fuzz!

## Presence in Ethnic Cuisines

Mediterranean

## Nutrient Content Claims

Low in fat, Saturated fat free, Cholesterol free, Sodium free,  
Good source of vitamin C

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Nectarines are low in fat.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Nectarines contain no sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Nectarines contain no sodium.
- Nectarines, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart

**Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Nectarines contain no saturated fat or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Nectarines are a good source of vitamin C.



Nutrition Facts	
Serving size	1 Medium (154g)
Amount per serving	
<b>Calories</b>	<b>80</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 19g	7%
Dietary Fiber 3g	11%
Total Sugars 14g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 60mg	4%
Iron 0mg	0%
Potassium 250mg	6%
Vitamin A 5mcg	0%
Vitamin C 78mg	90%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

# ORANGE

## How to Select

Choose oranges with firm, smooth skins, heavy for size.

## How to Store

Store oranges at room temperature for 1-2 days.  
Refrigerate for 1-2 weeks.

## Links to More Information

[Juicing Oranges](#)

[More Ways to Use Oranges & Zest](#)

[Selecting & Storing Oranges](#)

[Using Orange Zest](#)

[Using Oranges](#)

[Ways to Cut Oranges](#)

## Social Media Posts

Pears in Orange Sauce from @Fruit\_Veggies is the perfect dessert for any occasion: <http://ow.ly/UOCiw>

100% orange juice is the new SUPERFOOD? Get the facts and drink up: <http://ow.ly/TZLFN>

**#TipoftheDay:** Add one more! Add fresh fruit to your salads -- oranges, grapes, kiwi, and avocado are naturals!

What do you get for your money? \$1 can of soda = sugar, caffeine. \$1 glass of orange juice = Vitamin C, potassium.

**#TipoftheDay:** Dress up a salad for your main meal. Add slices

of grilled chicken or fish. Top w/Mandarin oranges. Viola! A cool crunchy salad!

Nothing like a good ol' glass of OJ! Pair it up with some juicy pears and try this Pears w/Orange Drizzle recipe: <http://ow.ly/zOxtD>

Beet juice? Really? Yep! Use a juicer and combine the juice of a small beet with 1 c. 100% orange or apple juice. Enjoy!

## Presence in Ethnic Cuisines

Asian / Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / African / Cuban, Puerto Rican / Latino / Mexican / Mediterranean / Southern

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of fiber, High in vitamin C

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Oranges are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Oranges are Sodium free.

- Diets low in sodium may reduce the risk of high blood pressure. Oranges are Sodium free.
- Oranges, as part of a low sodium diet, may reduce the risk of high blood pressure.

**Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Oranges contains no saturated fat or cholesterol.

**Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer:** Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Oranges are a good source of fiber.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Oranges are a good source of fiber and high in vitamin C.

## Structure/Function Claims

Oranges are an excellent source of vitamin C, an antioxidant that helps protect cells against free radical damage.

Oranges are an excellent source of vitamin C, which helps maintain healthy skin, bones and teeth.

Oranges are an excellent source of vitamin C, which helps maintain the immune system.

Oranges are an excellent source of vitamin C, which helps the body absorb iron from plant sources.

Oranges are a good source of fiber, which helps maintain colon health and regularity.

Oranges are a good source of fiber, helps maintain healthy blood sugar levels.

Oranges are a good source of fiber, helps maintain heart health.

Reference: [2016 Citrus Literature Review](#)

## Common Consumer Question

***Does Cara Cara effect certain drugs the way grapefruit does?***

Cara Cara oranges are not part grapefruit; they are a navel orange. Although they may appear similar due to coloring, they do not contain furanocoumarin compounds found in grapefruit that interfere with some medications.

Source: Direct communications with Dr. Bhinu Patil, Texas A&M University, Director Vegetable and Fruit Improvement Center, March 3, 2016.

## Healthy Recipes with Oranges



[Grilled Lamb Salad](#)



[Rigatoni with Chicken and Pesto with Spinach Fresh Fruit Salad](#)



[Ambrosia](#)



[Avocado Citrus Salad with Peanut Chile Crusted Scallops](#)



[Berry Plum Salad](#)



[Carrots with Garlic Orange Glaze](#)



[Mixed Greens with Fresh Oranges and White Beans](#)

[The Oppenheimer Group](#) | [Oppy.com](#)



Oppy



OppyProduce

[The Wonderful Company](#) | [Wonderful.com](#)



Paramountcitrus

[Sunkist Growers, Inc.](#) | [Sunkist.com](#)



Sunkist



Sunkist



sunkistgrowers



sunkist





Nutrition Facts	
Serving Size 8 fl oz (240 mL)	
Servings Per Container about 7	
Amount Per Serving	
<b>Calories</b> 110	Calories from Fat 0
% Daily Value*	
<b>Total Fat</b> 0g	<b>0%</b>
Saturated Fat 0g	0%
TransFat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 0mg	<b>0%</b>
<b>Potassium</b> 450mg	<b>13%</b>
<b>Total Carbohydrate</b> 26g	<b>9%</b>
Dietary Fiber 0g	0%
Sugars 22g	
<b>Protein</b> 2g	
Vitamin C 120% • Calcium 2%	
Thiamin 10% • Niacin 4%	
Vitamin B <sub>6</sub> 6% • Folic Acid 15%	
Magnesium 6%	
Not a significant source of vitamin A and iron.	
* Percent Daily Values are based on a 2,000 calorie diet.	
Calories per gram	
Fat 9 • Carbohydrates 4 • Protein 4	

\*Note that the nutrition information is specific to Tropicana's 100% Orange Juice.

# 100% ORANGE JUICE

Sponsored By: **Tropicana**

## Usage

100% orange juice has a lot to offer in addition to its great taste. It provides many essential nutrients, including vitamin C and potassium. While on its own it's a great way to start the morning, orange juice can be added to smoothie bowls, sauces, and other favorite recipes to boost flavor and nutrition.

## How to Store

Store oranges at room temperature for 1-2 days.  
Refrigerate for 1-2 weeks.

## Links to More Information

[Juicing Oranges](#)  
[Tropicana.com](#)

## Social Media Posts

Orange juice is one of the most nutrient-rich fruit juices in the US. It's like a nutrient hug in every sip. **#goodnessofjuice**

100% not from concentrate orange juice is made from real oranges, and no added water, sugar, or preservatives. Now that looks good any time of the day. **#DYK**

Did you know the vitamin C in 100% orange juice helps keep your immune system healthy? **#ojgoodness #DYK**

Are you watching your added sugars? Great news, 100% orange juice has no added sugars! **#goodnessofjuice**

100% orange juice isn't just for drinking; check out healthy recipes using 100% orange juice to boost flavor and nutrients! **#ojgoodness**

Nutritious **#GoodnessofOJ** can help you get through your morning commute. **#goodmorning**

Did you know that an 8 oz glass of 100% orange juice has as much potassium as a medium banana? **#DYK #Goodnessofjuice**

Who's tasted the **#GoodnessofOJ** today, and what kind have you had?

100% orange juice is having a free-for-all: it's naturally fat-free, sodium-free, and cholesterol-free. **#GoodnessofOJ today #tipoftheday**

100% orange juice is a good source of potassium, which helps control the balance of fluid in the body and helps maintain a healthy blood pressure. **#goodnessofOJ**

One 8-ounce glass of 100% orange juice counts as 1 cup of fruit. **#MyPlate**

100% orange juice contains more folate than most other juices. **#DYK**

Most Americans don't meet their daily fruit recommendations –add some 100% orange juice to your day to boost your fruit intake **#MyPlate**

Add in some 100% orange juice to your morning smoothie for a healthy start to your day. **#goodmorning**

**#DYK** that 100% orange juice contains polyphenols? One 8 oz glass of orange juice contains almost 40mg of hesperidin **#tipoftheday #USDA database**

Add a little orange juice to your granola for a sweet on-the-go snack. **#goodnessofoj**

## Nutrient Content Claims

Tropicana Pure Premium 100% orange juice contains no cholesterol, saturated fat, sodium or added sugars. One 8-ounce glass provides many vitamins and minerals, the juice from 2 oranges, and counts toward 1 cup of the daily fruit recommendations. A serving of Tropicana Pure Premium 100% orange juice is an excellent source of vitamin C, and a good source of potassium, thiamine and folate.

## Health Claims

### Dietary saturated fat, cholesterol and risk of coronary heart disease:

- While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. 100% orange juice contains no saturated fat or cholesterol.

### Sodium and hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors.
- 100% orange juice contains no sodium.



## Structure Function Claims and Nutrition Messages

Drinking 100% orange juice is a great way to get closer to your nutrient and food group recommendations. 100% orange juice is an excellent source of vitamin C and a good source of potassium, both of which are under consumed by Americans. One 8 ounce glass counts as 1 cup of fruit and is an excellent source of vitamin C and a good source of potassium, thiamine and folate. In addition, some orange juices are fortified with calcium and vitamin D, which are important for promoting bone health.

Benefits of vitamin C content of 100% orange juice. 100% orange juice contains over 100% of your daily recommended amount of vitamin C. Vitamin C contributes to healthy immune function, and may contribute to maintenance of bone health.

Beyond the benefits of vitamins and minerals. 100% orange juice contains not only essential nutrients but also phytonutrients, including hesperidin. Phytonutrients are non-essential dietary compounds that may have health protecting qualities. Hesperidin has been studied in relation to cardiovascular disease. However, research in this area is just beginning so you can look forward to more news on hesperidin.

## Typical Consumer Questions

### ***Does 100% orange juice count as a serving of fruit?***

An 8 ounce serving of 100% juice counts toward 1 cup of fruit recommendations in accordance with the 2015-2020 Dietary Guidelines for Americans and MyPlate. MyPlate recommends that Americans consume 1 ½ to 2 cups of fruit per day. The Dietary Guidelines recommend that a majority of daily fruit come from whole fruit. This is important because more than 75% of Americans do not eat enough fruit to meet recommendations.

### ***How does 100% orange juice fit in a healthy diet?***

The 2015 Dietary Guidelines state that healthy eating patterns include servings of fruit and include 100% juice as fruit servings. The Dietary Guidelines recommend that a majority of daily fruit servings come from whole fruit. In addition, drinking 100% juice is associated with a diet lower in added sugars and better diet quality according to scientific research.



### ***How much sugar is in 100% orange juice?***

100% orange juice contains no added sugars; the only sugars it contains are those coming from the oranges.

### ***Is it appropriate for my child to drink 100% orange juice?***

100% orange juice can be part of a healthy diet for children over 1 year of age. The amount of juice your child may drink is based on the child's age and nutrition needs. The American Academy of Pediatrics has specific recommendations for 100% juice: children from 1-3 years should drink no more than 4 ounces per day, children 4-6 years old should drink no more than 4-6 ounces per day, while children 7-18 years should drink no more than 8 ounces per day.

### ***Does drinking 100% juice lead to weight gain?***

The majority of scientific research suggests that drinking 100% juice is not associated with weight gain in children. A recent meta-analysis looked at changes in BMI in children who drank 100% juice and found juice drinking in children 1-6



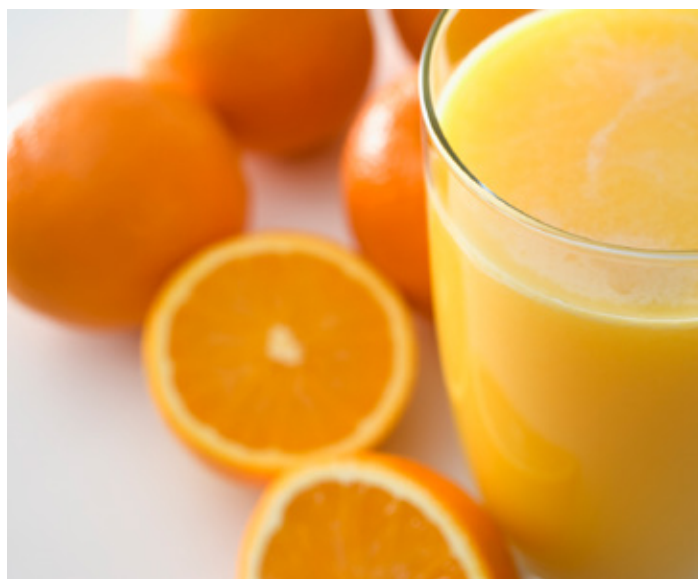
years old was associated with a small but clinically insignificant weight gain while juice drinking was not associated with weight changes in children 7-18 years old. In addition, research suggests that people who drink 100% juice have higher intake of some micronutrients and better diet quality compared to non-juice drinkers.

### ***Does 100% orange juice contain calcium?***

Some 100% orange juices are fortified with calcium and vitamin D. Always check the nutrition label if you prefer to buy orange juice that is fortified with these nutrients.

### ***Does 100% orange juice contain phytonutrients?***

Yes! Orange juice contains a number of phytonutrients. One of the most studied phytonutrients in orange juice is hesperidin. Although research is still emerging, some studies have shown benefits on cardiovascular disease risk factors. More research is needed to fully understand how the phytonutrients in orange juice benefit our health.





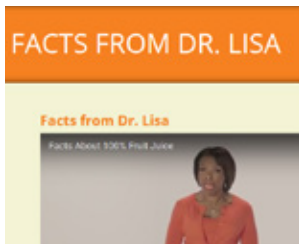
## Tools/Handouts



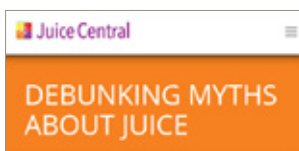
The Power of the Pour:  
A Toolkit About 100% Juice



All Forms Brochure



Juice Facts (from Dr Lisa  
Thornton, Pediatrician)



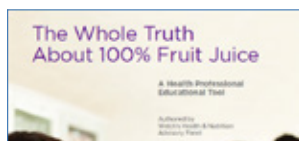
Debunking Myths About Juice



Juice Central



Fruit Juice and Your Child's  
Diet



Whole Truth About 100%  
Fruit Juice (Health  
Professional Tool)

## Research on Juice

Aghajanian P, et al. The roles and mechanisms of actions of vitamin C in bone: new developments. J Bone Miner Res. 2015; 30(11):1945-55. <https://www.ncbi.nlm.nih.gov/pubmed/26358868>

Auerbach BJ, et al. Fruit juice and change in BMI: a meta-analysis. Pediatrics. 2017; 139(4). <https://www.ncbi.nlm.nih.gov/pubmed/28336576>

Hyson DA. A review and critical analysis of the scientific literature related to 100% fruit juice and human health. Adv Nutr. 2015; 6: 37-561. <http://advances.nutrition.org/content/6/1/37.long>

Iranshahi M, et al. Protective effects of flavonoids against microbes and toxins: the cases of hesperidin and hesperetin. Life Sci. 2015; 15(137):125-32. <https://www.ncbi.nlm.nih.gov/pubmed/26188593>

O'Neil CE et al. Diet quality is positively associated with 100% fruit juice consumption in children and adults in the United States: NHANES 2003-2005. Nutr J. 2011; doi 10.1186/1475-2891-10-1 <https://www.ncbi.nlm.nih.gov/pubmed/21314991>

O'Neil CE, Nicklas TA. A review of the relationship between 100% fruit juice consumption and weight in children and adolescents. Amer J Lifestyle Med. 2008; 2(4):315-354. <http://journals.sagepub.com/doi/abs/10.1177/1559827608317277>

Rampersaud GC, Valim MF. 100% citrus juice: nutritional contribution, dietary benefits, and association with anthropometric measures. Crit Rev Food Sci Nutr. 2017; 57(1):129-140. <https://www.ncbi.nlm.nih.gov/pubmed/25831042>

Wang Y et al. Impact of orange juice consumption on macronutrient and energy intakes and body composition in the US population. Public Health Nutr. 2012; 15(12):2220-7. <https://www.ncbi.nlm.nih.gov/pubmed/22433835>

## Healthy Recipes with 100% Orange Juice



Mango Lassi Smoothie Bowl



Orange Maple Granola

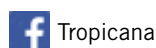


Peach-Raspberry Smoothie Bowl



Cantaloupe Smoothie Bowl

Tropicana | [Tropicana.com](http://Tropicana.com)



Tropicana



Tropicana

Prepared by PepsiCo nutrition



# PAPAYA

## How to Select

Select papayas that are firm with some yellow streaks and free of blemishes.

## How to Store

Keep papayas at room temperature for 2–3 days until they are totally yellow to orange.

## Links to More Information

[Using Papaya Seeds](#)

[Storing and Using Papaya](#)

[Selecting and Storing Papaya](#)

## Social Media Posts

#DYK papaya seeds are edible & can be added to salad dressings? Get more tips: <http://ow.ly/cMOFN>

Take a DIP in this Papaya Black Bean Salsa --> <http://ow.ly/6XE73012ZNb>

We have our TOP TEN ways to enjoy this EXOTIC fruit: <http://ow.ly/kHUX300zIjR>

Add a taste of the tropics with Papayas! Our mom blogger shares these SWEET ideas: <http://ow.ly/1Drz3002LfY>

## Presence in Ethnic Foods

Asian / Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / African / Cuban, Puerto Rican / Latino / Mexican / Pacific Islands

## Healthy Recipe with Papaya



[Papaya and Black Bean Salsa](#)

Nutrition Facts	
Serving 1 cup, 1" pieces (145g) size	
Amount per serving	
<b>Calories</b>	<b>60</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 10mg	0%
Total Carbohydrate 16g	6%
Dietary Fiber 2g	7%
Total Sugars 11g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 29mg	2%
Iron 0mg	0%
Potassium 264mg	6%
Vitamin A 69mcg	8%
Vitamin C 88mg	100%
Copper 0.1mg	10%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low in sodium, High in vitamin C, Good source of copper

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Papayas are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Papayas are very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Papayas are very low in sodium.
- Papayas, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart

**Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Papayas contain no fat, saturated fat, or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Papayas are an excellent source of vitamin C.



# PEACH

## How to Select

Choose peaches with firm, fuzzy skins that yield to gentle pressure when ripe. Avoid blemishes.

## How to Store

Store unripe peaches in paper bag. When ripe, store at room temperature for use within 1-2 days.

## Links to More Information

[More Ways to Use Peaches & Nectarines](#)

[Selecting Peaches & Nectarines](#)

[Storing Peaches & Nectarines](#)

[Using Peaches & Nectarines](#)

[White Flesh Peaches & Nectarines](#)

[Quick Peach Crisp & Cobbler](#)

[Using Canned Peaches](#)

## Social Media Posts

Try these California Dreamin' Chicken Tacos with Peach Slaw for **#TacoTuesday**: <http://ow.ly/NyW9Y>

Feeling PEACHY? Kick it up a notch and try this Peachy Chipotle Salsa: <http://ow.ly/zjR1s>

**#WatchThis** and learn everything you need to know about PEACHES: <http://ow.ly/zjS10>

Need a quick cool off? Try this refreshing Grilled Peach Salad w/ Spinach & Red Onion Vinaigrette: <http://ow.ly/zk6OZ>

**#TipoftheDay**: A **#healthy** way to refresh & rehydrate is by drinking water flavored w/fresh citrus fruit, sliced peaches or berries.

Nutrition Facts	
Serving size	1 Medium (147g)
Amount per serving	
<b>Calories</b>	<b>60</b>
% Daily Value*	
Total Fat 0.5g	1%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 15g	5%
Dietary Fiber 2g	7%
Total Sugars 13g	
Includes 0g Added Sugars	0%
<b>Protein 1g</b>	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 230mg	4%
Vitamin A 15mcg	2%
Vitamin C 9mg	10%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

**#DYK** apples, pears, peaches, plums, apricots, cherries, blackberries, raspberries, and strawberries are all members of the rose family?

Feeling PEACHY this morning? Enjoy these Perfectly Peachy Waffles **#Yummy**: <http://ow.ly/z1gp9>

## Presence in Ethnic Cuisines

Chinese, Japanese, Korean / African / Mediterranean / Southern

## Nutrient Content Claims

Low in fat, Saturated fat free, Cholesterol free, Sodium free, Good source of vitamin C





## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Peaches are low in fat.

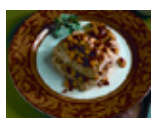
### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Peaches are Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Peaches are Sodium free.
- Peaches, as part of a low sodium diet, may reduce the risk of high blood pressure.

**Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Peaches contain no saturated fat or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Peaches are a good source of vitamin C.

## Healthy Recipes with Peaches



Peach Chipotle Salsa over Talapia



Perfectly Peachy Waffles



Honey-Dijon Chicken with Peach-Cilantro Salsa

**California Cling Peach Board** | [calclingpeach.com/](http://calclingpeach.com/)



California-Cling-Peaches



CalClingPeach

**Pacific Coast Producers** | [canned-fresh.com](http://canned-fresh.com)



Pcoastpfan



Cagrownfruit

**Seneca Foods Corporation** | [Senecafoods.com](http://Senecafoods.com)



SenecaFoods



Nutrition Facts			
Serving Size 1 medium pear (166g)			
Amount Per Serving			
Calories 100		Calories from Fat 0	
% Daily Value*			
Total Fat 0g		0%	
Saturated Fat 0g		0%	
Trans Fat 0g			
Cholesterol 0mg		0%	
Sodium 0mg		0%	
Total Carbohydrate 26g		9%	
Dietary Fiber 6g		24%	
Sugar 16g			
Protein 1g			
Vitamin A 0%		•	Vitamin C 10%
Calcium 2%		•	Iron 0%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

# PEAR

Sponsored By:  *Pears*

## How to Select

A Ripe Pear is a Sweet Pear!

A little known fact about the pear is that it does not ripen well on the tree. Pears are harvested when mature, but not yet ripe. Instead, they slowly reach a sweet and succulent maturity as they ripen from the inside out at room temperature.

As tempting as pears might be right from the grocer's stand, a little bit of patience and know-how will ensure your pear reaches its peak flavor.

So, how do you know when the pear has ripened to sweet and juicy perfection?

While a Bartlett's skin color brightens as it ripens, most varieties of pears show little change in color.

The best way to judge ripeness for non-Bartlett varieties is to Check the Neck™: Apply pressure to the neck of the pear with your thumb. If it yields to pressure, it's ripe. Easy, isn't it?



Choose firm pears with intact stems to ripen at home. Some grocers display ripe or near ripe pears that will yield to pressure by the stem and will be ready in a day or two. If the belly of the pear is soft, it is likely overripe, but still good to use in smoothies and soups.

## How to Store

If pears are ripe, use them right away or refrigerate for up to 5 days to slow further ripening. If they are firm, leave them at room temperature. Be sure to check them daily to catch them at perfect ripeness.

You can also arrange them in a fruit bowl and place them on the kitchen counter, dining room table, or even in the living room so you can enjoy their beauty as they ripen.

## To Prevent Browning

Like many fruits, the flesh of cut or peeled pears will eventually brown. This natural oxidation process, however, does not affect the taste or quality. Browning can be slowed by "acidulating" the cut surfaces with a mild solution of 50% water and 50% lemon juice. Lightly poaching pears will also slow the browning and is a good way to prepare pears for use in salads. You can also use natural anti-browning products such as NatureSeal, which will slow down browning for over a week.

## Refrigerating Pears

**Remember, don't refrigerate an unripe pear!**

Ripe pears can be eaten or placed in the refrigerator for up to 5 days. While refrigeration will delay any further ripening of the pear, it will not stop it altogether. Remember, pears need to ripen at room temperature, so don't refrigerate an unripe pear!

## Speedy Ripening

Place underripe pears in a fruit bowl at room temperature near other ripening fruit like bananas, which naturally give off ethylene and will help speed up the ripening process. And if you find yourself with a few too many overripe pears, blend them into smoothies, soups, sauces and purees!

## Wash Before Eating

### All it takes is cold water

Thoroughly wash pears immediately prior to eating or preparation. Under cold, drinkable water, use your clean hands or a soft-bristled produce scrub brush to gently, but vigorously, scrub the entire exterior of the pear, taking extra care to cleanse the indentations near the stem (at the top) and calyx (at the bottom) of the pear. The total process will take 15–20 seconds.

Washing the entire exterior of the pear will help to eliminate dirt and/or commonly occurring bacteria that may be found on the fruit's surface. Wash fruit even if you plan on peeling it.

## Presence in Ethnic Cuisines

Asian / South East Asia (Vietnam, Cambodia, Laos) /  
Mediterranean

## Links to More Information

[USAPears.org](http://USAPears.org)

World's largest website dedicated to pears.

[USA Pears variety video](#)

[How to ripen pears video](#)

[USA Pears Snacking - rule of two video](#)

[Recipe ideas search](#)

[Pear nutrition research](#)

[Supermarket Dietitian toolkit and resources](#)

[Snacking tips](#)

[Resources for kids](#)

## Social Media Posts



Take a closer look inside your pear! What you find may surprise you. <http://bit.ly/72116FBTW>



The most delicious way to use your pear from firm to very ripe! <http://usapears.org/green-anjou/>



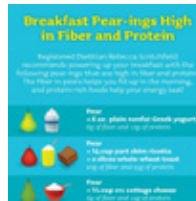
@USAPears is a great start to meeting your fruit intake. [usapears.org/pear-nutrition/](http://usapears.org/pear-nutrition/)



Pears are part of a **#healthy** diet. Learn more at <http://usapears.org/pear-nutrition/> [#nutrition](#) [#healthtips](#) [#foodforlife](#)



**#DYK?** Anjou pears are in season! Plus they're juicy and delicious. <http://bit.ly/1qyVoTc>



These simple pear-ings can help balance your morning, plus they make yummy **#snacks!** <http://bit.ly/1QJQRcm>



December is National Pear Month, and @Fruit\_Veggies is going to tell you all about them --> <http://ow.ly/ULYMA>



Happy **#NationalHeartMonth!** Bartletts and Anjou are certified heart-healthy @American\_Heart



**PEAR-LICIOUS & NUTRITIOUS!** Pears are packed w/ fiber, vitamins & minerals. Try these 100-cal gems in these recipes for National Pear Month: <http://ow.ly/UM3Qs>

Pears in Orange Sauce from @Fruit\_Veggies is the perfect dessert for any occasion: <http://ow.ly/UOCiw>

There are many ways to eat pears -- @Fruits\_Veggies shares their top ten --> <http://ow.ly/UMd1D>

A delectable dessert is just minutes away! These honey-sweet, Ginger Poached Pears will satisfy any sweet tooth: <http://ow.ly/TZNYo>

Lentils, pears & apples are all considered high in fiber--find out what other fruits/veggies carry that label: <http://ow.ly/9EhI2>

Pear season is 'ready-to-be-healthy' season – watch for fresh @USA Pears in store.



## Some Typical Consumer Questions

### ***Where are USA Pears grown?***

USA Pears are grown where the right mix of volcanic soil, clean mountain water and warm spring and summer days, with cool nights, combine to produce some of the world's finest pears. Washington and Oregon produce 84% of the nation's fresh pear crop. Only pears grown in Washington and Oregon are sold under the USA Pears label.

### ***The pears I find in the grocery store are hard and green. Why?***

Pears are a unique fruit in that they ripen best off the tree. As such pears are transported when they're fully mature, but not always ripe. This assures that pears you buy are in good condition to properly ripen them at home after you buy them.

### ***Why aren't the pears on display at the grocer as ripe as the ones I sample at your special events?***

The pears for sampling were ripened ahead of time so that we can show people how the fruit tastes when it has been properly ripened. Grocery stores often keep less ripe fruit on display so that they can keep them for several days without the fruit getting overripe. Your pears at home can taste the same if you simply allow them to ripen to perfection by leaving them at room temperature in your own kitchen!

### ***How can I keep cut pears from browning?***

Browning, or oxidation, is a natural process that occurs when cut pears are exposed to oxygen. This can be slowed by "acidulating" the cut surfaces with a mild solution of 50% water and 50% lemon juice, which can either be brushed on or dipped in. Although this process won't completely stop the browning of your pear, it will provide you with a little extra time to enjoy your delicious fruit. We suggest your cut pear be used as quickly as practical. Lightly poaching pears will also slow the browning and is a good way to prepare pears for use in salads. You can also use natural anti-browning products such as NatureSeal, which will slow down browning for over a week.

### ***How do you freeze pears?***

We don't recommend freezing fresh pears that have not been processed. The juice and fibers will separate in the thawing process, and the results are not at all desired. However, freezing a cooked or processed pear (such as pear sauce) to which sugar has been added will work. Pear pie fillings can also be pre-baked and frozen. Make sure the pears are in a tightly sealed container prior to freezing to help reduce freezer burn.

### ***What are other good uses for pears besides eating them fresh or in salads?***

Pears are very versatile. In addition to eating whole and sliced, pears can be baked, poached, roasted, and grilled with



delightful results. They can be used as ingredients in baked goods. Pears are also delicious in preserves, jams and chutney. Anything that can be done with an apple can be done with a pear!

### ***What do I do with my pears when I get them home?***

If pears are ripe, use them right away or refrigerate for up to 5 days to slow further ripening. If they are firm, leave them at room temperature. Be sure to check them daily to catch them at perfect ripeness.

You can also arrange them in a fruit bowl and place them on the kitchen counter, dining room table, or even in the living room so you can enjoy their beauty as they ripen. Did you ever notice that realtors love to use decorative bowls of pears in homes they're trying to sell? They're beautiful!

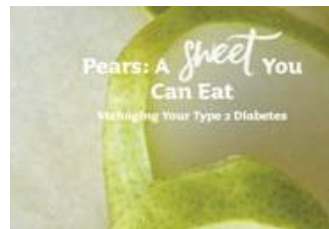
## Consumer Handouts



[Consumer Brochure](#)



[Weight Management Brochure](#)



[Diabetes Brochure](#)

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free

## Nutrition

- Pears are an excellent source of fiber.
- Pears are high in vitamin C.
- Pears provide fiber and the antioxidant vitamin C in one sweet and juicy package... all for only 100 calories per medium-sized pear!
- One medium-sized juicy, delicious pear contributes 6 grams of fiber to the diet, 24% of the recommended daily value.
- One medium-sized juicy, delicious pear contributes 7 milligrams of the antioxidant vitamin C to the diet, 10% of the recommended daily value.
- One medium-sized juicy, delicious pear contributes 190 milligrams of potassium to the diet, 5% of the recommended daily value.
- Because they're an excellent source of fiber and a good source of the antioxidant vitamin C with zero fat, zero cholesterol, and zero sodium, pears are a healthy choice for any course of any meal of the day.

## Additional Health Messaging

Low fat diets rich in fiber-containing vegetables, grain products, and fruits, such as pears, may reduce the risk of some types of cancer, a disease associated with many risk factors. Fresh pears are high in fiber, and a fat-free food. USA Pears and cancer

Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) such as pears may reduce the risk of some types of cancer, a disease associated with many factors. Pears are an excellent source of fiber and a good source of the antioxidant vitamin C. USA Pears and cancer

Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Pears contain no fat, no sodium or cholesterol. USA Pears and cancer

Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Pears contain no sodium! USA Pears and hypertension

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Sweet and juicy pears contain no fat, no saturated fat, and no cholesterol. USA Pears and heart disease and stroke

## Statements for Use in the Media

### Heart Health

Pears are a good source of vitamin C and are rich in fiber. Likewise, pears are sodium-free, Fat free, and cholesterol-free — all things that are important for a healthy heart.<sup>1</sup>

### Weight Loss

Pears are fat free, an excellent source of fiber, and contain vitamins and other beneficial nutrients. Several studies suggest that adding pears to the diet aids weight loss, especially when pears replace less healthful or less filling foods. Recent research supported by Pear Bureau Northwest suggests that the likelihood of being obese was 35 percent lower among fresh pear consumers than among non-consumers.<sup>2</sup>

1. From the American Heart Association Nutrition Committee. Circulation. 2006; 114:82-96. [Available online here.](#)

2. O'Neil, CE, Nicklas, TA, Fulgoni, VL III: Fresh pears consumption is associated with a better nutrient profile, better diet quality and lower risk of obesity in adults (19+ y): NHANES (2001-2010).



# USA Pears 2016-2017 Season Calendar at a Glance

Be sure to tag us @USAPears to get more likes, engagements, and reach for your pear-posts!

MONTH	EVENT	DATE
July	Pears are in the orchard getting ready to be delicious!	Month long
August	Pears Are Back! Growers working hard in the orchard, picking the pearfect, tasty fruit.	Month long
September	<p>Back to school – new pear school recipes available at <a href="http://www.usapears.org">www.usapears.org</a></p> <p>Pears are portable – protect them on the go with nifty <a href="#">pear packers</a>!</p> <p>Whole food snacking with PEARings – ideas at <a href="http://www.usapears.org">www.usapears.org</a></p> <p>Fruits and Veggies More Matters Month</p> <p>Whole Grains Month – Whole grains and pears make a sustaining, fiber-full pair!</p> <p>National Peanut Day – Pears and healthy fats make a whole and filling snack!</p> <p>National Women's Health &amp; Fitness Day</p>	<p>Month long</p> <p>Month long</p> <p>Month long</p> <p>Month long</p> <p>Month long</p> <p>September 13</p> <p>September 28</p>
October	<p>Start of the season for winter pears like Anjou, Comice, Concorde, and Bosc</p> <p>International Walk to School Day</p> <p>USA Pears attends FNCE</p> <p>Halloween pear decorating with Dia de los Muertos (Day of the Dead) stickers</p> <p>Sweet, juicy pears make an yummy substitute for Halloween candy</p>	<p>Month long</p> <p>October 5</p> <p>October 15-18</p> <p>October 31</p> <p>October 31</p>
November	<p><u>10 varieties of pears in season!</u></p> <p>Healthy, <u>whole-food snacking</u> during the holidays</p> <p>American Diabetes Month – <u>Pears and Diabetes</u></p> <p>Thanksgiving - holiday pear <u>recipes</u> abound from stuffing to pie and everything in between!</p>	<p>Month long</p> <p>Month long</p> <p>Month long</p> <p>November 24</p>
December	<p><b>National Pear Month with all 10 varieties available – Contact USA Pears for promotion ideas and support</b></p> <p>Christmas</p> <p>New Year's Eve pear bites and cocktails with fresh fruit</p>	<p><b>Month long</b></p> <p>December 25</p> <p>December 26-31</p>
January	<p>New Year's resolutions</p> <p>pears are part of a healthy diet</p> <p><u>smoothies</u></p> <p>Stay cozy with delicious pear <u>soups</u>!</p>	<p>Month long</p> <p>Month long</p> <p>Month long</p> <p>Month long</p>
February	<p>Heart Month - Anjou pears are Heart Check certified by the American Heart Association</p> <p>National Wear Red Day from the American Cancer Society</p> <p>To get your Pizza Pie Day fix, try <u>this easy recipe</u> for fresh pears on pizza!</p> <p>Valentine's Day – Share the pear love!</p>	<p>Month long</p> <p>February 5</p> <p>February 9</p> <p>February 14</p>
March	<p><u>National Nutrition Month</u> - Did you know? Pears are an excellent source of fiber, a good source of vitamin C, with antioxidants and potassium making them a smart addition to any recipe or snack!</p> <p>Anjou, Red Anjou, and Bosc still going strong! Healthy pear <u>salads</u>, slaws and spring recipes</p> <p>National Peanut Butter Lover's Day – Pears' fiber and carbohydrates with peanut butter's <u>rich fats</u> make a great snack!</p> <p>National School Breakfast Week</p> <p>St. Patty's Day</p> <p>National Diabetes Alert Day – Pears can be part of a healthy diet for people with diabetes and at risk for diabetes</p>	<p>Month long</p> <p>Month long</p> <p>March 1</p> <p>March 7-11</p> <p>March 17</p> <p>March 22</p>



<b>April</b>	Spring salad, slaws, and sautés are better with Anjous! Add a little extra fiber and a sweet, satisfying crunch to your <a href="#">spring recipes</a> ! USA Pears will be at Produce for Better Health Foundation's Annual Conference Happy Grilled Cheese Sandwich Day! Sweeten your sandwich with a tasty Anjou! Every Kid Health Week	Month long  April 4-6 April 12 April 25-29
<b>May</b>	Anjou USA Pears are still available! Family Wellness Month	Month long Month long
<b>June</b>	Anjou USA Pears are still available!	Month long

## Tasty Recipes with Pears



[Easy Oven Packet Caribbean Tilapia with Pears and Carnival Roasted Potatoes](#)



[Indian Fruit Salad](#)



[Pear Bistro Salad](#)



[Savory Pear Salad](#)



[Sweet Potato-Pear Soup](#)



[Grilled Chicken and Pear Avocado Toast](#)

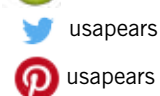
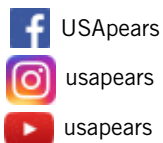


[Marinated Pear and Toasted Farro Salad](#)



[Grilled Steak and Peppers Salad with Pears](#)

Pear Bureau Northwest |  [USAPears.com](http://USAPears.com)



Check out our [blog](#) for on point health news, tips and tricks, and recipes from RDs and chefs!



# PINEAPPLE

## How to Select

Choose pineapples with dark green leaves, heavy for size. Avoid soft or dark spots and dry-looking leaves.

## How to Store

Eat as soon as possible. Refrigerate cut pineapple for 2-3 days.

## Links to More Information

[Cutting Pineapple](#)

[Making a Pineapple Drink](#)

[Peeling Pineapple](#)

[Selecting Pineapple](#)

[Storing & Using Pineapple](#)

## Social Media Posts

Pineapple's many uses – in salsa and slaw, on fruit kabobs, in stir-fry, on pizza, grilled & by the chunk! <http://ow.ly/S3dww>

**#TipoftheDay** Help kids make frozen fruit kabobs using pineapple chunks, bananas, grapes and kiwis.

Nom Nom! A burger with a lil' twist! The fam will enjoy these juicy Turkey Burgers w/ Spinach and Pineapple: <http://ow.ly/QlIdf>

Pumped for PINEAPPLES? Here's your GOLDEN ticket to a POWERFUL morning...a Power Gold Smoothie: <http://ow.ly/zOvUr>

Nutrition Facts	
Serving size	2 slices (3/4" thick) (112g)
Amount per serving	
<b>Calories</b>	<b>50</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 10mg	0%
Total Carbohydrate 13g	5%
Dietary Fiber 1g	4%
Total Sugars 10g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 0mg	0%
Potassium 120mg	2%
Vitamin C 30mg	35%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

A tasty treat the whole family will love! FRUIT and VEGGIE popsicles! Try this Pineapple-Mango Popsicle recipe + other yummy combos: <http://ow.ly/AfP5U>

## Presence in Ethnic Cuisines

Asian / Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / African / Cuban, Puerto Rican / Latino / Mexican / Pacific Islands

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low in sodium, High in vitamin C

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Pineapple is fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Pineapple is very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Pineapple is very low in sodium.
- Pineapple, as part of a low sodium diet, may reduce the risk of high blood pressure.

**Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Pineapple contains no saturated fat or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Pineapple is high in vitamin C.

## Healthy Recipes with Pineapple



[Grilled Pineapple Ginger Glazed Chicken](#)



[Pineapple Avocado Chicken Salad](#)



[Thai Pineapple & Chicken](#)



[Asian Chicken and Pineapple Noodle Bowl](#)



[Pineapple Passion Fruit Pizza](#)



[Pineapple Salsa](#)

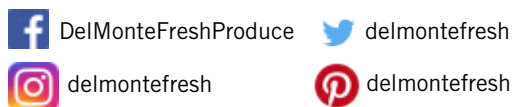


[Seared Cod with Pineapple Slaw](#)



[Tropical Overnight Oatmeal](#)

Del Monte Fresh Produce N.A., Inc. | [FreshDelMonte.com](http://FreshDelMonte.com)



Dole Food Company, Inc. | [Dole.com](http://Dole.com)







# PLUM

## How to Select

Choose plump plums with smooth skins. Avoid bruises and soft spots.

## How to Store

Store unripe plums in paper bag until ripe. Refrigerate ripe plums.

## Links to More Information

[Dried Plums](#)

[Selecting & Storing Plums](#)

[Using Plums](#)

## Social Media Post

Off the tree, or in a chutney -- plums are sweet! Check out our TOP TEN ways to enjoy: <http://ow.ly/DPeR301Pk9P>

## Presence in Ethnic Cuisines

Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / African / Southern

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free

Nutrition Facts	
Serving size	2 Medium (151g)
Amount per serving	
<b>Calories</b>	<b>70</b>
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 19g	7%
Dietary Fiber 2g	7%
Total Sugars 16g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 230mg	4%
Vitamin A 20mcg	2%
Vitamin C 6mg	6%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Plums are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Plums are Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Plums are Sodium free.
- Plums, as part of a low sodium diet, may reduce the risk of high blood pressure.

**Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Plums contains no saturated fat or cholesterol.

## Healthy Recipes with Plums



[Berry Plum Salad](#)



[Plum Sauce](#)

Robinson Fresh | [Robinsonfresh.com](http://Robinsonfresh.com)

Wespeakfresh



# POMEGRANATE

## How to Select

Select pomegranates that are plump, round and heavy for their size.

## How to Store

Whole pomegranates can be stored in a cool dry area for about 1 month or up to 2 months in the refrigerator.

## Links to More Information

[How to Open a Pomegranate](#)

[Using Pomegranates](#)

[Selecting Pomegranates](#)

[Pomegranate Seeds](#)

[Fall is the Season for Pomegranates](#)

## Social Media Posts

**#DYK** an average pomegranate contains about 600 juicy seeds? Alyson Fendrick, RD shares how to cut a pomegranate + a JUICY recipe: [ow.ly/mdf7304V272](http://ow.ly/mdf7304V272)

We're PUMPED for POMEGRANATES! Enjoy this SWEET recipe: <http://ow.ly/RAnbZ>

The heavier the fruit, the juicier it will be! For National Pomegranate Month, get the scoop on these radiant red seeds: <http://ow.ly/DwqOx>

Pure Sweetness! **#Juice** POMEGRANATE seeds and reduce them with a little sugar and some spices for a new kind of dipping sauce for grilled shrimp or chicken!

Crack the code to one of the world's most marvelous wonders... POMEGRANATES! Your Produce Man shows you how to grab the goodness in about 30sec: <http://ow.ly/rXdhX>

## Presence in Ethnic Foods

Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / African / Cuban, Puerto Rican / Latino / Mediterranean

## Nutrient Content Claims

Low in fat, Saturated fat free, Cholesterol free, Sodium free, high in fiber, High in vitamin K, High in pantothenic acid, High in copper, Good source of vitamin C

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Pomegranates are low in fat.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Pomegranate are Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Pomegranate are Sodium free.
- Pomegranate, as part of a low sodium diet, may reduce the risk of high blood pressure.

**Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Pomegranate contains no saturated fat or cholesterol.

**Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer:** Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Pomegranate is an excellent source of fiber.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Pomegranates are high in fiber and a good source of vitamin C.

Nutrition Facts	
Serving size	1/2 medium (141g)
Amount per serving	
<b>Calories</b>	<b>120</b>
	% Daily Value*
Total Fat 1.5g	2%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 26g	9%
Dietary Fiber 6g	21%
Total Sugars 19g	
Includes 0g Added Sugars	0%
<b>Protein 2g</b>	
Vitamin D 0mcg	0%
Calcium 14mg	2%
Iron 0mg	0%
Potassium 333mg	8%
Vitamin C 14mg	15%
Vitamin K 23mcg	20%
Pantothenic Acid 1mg	20%
Copper 0.2mg	20%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	



Nutrition Facts	
Serving size	1/4 cup packed (40g)
Amount per serving	
<b>Calories</b>	<b>120</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 32g	12%
Dietary Fiber 1g	4%
Total Sugars 24g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 1mg	6%
Potassium 300mg	6%
Vitamin A 0mcg	0%
Vitamin C 1mg	2%
Copper 0.1mg	10%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

# RAISINS

## How to Select

Avoid darkened or moldy raisins.

## How to Store

Store unopened containers of raisins at room temperature. Refrigerate after opening.

## Links to More Information

[Ideas for Nuts](#)

[Raisin Rock Dessert](#)

[Fundido](#)

[Make a Banana Breakfast Sandwich](#)

[Cooking with Raisins](#)

## Social Media Posts

Step up your regular routine sandwich & try this Clementine, Raisin & Goat Cheese Sandwich: <http://ow.ly/vJrk303Bcve>

We're totally raisin' the bar with this Raisin Waldorf Salad --> <http://ow.ly/EQ8b302AUEB>

Pineapple chunks, raisins, walnuts, & more goodies come together to create this amazing Golden Glow Pineapple Salad: <http://ow.ly/VNgoJ>

A SWEET start to a SAVORY meal! Enjoy this Sweet & Savory Raisin Tapenade: <http://ow.ly/UT131>

Raisins help lower fasting blood glucose more than other snack foods? Find out + 10 ways to increase your raisin intake: <http://ow.ly/UT23q>

CRAVIN' RAISINS? Here are 10 ways to enjoy these dried gems --> <http://ow.ly/OJJD5>

Golden Raisins add sweet nutrition and elegance to a traditional Baby Spinach Salad. Add pine nuts for crunch and dig right in: <http://ow.ly/z40nc>

RAISINS make the cut! See how these dried gems can reduce the risk of negative health outcomes: <http://ow.ly/BqFeR>

## Presence in Ethnic Foods

Cuban, Puerto Rican

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of copper



## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Raisins are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Raisins are Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Raisins are Sodium free.
- Raisins, as part of a low sodium diet, may reduce the risk of high blood pressure.



## Healthy Recipes with Raisins



[Raisin Waldorf Salad](#)



[Clementine Raisin Sandwich](#)



[Tuna Apple Salad Sandwich](#)

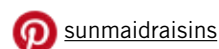
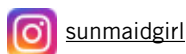
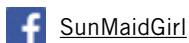


[Sweet and Savory Raisin Tapenade](#)



[Curried Chicken with Raisins and Mushrooms](#)

Sun-Maid Growers of California | [Sunmaid.com](http://Sunmaid.com)





# RASPBERRY

## How to Select

Choose dry, plump, firm raspberries. Avoid wet or moldy berries.

## How to Store

Do not wash raspberries until ready to eat. Refrigerate for use within 1-2 days.

## Links to More Information

[Selecting and Storing Raspberries](#)

[Using Raspberries](#)

[Raspberry Dessert](#)

## Social Media Posts

Beets in a smoothie? You'll be surprised! Our chef, Alex Caspero, RD whips up a Beet + Raspberry Smoothie recipe: <http://ow.ly/YKZrb>

Having company? Whisk up this tasty Banana Raspberry Smoothie in no time: <http://ow.ly/zON9k>

In a smoothie, a dressing, or by themselves, we just LOVE RASPBERRIES! See the TOP TEN ways to enjoy: <http://ow.ly/zkdFv>

What's your "style"? Red, black, or gold.. Raspberries, that is. Learn about selecting the different varieties of raspberries and how to store them for optimal freshness! <http://ow.ly/Y1bE3093aaV>

## Nutrient Content Claims

Low in fat, Saturated fat free, Cholesterol free, Sodium free, High in fiber, High in vitamin C, high manganese, Good source of copper

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Raspberries are low in fat.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood

pressure, a disease associated with many factors. Raspberries are Sodium free.

- Diets low in sodium may reduce the risk of high blood pressure. Raspberries are Sodium free.
- Raspberries, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Raspberries contain no fat, saturated fat, or cholesterol.

### Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer:

Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Raspberries are an excellent source of fiber.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Raspberries are an excellent source of fiber and vitamin C.

Nutrition Facts	
Serving size	1 cup (125g)
Amount per serving	
<b>Calories</b>	<b>70</b>
% Daily Value*	
Total Fat 1g	1%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 15g	5%
Dietary Fiber 8g	29%
Total Sugars 6g	
Includes 0g Added Sugars	0%
Protein 2g	
Vitamin D 0mcg	0%
Calcium 31mg	2%
Iron 1mg	6%
Potassium 189mg	4%
Vitamin C 33mg	35%
Copper 0.1mg	10%
Manganese 0.8mg	35%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

## Healthy Recipes with Raspberries



[Tropical Sunrise Parfait](#)



[Berry Plum Salad](#)



[Mango Berry Rotini Salad](#)



Nutrition Facts	
Serving size 1/3 cup pitted (52g)	
Amount per serving	
Calories	25
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 6g	2%
Dietary Fiber 1g	4%
Total Sugars 4g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 8mg	0%
Iron 0mg	0%
Potassium 89mg	2%
Vitamin A 33mcg	4%
Vitamin C 5mg	6%
Copper 0.1mg	10%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

# SOUR CHERRY

## How to Select

Choose cherries that are clean, bright, plump and shiny without blemishes.

## How to Store

Store sour cherries unwashed in a plastic bag in the refrigerator for 2-3 days or rinse, remove seeds then freeze for later use.

## Links to More Information

[Selecting Cherries](#)

## Social Media Posts

Learn all about cherries and heart health! <http://ow.ly/Oh013092JS1>

Tart cherries benefit the cardiovascular system -- get the facts --> <http://ow.ly/wOxN3023NbD>

## Presence in Ethnic Foods

Cuban, Puerto Rican

## Nutrient Content Claims

Low calorie, Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of copper

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Sour cherries are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Sour cherries are Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Sour cherries are Sodium free.
- Sour cherries, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart

**Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Sour cherries contain no fat, saturated fat, or cholesterol.





Nutrition Facts	
Serving size	8 Medium (147g)
Amount per serving	
<b>Calories</b>	<b>50</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 11g	4%
Dietary Fiber 2g	7%
Total Sugars 8g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 0mg	0%
Potassium 170mg	4%
Vitamin C 96mg	110%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

# STRAWBERRY

## How to Select

Choose shiny, firm strawberries with a bright red color. Caps should be fresh, green and intact. Avoid shriveled, mushy or leaky berries.

## How to Store

Do not wash strawberries until ready to eat. Store in refrigerator for 1-3 days.

## Links to More Information

[Endless Uses for Strawberries](#)

[More Uses for Strawberries](#)

[Selecting & Storing Strawberries](#)

[Using Strawberries](#)

## Social Media Posts

**#TipoftheDay:** Cut strawberries into heart shapes.

**#DYK** one acre of land grows about 50,000 pounds of strawberries?

Frozen strawberries are a tasty addition to just about any smoothie. Enjoy this Drop of Sunshine Smoothie recipe: <http://ow.ly/zODzB>

**#MeatlessMonday** MANIA! Get a scoop of this scrumptious Strawberry Sundae Salad: <http://ow.ly/QiCn301P8cN>

Today is the perfect day to enjoy this Spinach, Strawberry & Pecan Salad: <http://ow.ly/NF3h301P9PS>

Chef Alex Caspero, RD shares unique ways to use strawberries! Check this out --> <http://ow.ly/4nawix>

What's juicy, sweet, red & ripe? That's right...STRAWBERRIES! For Nat'l Strawberry Month, @Fruit\_Veggies has 10 ways to enjoy! <http://ow.ly/Mb1W5>

## Presence in Ethnic Cuisines

Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / Mexican / Mediterranean

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, High in vitamin C

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Strawberries are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Strawberries are Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Strawberries are Sodium free.
- Strawberries, as part of a low sodium diet, may reduce the risk of high blood pressure.

**Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Strawberries contains no saturated fat or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Strawberries are high in vitamin C.



## Healthy Recipes with Strawberries



[Rigatoni with Chicken and Pesto with Spinach Fresh Fruit Salad](#)



[Strawberry Mango Feta Toast](#)



[Strawberry, White Bean and Edamame Salad](#)



[Salmon, Avocado and Strawberry Rice Bowl](#)

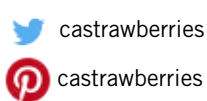
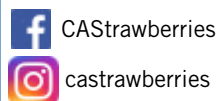


[Strawberry Mozzarella Chicken Pasta Salad](#)

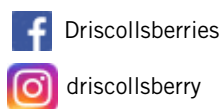


[Banana Strawberry Nut Butter Crepes](#)

**California Strawberry Commission |**  
[CaliforniaStrawberries.com](http://CaliforniaStrawberries.com)



**Driscoll's |** [Driscolls.com](http://Driscolls.com)



Driscollsberries



driscollsberry

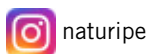
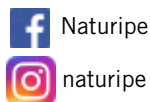


driscollsberry



driscollsberry

**Naturipe Farms LLC |** [naturipefarms.com](http://naturipefarms.com)





# SWEET CHERRY

## How to Select

Select firm, red cherries with stems attached. Avoid soft, shriveled or blemished cherries.

## How to Store

Refrigerate cherries for up to 10 days.

## Links to More Information

[How the Bing Cherry Got Its Name](#)

[Pitting Cherries](#)

[Selecting Cherries](#)

[Selecting & Storing Rainier Cherries](#)

[Using Bing Cherries](#)

## Social Media Posts

Take your taste buds to the SWEETER side! Try this Brown Rice Pilaf w/Cherries & Pine Nuts: <http://ow.ly/XDFMv>

This salad is a true GEM! Try this Rubies and Greens Salad! It's LIGHT, TASTY, & TANGY! <http://ow.ly/UaTV301PaN4>

## Presence in Ethnic Cuisines

Asian / African / Mediterranean

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free,  
Good source of vitamin C

Nutrition Facts	
Serving size	1 cup (21 cherries) (140g)
Amount per serving	
<b>Calories</b>	<b>100</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 26g	9%
Dietary Fiber 1g	4%
Total Sugars 16g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 0mg	0%
Potassium 350mg	8%
Vitamin C 9mg	10%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Cherries are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Cherries are Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Cherries are Sodium free.
- Cherries, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Cherries contains no saturated fat or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Cherries are a good source of vitamin C.



## Healthy Recipes with Cherries



Pineapple Passion Fruit Pizza

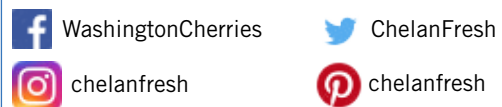


Rubies and Greens

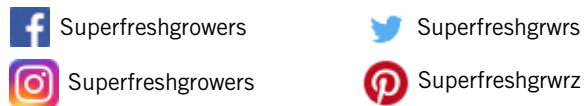
### Borton & Sons | [BortonFruit.com](http://BortonFruit.com)



### Chelan Fresh Marketing | [ChelanFresh.com](http://ChelanFresh.com)



### Domex Superfresh Growers | [SuperfreshGrowers.com](http://SuperfreshGrowers.com)

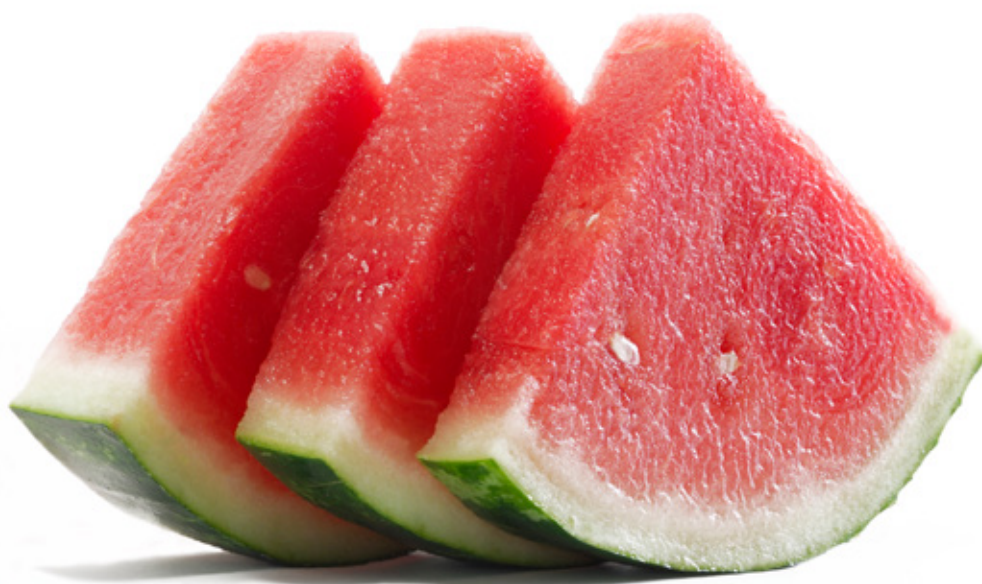


### The Oppenheimer Group | [Oppy.com](http://Oppy.com)



### Stemilt Growers LLC | [Stemilt.com](http://Stemilt.com)





Nutrition Facts	
Serving size	2 cups (280g)
Amount per serving	
<b>Calories</b>	<b>80</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 21g	8%
Dietary Fiber 1g	4%
Total Sugars 20g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 1mg	6%
Potassium 270mg	6%
Vitamin A 75mcg	8%
Vitamin C 15mg	15%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

# WATERMELON

## How to Select

Choose symmetrical watermelons with dried stems and yellowish undersides, heavy for size.

## How to Store

Store whole watermelons at room temperature. Refrigerate cut watermelons in airtight container for use within 5 days.

## Links to More Information

[Preparing Watermelon](#)

[Edible Watermelon Art](#)

[Elegant & Special Occasions with Watermelon](#)

[Grilling Watermelon](#)

[Making Watermelon Popsicles](#)

[Preparing Watermelon](#)

[Selecting Watermelon](#)

[Watermelon Drinks](#)

## Social Media Posts

**#DYK** Watermelon is 92% water? Learn more about this juicy fruit --> <http://ow.ly/NyVyp>

80 cal - 0 fat - Vit A, C, B6, B1 - Potassium - Fiber -->  
For Nat'l Watermelon Month stay hydrated with the "real"  
smart water: <http://ow.ly/yh5xp>

Tangy, sweet, and savory! For Nat'l Watermelon Month, try this Roasted Beet, Watermelon and Medjool Date Salad: <http://ow.ly/O2Een>

Get the party started with these Grilled Scallops & Watermelon Kebabs! <http://ow.ly/O2lhH>

Relaxation in full effect! A day at the pool wouldn't be complete without a glass of Watermelon Pina Colada: <http://ow.ly/O5vbX>

Any way you slice it, WATERMELON is WONDERFUL! Don't believe us? Just watch --> <http://ow.ly/peAv301JYLM>  
**#NationalWatermelonMonth**

## Presence in Ethnic Cuisines

South East Asia (Vietnam, Cambodia, Laos) / African / Southern

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of vitamin C

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Watermelon is fat free.

### **Sodium & Hypertension:**

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Watermelon is Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Watermelon is Sodium free.
- Watermelon, as part of a low sodium diet, may reduce the risk of high blood pressure.

### **Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:**

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Watermelon contains no saturated fat or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Watermelon is a good source of vitamin C.



## Healthy Recipes with Watermelon



Hot and Sweet Watermelon



Watermelon Breakfast A Go-Go



Watermelon Pyramid



Watermelon Gazpacho

[Robinson Fresh | Robinsonfresh.com](http://Robinsonfresh.com)

 Wespeakfresh





# ARTICHOKE



## How to Select

Search for artichokes that feel heavy and firm. Exterior should have a healthy green color, compact center leaves and an overall look of freshness (not dehydrated).

During the winter months (December to February), artichokes may have a blotchy colored or white-blistered exterior appearance due to colder temperatures and frost. Connoisseurs believe these “Frost-Kissed” artichokes are more tender and have a flavorful, nutty zest.

## How to Store

For refrigerated storage, slice a dime width off the artichoke stem, sprinkle with water and refrigerate in an airtight plastic bag. It's best to cook them within five to seven days after purchase.

Cooked artichokes should be cooled completely and covered before refrigerated, where they can keep for up to a week.

Artichokes are great cooked the night before planned use. Reheat in the oven or microwave before serving, stuffing, grilling or using as an ingredient in another dish or eat chilled with your favorite dipping sauce.

## Links to More Information

- [Ocean Mist Farms preparation, cooking and serving](#)
- [PBH Artichoke Nutrition, Selection, and Storage](#)
- [Preparing Artichokes](#)
- [Using Artichoke Hearts](#)
- [Selecting Artichokes](#)
- [More Ways to Use Artichokes](#)

Nutrition Facts	
Serving size	1 medium (128g)
Amount per serving	
<b>Calories</b>	<b>60</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 120mg	5%
Total Carbohydrate 13g	5%
Dietary Fiber 7g	25%
Total Sugars 1g	
Includes 0g Added Sugars	0%
<b>Protein 4g</b>	
Vitamin D 0mcg	0%
Calcium 56mg	4%
Iron 2mg	10%
Potassium 474mg	10%
Vitamin C 15mg	15%
Vitamin K 19mcg	15%
Phosphorus 115mg	10%
Magnesium 77mg	20%
Zinc 1mg	10%
Copper 0.3mg	35%
Manganese 0.3mg	15%
Molybdenum 6mcg	15%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

## Know Your Artichoke Sizes

JUMBO	SOFTBALL
LARGE	BASEBALL
MEDIUM	TENNIS BALL
BABY	GOLF BALL

## Social Media Posts

Need some ideas on making artichokes? We've got some tasty recipes just for you! [AllAboutArtichokes.com/recipes](http://AllAboutArtichokes.com/recipes)

Artichokes are packed with vit C, magnesium, & potassium -- did we mention they're delicious too?

Get a ¼ of the recommended daily fiber you need from eating just one medium artichoke!

Artichokes contain 4 grams of protein, a sizeable amount for a vegetable.

Learn how to remove an artichoke's fuzzy center --> watch this --> <http://ow.ly/XK7A302w5eT>

Find out when artichokes are in season: <http://ow.ly/bMk1302w64t>

Here's something new just for you! Try the Fail Proof Artichoke: <http://ow.ly/dERc302w73X>

Easy baked artichokes. Yes! It IS that easy! <http://ow.ly/Qvfz302w7gH>

Check out this recipe 4 easy grilled artichokes and kick-up your next barbeque or picnic! <http://ow.ly/7L3o302w7wG>

Did u know an artichoke has a heart? Check out it's other parts and learn about the anatomy of an artichoke: <http://ow.ly/GZEz302wdvW>

Here's a list of our favorite artichoke recipes of the year <http://www.oceanmist.com/artichokes/the-best-artichoke-recipes-of-2014/>

## Presence in Ethnic Cuisines

Mediterranean

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Low in sodium, Good source of vitamin C, Good source of molybdenum, Good source of manganese, Good source of vitamin K, Good source of iron, Good source of zinc, Good source of phosphorous, Good source of potassium, High in magnesium, High in copper, High in fiber,

Artichokes are fat free, Saturated fat free, Cholesterol free, and low in sodium. They are a good source of vitamin C, vitamin K, iron, zinc, phosphorous, potassium, molybdenum, and manganese. They are also an excellent source of fiber, magnesium, and copper.

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Artichokes are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Artichokes are low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Artichokes are low in sodium.
- Artichokes, as part of a low sodium diet, may reduce the risk of high blood pressure.

**Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Artichokes contain no saturated fat or cholesterol.

**Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer:** Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Artichokes are high in fiber.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Artichokes are a good source of vitamin C and high in fiber.

## Additional Nutrition Messaging

Artichokes are a delicious way to get nutrients that research shows we typically lack in our diets including fiber, vitamin C, magnesium and potassium.

**FIBER:** One medium artichoke has 7 grams of dietary fiber – that's a quarter of the recommended daily amount – for only 60 calories.

**PROTEIN:** Artichokes contain 4 grams of protein – a sizable amount for a vegetable.

**PROBIOTICS:** Artichokes contain a unique form of fiber known as inulin. Inulin is one of the most available and the more promising prebiotics in the food supply; it's also the preferred form of prebiotic used in animal and human research studies.

**ANTIOXIDANTS:** Artichokes are one of the highest vegetable sources of antioxidants.

Artichokes contain phytonutrients, or plant compounds that have antioxidant properties and promote human health. Some of the most powerful, polyphenol-type antioxidants are found in artichokes:

**QUERCETIN:** A flavonoid that works as an anti-carcinogen and antioxidant to protect against cancer and heart disease.

**RUTIN:** A flavonoid that promotes vascular health, helps prevent cell proliferation associated with cancer, and has anti-inflammatory and anti-allergenic properties.

**ANTHOCYANINS:** Color pigments in artichokes that are associated with a lower risk of certain cancers, urinary tract health, memory function and healthy aging.

**GALLIC ACID:** An antioxidant also found in red wine and black tea. It has been shown to inhibit cell proliferation in prostate cancer cells.

**LUTEOLIN AND CYNARIN:** Polyphenol antioxidants that may lower cholesterol levels. Artichokes contain cynarin, which may also help in regeneration of liver tissue.

**CAFFEIC ACID AND CHLOROGENIC ACID:** Contain anti-cancer, antimicrobial, anti-LDL (bad cholesterol) and antiviral properties.

**SILYMARIN:** This antioxidant may aid the liver in regenerative tissue growth.

## A Summary of Artichoke Health Benefits

<http://www.oceanmist.com/artichokes/wp-content/uploads/sites/2/2016/06/AllAboutArtichokeNutrition.OMF2015-Final-RD.pdf>

## Typical Consumer Questions about Artichokes

### **How do I COOK an artichoke?**

See demonstrations here: <http://www.oceanmist.com/artichokes/prepare-cook-serve-artichokes/>

### **How do I eat an artichoke?**

See a demonstration here: <http://www.oceanmist.com/artichokes/how-to-eat-an-artichoke-gifographic/>

### **Are canned artichokes as nutritious as fresh artichokes?**

Artichokes packaged in jars are often marinated in oil, which means you will get added fat and calories. You'll also avoid added sodium and sugar if you opt for fresh, cooked artichokes or a precooked, frozen option.

### **What are the nutrition benefits of artichokes?**

The artichoke is a nutrient-rich vegetable. One medium artichoke is a good source of vitamin C, iron, zinc, and potassium, and they are also an excellent source of fiber and magnesium. Artichokes also are a natural source of antioxidants. In fact, research shows cooked Ocean Mist artichokes are one of the highest antioxidant sources among all fresh vegetables.<sup>1</sup>

1. Halvorsen BL, et. al. Content of redox-active compounds (ie, antioxidants) in foods consumed in the United States. *Am J Clin Nutr.* 2006;84:95-135.

## How to Merchandise Artichokes in the Store

The artichoke is a natural complement to the produce department. Artichokes have a rich, deep-green color that complements other produce items and “stack” well for building large end-cap displays. If handled properly, Ocean

Mist artichokes will look and taste fresh for up to two weeks. It is important to keep them cool and moist.

There is no “cookie-cutter” answer as to how a store should display fresh artichokes as it depends on your display resources, space allotment and sales velocity. To get started, here are some display tips to help merchandise artichokes:

- It is recommended for artichokes to be refrigerated while on display at 34° Fahrenheit or 1° Celsius.
- Do not re-trim stems. Ocean Mist Farms harvests each artichoke with two and a half-inch stems to retain the natural moisture. Re-trimming will cause artichokes to lose up to 30 percent of their moisture and weight, and stems will darken within seconds of re-trimming.
- Asparagus trays or bowls work well as merchandising tools to keep stems hydrated.
- Remove any damaged petals.
- Merchandise artichokes on their sides, stem-to-stem, for easier handling by you and your shoppers.
- Place next to lemons for both color blocking and encouraging an impulse purchase. Lemons are commonly used in preparing fresh artichokes.
- Create side displays in other departments such as in the meat and fish department . . . again to prompt an impulse purchase as a meal solution. Artichokes make the perfect side dish with any meat, poultry or fish dish.
- Side dipping ingredients such as mayo, balsamic vinegar and ready-to-eat sauces make a great cross promotion and encourage impulse purchase as meal solutions.
- Offer many sizes for increased sales. Shoppers use different sizes for different recipes.

## Healthy Recipes with Artichokes



[Artichoke Ceviche in Belgian Endive](#)



[Grilled Artichokes](#)



[Roasted Herbed Artichokes](#)



[Chili-Chokes](#)



[Chimichurri Yogurt](#)



[Crab Smashed Potato Stuffed Artichokes](#)

Ocean Mist Farms | [OceanMist.com](http://OceanMist.com)



California Artichokes

Ocean Mist Farms



OceanMistFarms

ArtichokeRecipe



[oceanmistfarms](#)





# ASPARAGUS

## How to Select

Choose odorless asparagus stalks with dry, tight tips. Avoid limp or wilted stalks.

## How to Store

Refrigerate asparagus for up to four days by wrapping ends of stalks in wet paper towel and placing in plastic bag.

## Links to More Information

[Asparagus - Broiled & More!](#)

[Asparagus - Grilled & More!](#)

[Selecting Asparagus](#)

[Storing Asparagus](#)

## Social Media Posts

**#TipoftheDay:** Add lots of lettuce, tomatoes, onions, sprouts, or other vegetables including zucchini, asparagus, & mushrooms. DELISH!

A zesty start to lead any meal in the right direction! Try our Asparagus Tapas next time you entertain: <http://ow.ly/uPHgK>

When life gives you lemons...make lemonade! Or enjoy this savory side dish, Asparagus w/Lemon Sauce: <http://ow.ly/AfKEH>

## Presence in Ethnic Cuisines

Chinese, Japanes, Korean / African

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free,

## Healthy Recipes with Asparagus



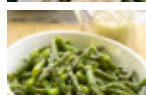
[Grilled California Asparagus and Shrimp Quinoa Salad with Lemon Vinaigrette](#)



[Asparagus, Mandarin Orange, Chicken and Rice Salad](#)



[Asparagus with Lemon Dijon Sauce](#)



[Chilled Asparagus with Mustard Herb Vinaigrette](#)

Nutrition Facts	
Serving size	5 spears (93g)
Amount per serving	
<b>Calories</b>	<b>20</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 4g	1%
Dietary Fiber 2g	7%
Total Sugars 2g	
Includes 0g Added Sugars	0%
<b>Protein 2g</b>	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 0mg	0%
Potassium 230mg	4%
Vitamin A 25mcg	2%
Vitamin C 9mg	10%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

low in calories, good source of vitamin C

## Health Claims

### Dietary Fat & Cancer:

Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Asparagus is fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Asparagus is Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Asparagus is Sodium free.
- Asparagus, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Asparagus contains no saturated fat or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Asparagus is a good source of vitamin C.



# BEETS

## How to Select

Choose beets with firm, smooth skins and non-wilted leaves if still attached. Smaller ones are more tender.

## How to Store

Remove leaves, leaving about an inch of the stems. Use leaves as greens- raw or cooked. Store roots in a plastic bag in refrigerator for up to 3 weeks. Wash before cooking.

## Links to More Information

[Selecting and Storing Beets](#)

[Preparing Beets](#)

[Using Beets](#)

## Social Media Posts

We love this Apple-Beet Salad for **#MeatlessMonday** --> <http://ow.ly/jNNa307gY3x>

How can you BEET this Raw Beet Noodle Salad from our chef, Andrew Dole, RD?! It's perfect for **#MeatlessMonday**! <http://ow.ly/PNPH306nY1l>

Try this for **HYPERLINK #MeatlessMonday** --> Greek Beet Salad: <http://ow.ly/VCaX3052auS>

Beets in a smoothie? You'll be surprised! Our chef, Alex Caspero, RD whips up a Beet + Raspberry Smoothie recipe: <http://ow.ly/YKZrb>

Beets are deep red, or white in color. Here are 10 delicious ways to enjoy --> <http://ow.ly/NbFe3>

We're taking salad to the NEXT LEVEL! Try this savory Roasted Beet, Watermelon & Medjool Date Salad: <http://ow.ly/N9hSJ>

Make this PRETTY plate a DELICIOUS lunch! Enjoy this Greek Beet Salad: <http://ow.ly/EisRv>

**#BEET #Juice?** Really? Yep! Use a juicer and combine the juice of a small beet with 1 cup of **#100% orange** or apple juice. Enjoy!

Nutrition Facts	
Serving size	1 beet (2" diameter) (82g)
Amount per serving	
<b>Calories</b>	<b>35</b>
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 65mg	3%
Total Carbohydrate 8g	3%
Dietary Fiber 2g	7%
Total Sugars 6g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 13mg	2%
Iron 1mg	6%
Potassium 266mg	6%
Vitamin C 4mg	4%
Copper 0.1mg	10%
Manganese 0.3mg	15%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

BEAT the BEETS and use as a puree to accommodate roasted chicken or pork w/this Beet and Potato Puree recipe: <http://ow.ly/z3COQ>

## Presence in Ethnic Foods

South East Asia (Vietnam, Cambodia, Laos) / African / Mediterranean / Southern

## Nutrient Content Claims

Low calorie, Fat free, Saturated fat free, Cholesterol free, Low in sodium, Good source of copper, Good source of manganese

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Beets are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Beets are low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Beets are low in sodium.
- Beets, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Beets contain no fat, saturated fat or cholesterol.



Nutrition Facts	
Serving size	1 medium (148g)
Amount per serving	
<b>Calories</b>	<b>25</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 40mg	2%
Total Carbohydrate 6g	2%
Dietary Fiber 2g	7%
Total Sugars 4g	
Includes 0g Added Sugars	0%
<b>Protein 1g</b>	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 1mg	6%
Potassium 220mg	4%
Vitamin A 10mcg	2%
Vitamin C 114mg	130%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

# BELL PEPPER

## How to Select

Choose firm, brightly colored peppers with tight skin that are heavy for their size. Avoid dull, shriveled or pitted peppers.

## How to Store

Refrigerate bell peppers in plastic bag for use within 5 days.

## Links to More Information

[Grilling Bell Peppers](#)

[Preparing Bell Peppers](#)

[Selecting & Storing Bell Peppers](#)

[Using Bell Pepper](#)

## Social Media Posts

**#DYK** Paprika is a dried powdered form of bell pepper, and can be made from any color of bell pepper!

Available year-round, bell peppers kick any dish up a notch! This Grilled Halibut w/Roasted Pepper Salad is sure to please: <http://ow.ly/qfzml>

## Presence in Ethnic Cuisines

Asian / Chinese, Japanese, Korean

African / Latino / Mediterranean

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Low in sodium, Low in calories, High in vitamin C

## Health Claims

### Dietary Fat & Cancer:

Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Bell peppers are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Bell peppers are low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Bell peppers are low in sodium.
- Bell peppers, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Bell peppers contains no saturated fat or cholesterol.

### Fruits & Vegetables & Cancer:

Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Bell peppers are high in vitamin C.



## Healthy Recipes with Bell Peppers



[Broccoli Omlette](#)



[European Salad](#)



[Grilled Steak and Peppers Salad with Pears](#)



[Easy Oven Packet Caribbean Tilapia with Pears and Carnival Roasted Potatoes](#)



[Brown Rice with Sizzling Chicken and Vegetables](#)



[Mushroom Steak Fajitas](#)



[Asian Mango Chicken Wraps](#)



[Grilled California Asparagus and Shrimp Quinoa Salad with Lemon Vinaigrette](#)



[Avocado, Potato, and Grilled Chicken Salad](#)



[Garden Cannellini Bean Salad](#)



[Pesto Chicken Vegetable Kebabs](#)



[Grilled Chicken and Avocado Quinoa Pilaf](#)



[Fiesta Frescada Wraps and Bellafina Boats](#)



[Yellow Potato and Red Pepper Shrimp Sauté](#)



[Garden Frittata](#)



[Bell Pepper and Vidalia® Onion Stratta](#)



[Rainbow Bell Pepper Boats with Garbanzo Beans and Kale](#)



[Grilled Pineapple Ginger Glazed Chicken](#)

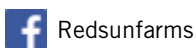


[Asian Chicken and Pineapple Noodle Bowl](#)



[Grilled Chicken Lettuce Wraps with Blueberry Bell Pepper Relish](#)

Red Sun Farms | [redsunfarms.com](http://redsunfarms.com)



Redsunfarms



shopredsuns



shopredsuns



shopredsuns



# BOK CHOY

Nutrition Facts	
Serving size	1 cup shredded (70g)
Amount per serving	
<b>Calories</b>	<b>10</b>
	% Daily Value*
<b>Total Fat</b> 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 45mg	2%
<b>Total Carbohydrate</b> 2g	1%
Dietary Fiber 1g	4%
Total Sugars 1g	
Includes 0g Added Sugars	0%
<b>Protein</b> 1g	
Vitamin D 0mcg	0%
Calcium 74mg	6%
Iron 1mg	6%
Potassium 176mg	4%
Vitamin A 156mcg	15%
Vitamin C 32mg	35%
Vitamin K 32mcg	25%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

## How to Select

Choose firm bok choy stalks without brown spots and fresh leaves (not wilted).

## How to Store

Store bok choy in a plastic bag in the crisper section of your refrigerator for up to a week. Wash immediately before serving.

## Links to More Information

[Using Bok Choy](#)

[Selecting Bok Choy](#)

## Social Media Posts

Bok Choy is also called Chinese cabbage, and can be eaten raw or cooked. Learn more: <http://ow.ly/gzNj3093d5D>

Check out our top ten ways to enjoy Bok Choy --> <http://ow.ly/8jiK3093d9W>

This Bok Choy Stir-Fry is so delicious! <http://ow.ly/DHBy3093ddD>

## Presence in Ethnic Foods

Asian / Chinese, Japanese, Korean

## Nutrient Content Claims

Low in calories, Fat free, Saturated fat free, Cholesterol free,  
Low in sodium, High in vitamin C, High in vitamin K,  
Good source of vitamin A

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Bok choy is fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Bok choy is low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Bok choy is low in sodium.
- Bok choy, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Bok choy contains no fat, saturated fat or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Bok choy is a good source of vitamin A and an excellent source of vitamin C.



# BROCCOLI

## How to Select

Choose odorless broccoli heads with tight, bluish-green florets.

## How to Store

Refrigerate broccoli and use within 3-5 days.

## Links to More Information

[Selecting Broccoli](#)

[Using Broccoli](#)

## Social Media Posts

**#TipoftheDay:** If the broccoli is great, pair it with baked chicken today, and use the leftover chicken for Wednesday's Cesar salad. Yummy!

Get this one-skillet meal to the table in 30! Herbed Chicken w/ Broccoli sounds delicious for dinner!

Don't you agree? [ow.ly/TUjU3](http://ow.ly/TUjU3)

5 ways cabbage, broccoli, kale & cauliflower may fight inflammation. <http://ow.ly/S360b>

**#TipoftheDay:** Adding frozen veggies like chopped spinach or broccoli to your pasta dishes is a great way to add 1 more serving to your day!

More Broccoli & Cheese Please! The whole fam will enjoy this tasty side dish: <http://ow.ly/MEhU3>

Your meal is now complete! Enjoy this Penne Shrimp & Broccoli recipe! **#Yummers:** <http://ow.ly/zOKhr>

Nutrition Facts	
Serving	1 medium stalk (148g) size
Amount per serving	
<b>Calories</b>	<b>45</b>
	% Daily Value*
<b>Total Fat</b> 0.5g	1%
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 80mg	3%
<b>Total Carbohydrate</b> 8g	3%
Dietary Fiber 3g	11%
Total Sugars 2g	
Includes 0g Added Sugars	0%
<b>Protein</b> 4g	
Vitamin D 0mcg	0%
Calcium 60mg	4%
Iron 1mg	6%
Potassium 460mg	10%
Vitamin A 15mcg	2%
Vitamin C 132mg	150%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

It's a **#MeatlessMonday** showdown! You haven't had broccoli until you try this Chili-Garlic Roasted

Broccoli: <http://ow.ly/BPcvX>

## Presence in Ethnic Cuisines

Asian / Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / African / Latino / Mediterranean

## Nutrient Content Claims

Low in fat, Saturated fat free, Cholesterol free, Low in sodium, Good source of fiber, Good source of potassium, High in vitamin C

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Broccoli is low in fat.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Broccoli is low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Broccoli is low in sodium.
- Broccoli, as part of a low sodium diet, may reduce the risk of high blood pressure.



### Dietary Saturated Fat & Cholesterol & Risk of

**Coronary Heart Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Broccoli contains no saturated fat or cholesterol.

### Fiber-Containing Grain Products, Fruits, and Vegetables and

**Cancer:** Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Broccoli is a good source of fiber.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Broccoli is a good source of fiber and high in vitamin C.

### Potassium & High Blood Pressure/Stroke (Authoritative

**Statement):** Diets containing foods that are a good source of potassium and that are low in sodium, like broccoli, may reduce the risk of high blood pressure and stroke.



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## Healthy Recipes with Broccoli



[Herbed Chicken with Broccoli](#)



[Brown Rice with Sizzling Chicken and Vegetables](#)



[Thai Pineapple & Chicken](#)



[Broccoli Mandarin Salad](#)



[Broccoli Red Pepper Stir-Fry](#)



[Chinatown Vegetable Medley](#)



[Vegetable Frittata](#)




[Crazy, Curly Broccoli Bake](#)



[Broccoli Omelette](#)

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# BROCCOLI RABE

## How to Select

Choose firm, green, small stems with compact heads. The florets should be tightly closed and dark green, not open or yellow. Avoid ones with leaves that are wilted or yellowing.

## How to Store

Store broccoli rabe in a plastic bag in the refrigerator for up to 5 days.

## Links to More Information

[How to Select, Store, and Cook Broccoli Rabe](#)

## Social Media Posts

Wanna know how many carbs are in Broccoli Rabe? Find out from our expert: <http://ow.ly/qJwJ3093dIB>

**#HealthyEatingTip:** Blanch Broccoli Rabe before cooking to make it less bitter.

Check out these amazing recipes featuring Broccoli Rabe: <http://ow.ly/CRmb3093dNg>

## Nutrient Content Claims

Low calorie, Fat free, Saturated fat free, Cholesterol free, Very low in sodium, Sugar free, Good source of iron, Good source of vitamin A, High in vitamin C, High in vitamin K, Good source of zinc, Good source of manganese

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Broccoli rabe is fat free.

Nutrition Facts	
Serving size	2 cups chopped (80g)
Amount per serving	
<b>Calories</b>	<b>20</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 25mg	1%
Total Carbohydrate 2g	1%
Dietary Fiber 2g	7%
Total Sugars 0g	
Includes 0g Added Sugars	0%
<b>Protein 3g</b>	
Vitamin D 0mcg	0%
Calcium 86mg	6%
Iron 2mg	10%
Potassium 157mg	4%
Vitamin A 105mcg	10%
Vitamin C 16mg	20%
Vitamin K 179mcg	150%
Zinc 1mg	10%
Manganese 0.3mg	15%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

## Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Broccoli rabe is very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Broccoli rabe is very low in sodium.
- Broccoli rabe, as part of a low sodium diet, may reduce the risk of high blood pressure.

## Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Broccoli rabe contains no fat, saturated fat or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Broccoli rabe is a good source of vitamin A and an excellent source of vitamin C.

## Healthy Recipe with Broccoli Rabe



[Broccoli Rabe with White Beans](#)



Nutrition Facts	
Serving size	4 sprouts (76g)
Amount per serving	
<b>Calories</b>	<b>35</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 20mg	1%
Total Carbohydrate 7g	3%
Dietary Fiber 3g	11%
Total Sugars 2g	
Includes 0g Added Sugars	0%
Protein 3g	
Vitamin D 0mcg	0%
Calcium 32mg	2%
Iron 1mg	6%
Potassium 296mg	6%
Vitamin A 29mcg	4%
Vitamin C 65mg	70%
Vitamin K 135mcg	110%
Vitamin B <sub>6</sub> 0.2mg	10%
Copper 0.1mg	10%
Manganese 0.3mg	15%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

# BRUSSELS SPROUTS

## How to Select

Choose firm, compact, bright green brussels sprouts heads. Buy on stalk when possible.

## How to Store

Refrigerate brussels sprouts in plastic bag up to 1 week.

## Links to More Information

[Preparing Brussels Sprouts](#)

[Storing and Using Brussels Sprouts](#)

[Selecting Brussels Sprouts](#)

## Social Media Posts

Shredded Brussels Sprouts & Chunky Apple Sauté w/Pork Tenderloin is on the menu tonight! <http://ow.ly/Asi0308VTh3>

Brussels Sprouts are often overlooked, but Alicia Jerome, RD helps us see the bright side w/ a Brussels Sprouts Salad: <http://ow.ly/6KKA306cnmz>

When cooked right, Brussels Sprouts can be a delicious delight! Check out our TOP 10 ways to enjoy: <http://ow.ly/AB0u3038LWi>

This Shredded Brussels Sprout & Kale Salad is versatile & quick. Watch our chef, Andrew Dole, RD prepare: <http://ow.ly/TuwZw>

Apples and Brussels Sprouts team up for a knockout side dish – roasted and seasoned to perfection: <http://ow.ly/tZDdc>

**#DYK** Brussels Sprouts were the most hated veggie in America? Over the years, they have become more popular. Our pal, Kathryn Long, of Weis Markets shares the scoop on these mini cabbages + a DELICIOUS recipe: <http://ow.ly/FJsr9>

A dish you will FALL in love with! Try this versatile & tasty Roasted Brussels Sprouts, Potatoes & Chicken tonight: <http://ow.ly/E0xqX>

Need a quick side dish? Microwaveable and full of nutrition, our Herbed Brussels Sprouts are the way to go: <http://ow.ly/sNqOh>

## Presence in Ethnic Foods

African / Mediterranean

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low in sodium, Low in calories, Good source of fiber, High in vitamin C, High in vitamin K, Good source of vitamin B-6, Good source of copper, Good source of manganese



## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Brussels sprouts are fat free.

### **Sodium & Hypertension:**

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Brussels sprouts are very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Brussels sprouts are very low in sodium.
- Brussels sprouts, as part of a low sodium diet, may reduce the risk of high blood pressure.

### **Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart**

**Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Brussels sprouts contain no fat, saturated fat or cholesterol.

### **Fiber-Containing Grain Products, Fruits, and Vegetables and**

**Cancer:** Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Brussels sprouts are a good source of fiber.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Brussels sprouts are a good source of fiber and are high in vitamin C.



## Healthy Recipes with Brussels Sprouts



Roasted Brussels Sprouts, Potatoes, and Chicken



Shredded Brussels Sprouts and Chunky Apple Sauté with Pork Tenderloin



# BUTTERNUT SQUASH

## How to Select

Choose squash that is heavy for its size.

## How to Store

Store butternut squash in a cool, dark place for up to a month. Once cut, refrigerate unused portion.

## Links to More Information

Varieties of Winter Squash

## Social Media Posts

Try this Creamy Roasted Butternut Squash Soup that chef Alex Caspero, RD whipped up --> <http://ow.ly/h9SU307pprz>

Add some spice to your life! Try this Spicy Dried Plum Marinara w/Butternut Squash Noodles! We're totally drooling over here! <http://ow.ly/Uqyrg>

SAVOR the FLAVOR! Our pal, Allison Stowell, RD of Hannaford Brothers Company shares 5 FANTASTIC ways to prepare Butternut Squash + a Roasted Butternut Squash Soup w/Curry recipe: <http://ow.ly/TICrC>

Our chef, Andrew Dole, RD steps into our kitchen tonight to make this delicious Red Curry Butternut Squash dish: <http://ow.ly/Sp3zh>

Try this yummy & wholesome, Butternut Squash Ravioli w/ Fresh Fruit Salad: <http://ow.ly/H8dMn>

This Butternut Squash salad recipe is PERFECT for #MeatlessMonday: <http://ow.ly/yY2IR>

## Nutrient Content Claims

Low calorie, Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of vitamin C, Good source of copper, High in vitamin A

## Health Claims

### Dietary Fat & Cancer:

Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Butternut squash is fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Butternut squash is Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Butternut squash is Sodium free.
- Butternut squash, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart

**Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Butternut squash contains no fat, saturated fat, or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Butternut squash is a good source of vitamin C and an excellent source of vitamin A.

## Healthy Recipe with Butternut Squash



Squash with Pecans and Cranberries

Nutrition Facts	
Serving size 1/2 cup cubed (70g)	
Amount per serving	
Calories	30
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 8g	3%
Dietary Fiber 1g	4%
Total Sugars 2g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 34mg	2%
Iron 0mg	0%
Potassium 246mg	6%
Vitamin A 372mcg	40%
Vitamin C 15mg	15%
Copper 0.1mg	10%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	



# CHERRY TOMATO

Nutrition Facts	
Serving size	5 tomatoes (85g)
Amount per serving	
<b>Calories</b>	<b>15</b>
	% Daily Value*
<b>Total Fat</b> 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 0mg	0%
<b>Total Carbohydrate</b> 3g	1%
Dietary Fiber 1g	4%
Total Sugars 2g	
Includes 0g Added Sugars	0%
<b>Protein</b> 1g	
Vitamin D 0mcg	0%
Calcium 8mg	0%
Iron 0mg	0%
Potassium 201mg	4%
Vitamin A 35mcg	4%
Vitamin C 12mg	15%
Copper 0.1mg	10%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

## How to Select

Choose plump tomatoes with smooth skins that are free from bruises, cracks, or blemishes.

## How to Store

Store at room temperature away from direct sunlight. Use within 1 week after ripe. Tomatoes taste best if not refrigerated; refrigerate only if you can't use them before they spoil.

## Social Media Posts

Pesto Chicken Vegetable Kebabs are perfect for the grilling season! Bell peppers, cherry tomatoes, zucchini & eggplant served over brown rice--try it tonight!

What a tasty recipe idea!! Baked zucchini sticks topped with low-fat mozz cheese n cherry **#tomatoes**.

An edible firecracker! Our friends California Avocado Commission share these creamy Cherry Tomato Bombs to get the party started right! **#Happy4th** <http://ow.ly/yKNC5>

Cherry tomatoes can be a fun addition to any meal or simply enjoy them alone. Get the facts on these red, versatile handfuls. **#FVMMMonth #FuelUp:** <http://ow.ly/zOCB1>

## Presence in Ethnic Foods

Asian / Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / African / Cuban, Puerto Rican / Latino / Pacific Islands

## Nutrient Content Claims

Low calorie, Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of vitamin C, Good source of copper

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Cherry tomatoes are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Cherry tomatoes are Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Cherry tomatoes are Sodium free.
- Cherry tomatoes, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Cherry tomatoes contain no fat, saturated fat, or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Cherry tomatoes are a good source of vitamin C.





# COLLARD GREENS

## How to Select

Choose bunches with dark green leaves with no yellowing.

## How to Store

Refrigerate collard greens in a plastic bag for up to 5 days.

## Links to More Information

[Using Greens](#)

## Social Media Posts

Collard greens are a great side dish but can also be eaten in other ways! Here are TOP TEN ways to enjoy: <http://ow.ly/Ey6EN>

Our chef, Alex Caspero, RD shares how to prep collard greens for a delicious Collard Green Salad w/Tahini Dressing: <http://ow.ly/XmMug>

## Presence in Ethnic Foods

African / Mediterranean / Southern

## Nutrient Content Claims

Low calorie, Fat free, Saturated fat free, Cholesterol free, very low sodium, Sugar free, High in vitamin A, High in vitamin C, High in vitamin K, High in manganese, Good source of fiber, Good source of calcium

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Collard greens are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Collard greens are very low in sodium.

Nutrition Facts	
Serving size	2 cups chopped (72g)
Amount per serving	
<b>Calories</b>	<b>25</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 10mg	0%
Total Carbohydrate 4g	1%
Dietary Fiber 3g	11%
Total Sugars 0g	
Includes 0g Added Sugars	0%
<b>Protein 2g</b>	
Vitamin D 0mcg	0%
Calcium 167mg	15%
Iron 0mg	0%
Potassium 153mg	4%
Vitamin A 181mcg	20%
Vitamin C 25mg	30%
Vitamin K 315mcg	260%
Manganese 0.5mg	20%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

- Diets low in sodium may reduce the risk of high blood pressure. Collard greens are very low in sodium.
- Collard greens, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Collard greens contain no fat, saturated fat, or cholesterol.

### Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer:

Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some cancers, a disease associated with many factors. Collard greens are a good source of fiber.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Collard greens are a good source of fiber and an excellent source of vitamins A and C.

## Healthy Recipes with Collard Greens



Beans and Greens Soup



Nutrition Facts	
Serving size	1 (7" long) (78g)
Amount per serving	
<b>Calories</b>	<b>30</b>
	% Daily Value*
<b>Total Fat</b> 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 60mg	3%
<b>Total Carbohydrate</b> 7g	3%
Dietary Fiber 2g	7%
Total Sugars 5g	
Includes 0g Added Sugars	0%
<b>Protein</b> 1g	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 0mg	0%
Potassium 250mg	6%
Vitamin A 275mcg	30%
Vitamin C 6mg	6%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

# CARROT

## How to Select

Choose well-shaped, smooth, firm, crisp carrots with deep color and fresh, green tops. Avoid soft, wilted or split carrots.

## How to Store

Refrigerate carrots in plastic bag with tops removed up to 2 weeks.

## Links to More Information

[Cutting Carrots](#)

[Pickled Carrots](#)

[Selecting & Storing Carrots](#)

[Using Carrots](#)

## Social Media Posts

Pick a peck of pickled...carrots? #Watch this video to learn how to pickle carrots and jalapeno peppers: <http://ow.ly/OIIBX>

Craving CARROTS and don't feel like crunching? Put them in a blender, pour, sip, and enjoy!

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Low in sodium, Low-calorie, High in vitamin A

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Carrots are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Carrots are low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Carrots are low in sodium.
- Carrots, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Carrots contain no saturated fat or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Carrots are high in vitamin A.

## Healthy Recipes with Carrots



[Mediterranean Potato Soup](#)



[Brown Rice with Sizzling Chicken and Vegetables](#)



[Grilled Lamb Salad](#)



[Asian Mango Chicken Wraps](#)



[Avocado Super Summer Wrap](#)



[Pineapple Avocado Chicken Salad](#)



[Rolly Veggie Cannelloni](#)



[Asian Chicken and Pineapple Noodle Bowl](#)

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GrimmwayFarms



GrimmwayFarms



grimmwayfarms





Nutrition Facts	
Serving 1/6 medium head (99g) size	
Amount per serving	
<b>Calories</b>	<b>25</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 30mg	1%
Total Carbohydrate 5g	2%
Dietary Fiber 2g	7%
Total Sugars 2g	
Includes 0g Added Sugars	0%
Protein 2g	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 0mg	0%
Potassium 270mg	6%
Vitamin C 60mg	70%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

# CAULIFLOWER

## How to Select

Choose cauliflower with compact, creamy white curds and bright green, firmly attached leaves. Avoid brown spots or loose sections that are spread out.

## How to Store

Refrigerate cauliflower in plastic bag up to 5 days.

## Links to More Information

[How to Cut Cauliflower](#)

[Rescuing Overcooked Cauliflower](#)

[Selecting & Storing Cauliflower](#)

[Spicy Cauliflower](#)

## Social Media Posts

5 ways cabbage, broccoli, kale & cauliflower may fight inflammation. <http://ow.ly/S360b>

Unsure on how to freeze cauliflower? We got you covered: <http://ow.ly/g8hn304d0sa>

## Presence in Ethnic Cuisines

Chinese, Japanese, Korean / South East Asian (Vietnam, Cambodia, Laos) / African / Pacific Islands

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low in sodium, Low in calories, High in vitamin C

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Cauliflower is fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Cauliflower is very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Cauliflower is very low in sodium.
- Cauliflower, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart

**Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Cauliflower contains no saturated fat or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Cauliflower is high in vitamin C.

## Healthy Recipes with Cauliflower



[Chinatown Vegetable Medley](#)



[Spicy Cauliflower Tapas](#)

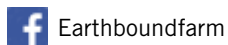


[Sesame Garlic Vegetable Medley](#)



[Aromatic Roasted Cauliflower Soup](#)

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MelissasProduce



MelissasProduce



melissasproduce



melissasproduce



# CELERY

## How to Select

Choose straight, rigid celery stalks with fresh leaves. Avoid pithy, woody or limp stalks. Should smell fresh, not musty.

## How to Store

Refrigerate celery in a plastic bag for a week or more

## Links to More Information

[Making Celery Salads](#)

[Selecting Celery](#)

[Storing Celery](#)

[Using Celery](#)

## Social Media Posts

Celery adds a wealth of nutrition to any dish! Don't miss the opportunity because you're out. Dried Celery is a great substitute in many soups, stuffings, and casseroles.

A good source of Vitamin C, CELERY brings the perfect crunch and flavor to any meal or snack. Enjoy it in this Classic Veggie Soup: <http://ow.ly/AfWm9>

## Presence in Ethnic Cuisines

Chinese, Japanese, Korean / South East Asian (Vietnam, Cambodia, Laos) / Mediterranean

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Low in sodium, a low calorie food, Good source of vitamin C

Nutrition Facts	
Serving 2 medium stalks (110g) size	
Amount per serving	
<b>Calories</b>	<b>15</b>
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 115mg	5%
Total Carbohydrate 4g	1%
Dietary Fiber 2g	7%
Total Sugars 2g	
Includes 0g Added Sugars	0%
Protein 0g	
Vitamin D 0mcg	0%
Calcium 40mg	4%
Iron 0mg	0%
Potassium 260mg	6%
Vitamin A 25mcg	2%
Vitamin C 9mg	10%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Celery is fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Celery is low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Celery is low in sodium.
- Celery, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart

**Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Celery contains no saturated fat or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Celery is a good source of vitamin C.



## Healthy Recipes with Celery



[Potato Skins with Buffalo Chicken](#)



[Shrimp Confetti Salad Sandwich with Grapes](#)



[Apple & Chicken Salad](#)



[Braised Celery with Herbs](#)



[Rainbow Slaw Salad](#)



[Chicken and Vegetable Summer Rolls](#)



[Celery with Apricot Blue Cheese Spread](#)

Duda Farm Fresh Foods, Inc. | [dudafresh.com](http://dudafresh.com)



Dandyfreshproduce



dandy\_fresh



dandyfreshproduce



DandyFresh



Nutrition Facts	
Serving size	1/3 medium (99g)
Amount per serving	
<b>Calories</b>	<b>10</b>
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 2g	1%
Dietary Fiber 1g	4%
Total Sugars 1g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 0mg	0%
Potassium 140mg	2%
Vitamin A 10mcg	2%
Vitamin C 6mg	6%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

# CUCUMBER

## How to Select

Choose firm, well shaped cucumbers with dark green color, heavy for size.

## How to Store

Refrigerate cucumbers in plastic bag up to 1 week.

## Links to More Information

[Preparing Cucumber](#)

[Using Cucumber](#)

[Selecting Cucumber](#)

[Pickling Cucumber](#)

## Social Media Posts

In just 5 min & 3 ingredients, you got yourself a tasty snack! These Cucumber Canoes are adorable: <http://ow.ly/MEwn0>

A quick, refreshing, no-stove delight! Try a different kind of soup -- Mango Cucumber Soup: <http://ow.ly/AfDcP>

**#TipoftheDay:** Try adding diced tomatoes, cucumbers and onions to your turkey-dogs.

## Presence in Ethnic Cuisines

Chinese, Japanese, Korean / Cuban, Puerto Rican / Indian, Pakistani / Mediterranean

## Nutrient Content Claims

Fat free, Saturated fat free, Sodium free, Cholesterol free, A low calorie food

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Cucumbers are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Cucumbers are Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Cucumbers are Sodium free.
- Cucumbers, as part of a low sodium diet, may reduce the risk of high blood pressure.

**Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Cucumbers contains no saturated fat or cholesterol.



## Healthy Recipes with Cucumber



[Garden Cannellini Bean Salad](#)



[Watermelon Gazpacho](#)



[Mango Cucumber Soup](#)



[Avocado Garden Salad](#)



[Corner Kick Pita Pocket](#)



[Cosmic Cucumber Wrap](#)



[Garden Goodies Salad](#)



[West Coast Pita Treat](#)

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**Red Sun Farms** | [redsunfarms.com](http://redsunfarms.com)

Redsunfarms

shopredsun

shopredsun

shopredsun





Nutrition Facts	
Serving size	1 cup cubed (82g)
Amount per serving	
<b>Calories</b>	<b>20</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 5g	2%
Dietary Fiber 2g	7%
Total Sugars 3g	
Includes 0g Added Sugars	0%
<b>Protein 1g</b>	
Vitamin D 0mcg	0%
Calcium 7mg	0%
Iron 0mg	0%
Potassium 188mg	4%
Vitamin C 2mg	2%
Copper 0.1mg	10%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

# EGGPLANT

## How to Select

Choose eggplants that are heavy for their size and without cracks or discolorations.

## How to Store

Store eggplants in the refrigerator crisper drawer. Use within 5-7 days.

## Links to More Information

Selecting and Storing Eggplant

## Social Media Posts

Tomatoes & Eggplants are at their peak in flavor so you know our chef, Alex Caspero, RD had to share this yummy recipe: <http://ow.ly/ti8C3043Q5b>

Make a one-dish wish a reality! Try Roasted Squash and Eggplant Casserole with Chicken -- it's FANTASTIC! <http://ow.ly/XGtO9>

Watch our chef, Andrew Dole, RD cook a FODMAP Friendly Spicy Eggplant recipe + 4 ways to serve spicy eggplant: <http://ow.ly/WbP7s>

In the mood for a #meatless meal? Try these Vegetarian Eggplant Cakes w/Grilled Vegetables: <http://ow.ly/RNzpC>

Can eggplant be frozen? **#AskTheExpert** --> <http://ow.ly/RDYtg>

Eggplant has taken the stage! Our chef, Alex Caspero, RD shares how to use eggplant as a meat alternative: <http://ow.ly/QyeC0>

**#MCM** (Meal Crush Monday) goes to this tasty Eggplant Parmesan! Dig in! <http://ow.ly/Qqp9V> **#MeatlessMonday**

Go beyond eggplant parmesan! Our mom blogger kicks it up a notch with these delicious eggplant recipes: <http://ow.ly/PgnXI>

**#DYK** Eggplants aren't really vegetables, they're berries?

Pile on the flavors w/ yummy veggies for **#MeatlessMonday**! Noah's Eggplant Napoleon is delicious: <http://ow.ly/Kp89i>

A tasty escape! Try our Eggplant and Potato Stir Fry for **#MeatlessMonday**: <http://ow.ly/qvQNf>

Grilled Eggplant & Tomato Sandwich: <http://ow.ly/nV5K2>

## Presence in Ethnic Foods

Asian / Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / African / Cuban, Puerto Rican / Latino / Indian, Pakistani / Mediterranean

## Nutrient Content Claims

Low calorie, Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of copper

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Eggplant is fat free.

### **Sodium & Hypertension:**

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Eggplant is Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Eggplant is Sodium free.
- Eggplant, as part of a low sodium diet, may reduce the risk of high blood pressure.

### **Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart**

**Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Eggplant contains no fat, saturated fat, or cholesterol.



## Healthy Recipes with Eggplant



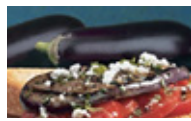
[Eggplant Parmesan](#)



[Eggplant Potato Crust Pizza](#)



[Galloping Good Eggplant](#)



[Grilled Eggplant Sandwich](#)



[Stir-fry Eggplant and Potatoes](#)



# ENDIVE

## How to Select

Select endive heads that are crisp and bright green. Avoid heads with wilted or browning leaves.

## How to Store

Endive should be stored in the refrigerator for up to 1 week.

## Social Media Posts

Do you like Endive? Watch this video from our chef, Andrew Dole, RD to learn how to make this amazing recipe: <http://ow.ly/4mIfVh>

Take a delicious dive into Endive! Our chef, Alex Caspero, RD shares 3 ways to impress your guests w/endive appetizers: <http://ow.ly/VYVLB>

There's so much more to Belgian endive than we may know! Our mom blogger shares all + delicious recipes to try: <http://ow.ly/JAVtN>

Love Belgian Endive? Dive in to this marinated dish and get lost with the flavors: <http://ow.ly/z0rxX>

## Presence in Ethnic Foods

South East Asia (Vietnam, Cambodia, Laos)

## Nutrient Content Claims

Low calorie, Fat free, Saturated fat free, Cholesterol free, Very low sodium, Sugar free, High in pantothenic acid, Good source of vitamin A, Good source of zinc, Good source of copper, Good source of manganese

Nutrition Facts	
Serving size	1 1/2 cups chopped (75g)
Amount per serving	
<b>Calories</b>	<b>15</b>
	% Daily Value*
<b>Total Fat</b> 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 15mg	1%
<b>Total Carbohydrate</b> 3g	1%
Dietary Fiber 2g	7%
Total Sugars 0g	
Includes 0g Added Sugars	0%
<b>Protein</b> 1g	
Vitamin D 0mcg	0%
Calcium 39mg	4%
Iron 1mg	6%
Potassium 235mg	6%
Vitamin A 81mcg	10%
Vitamin C 5mg	6%
Pantothenic Acid 1mg	20%
Zinc 1mg	10%
Copper 0.1mg	10%
Manganese 0.3mg	15%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Endive is fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Endive is very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Endive is very low in sodium.
- Endive, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Endive contains no fat, saturated fat or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Endive is a good source of vitamin A.





Nutrition Facts	
Serving size	3/4 cup cut (83g)
Amount per serving	
<b>Calories</b>	<b>20</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 5g	2%
Dietary Fiber 3g	11%
Total Sugars 2g	
Includes 0g Added Sugars	0%
<b>Protein 1g</b>	
Vitamin D 0mcg	0%
Calcium 40mg	4%
Iron 0mg	0%
Potassium 200mg	4%
Vitamin A 10mcg	2%
Vitamin C 6mg	6%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

# GREEN (SNAP) BEAN

## How to Select

Choose fresh, well colored beans that snap easily when bent.

## How to Store

Refrigerate green beans in plastic bag, use within 1 week.

## Links to More Information

[Selecting and Storing Green Beans](#)

[Using Green Beans](#)

[Purchasing and Storing Green Beans](#)

[Southern Style Green Beans](#)

## Social Media Posts

A side dish that steals the spotlight! Green Beans & Potatoes compliments any meal: <http://ow.ly/EuRM2>

## Presence in Ethnic Cuisines

South East Asia (Vietnam, Cambodia, Laos) / African / Cuban, Puerto Rican / Southern

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, Low in calories, Good source of fiber

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Green beans are fat free.

## Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Green beans are Sodium free.

- Diets low in sodium may reduce the risk of high blood pressure. Green beans are Sodium free.

- Green beans, as part of a low sodium diet, may reduce the risk of high blood pressure.

## Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Green beans contains no saturated fat or cholesterol.

## Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer:

Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Green beans are a good source of fiber.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors.

## Healthy Recipes with Green Beans



[Green Beans and Roasted Potatoes with Romesco Vinaigrette](#)



[Technicolor Vegetable Saute](#)

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[SenecaFoods](#)



Nutrition Facts	
Serving 1/12 medium head (84g) size	
Amount per serving	
<b>Calories</b>	<b>25</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 20mg	1%
Total Carbohydrate 5g	2%
Dietary Fiber 2g	7%
Total Sugars 3g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 40mg	4%
Iron 0mg	0%
Potassium 190mg	4%
Vitamin A 0mcg	0%
Vitamin C 42mg	45%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

# GREEN CABBAGE

## How to Select

Choose green cabbage heads with compact leaves that are heavy for their size.

## How to Store

Refrigerate green cabbage for up to 7 days.

## Links to More Information

[Cooking Cabbage](#)

[Cutting & Using Cabbage](#)

[Selecting & Storing Cabbage](#)

## Social Media Post

A side of surprise. This Cabbage Fruit Salad features the season's best and is ready in 10min: <http://ow.ly/s9Q0s>

## Presence in Ethnic Cuisines

Asian / Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / African / Cuban, Puerto Rican / Latino / Mediterranean / Pacific Islands / Southern

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low in sodium, Low in calories, High in vitamin C

## Health Claims

### Dietary Fat & Cancer:

Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Cabbage is fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Cabbage is very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Cabbage is very low in sodium.
- Cabbage, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Cabbage contains no saturated fat or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Cabbage is high in vitamin C.

## Healthy Recipes with Green Cabbage



[Grilled Lamb Salad](#)



[Asian Mango Chicken Wraps](#)



[Pineapple Avocado Chicken Salad](#)



[Rainbow Slaw Salad](#)



[Southwestern Coleslaw](#)



# GREEN ONION

## How to Select

Choose stalks with fresh, green tops and slightly white ends.

## How to Store

Refrigerate green onions in plastic bag for use as soon as possible.

## Links to More Information

[Using Green Onions](#)

[Selecting and Storing Green Onions](#)

## Social Media Post

Check out nutrition information for green onions and tips on how to select, store & prepare them: <http://ow.ly/1oJx301Plor>

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low in sodium, Low in calories

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of

some cancers. Green onions are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Green onions are very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Green onions are very low in sodium.
- Green onions, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart

**Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Green onions contains no saturated fat or cholesterol.

Nutrition Facts	
Serving size	1/4 cup chopped (25g)
Amount per serving	
<b>Calories</b>	<b>10</b>
	% Daily Value*
<b>Total Fat</b> 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 10mg	0%
<b>Total Carbohydrate</b> 2g	1%
Dietary Fiber 1g	4%
Total Sugars 1g	
Includes 0g Added Sugars	0%
<b>Protein</b> 0g	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 0mg	0%
Potassium 70mg	2%
Vitamin C 5mg	6%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

## Healthy Recipes with Green Onion



[Salmon Burgers and Sweet Potato Oven Fries](#)



[Potato Skins with Buffalo Chicken](#)



[Asian Mango Chicken Wraps](#)



[Avocado, Potato, and Grilled Chicken Salad](#)



[Garden Cannellini Bean Salad](#)



[Avocado Breakfast Bruschetta](#)



[Grilled Pineapple Ginger Glazed Chicken](#)



[Asian Chicken and Pineapple Noodle Bowl](#)



[Salmon, Avocado and Strawberry Rice Bowl](#)

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# ICEBERG LETTUCE

## How to Select

Choose plump heads, heady for their size, with tightly closed leaves. Pull back one leaf to check heart for any black blemishes. During winter, white blistered or bronze appearance does not affect quality.

## How to Store

Refrigerate in plastic bag up to one week. Keep dry to prevent mold growth.

## Links to More Information

[Selecting and Storing Iceberg Lettuce](#)

[Using Iceberg Lettuce](#)

## Social Media Posts

It all starts with this. Here's how to make the perfect salad:  
<http://ow.ly/i2mY301PlyI>

**#TipoftheDay:** Mix iceberg lettuce with spinach and other leafy greens.

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low in sodium, Low in calories

Nutrition Facts	
Serving	1/6 medium head (89g) size
Amount per serving	
<b>Calories</b>	<b>10</b>
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 10mg	0%
Total Carbohydrate 2g	1%
Dietary Fiber 1g	4%
Total Sugars 1g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 0mg	0%
Potassium 125mg	2%
Vitamin A 15mcg	2%
Vitamin C 4mg	4%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Iceberg lettuce is fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Iceberg lettuce is very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Iceberg lettuce is very low in sodium.
- Iceberg lettuce, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart

**Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Iceberg lettuce contains no saturated fat or cholesterol.

## Healthy Recipes with Iceberg Lettuce



[Mushroom Steak Fajitas](#)



[Chicken and Vegetable Summer Rolls](#)

Ventura Foods | [Maries.com](#)



Mariesdressing



mariesdressing



mariesdressing



# JICAMA

## How to Select

Select tubers that are firm and unblemished with a slightly silky sheen.

## How to Store

Jicamas can be stored for up to 2 weeks in a plastic bag in the refrigerator.

## Links to More Information

[Preparing Jicama](#)

[Storing and Using Jicama](#)

[Spicy Jicama](#)

## Social Media Posts

Watch this video to learn how to properly peel & cut Jicama from chef, Alex Dole, RD --> <http://ow.ly/hx4z303or71>

Pitas are on the menu for #MeatlessMonday! Avocado, corn, jicama, & MORE come together to make this Rainbow Veggie Pocket: <http://ow.ly/Oeelp>

Kick your side dish up a notch and enjoy this Jicama Slaw with Curry-Lime Dressing! So yummy! <http://ow.ly/MhNB4>

Try this TASTY Jicama Relish! Also pairs well with chicken or fish: <http://ow.ly/ATAwO>

## Presence in Ethnic Foods

African / Latino / Mexican

## Nutrient Content Claims

Low in calories, Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of fiber, Good source of Vitamin C

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Jicama is fat free.

Nutrition Facts	
Serving size	1/2 cup (65g)
Amount per serving	
<b>Calories</b>	<b>25</b>
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 6g	2%
Dietary Fiber 3g	11%
Total Sugars 1g	
Includes 0g Added Sugars	0%
Protein 0g	
Vitamin D 0mcg	0%
Calcium 8mg	0%
Iron 0mg	0%
Potassium 97mg	2%
Vitamin C 13mg	15%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

## Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Jicama is Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Jicama is Sodium free.
- Jicama, as part of a low sodium diet, may reduce the risk of high blood pressure.

## Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart

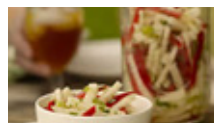
**Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Jicama contains no fat, saturated fat, or cholesterol.

## Fiber-Containing Grain Products, Fruits, and Vegetables and

**Cancer:** Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Jicama is a good source of fiber.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Jicama is a good source of fiber and vitamin C.

## Healthy Recipe with Jicama



[Jicama and Red Pepper Salad](#)



Nutrition Facts	
Serving size	1 1/2 cups shredded (85g)
Amount per serving	
<b>Calories</b>	<b>15</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 35mg	2%
Total Carbohydrate 2g	1%
Dietary Fiber 1g	4%
Total Sugars 1g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 1mg	6%
Potassium 170mg	4%
Vitamin A 325mcg	35%
Vitamin C 4mg	4%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

# LEAF LETTUCE

## How to Select

Choose lettuce with crisp leaves. Avoid brown edges.

## How to Store

After purchase, rinse well and dry with paper towels. Refrigerate leaf lettuce in plastic bag up to 1 week.

## Links to More Information

[Lettuce & Sandwiches](#)

[Preparing Salad Greens](#)

[Storing Baby Lettuces](#)

[Storing Leaf Lettuce](#)

[Using Baby Lettuces](#)

## Social Media Post

**#DYK** the term Leaf Lettuce describes the varieties of lettuce with leaves that branch from a single stalk in a loose bunch rather than forming a tight head? The leaves are crisper and more full-flavored than those of the Head Lettuce varieties.

## Presence in Ethnic Cuisines

Asian / South East Asia (Vietnam, Cambodia, Laos) / African / Latino / Mediterranean

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low in sodium, Low in calories, High in vitamin A

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Leaf lettuce is fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Leaf lettuce is very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Leaf lettuce is very low in sodium.
- Leaf lettuce, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart

**Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Leaf lettuce contains no saturated fat or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Leaf lettuce is high in vitamin A.



## Healthy Recipes with Leaf Lettuce



[Clementine, Raisin & Goat Cheese Sandwich](#)



[European Salad](#)



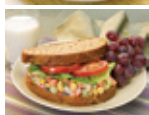
[Tuna Apple Salad Sandwich](#)



[Apple Banana Salad with Peanuts](#)



[Burger and Shoestring Fries](#)



[Shrimp Confetti Salad Sandwich with Grapes](#)



[Garden Cannellini Bean Salad](#)



[Vidalia® Onion and Tomato Salad with Grilled Tuna](#)



[Fiesta Frescada Wraps and Bellafina Boats](#)



[Apple & Chicken Salad](#)



[Grilled Chicken Lettuce Wraps with Blueberry Bell Pepper Relish](#)

**Dole Food Company, Inc. | [Dole.com](http://Dole.com)**



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yourtaylorfarms



taylorfarms



# LEEK

## How to Select

Choose firm, crisp stalks with as much white and light green regions as possible. Avoid leeks with yellow or withered tops.

## How to Store

Refrigerate unwashed leeks in plastic bag for up to two weeks. Rinse before using.

## Links to More Information

[Using Leeks](#)

## Social Media Posts

If you love LEEKS like we do, then check out these recipe ideas from our mom blogger: <http://ow.ly/KjUf306REKk>

The Leek is a member of the onion family but has a sweeter, more subtle flavor than an onion. Here are TEN ways to enjoy: <http://ow.ly/NymTp>

Get your meal started with these delicious Roasted Herbed Artichokes w/Leeks: <http://ow.ly/NjEwb>

## Presence in Ethnic Foods

Asian / Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / Mediterranean

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low sodium, High in Vitamin K, Good source of vitamin B-6, Good source of vitamin C, Good source of copper, Good source of iron, Good source of manganese

Nutrition Facts	
Serving size	1 leek (89g)
Amount per serving	
<b>Calories</b>	<b>50</b>
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 20mg	1%
Total Carbohydrate 13g	5%
Dietary Fiber 2g	7%
Total Sugars 3g	
Includes 0g Added Sugars	0%
<b>Protein 1g</b>	
Vitamin D 0mcg	0%
Calcium 53mg	4%
Iron 2mg	10%
Potassium 160mg	4%
Vitamin A 74mcg	8%
Vitamin C 11mg	10%
Vitamin K 42mcg	35%
Vitamin B <sub>6</sub> 0.2mg	10%
Copper 0.1mg	10%
Manganese 0.4mg	15%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Leeks are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Leeks are very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Leeks are very low in sodium.
- Leeks, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart

**Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Leeks contain no fat, saturated fat, or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Leeks potatoes are a good source of vitamin C.



Nutrition Facts	
about 5 servings per container	
<b>Serving</b>	<b>5 medium (84g/3.0oz)</b>
<b>size</b>	
<b>Amount per serving</b>	
<b>Calories</b>	<b>20</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 0g	<b>0%</b>
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 15mg	<b>1%</b>
<b>Total Carbohydrate</b> 3g	<b>1%</b>
Dietary Fiber 1g	3%
Total Sugars 0g	
Includes 0g Added Sugars	0%
<b>Protein</b> 3g	
Vitamin D 0mcg	0%
Calcium 3mg	0%
Iron 0.5mg	2%
Potassium 300mg	6%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

Label provided by Mushroom Council.

# MUSHROOM

## How to Select

Choose well shaped mushrooms with firm texture. Avoid spots and slime.

## How to Store

Refrigerate mushrooms in original container or paper bag up to 1 week.

## Links to More Information

[Portabella Mushroom Burger](#)

[Portabella Mushroom Pizza](#)

[Selecting & Storing Mushrooms](#)

[Using Mushrooms](#)

## Social Media Posts

**#TipoftheDay:** Add lots of lettuce, tomatoes, onions, sprouts, or other vegetables including zucchini, asparagus, & mushrooms. DELISH!

**#TipoftheDay:** Choose a Portobella mushroom burger instead of a ground beef burger.

**#MeatlessMonday** perfection: Carmelized Mushroom & Vidalia Onion Risotto is a full meal...deliciously and nutritiously! <http://ow.ly/p1Wm2>

Chef hat not required! Sweet Potato Pancakes w/ Balsamic Mushrooms make for a nutritious brunch to show off for your family. <http://ow.ly/p1Xea>

Need a quick dinner idea? Mushroom Sloppy Joes! Get everything you need to recreate this #healthy plate: <http://ow.ly/fhID1>

This Hass Avocado Stuffed Mushrooms recipe is an awesome appetizer to accompany any party! <http://ow.ly/yYlfz>

Bring something new to the table with this Salmon Steamed w/Tomato, Asparagus, and Mushrooms recipe. Is your mouth watering yet? <http://ow.ly/z1ibT>

## Presence in Ethnic Cuisines

Asian / Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / Mediterranean



## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low in sodium, Low in calories, Sugar free

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Mushrooms are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Mushrooms are very low in sodium.

- Diets low in sodium may reduce the risk of high blood pressure. Mushrooms are very low in sodium.
- Mushrooms, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Mushrooms contains no saturated fat or cholesterol.

## Healthy Recipes with Mushrooms



[Curried Chicken with Raisins and Mushrooms](#)



[Broccoli Omlette](#)



[Mushroom Steak Fajitas](#)



[Herbed Spinach Quiche Portabella Caps](#)



[Sweet Potato Pancakes with Balsamic Maple Mushrooms](#)



[Mushroom Beef Sloppy Joes](#)



[Cool Quesa](#)



[Mushroom Bruschetta](#)



[Caramelized Mushroom and Vidalia® Onion Risotto](#)

[Giorgio Fresh Mushrooms](#) | [Giorgiofresh.com](#)



GiorgioFreshCo



freshandfoods



# MUSTARD GREENS

Nutrition Facts	
Serving size	1 1/2 cups (84g)
Amount per serving	
<b>Calories</b>	<b>25</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 15mg	1%
Total Carbohydrate 4g	1%
Dietary Fiber 3g	11%
Total Sugars 1g	
Includes 0g Added Sugars	0%
Protein 2g	
Vitamin D 0mcg	0%
Calcium 97mg	8%
Iron 1mg	6%
Potassium 323mg	6%
Vitamin A 127mcg	15%
Vitamin C 59mg	70%
Vitamin K 216mcg	180%
Vitamin B <sub>6</sub> 0.2mg	10%
Copper 0.1mg	10%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

## How to Select

Look for a green color with leaves that don't have blemishes or show any yellowing or withering. Mustard greens should have stems that look freshly cut that aren't thick, dried out, browned, or split.

## How to Store

Discard any bruised or yellow leaves and remove any bands or ties that hold bunches together. Gently wrap unwashed mustard greens in paper towels and store loosely in plastic bags. Keep moist and cool in the lower part of the refrigerator in the high-humidity bin. Store for up to five (5) days.

## Links to More Information

[Using Greens](#)

## Social Media Posts

Curried Mustard Greens & Garbanzo Beans w/Sweet Potatoes:  
<http://ow.ly/rcp73093fan>

Here's all you need to know about Mustard Greens!  
<http://ow.ly/42GY3093ffP>

## Presence in Ethnic Foods

Asian / African / Mediterranean / Southern

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low in sodium, Low in calories, High in vitamin C, High in vitamin K, Good source of fiber, Good source of vitamin A, Good source of vitamin B-6, Good source of copper

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Mustard greens are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Mustard greens are very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Mustard greens are very low in sodium.
- Mustard greens, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart

**Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Mustard greens contain no fat, saturated fat, or cholesterol.

### Fiber-Containing Grain Products, Fruits, and Vegetables and

**Cancer:** Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Mustard greens are a good source of fiber.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Mustard greens are high in vitamin C and a Good source of fiber and vitamin A.



Nutrition Facts	
Serving size	1 medium (148g)
Amount per serving	
<b>Calories</b>	<b>45</b>
	% Daily Value*
<b>Total Fat</b> 0g	<b>0%</b>
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 5mg	<b>0%</b>
<b>Total Carbohydrate</b> 12g	<b>4%</b>
Dietary Fiber 3g	11%
Total Sugars 9g	
Includes 0g Added Sugars	0%
<b>Protein</b> 1g	
Vitamin D 0mcg	0%
Calcium 40mg	4%
Iron 1mg	6%
Potassium 190mg	4%
Vitamin C 12mg	15%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

# ONION

Sponsored By:



Onions add layers of flavor, color, and texture to nearly every cuisine. Ranging in size from less than one-inch to over 4.5-inches in diameter, bulb onions can be yellow, red, or white in color. Onion is the third most consumed fresh vegetable in the United States.

## How to Select

Choose firm onions with dry, bright, smooth outer skins. Avoid bulbs with cuts, bruises, or green sprouts.

## How to Store

Store onions in a cool, dry, dark, well ventilated place; away from potatoes, apples, celery, and pears.

## Links to More Information

[Cutting Onions](#)

[Cutting Onions Without Crying](#)

[Selecting & Storing Onions](#)

[Using Onions](#)

[Colors, Flavors, & Seasons of Onions](#)

[Cooking with Onions](#)

[Nutrition Facts About Onions](#)

[Retail Dietitian Kit](#)

[Onion Health Research](#)

## Social Media Posts

### Seasonal Posts

#### Facebook

Celebrating Cinco de Mayo? This colorful Black Bean and Corn Salsa uses convenient canned veggies when paired with multi-grain chips makes a quick and healthy appetizer that's sure to please! <http://bit.ly/2zhFfFZ> **#onionista #cincodemayo**

This Caramelized Sweet Onion Dip is the perfect appetizer to make for the big game or for your next gathering with friends. Make it ahead then serve with veggies, pita bread, or crackers. <http://bit.ly/2rPGhFt> **#tailgate #onionista**

#### Twitter

Onion-Peach Salsa! Simple to make and delicious with tortilla chips or on top of grilled chicken! <https://bit.ly/2zWczqo>

Happy Mother's Day! Whip up this savory Frittata with Onion, Tomato & Basil for a delicious brunch. Mom will thank you! <http://bit.ly/2q7Q1yt> **#onionista #mothersday**

Make your tailgate menu sizzle w/ Grilled Balsamic Onions w/ Blue Cheese Crumbles <http://bit.ly/2naRhxK> **#tailgate #onionista**

What's for dinner? Satisfying and savory Pot Roast – An American classic, slow cooker style <https://bit.ly/2qd33H0> **#onionista**

Love sliced onions on your tailgate burgers but hate the onion breath? Solutions - <https://www.onions-usa.org/faqs>

Umm! This Slow Cooker Chili is sure to have a warming effect when the temperature drops. <https://bit.ly/2ui4XYG> **#onionista**



## Instagram



Spring is in the air and so is our desire for light & refreshing recipes. This Sweet Onion Veggie Salad is perfect for spring meals or entertaining. <http://bit.ly/2wTy-bik> #springtime #onionista



Roasted vegetables combine with quinoa and savory, slightly sweet tahini sauce to make the perfect bowl of yum in this Sheet Pan Style Buddha Bowl recipe - <http://bit.ly/2yyxV9f> #onionista #plantbasedbowl



No need to go out for a bowl of Classic Onion Soup when you can make it at home... Here's our favorite recipe <https://bit.ly/2tunRz7> #onionista

## Weight Management, Diabetes, and Heart Health Posts

### Facebook

The amazing onion provides layers of flavor, color, texture and nutrition to a wide variety of dishes and cuisines – no wonder onions are the third most consumed fresh vegetable in the U.S.! This video provides the techniques for cutting an onion to save you time, tears, and uneven cooking: <https://youtu.be/M3-lZsi8b3c> #onionista

Preventing and managing diabetes means making healthy food choices but you don't have to sacrifice taste! Fresh veggies add flavor and versatility along with an abundance of nutrients. Ever try caramelized onions on your sandwich? <http://bit.ly/2mET0wX> #onionista #diabetesmonth

Celebrate Heart Health Month with Onions! Organosulfur compounds are responsible for the taste & smell of onions and have shown anti-inflammatory and anti-clotting activity beneficial to reducing your risk for heart disease. Learn how to reduce the pungency and tears with answers from the National Onion Association - <https://www.onions-usa.org/faqs> #onionista

### Twitter

Grilled Vegetables w/ Balsamic Dressing adds tasty nutrients to your meal for minimal calories <http://bit.ly/2uqGr8r> #onionista

Herb baked onion bloom – a fun and tasty side dish full of nutrients and flavor! <http://bit.ly/2oydXWD> #onionista #diabetesfriendly

Add onions to your diabetes-friendly meals for flavor + nutrition benefits. <http://bit.ly/2nHNUz2> #onionista #diabetesmonth

Onions provide layers of health benefits along with their great flavor – check it out! <https://bit.ly/2nHNUz2> #onionista

Julia Child said “It's hard to imagine civilization without onions” - Find onion inspiration at <https://www.pinterest.com/NationalOnion/>

## Instagram



Garden Style Fish w/ Onions and Bell Peppers can help you manage your weight deliciously! <http://bit.ly/2tS12Wl> #onionista



Manage your diabetes deliciously with this Onion & Quinoa Salad. Perfect for a satisfying dinner or lunch! <http://bit.ly/2foPfVf> #onionista #diabetesmonth



The flavonoid quercetin and organosulfur compounds found in onions can help reduce the risk of heart disease. Add these flavorful caramelized onions to your healthy meals! <http://bit.ly/2erUzVQ> #onionista

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low in sodium, Good source of fiber, High in vitamin C

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Onions are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors.
- Diets low in sodium may reduce the risk of high blood pressure.
- Onions are very low in sodium. As part of a low sodium diet, onions may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Onions contain no saturated fat or cholesterol.

### Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer:

Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Onions are a good source of fiber.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Onions are a good source of fiber and an excellent source of vitamin C.



## Typical Consumer Questions

### **How can I reduce tearing when cutting an onion?**

To reduce tearing, chill the onions for 30 minutes. Then, cut off the top and peel the outer layers leaving the root end intact. (The root end has the highest concentration of sulphuric compounds that make your eyes tear.)

### **How many cups of chopped onion will one medium onion yield?**

One medium onion equals about 1 cup chopped onion.

### **What is the best way to extend the shelf life of sweet onions?**

Sweet onions have higher water content than storage onions, making them more susceptible to bruising, and a shorter shelf life than storage varieties. One way to extend their shelf life is to wrap each onion in a paper towel or piece of newspaper and place them in the refrigerator. This will keep them dry and cool.

### **I want to use raw onion. How can I reduce the pungency?**

To reduce the pungency, sharpness or aftertaste of a raw onion, cut them the way you plan to use them and place into a bowl of ice water to stand for 1 1/2 hours before draining. If time is at a premium, place onions in a strainer or sieve. Run water through onions for at least a minute.

### **Why do my onions taste bitter after sautéing?**

Cooking onions quickly over high heat can cause onions to taste bitter.

### **What can be done to alleviate “onion breath”?**

Onion breath usually comes from eating raw onion, although mild/sweet raw onion may cause no odor.

Likewise, cooked onions rarely leave an odor on the breath. Suggestions for freshening breath:

- Eat a sprig or two of parsley, it's known as nature's natural breath sweetener.
- Rinse your mouth with equal parts lemon juice and water.
- Chew a citrus peel.

### **How do I remove the smell of onions from my hands and/or cooking equipment?**

Rub your hands or cooking equipment with lemon juice. If your pots or pans are made of aluminum, cast iron, or carbon-steel, rub with salt instead.

### **Which color of onion (yellow, red, or white) should I use and does each color taste different?**

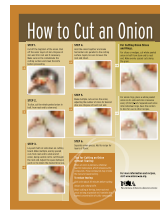
Refer to the Color, Flavor, [Usage Guide](#) for a chart to help you choose which onion to use in a recipe.

## Consumer Handouts

Guide to Onions



Eat Well. Live Well. Be Well.



[How to Cut Onions](#)



[Steps to Caramelizing Onions](#)

## Health Statement for Use in the Media

Onions add abundant flavor to a wide variety of food, yet are low in calories. With only 45 calories per serving, onions are naturally fat and cholesterol free. They are a source of dietary fiber, vitamin C, vitamin B6, potassium, and other key nutrients including folate, calcium and iron.

## Additional Nutrition Messaging

Onions contain a variety of other naturally occurring chemicals known as organosulfur compounds linked to lowering blood pressure and cholesterol levels. Among some of their best-known benefits, onions contain the flavonoid quercetin which acts as an anti-inflammatory in the body, inhibits low-density lipoprotein oxidation (an important reaction in the atherosclerosis and coronary heart disease), protects and regenerates vitamin E (a powerful antioxidant), and provides protection from many forms of cancer.

### **Other health properties:**

- Onions also contain disulfides, trisulfides, cepaene, and vinyl dithiols. These compounds have a variety of health-functional properties, including anticancer, antiviral, and antimicrobial activities.
- Consumption of onions may prevent gastric ulcers by inhibiting the growth of ulcer-forming microorganism *Helicobacter pylori*. This is significant because good “gut health” is strongly associated with prevention of chronic diseases and healthy aging. More pungent onions exhibit strong anti-platelet activity.
- Platelet aggregation is associated with atherosclerosis, cardiovascular disease, heart attack, and stroke.
- Data from animal studies suggest onion consumption may increase bone mineral content and density with the potential of decreasing incidences of osteoporosis.

For an in-depth look at the research studies visit:

[onions-usa.org/all-about-onions/onion-health-research](https://onions-usa.org/all-about-onions/onion-health-research)

## Healthy Recipes with Onion



[Mediterranean Potato Soup](#)



[Herbed Garden Pizza](#)



[Brown Rice with Sizzling Chicken and Vegetables](#)



[Burger and Shoestring Fries](#)



[Grilled Lamb Salad](#)



[Mushroom Steak Fajitas](#)



[Shrimp Confetti Salad Sandwich with Grapes](#)



[Mushroom Beef Sloppy Joes](#)



[Watermelon Gazpacho](#)



[Grilled Chicken and Avocado Quinoa Pilaf](#)



[Apple Corn Chili](#)



[Fiesta Frescada Wraps and Bellafina Boats](#)



[Yellow Potato and Red Pepper Shrimp Sauté](#)



[Garden Frittata](#)



[Bell Pepper and Vidalia® Onion Stratta](#)



[Avocado Super Summer Wrap](#)



[Roasted Brussels Sprouts, Potatoes, and Chicken](#)



[Potato, Black Bean, and Kale Skillet](#)



[Potato Spinach Lasagna](#)



[Strawberry, White Bean and Edamame Salad](#)



[Grilled Shrimp with Cantaloupe Avocado Salsa](#)



[Grilled Pineapple Ginger Glazed Chicken](#)



[Shredded Brussels Sprouts and Chunk Apple Sauté with Pork Tenderloin](#)



[Pan Seared Salmon & Apple Salad](#)



[Rolly Veggie Cannelloni](#)



[Grilled Chicken Lettuce Wraps with Blueberry Bell Pepper Relish](#)



[Caramelized Mushroom and Vidalia® Onion Risotto](#)

National Onion Association | [onions-usa.org](http://onions-usa.org)

Blog: [Onionista](#)

[Onionista](#)

[NationalOnion](#)





# PARSNIP

## How to Select

Choose parsnips that are firm and dry without pits. Smaller ones may be more flavorful and tender

## How to Store

Refrigerate parsnips unwashed in an unsealed bag for 3 weeks or more.

## Social Media Posts

Enjoy parsnips all year-round! Watch chef Andrew Dole, RD in the kitchen as he whips up Roasted Parsnip Fries! <http://ow.ly/OvnB3089VNi>

Spice up **#MeatlessMonday** with a savory side dish! Try this Kale & Parsnip Sauté with your next meal: <http://ow.ly/J8b9n>

**#DYK** Parsnips are sweetest after a frost? Our mom blogger shares 3 recipes to highlight this potassium rich root veggie: <http://ow.ly/BMdxT>

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low sodium, Good source of vitamin C, Good source of fiber, Good source of vitamin K, Good source of zinc, Good source of copper, High in pantothenic acid, High in manganese

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Parsnips are fat free.

Nutrition Facts	
Serving size	2/3 cup (88g)
Amount per serving	
<b>Calories</b>	<b>70</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 10mg	0%
Total Carbohydrate 16g	6%
Dietary Fiber 4g	14%
Total Sugars 4g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 32mg	2%
Iron 1mg	6%
Potassium 330mg	8%
Vitamin C 15mg	15%
Vitamin K 20mcg	15%
Pantothenic Acid 1mg	20%
Zinc 1mg	10%
Copper 0.1mg	10%
Manganese 0.5mg	20%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

## Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Parsnips are very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Parsnips are very low in sodium.
- Parsnips, as part of a low sodium diet, may reduce the risk of high blood pressure.

## Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Parsnips contain no fat, saturated fat, or cholesterol.

## Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer:

Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Parsnips are a good source of fiber.

## Fruits & Vegetables & Cancer:

Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Parsnips potatoes are a good source of fiber and vitamin C.



# PEAS

## How to Select

Choose firm, bright green, medium-sized pods with no signs of decay or wilting.

## How to Store

Refrigerate peas in a perforated plastic bag for 3-5 days. Shell peas immediately before using.

## Links to More Information

[Add Some Spice to Your Canned Veggies](#)  
[Canned Bean Salads, Hummus, and More](#)

## Social Media Posts

Pass the PEAS, please! Learn a NEW way to include green peas into your diet from our pal, Caitlin Pelat, RD of Giant Eagle --> <http://ow.ly/1ODVMg>

How about Green Peas, Potatoes, and Ham for dinner? Yes, definitely! <http://ow.ly/Vupjm>

Split peas are a NUTRITION POWERHOUSE! Our mom blogger tells us all about them + shares a Slow Cooker Split Pea Soup w/Bacon recipe: <http://ow.ly/UqosT>

Sautéed, Steamed, or Roasted -- there are many ways to enjoy SNOW PEAS! See our TOP TEN --> <http://ow.ly/Mo4lm>

Pass the peas, please! Try these Sweet Smokey Peas with your next meal: <http://ow.ly/FPiRx>

Embrace the versatility of frozen peas with this 30 min or less recipe: <http://ow.ly/z1cOp>

## Presence in Ethnic Foods

South East Asia (Vietnam, Cambodia, Laos) / Mexican / Indian, Pakistani / Mediterranean / Southern / Cajun, Creole

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, High in vitamin C, Good source of fiber, Good source of

vitamin K, Good source of thiamin, Good source of zinc, Good source of copper, Good source of manganese

## Health Claims

### Dietary Fat & Cancer:

Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Peas are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Peas are Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Peas are Sodium free.
- Peas, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart

**Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Peas contain no fat, saturated fat, or cholesterol.

### Fiber-Containing Grain Products, Fruits, and Vegetables and

**Cancer:** Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Peas are a good source of fiber.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Peas are a good source of fiber and an excellent source of vitamin C.

Nutrition Facts	
servings per container	
<b>Serving size</b>	<b>1/2 cup (73g)</b>
Amount per serving	
<b>Calories</b>	<b>60</b>
	% Daily Value*
<b>Total Fat</b> 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 0mg	0%
<b>Total Carbohydrate</b> 10g	4%
Dietary Fiber 4g	14%
Total Sugars 4g	
Includes 0g Added Sugars	0%
<b>Protein</b> 4g	
Vitamin D 0mcg	0%
Calcium 18mg	2%
Iron 1mg	6%
Potassium 177mg	4%
Vitamin A 28mcg	4%
Vitamin C 29mg	30%
Vitamin K 18mcg	15%
Thiamin 0.2mg	15%
Zinc 1mg	10%
Copper 0.1mg	10%
Manganese 0.3mg	15%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	



Nutrition Facts	
Serving size	1 potato (148g/5.2oz)
Amount per serving	
<b>Calories</b>	<b>110</b>
	% Daily Value*
<b>Total Fat</b> 0g	<b>0%</b>
Saturated Fat 0g	<b>0%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 0mg	<b>0%</b>
<b>Total Carbohydrate</b> 26g	<b>9%</b>
Dietary Fiber 2g	<b>7%</b>
Total Sugars 1g	
Includes 0g Added Sugars	<b>0%</b>
<b>Protein</b> 3g	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 1.1mg	6%
Potassium 620mg	15%
Vitamin C 27mg	30%
Vitamin B <sub>6</sub> 0.2mg	10%

Label provided by Potatoes USA

# POTATOES



## How to Select

Look for clean, smooth, firm-textured potatoes with no cuts, bruises or discoloration.

## How to Store

Store potatoes in a cool, well-ventilated place.

Colder temperatures lower than 50 degrees, such as in the refrigerator, cause a potato's starch to convert to sugar, resulting in a sweet taste and discoloration when cooked. If you do refrigerate, letting the potato warm gradually to room temperature before cooking can reduce the discoloration.

Avoid areas that reach high temperatures (beneath the sink or beside large appliances) or receive too much sunlight (on the countertop).

Perforated plastic bags and paper bags offer the best environment for extending shelf-life.

Keep potatoes out of the light.

Don't wash potatoes before storing. Dampness promotes early spoilage.

## Links to More Information

[PotatoGoodness.com/NutritionProfessionals](http://PotatoGoodness.com/NutritionProfessionals)



## Social Media Posts

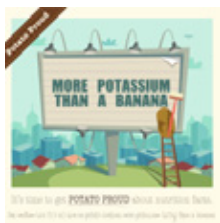
### Facebook



Rise and shine, its tater time! Brighten up your breakfast with this recipe for Kaleidoscope Potato Pancakes.



Going gluten-free? Potatoes make a great sub for gluten products in everything from pizza and pasta to soups and stews! Try this recipe for Potato Bruschetta



Less than 3% of Americans are currently meeting their recommendations for potassium. But have no fear, potatoes are here! One medium-sized potato has more potassium than a medium-sized banana, and good thing, because potassium is an important electrolyte that aids in muscle, cardiovascular and nervous system function.



Pesto and potatoes make the perfect pair in this recipe for Pesto Parmesan Stackers! For a twist, layer potatoes with your favorite flavors—from garlic and olive oil to mozzarella and marinara. [Potatogoodness.com/recipes/pesto-parmesan-potato-stackers/](http://Potatogoodness.com/recipes/pesto-parmesan-potato-stackers/)



Hosting a party? A mashed potato bar (or try a Hash Bash!) is a convenient way to get potatoes on every plate. Simply set up a table complete with mashed potatoes and all the healthy fixings (salsa, chives, Greek yogurt, even veggies to mix in) and watch your guests enjoy! Watch the video here.



**Potato Fun Fact:** During the Alaskan Klondike gold rush, (1897-1898) potatoes were practically worth their weight in gold. Potatoes were valued for their vitamin C. And gold, at that time, was more plentiful than nutritious foods!



Pass the Potato Salad this Summer! New research shows potatoes offer additional nutritional benefit when cooked and cooled. [Potatogoodness.com/food-developers/resources/](http://Potatogoodness.com/food-developers/resources/)



These Baked Pizza Potatoes pack quite the nutrition punch! A kid-friendly fav for the whole family, they make a great entrée or mid-day snack. Yum!

### Twitter

Potato salad, please! We're loving this Spring Potato Salad recipe featuring red potatoes. [Potatogoodness.com/recipes/spring-potato-salad/](http://Potatogoodness.com/recipes/spring-potato-salad/)

**#DYK** In October 1995, the potato became the first vegetable to be grown in space?

Freshen up your fries with this recipe for Roasted Potato Fries with Avocado Aioli: [Potatogoodness.com/recipes/roasted-potato-fries-with-avocado-aioli/](http://Potatogoodness.com/recipes/roasted-potato-fries-with-avocado-aioli/)

Potatoes are an excellent source of vitamin C (30% of the DV) which is more than one medium tomato or sweet potato.

**#themoreyouknow**

Go green with this delicious and nutritious Mashed Potatoes Verde: [Potatogoodness.com/recipes/potatoes-verde/](http://Potatogoodness.com/recipes/potatoes-verde/)

To maintain the most nutrition in a cooked potato, steaming and microwaving potatoes are best. **#ProTip**

Crazy for color? This Purple Potato Salad is a vibrant dish you can make in 30 minutes or less! [Potatogoodness.com/recipes/purple-potato-salad-with-beets-and-arugula/](http://Potatogoodness.com/recipes/purple-potato-salad-with-beets-and-arugula/)

The energy to get you from A to B, and nutritional benefits from A to Z - potatoes have it all! [Potatogoodness.com/nutrition-professionals/resources/](http://Potatogoodness.com/nutrition-professionals/resources/)

From weekend warrior or elite athlete, there's a potato option (and potato type) for every performance lifestyle!

How tasty is this Green Beans & Potatoes side dish for **#MeatlessMonday**? VERY! [ow.ly/EuRM2](http://ow.ly/EuRM2)

Don't hate the spud...white potatoes are a healthy choice! <http://ow.ly/S35jh>

**#TipoftheDay:** Add one more! Cut up veggies like carrots, zucchini and potatoes. Add them to your favorite meatloaf or soup recipes!

It's crockpot season! Come home to this comforting Quick & Healthy Slow Cooker Chicken & Potatoes: <http://ow.ly/ExhrV>

Who says savory soup has to take a long time? This Mediterranean Potato Soup is quick n overflowing w/veggies: <http://ow.ly/p211E>

SCORE! For less than \$20, you can feed your family of four this delicious n nutritious Yellow Potato n Red Pepper Shrimp Sauté: <http://ow.ly/r60oT>

Pizza with a twist! Try these Quick and Healthy Baked Pizza Potatoes! So yummy! <http://ow.ly/SirCV>

Fix that Mexican food craving w/ these Chili & Lime Chicken Potato Tacos! A trip across the border for a fraction of the cost: <http://ow.ly/s9P5K>

Add some spice to your life with this Potato, Black Bean, and Kale Skillet: <http://ow.ly/l30y4>

## Presence in Ethnic Cuisines

Chinese, Japanese, Korean / African / Latino / Mexican / Mediterranean / Cajun, Creole

## Nutrient Content Claims

Excellent source of vitamin C, Good source of potassium, Sodium and Cholesterol free, Good source of vitamin B6, Fat-free

## Health Claims

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Potatoes are Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Potatoes are Sodium free.
- While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Potatoes contain no saturated fat or cholesterol.
- Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Potatoes are an excellent source of vitamin C.

Potatoes are free of fat, saturated fat, sodium, and cholesterol. They are also a good source of potassium and high in vitamin C.

Additional Information: [Potatoes, Nutrition & Health White Paper](#)

## Typical Consumer Questions

### ***Are potatoes good for you?***

Yes, potatoes are naturally Fat free, Cholesterol free, and Sodium free. In addition, potatoes are an excellent source of vitamin C, and those eaten with the skin are a good source of potassium. Foods that are good sources of potassium and low in sodium, such as potatoes, may reduce the risk of high blood pressure and stroke.

Potatoes contribute 7% of daily intake of dietary fiber, vitamin B6 and potassium and 5% or more of thiamin, niacin, vitamin E, vitamin K, phosphorus, magnesium and copper.

### ***Are all varieties of potatoes equally nutritious?***

All varieties of potatoes are nutritious and, while both the type and amounts of nutrients may vary slightly depending on the variety, the differences are minimal. So minimal in fact, the FDA nutrition label for potatoes represents a composite of varieties ("market-basket approach") based on typical US consumption patterns (i.e., 70% Russet, 18% white and 12% reds). Based on the FDA label the following claims can be made for the potato:

- An excellent source (> 20% of the DV) of vitamin C
- A good source (>10% of the DV) of potassium
- A good source (> 10% of the DV) of vitamin B6
- Low in sodium (< 140 mg/serving) and cholesterol
- Fat free (< .5 g fat/serving)
- Contains 3 grams of fiber with the skin



### ***Are carbs bad for you?***

No, carbohydrate-rich foods provide significant amounts of essential vitamins, minerals and water. Vitamin C and the mineral potassium are particularly plentiful in fruits and vegetables. Moreover, fiber, which is found in abundance in fruits, vegetables and whole grains is associated with a number of potential health benefits including that it may:

- Create a feeling of fullness which may aid in weight loss
- Lower blood cholesterol levels and may decrease the risk of heart disease
- Maintain bowel regularity
- Bind harmful micro-organisms in the colon.

### ***Are potatoes fattening?***

No. A 5.2-ounce potato has only 110 calories and no fat. Experts agree weight gain occurs when an individual consumes more calories than he or she expends.

### ***Are French fries and potato chips healthy?***

Staple foods such as fruits, vegetables and whole grains should be eaten every day, while fried foods and high fat snacks should be viewed as occasional treats. One food, even one meal, does not make or break a healthful diet. Understanding the impact that fried foods, like fries and chips, or high-fat foods like ice cream and cookies, have on your overall eating pattern makes it possible for you to "make room" for them as occasional indulgences.

### ***What about potatoes and the Glycemic Index?***

The Glycemic Index (GI) is a rating system that assigns a numerical value to carbohydrate-rich foods, based on their impact on blood glucose. Russet potatoes have been historically classified as high on the GI; however, research suggests that the GI of potatoes is highly variable depending upon the type of potato (e.g., red, russet, yellow), how the potato is prepared (e.g., baked, boiled, cooled) and what else is consumed with the potato. The 2015-2020 Dietary Guidelines for Americans recommends focusing on healthy food patterns (characterized by liberal consumption of fruits and vegetables) and makes no mention of the GI as a tool for dietary planning. Americans are encouraged to consume a balanced diet that contains a wide variety of foods while staying within their energy requirements.

### ***Should people with diabetes avoid foods like potatoes?***

#### ***What about people trying to lose weight?***

After an extensive review of the scientific research regarding carbohydrate intake and diabetes, the American Diabetes Association concluded that, for people with diabetes, the total amount of carbohydrate in meals and snacks, rather than the type, is more important in determining the blood sugar (Glycemic) response. Similarly, the Department of Health and Human Services (HHS) and the Department of Agriculture (USDA) concluded that, when it comes to weight management, it is calories that count, not the proportion of carbohydrates, proteins, and fats.

#### ***If you peel potatoes, do they lose all nutrients?***

No. The notion that all of the nutrients are found in the skin is a myth. While the skin does contain approximately half of the total dietary fiber, the majority (> 50%) of the nutrients are found within the potato itself.

#### ***Are sweet potatoes more nutritious than white potatoes?***

There's a common misperception is that sweet potatoes are far healthier than potatoes. But gram for gram, both vegetables should consider themselves in good company. They are very similar in nutrient content for fiber, protein, vitamin B6 and iron; however, potatoes contain far more vitamin C and potassium, where as sweet potatoes tout their beta carotene and calcium.

### ***Do potatoes contain phytonutrients?***

Yes, potatoes contain a variety of phytonutrients, most notably carotenoids and phenolic acids and are the largest contributor of vegetable phenolics to the American diet.

## **Consumer Handouts**



[Spring Potato Salad Recipe Card](#)



[Potato Lasagna Recipe Card](#)



[Grilled Pesto Potato Salad Recipe Card](#)

## **Statements for Use in the Media**

Potatoes are a nutrition powerhouse. One medium potato (5.2 oz) with the skin contains 30 percent of the daily value for vitamin C; as much or more potassium (620mg) than medium-sized bananas, spinach, or broccoli; 10 percent of the daily value of vitamin B6; and various other important vitamins and minerals.

## **Healthy Recipes with Potatoes**



[Easy Oven Packet Caribbean Tilapia with Pears and Carnival Roasted Potatoes](#)



[Potato Skins with Buffalo Chicken](#)



[Avocado, Potato, and Grilled Chicken Salad](#)



[Scalloped Potatoes and Chicken with Fennel](#)



[Yellow Potato and Red Pepper Shrimp Sauté](#)



[Garden Frittata](#)



[Roasted Brussels Sprouts, Potatoes, and Chicken](#)



[Potato, Black Bean, and Kale Skillet](#)



[Potato Spinach Lasagna](#)



[Crab Smashed Potato Stuffed Artichokes](#)



[Mediterranean Potato Soup](#)

Potato Goodness | [potatogoodness.com](http://potatogoodness.com)



PotatoGoodness



Potatoes\_USA



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potatogoodness





Nutrition Facts	
servings per container	
<b>Serving size</b>	<b>1/3 cup (81g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>25</b>
	<b>% Daily Value*</b>
<b>Total Fat</b> 0g	<b>0%</b>
Saturated Fat 0g	<b>0%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 0mg	<b>0%</b>
<b>Total Carbohydrate</b> 7g	<b>3%</b>
Dietary Fiber 2g	<b>7%</b>
Total Sugars 3g	
Includes 0g Added Sugars	<b>0%</b>
<b>Protein</b> 1g	
Vitamin D 0mcg	<b>0%</b>
Calcium 21mg	<b>2%</b>
Iron 1mg	<b>6%</b>
Potassium 167mg	<b>4%</b>
Vitamin A 629mcg	<b>70%</b>
Vitamin K 13mcg	<b>10%</b>
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

# PUMPKIN (COOKED)

## How to Select

Select pumpkins that are firm and heavy for their size.

## How to Store

Store pumpkins in a cool, dark place for up to two months.

## Links to More Information

[Using Canned Pumpkin](#)

## Social Media Posts

Today is the perfect day for soup --> Hearty Santa Fe Pumpkin Soup: <http://ow.ly/mmGW306m5FM>

Pumpkins are more than a decoration. Check out these NUTRITIOUS recipe ideas --> <http://ow.ly/BPxdI>

Warm up with a bowl of Chipotle Pumpkin Black Bean Chili: <http://ow.ly/za4y304IXpM>

## Presence in Ethnic Foods

Asian / Chinese, Japanese, Korean / African / Latino / Mediterranean / Cajun, Creole

## Nutrient Content Claims

Low in calories, Fat free, Saturated fat free, Cholesterol free, Sodium free, High in vitamin A, Good source of vitamin K

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Pumpkin is fat free.

## Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood

pressure, a disease associated with many factors. Pumpkin is Sodium free.

- Diets low in sodium may reduce the risk of high blood pressure. Pumpkin is Sodium free.
- Pumpkin, as part of a low sodium diet, may reduce the risk of high blood pressure.

## Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Pumpkin contains no fat, saturated fat, or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Pumpkins are an excellent source of vitamin A.

## Healthy Recipes with Pumpkin



[Curried Pumpkin Soup](#)



[Squash with Pecans and Cranberries](#)



[Arctic® Apple Wedges with Pumpkin Almond Butter](#)



# PUMPKIN (RAW)

## How to Select

Select pumpkins that are firm and heavy for their size.

## How to Store

Store pumpkins in a cool, dark place for up to two months.

## Social Media Posts

When you think 'snack,' do cakes & pie come to mind? How about some Apple Wedges w/Pumpkin Almond Butter?! <http://ow.ly/kte1305xqvY>

Our mom blogger shares tasty recipe ideas using #pumpkin: <http://ow.ly/FuZD305yNb8>

This gluten-free dip makes canned pumpkin the star of the show any time of yr.! Try Pumpkin White Bean Chipotle Dip: <http://ow.ly/xlkOd>

## Presence in Ethnic Foods

Asian / Chinese, Japanese, Korean / African / Latino / Mediterranean / Cajun, Creole

## Nutrient Content Claims

Low in calories, Fat free, Saturated fat free, Cholesterol free, Sodium free, High in vitamin A, Good source of copper

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Pumpkin is fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Pumpkin is Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Pumpkin is Sodium free.
- Pumpkin, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart

**Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Pumpkin contains no fat, saturated fat, or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Pumpkins are an excellent source of vitamin A.



Nutrition Facts	
Serving 2 cups shredded (84g) size	
Amount per serving	
<b>Calories</b>	<b>20</b>
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 20mg	1%
Total Carbohydrate 4g	1%
Dietary Fiber 1g	4%
Total Sugars 1g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 16mg	2%
Iron 0mg	0%
Potassium 254mg	6%
Vitamin C 7mg	8%
Vitamin K 214mcg	180%
Zinc 1mg	10%
Copper 0.3mg	35%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

# RADICCHIO

## How to Select

Look for bright maroon/red/purple leaves that are fresh, young, moist, and tender. Leaves that are injured, torn, dried, limp, or yellowed indicate poor quality.

## How to Store

Store unwashed in the coldest section of the refrigerator for no more than 2-3 days.

## Links to More Information

[Using Greens](#)

## Social Media Posts

**#DYK** Radicchio is a red variety of chicory and is mainly produced in Italy? Learn more: <http://ow.ly/GvOU3093hf0>

Spinach Salad w/Shiitakes and Onions: <http://ow.ly/HHTj3093hyT>

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low sodium, Low in calories, High in vitamin K, High in copper, Good source of zinc

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Radicchio is fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Radicchio is very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Radicchio is very low in sodium.
- Radicchio, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Radicchio contains no fat, saturated fat, or cholesterol.





# RADISHES

## How to Select

Choose smooth, brightly colored, medium sized radishes. Attached tops should be green and fresh looking.

## How to Store

Refrigerate radishes in plastic bag for use within 1 week. Remove tops before storing.

## Links to More Information

[Selecting & Storing Radishes](#)

[Using Radishes](#)

## Social Media Posts

**#DYK** The Daikon Radish is a long, slender veggie widely used in Asia?

New twist on coleslaw – use Daikon Radish instead of cabbage.

Add cubed daikon radishes to your next pot roast or pan of roasted veggies – Yummy!

**#DYK** Radishes come in red, pink, white, and black colors, and some varieties can grow to 100 pounds or more?

## Presence in Ethnic Cuisines

African / Cuban, Puerto Rican / Mediterranean

Nutrition Facts	
Serving size	7 radishes (85g)
Amount per serving	
<b>Calories</b>	<b>10</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 55mg	2%
Total Carbohydrate 3g	1%
Dietary Fiber 1g	4%
Total Sugars 2g	
Includes 0g Added Sugars	0%
Protein 0g	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 0mg	0%
Potassium 190mg	4%
Vitamin C 18mg	20%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Low in sodium, Low in calories, Excellent source of vitamin C

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Radishes are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Radishes are low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Radishes are low in sodium.
- Radishes, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Radishes contains no saturated fat or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Radishes are high in vitamin C.

Duda Farm Fresh Foods, Inc. | [dudafresh.com](http://dudafresh.com)

Dandyfreshproduce

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DandyFresh



# SPINACH

## How to Select

Choose fresh, crisp, green bunches with no evidence of insect damage.

## How to Store

Loosely wrap spinach in damp paper towel.  
Refrigerate in plastic bag for use within 3-5 days.

## Links to More Information

Using Spinach  
Selecting and Storing Spinach  
Washing Spinach  
Creative Ways to Use Spinach

## Social Media Posts

Take your menu to new heights for **#TacoTuesday**! Enjoy these Lentil, Potato & Spinach Tacos from Chef Alex Caspero, RD:  
<http://ow.ly/5abm308xqBG>

Spinach Salad w/Apple & Eggs --> <http://ow.ly/yxSQ3083aix>  
**#MeatlessMonday**

Family dinner will be great once you **#MakeThisPlate** -->  
Rigatoni with Chicken and Pesto w/Spinach Fresh Fruit Salad:  
<http://ow.ly/jctS306ZEx6>

Nutrition Facts	
Serving size	3 cups (90g)
Amount per serving	
<b>Calories</b>	<b>20</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 70mg	3%
Total Carbohydrate 3g	1%
Dietary Fiber 2g	7%
Total Sugars 0g	
Includes 0g Added Sugars	0%
<b>Protein 3g</b>	
Vitamin D 0mcg	0%
Calcium 89mg	6%
Iron 2mg	10%
Potassium 502mg	10%
Vitamin A 422mcg	45%
Vitamin C 25mg	30%
Vitamin K 435mcg	360%
Riboflavin 0.2mg	15%
Vitamin B <sub>6</sub> 0.2mg	10%
Magnesium 71mg	15%
Copper 0.1mg	10%
Manganese 0.8mg	35%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

Herbed Spinach Quiche Portabella Caps --> <http://ow.ly/Lv5h303dRJM>

Your family will enjoy this Spinach-Stuffed Chicken & Rice:  
<http://ow.ly/2hQf300smSo>

This Potato Spinach Lasagna recipe is layered with FLAVOR & NUTRITION! And did we mention it was MEATLESS too?!  
<http://ow.ly/tvIm3000IgS>

This Spinach Black Bean Salad is protein-packed and full of flavor! <http://ow.ly/ZQJ8p>

Check out these 10 ways to enjoy SPINACH: <http://ow.ly/Rp2XC>

Try a deliciously different take on your standard spinach side dish! For **#MeatlessMonday**, try this Roma Style Spinach:  
<http://ow.ly/QlhC1>

Today is the perfect day to enjoy this Spinach, Strawberry, & Pecan Salad --> <http://ow.ly/Q2r3C>

Put a TASTY twist on your side dish! Try this delicious Tahini Spinach: <http://ow.ly/MpmmB>

## Presence in Ethnic Foods

Asian / Chinese, Japanese, Korean / African / Cuban, Puerto Rican / Latino / Mediterranean / Southern

## Nutrient Content Claims

Low in calories, Fat free, Saturated fat free, Cholesterol free, Low sodium, Sugar free, Good source of iron, Good source of potassium, Good source of riboflavin, Good source of vitamin B-6, Good source of magnesium, Good source of copper, High in vitamin A, High in vitamin C, High in vitamin K, High in manganese

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Spinach is fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Spinach is low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Spinach is low in sodium.

- Spinach, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Spinach contains no fat, saturated fat, or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Spinach is an excellent source of vitamins A and C.

### Potassium & High Blood Pressure/Stroke (Authoritative Statement):

Diets containing foods that are a good source of potassium and that are low in sodium, like spinach, may reduce the risk of high blood pressure and stroke.

## Healthy Recipes with Spinach



[Rubies and Greens](#)



[Corner Kick Pita Pocket](#)



[Fruity Thai Pita Pockets](#)



[Mediterranean Potato Soup](#)



[Herbed Garden Pizza](#)



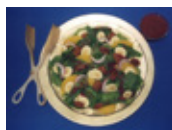
[Easy Oven Fish Sticks with Spinach Basil Dipping Sauce and Spiced Apples](#)



[Spinach Salad with Apples and Eggs](#)



[Herbed Spinach Quiche Portabella Caps](#)

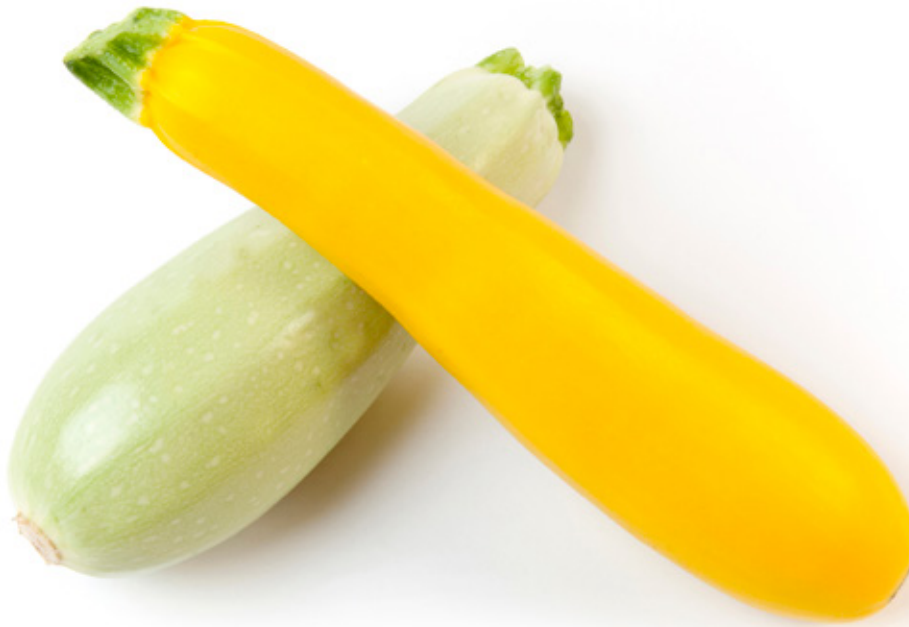


[Banana and Spinach Salad](#)



[Potato Spinach Lasagna](#)





Nutrition Facts	
Serving size	1/2 medium (98g)
Amount per serving	
<b>Calories</b>	<b>20</b>
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 4g	1%
Dietary Fiber 2g	7%
Total Sugars 2g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 0mg	0%
Potassium 260mg	6%
Vitamin A 15mcg	2%
Vitamin C 18mg	20%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

# SUMMER SQUASH

## How to Select

For all squash varieties, choose glossy, small-to medium-sized squash, heavy for size.

## How to Store

Refrigerate summer squash for use within 3-4 days.

## Links to More Information

[Selecting Summer Squash](#)

[Types of Squash](#)

(difference between summer & winter squash)

[Cutting Zucchini](#)

[Ideas for Using Squash](#)

## Social Media Posts

**#DYK** squash is technically a fruit as the seeds are inside the fruit; however it is considered a vegetable in cooking?

Squash is in season and there are many ways to enjoy!  
Try Squash w/Tomato-Garlic Sauce 4 a quick, easy dinner:  
<http://ow.ly/p1W3x>

Baked breads are a great way to get kids to fall in love with a new veggie! Serve this delicious Squash Nut Bread as a healthy dessert: <http://ow.ly/sZSag>

## Presence in Ethnic Cuisines

African / Latino / Southern / Cajun, Creole

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, Low in calories, High in vitamin C

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Summer squash is fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Summer squash is Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Summer squash is Sodium free.
- Summer squash, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart

**Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Summer squash contains no saturated fat or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Summer squash is high in vitamin C.

## Healthy Recipes with Summer Squash



[Pesto Chicken Vegetable Kebabs](#)



[Grilled Pineapple Ginger Glazed Chicken](#)



[Pasta Primavera](#)



[Sesame Garlic Vegetable Medley](#)



[Snowboard Swooshin' Squash](#)



[Tagliatelle Style Vegetables with Tomato Red Pepper Sauce](#)



[Yellow Potato and Red Pepper Shrimp Sauté](#)



Nutrition Facts	
Serving size 1 medium ear (90g)	
Amount per serving	
Calories	90
	% Daily Value*
Total Fat 2.5g	3%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 18g	7%
Dietary Fiber 2g	7%
Total Sugars 5g	
Includes 0g Added Sugars	0%
Protein 4g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 250mg	6%
Vitamin C 6mg	6%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

# SWEET CORN

## How to Select

Choose ears with green husks, fresh silks and tight rows of kernels.

## How to Store

Refrigerate corn with husks on for use as soon as possible or within 1-2 days.

## Links to More Information

[Corn Lollipops](#)

[Cutting Corn Kernels](#)

[Selecting Corn](#)

## Social Media Posts

Grab some freeze dried sweet corn and add to your traditional recipes.

**#DYK** the average ear of corn has 800 kernels, arranged in 16 rows? There is one piece of silk for each kernel.

Bring them home for the holidays with this hearty and delicious Apple Corn Chili: <http://ow.ly/r6OAK>

Take corn to another level! Enjoy this Corn on the Cob w/Chili Lime Butter: <http://ow.ly/mRpGk>

## Presence in Ethnic Cuisines

South East Asia (Vietnam, Cambodia, Laos) / Cuban, Puerto Rican / Latino / Mexican

## Nutrient Content Claims

Low in fat, Saturated fat free, Cholesterol free, Sodium free

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Sweet corn is low in fat.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Sweet corn is Sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Sweet corn is Sodium free.
- Sweet corn, as part of a low sodium diet, may reduce the risk of high blood pressure.

### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart

**Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Sweet corn contains no saturated fat or cholesterol.



## Healthy Recipes with Sweet Corn



[Shrimp Confetti Salad Sandwich with Grapes](#)



[Apple Corn Chili](#)



[Fiesta Frescada Wraps and Bellafina Boats](#)



[Bean and Cheese Quesadilla](#)



[Cheesy Corn Potatoes](#)



[Corn and Black Bean Salsa](#)



[Corn on the Cob with Lime Butter](#)



[Snowboard Swooshin' Squash](#)



[Grilled Chicken Lettuce Wraps with Blueberry Bell Pepper Relish](#)

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Dandyfreshproduce



dandy\_fresh



dandyfreshproduce



DandyFresh



Nutrition Facts	
Serving size	1 medium (130g)
Amount per serving	
<b>Calories</b>	<b>100</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 70mg	3%
Total Carbohydrate 23g	8%
Dietary Fiber 4g	14%
Total Sugars 7g	
Includes 0g Added Sugars	0%
Protein 2g	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 1mg	6%
Potassium 440mg	10%
Vitamin A 300mcg	35%
Vitamin C 18mg	20%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

# SWEET POTATOES

## How to Select

Choose firm, small-to medium-sized potatoes with smooth skin. Avoid cracks, soft spots and blemishes.

## How to Store

Store sweet potatoes in a cool, dark place for use within 3-5 weeks.

## Links to More Information

[Choosing Sweet Potatoes](#)

[Difference Between Sweet Potato & Yams](#)

[Using Sweet Potatoes](#)

## Social Media Posts

@Fruits\_Veggies knows how to get the holidays off to a delicious & healthy start! Try this Sweet Potato and Apple Casserole: <http://ow.ly/UMcuF>

Have a party in the pot for **#MeatlessMonday!** Enjoy this Black Bean & Sweet Potato Chili: <http://ow.ly/U8z6N>

**#DYK** there's a difference between a sweet potato & a yam? Your Produce Man solves the mystery: <http://ow.ly/emVY1>

A sweet start to a delicious dinner! Impress your guests with this Sweet Potato-Pear Soup: <http://ow.ly/EuQuP>

Chef hat not required! Sweet Potato Pancakes w/ Balsamic Mushrooms make 4 a nutritious brunch to show off 4 ur family. <http://ow.ly/p1Xea>

Cinnamony-sweet potato bites make a robust appetizer for parties or a quick little snack just for u! Get the recipe: <http://ow.ly/uFVth>

## Presence in Ethnic Cuisines

Asian / Cuban, Puerto Rican / Latino / Mediterranean / Pacific Islands / Southern

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Low in sodium, Good source of fiber, Good source of potassium, High in vitamin A, High in vitamin C

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Sweet potatoes are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Sweet potatoes are low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Sweet potatoes are low in sodium.
- Sweet potatoes, as part of a low sodium diet, may reduce the risk of high blood pressure.



**Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Sweet potatoes contains no saturated fat or cholesterol.

**Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer:** Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Sweet potatoes are a good source of fiber.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Sweet potatoes are high in vitamins A and C.

**Potassium & High Blood Pressure/Stroke (Authoritative Statement):** Diets containing foods that are a good source of potassium and that are low in sodium, like sweet potatoes, may reduce the risk of high blood pressure and stroke.

## Healthy Recipes with Sweet Potatoes



[Salmon Burgers and Sweet Potato Oven Fries](#)



[Sweet Potato Pancakes with Balsamic Maple Mushrooms](#)



[Mashed Sweet Potatoes and Turnips](#)



[Rockin' Sweet Potato Poppers](#)



[Sweet Potato-Pear Soup](#)





[Eggs over Kale and Sweet Potato Grits](#)

[\*\*Black Gold Farms, Inc. | BlackGoldFarms.com\*\*](#)

 [BlackGoldFarms](#)


 [blackgoldfarms](#)


 [black\\_gold\\_farms](#)

 [betterwithreds](#)

[\*\*Potato USA | potatogoodness.com\*\*](#)

 [PotatoGoodness](#)

 [beholdpotatoes](#)

 [potatogoodness](#)





Nutrition Facts	
Serving size	2 cups chopped (72g)
Amount per serving	
<b>Calories</b>	<b>15</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 150mg	7%
Total Carbohydrate 3g	1%
Dietary Fiber 1g	4%
Total Sugars 1g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 37mg	2%
Iron 1mg	6%
Potassium 273mg	6%
Vitamin A 220mcg	25%
Vitamin C 22mg	25%
Vitamin K 598mcg	500%
Magnesium 58mg	15%
Copper 0.1mg	10%
Manganese 0.3mg	15%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

# SWISS CHARD

## How to Select

Select chard with fresh green leaves; avoid those that are yellow or discolored.

## How to Store

Store unwashed leaves in plastic bags in the crisper in the refrigerator for 2 to 3 days.

## Links to More Information

[Preparing Swiss Chard](#)

[Using Swiss Chard](#)

## Social Media Posts

**#DYK** the stems of Swiss Chard look a little like celery & can be green, red or rainbow-colored? Here are TEN TASTY ways to enjoy: <http://ow.ly/Mhrue>

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Low calorie,  
High in vitamin A, High in vitamin C, High in vitamin K,  
Good source of magnesium, Good source of copper,  
Good source of manganese

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Swiss chard is fat free.

**Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Swiss chard contains no fat, saturated fat, or cholesterol.

## Fruits & Vegetables & Cancer:

Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Swiss chard is an excellent source of vitamins A and C.



Nutrition Facts	
Serving size	1 medium (148g)
Amount per serving	
<b>Calories</b>	<b>25</b>
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 20mg	1%
Total Carbohydrate 5g	2%
Dietary Fiber 1g	4%
Total Sugars 3g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 1mg	6%
Potassium 340mg	8%
Vitamin A 50mcg	6%
Vitamin C 24mg	25%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

# TOMATOES

## How to Select

Choose tomatoes with bright, shiny skins and firm flesh.

## How to Store

Store at room temperature away from direct sunlight, for use within 1 week after ripe. Tomatoes taste best if not refrigerated; refrigerate only if you can't use them before they spoil.

## Links to More Information

[Making a BLAST Sandwich](#)

[Seeding & Using Tomatoes](#)

[Selecting & Storing Tomatoes](#)

[Storing & Using Tomatoes](#)

[Using Grape Tomatoes](#)

[Using Tomatoes](#)

[Varieties of Tomatoes](#)

## Social Media Posts

**#TipoftheDay:** Try adding diced tomatoes, cucumbers and onions to your turkey-dogs.

For **#MeatlessMonday** enjoy this ROBUST and SAVORY Tomato-Pepper Pasta: <http://ow.ly/MyRoL>

Boil diced or crushed tomatoes in a veggie or chicken broth for the base of a homemade tomato soup! Add fresh herbs and spices to make your own unique recipe.

**#TipoftheDay** When the weather turns cooler try making soup to warm you up! Canned tomato juice makes a tasty base for vegetable soup broth.

**#DYK** There are 25,000 varieties of tomatoes such as beefsteak, cherry, & plum? #Watch these videos to learn more --> <http://ow.ly/hy1u304dOTy>

Squash is in season and there are many ways to enjoy! Try Squash w/Tomato-Garlic Sauce 4 a quick, easy dinner: <http://ow.ly/p1W3x>

The possibilities are ENDLESS when eating TOMATOES! For National Tomato Month, go beyond tomato sauce & enjoy these 10 ways: <http://ow.ly/BP4Ke>

Canned tomatoes are the perfect addition to soup bases for added flavor and texture. Try this Zesty Tomato Soup: <http://ow.ly/AHUt2>

Short on time for dinner? Canned tomatoes are ready to use! Chopped garlic + olive oil + canned tomatoes + fresh basil = quick pomodoro!

## Presence in Ethnic Cuisines

African / Cuban, Puerto Rican / Latino / Mediterranean

## Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low in sodium, Low in calories, High in vitamin C

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in fat may reduce the risk of some cancers. Tomatoes are fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Tomatoes are very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Tomatoes are very low in sodium.

- Tomatoes, as part of a low sodium diet, may reduce the risk of high blood pressure.

**Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Tomatoes contains no saturated fat or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Tomatoes are high in vitamin C.

## Healthy Recipes with Tomatoes



[European Salad](#)



[Herbed Garden Pizza](#)



[Potato Skins with Buffalo Chicken](#)



[Burger and Shoestring Fries](#)



[Mushroom Steak Fajitas](#)



[Shrimp Confetti Salad Sandwich with Grapes](#)



[Pesto Chicken Vegetable Kebabs](#)



[Vidalia® Onion and Tomato Salad with Grilled Tuna](#)



[Fiesta Frescada Wraps and Bellafina Boats](#)



[Avocado Breakfast Bruschetta](#)



[Bell Pepper and Vidalia® Onion Stratta](#)



[Cool Quesa](#)

**Pacific Coast Producers** | [canned-fresh.com](http://canned-fresh.com)



Pcoastpfan



cagrownfruit

**The Morning Star Company** | [morningstarco.com](http://morningstarco.com)



MorningStarTrucking

**Red Sun Farms** | [redsunfarms.com](http://redsunfarms.com)



Redsunfarms



shopredsun



shopredsun



shopredsun





# WATERCRESS

## How to Select

Choose green watercress without any yellow areas or slippery stems — it does not taste good stale!

## How to Store

Rinse cut stems, blot with a paper towel and refrigerate in a plastic bag. Use within 4-5 days.

## Links to More Information

[Unusual Ways to Use Living Watercress](#)

[Living Lettuce and Living Watercress in Pasta Salads](#)

[Living Butter Lettuce and Watercress at Breakfast](#)

[Selecting and Preparing Living Watercress](#)

[All About Living Watercress](#)

[Living Lettuce Wraps and Living Watercress Sandwiches](#)

[Making Living Lettuce Beds](#)

[Using Living Butter Lettuce and Living Watercress for Picnics](#)

## Social Media Posts

Try something different -- like these Watercress & Roast Beef Summer Rolls! Your family will LOVE them: <http://ow.ly/Sp8FZ>

Make your **#MeatlessMonday** complete with this restaurant-quality Watercress Salad w/Pistachio Vinaigrette Salad: <http://ow.ly/K6GhB>

## Presence in Ethnic Foods

Chinese, Japanese, Korean / African

Nutrition Facts	
Serving size	2 1/2 cups chopped (85g)
Amount per serving	
<b>Calories</b>	<b>10</b>
	% Daily Value*
<b>Total Fat</b> 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 35mg	2%
<b>Total Carbohydrate</b> 1g	0%
Dietary Fiber 0g	0%
Total Sugars 0g	
Includes 0g Added Sugars	0%
<b>Protein</b> 2g	
<b>Vitamin D</b> 0mcg	0%
<b>Calcium</b> 102mg	8%
<b>Iron</b> 0mg	0%
<b>Potassium</b> 280mg	6%
<b>Vitamin A</b> 136mcg	15%
<b>Vitamin C</b> 37mg	40%
<b>Vitamin K</b> 213mcg	180%
<b>Copper</b> 0.1mg	10%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

## Nutrient Content Claims

Low calorie, Fat free, Saturated fat free, Cholesterol free, Very low sodium, Sugar free, High in vitamin C, High in vitamin K, Good source of vitamin A, Good source of copper

## Health Claims

**Dietary Fat & Cancer:** Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Watercress is fat free.

### Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Watercress is very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Watercress is very low in sodium.
- Watercress, as part of a low sodium diet, may reduce the risk of high blood pressure.

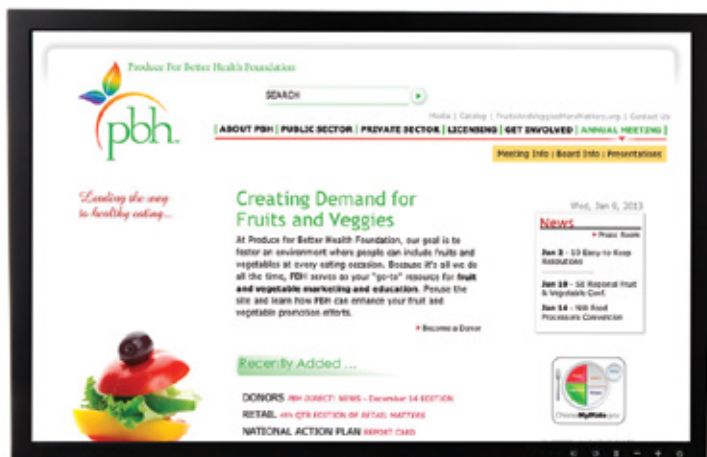
### Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart

**Disease:** While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Watercress contain no fat, saturated fat or cholesterol.

**Fruits & Vegetables & Cancer:** Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Watercress is a good source of vitamin A and an excellent source of vitamin C.

## Section 4: Additional PBH Resources

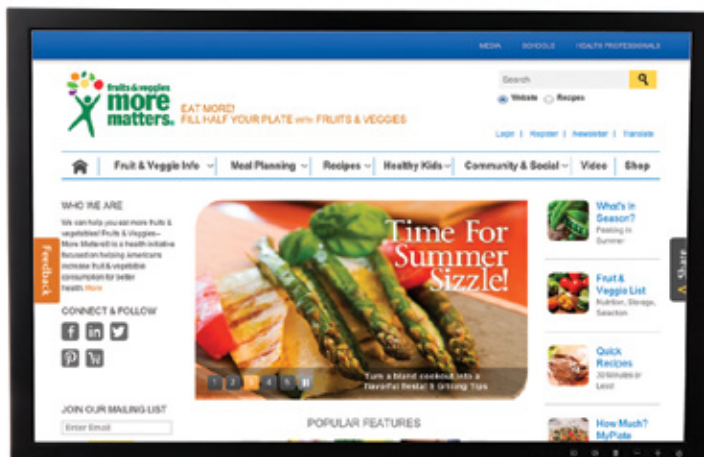
### PBH's Award-winning Websites



#### Consumer Intermediaries Website

#### PBHFoundation.org

- Be sure to check out items in our **Retail Section** including the **Fruit & Veggie Opportunity Gap** worksheet (to determine the potential for increasing your company's ROI through increased fruit and vegetable sales).
- Join or view our **webinars** for CPEU's from the Commission on Dietetic Registration.
- Visit the **Public Sector** section of our 'influencer' website for new and useful information, including our **Fruit & Veggie Connection Magazine** and **Social Media Sample Tweets**.



#### Consumer Website

#### FruitsAndVeggiesMoreMatters.org

- Visit our **Fruit & Veggie Nutrition Database** for selection, storage, nutrition, and preparation tips.
- Search through our **Fruit & Vegetable Recipe Database** for over 1,000 healthy meal and snack ideas.
- Post activities that are going on in your local stores or community at **Fruit and Veggie Happenings**.
- The popular **Fruit & Vegetable Video Center** section features 300 videos with Michael Marks, Your Produce Man, demonstrating how to select, store, and prepare fruits and veggies.
- Learn more about PBH's **MyPlate Makeover Challenge** Encourage your customers to participate by sharing their ideas about ways they are eating more fruits and vegetables.



#### Website for kids ages 2-8

#### FoodChamps.org

This fun, interactive website with games, activities, and recipes was designed especially for children ages 2-8.

# Customizable Materials

PBH offers a wide variety of free downloadable materials and resources that can be customized to fit your company's marketing needs and style formats.\*



## About the Buzz

These weekly articles provide consumers with timely and accurate information about fruit and veggie “rumors.”



## Retail Marketing Materials

These resources include fact sheets, “shell” press releases, ad slicks, drop-in ad messages, school tour materials, Spanish materials, and seasonal marketing tools with fruit and veggie of the month recipes and columns including materials like **Take Your Child to the Supermarket** Promotion Materials!



## Quick Recipes: 30 Minutes or Less

Check out our easy-to-prepare recipes that are perfect for today's busy lifestyle, including our Seasonal Recipe Archive.

## Fruits & Veggies On A Budget

The perfect resource for meal planning, shopping, storage, preparation, and cooking tips designed to help consumers get the most from their money when buying fruits and veggies!

## Weekly Menus & Shopping Lists

Printable menus as a quick store tour or customer give-away!

## Social Media

PBH offers monthly ready to use, or customizable, social media posts. Use these in your own efforts or pass them along to your social media or marketing team.

## Webinars

PBH offers informative webinars about various fruit and vegetable topics for Registered Dietitians/Nutritionists. Continuing professional education units (CPEU) are available.

## Free Nutrition Education Materials

Download and distribute a wide array of fruit and vegetable nutrition education materials including activity books, games, posters, brochures, books, recipe cards, and more!



## FoodChamps.org

This website for kids offers great resources for you to share with Moms, including free downloadables of **Printable Recipe Cards** and an activity sheet for a **Supermarket Scavenger Hunt**.

**Note:** You have our permission to reprint any of these materials. When using any materials from these websites, please give PBH credit as the source of information by including the following tagline, “Courtesy of FruitsAndVeggiesMoreMatters.org” or “Courtesy of Produce for Better Health Foundation.”

\*Within reason, advanced notice, and our ability to fit into our current work schedule, we may be able to help you with minor customization if you don't have easy access to your own design staff.



# Social Media Tools

It's easy to stay connected with PBH (and get great ideas and content, whenever you need them) via our social media outreach.



Like us on Facebook

**Fruits & Veggies—MoreMatters**



Follow us on Twitter

**Fruits\_Veggies**



Join us on Pinterest

**fvmorematters**



Follow us on Instagram and tag us in your fruit & veggie pics.

**fruitsandveggiesmorematters**



Check out our weekly Mom's blog,

**Stem and Stalk . . . Let's Talk**

## Sign up for PBH's Online Publications

All of the following publications are available via direct email from PBH or online at one of our websites. Be sure to sign up for our emails and check our websites for instant access to these informative materials!

### Get More Info

As a health professional, be sure to sign up to receive information about our free webinars, social media posts, and *Fruit & Veggie Connection* Magazine.

### Stay Informed

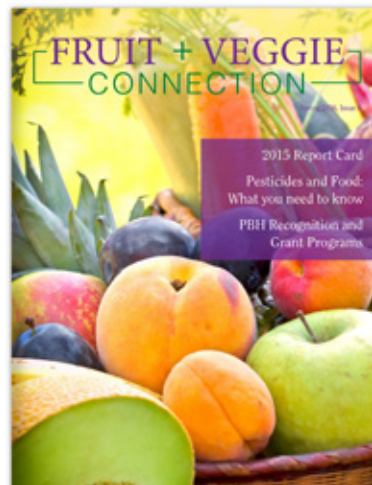
Sign up for free (consumer-focused) newsletters, reminders and tips, including recipe of the week, weekly menu ideas, gardening reminders, and more.

### Retail Matters

PBH's quarterly newsletter is filled with retail-specific information about marketing fruits and veggies which can help you improve your company's bottom line. View back issues at **Retail Matters Archives**. To have your name added to the *Retail Matters'* mailing list, email your contact information to [akissel@pbhfoundation.org](mailto:akissel@pbhfoundation.org).

### PBH Direct!

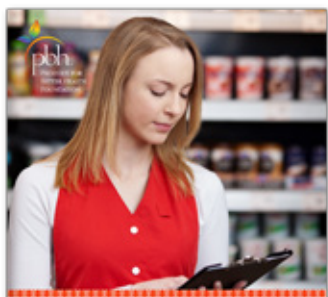
This monthly email keeps you up to date on PBH happenings. To receive this newsletter, send your contact information to [akissel@PBHFoundation.org](mailto:akissel@PBHFoundation.org).



### Fruit & Veggie Connection

A PBH magazine published twice a year for health professionals that helps summarize relevant and important information related to fruit and vegetables.

# PBH Grant Program



Produce for Better Health Foundation (PBH) is offering \$50,000 in grant funding annually to encourage enhanced collaboration between supermarkets and university nutrition & dietetic programs with a

specific emphasis on training nutrition and dietetic students to deliver grocery store tours. Grants will be limited to \$5,000 per internship program per semester.

The application submission deadline is April 30 for the fall semester and September 30 for the spring semester. For more information see the [Request for Proposal](#).

## PBH Industry Awards



### Supermarket Dietitian of the Year

Created in 2013, the PBH **Supermarket Dietitian of the Year** (SDA) recognizes supermarket dietitians and retail health and wellness staff who support PBH and the Fruits & Veggies—More Matters® national health campaign and brand. The call for nominations will begin at the end of November and will be accepted from December 1-January 31. The top supermarket RDs and/or health and wellness staff will be chosen by February 5 and will be honored at PBH's Annual Conference and in PBH Direct!, *Retail Matters*, trade release, etc. Honorees will be invited to attend PBH's Annual Conference, with complementary travel, hotel, and registration provided by the foundation.

### Supermarket Role Models and Champions

Each year at our annual meeting, PBH recognizes those companies and organizations that have consistently shown a wide range of support for the Fruits & Veggies—More Matters® public health initiative. Learn more about [PBH's criteria](#) for becoming a Fruits & Veggies More Matters' Supermarket Role Model or Champion.

## Supermarket Insider's Viewpoint



Stephanie Schultz MSM, RDN, CD  
Health & Wellness Director, Skogen's Festival Foods



Kara Behlke, RD, LD  
Schnucks Corporate Dietitian



Carrie Taylor, RDN, LDN  
Lead Registered Dietitian  
Living Well Eating Smart Program



You'll find expert supermarket advice online in our **Insider's Viewpoint** columns. These weekly columns can also be found on PBH's Facebook page and Twitter platforms. Previous columns are also available online at [Insider's Viewpoint Archives](#).

To participate in our regular supermarket dietitian's column, email [epivonka@pbhfoundation.org](mailto:epivonka@pbhfoundation.org).

# PBH Research Reports and Consumer Surveys

PBH regularly conducts literature reviews, surveys, and consumer research related to fruit and vegetable consumption. The data, analysis, and findings are used to help advance the consumption of fruits and vegetables as a way to improve America's public health. These and other reports are available online at **PBH Research**.



## *Moms' Attitudes and Beliefs Related to Fruit & Vegetable Consumption 2007-2015*

Using data from PBH's annual survey of Moms with kids 10 and under from 2007-2015, this cumulative report was created to help identify sales and communication strategies regarding fruit and vegetables. The report also includes key insights into the awareness of the Fruits & Veggies—More Matters® brand and how that awareness translates to sales and increased consumption.

## *2015 Dads' vs. Moms' Attitudes Related to Fruit & Vegetable Consumption*

Does Dad differ from Mom when it comes to getting the family to eat fruits and vegetables? PBH's latest report addresses this question, and more.

## *State of the Plate: 2015 Study on America's Consumption of Fruits & Vegetables*

This report provides key insights and trends in consumption of fruit and vegetables over the past 5 years, including a look at future consumption projections.

## *National Action Plan to Promote Health Through Increased Fruit and Vegetable Consumption, 2015 Report Card*

This report card examines the progress that has been made in the strategies outlined in the 2005 National Action Plan.

## *Primary Shoppers' Attitudes and Beliefs Related to Fruit & Vegetable Consumption, 2012 vs 2014*

PBH conducted a survey of primary shoppers in 2012, including both male and female shoppers over the age of 18. A follow-up survey was conducted in 2014. This report compares changes over time and identifies key differences among populations by gender, age, and income.

## *Behavioral Economics and the Psychology of Fruit and Vegetable Consumption: A Scientific Overview, 2012*

This report outlines marketing displays, tools, incentives, and promotions can make it easier for consumers to make fruit and vegetable consumption decisions that support long-term health.



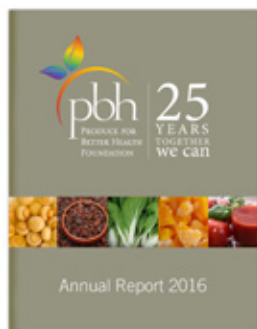
# Additional PBH Reference Materials



## PBH's Annual Conference:

### *The Consumer Connection April 5-7, 2017*

*The Consumer Connection* conference unites companies and individuals for a noteworthy 3-day conference full of high-energy sessions, one-on-one business meetings, up-to-date research, and a variety of interactive events designed specifically to help YOU connect.



## PBH Annual Report

This report highlights PBH's activities during the previous year, including our latest research and survey findings and PBH's outreach efforts involving consumers and members of the fruit and vegetable industry.



## Fruits & Veggies—More Matters Brand Guidelines

PBH encourages licensees to use the Fruits & Veggies—More Matters logo and brand in their advertising, product packaging, promotional materials, POS signs, etc. These Brand Guidelines are used by PBH to ensure that all logo uses meet these standards, protecting the integrity of the Fruits Veggies—More Matters brand and logo.

As always, please feel free to contact PBH directly if you have any questions or need assistance.

For graphics/licensing inquiries:

**Candice Gordon** at [cgordon@PBHFoundation.org](mailto:cgordon@PBHFoundation.org)

For general membership inquiries:

**Wendy Reihnhardt Kapsak** at [wendy@PBHFoundation.org](mailto:wendy@PBHFoundation.org)



# PROFESSIONAL Ambassadors

Today over half of all US adults — 66 percent — and a third of children and adolescents are either overweight or obese. Health costs associated with Americans' growing waistlines are astronomical, even without taking into account other diet-related diseases. Corresponding with escalating health care costs is \$7.3 billion spent annually in food advertising, with only 2% of all advertising spent on promoting fruits and vegetables.

Meanwhile, recommendations for fruit and vegetable intake have increased as a result of a growing body of research that suggests numerous potential benefits for prevention of disease, yet most Americans still need to double their fruit and vegetable consumption each day. Growers lack marketing dollars to advertise their products and have supported Produce for Better Health Foundation (PBH) with voluntary contributions since 1991 to help increase fruit and vegetable consumption.

PBH has developed programs and materials for consumers, health professionals, the media (including social media), growers, supermarkets, and other thought leaders to encourage greater fruit and vegetable consumption and advocate for the Fruits & Veggies—More Matters® national health campaign and program.

PBH is now launching a program to encourage our younger generation of nutrition professionals to join with us as a PBH Professional Ambassador to help us increase fruit and vegetable consumption for America's health! To be a PBH Professional Ambassador, we ask you to do 10 of any of these items outlined on the following page.

## Sign Up!

- ☐ Sign-up as a [PBH Professional Ambassador](#)

## Become Familiar With PBH Resources

- ☐ Consumer website: [FruitsAndVeggiesMoreMatters.org](#)
  - ☐ [Video Center](#)
  - ☐ [Recipes](#)
  - ☐ [Supermarket RD Insider Viewpoint](#)
  - ☐ [Daily Fruit & Vegetable News Feed](#)
  - ☐ [My Community Sharing Site](#) (Market your own programs here, see what's happening in your local area, find other national programs)
  - ☐ [About the Buzz](#) (consumer articles about fruits/veggie "rumors")
  - ☐ [Plate Makeovers](#)
- ☐ Influencer website: [PBHFoundation.org](#)
- ☐ Kids website: [FoodChamps.org](#)

## Stay Informed

- ☐ Sign-up for [Consumer e-communications](#)
- ☐ Sign up for health professionals materials: [Fruit & Veggie Connection Magazine & Webinars](#)
- ☐ Watch one of our [Recent Webinars](#)
- ☐ Review our [All Forms](#) document

## Follow Us!

- ☐ [Fruits & Veggies—More Matters on Facebook](#)
- ☐ [Fruits & Veggies—More Matters on Twitter](#)
- ☐ Participate in a monthly PBH Twitter party 4 pm ET, 1st Wed each month
- ☐ [Fruits & Veggies—More Matters on Pinterest](#)
- ☐ [Fruits & Veggies—More Matters on Instagram](#)

## Share with Friends!

- ☐ Actively retweet/repost from PBH social media platforms
- ☐ Encourage friends to participate in a monthly PBH Twitter party 4 pm ET, 1st Wed each month
- ☐ Promote Fruits & Veggies—More Matters® Month in September
- ☐ Promote fruits and veggies during National Nutrition Month® in March
- ☐ Post your own fruit/vegetable cooking demos
- ☐ Post photos/recipes of your favorite fruit/veggie dishes

## Share in Your Cafeteria!

- ☐ Talk with dining services about current efforts to offer healthy, tasty fruit and vegetable menu items
- ☐ Encourage that vegetable options be bundled into grab and go meals
- ☐ Encourage fun, creative, age-appropriate names for daily fruit/veggie options
- ☐ Encourage that fruit options be displayed attractively near registers
- ☐ Encourage that healthier menu options be displayed or promoted prominently
- ☐ Encourage more veggies as part of entrees
- ☐ Rebalance desserts: e.g. strawberries, or chocolate dipped strawberries instead of chocolate cake with one berry on top
- ☐ Promote Fruits & Veggies—More Matters Month
- ☐ Promote fruits and veggies during National Nutrition Month

## Share in your Community!

- ☐ Promote Fruits & Veggies—More Matters at community or college fairs
- ☐ Similarly promote fruits and veggies during National Nutrition Month
- ☐ Include fruit and vegetable tips in your blog
- ☐ Share tips on proper fresh produce storage
- ☐ Share tips around '[healthy eating on the go](#)'
- ☐ Share tips on '[eating on a budget](#)'

## What else?

- ☐ Tell us about other great stuff you've done to help promote fruits and vegetables and Fruits & Veggies—More Matters (Please attach a separate page.)

Check the items on this form you have completed during the calendar year and submit it to [development@PBHFoundation.org](mailto:development@PBHFoundation.org) by December 1 each year. You will receive a PBH Ambassador Certificate.

You might also win a free trip in the spring (to someplace warm) and have a chance to meet leaders in the effort to increase fruit and vegetable consumption at our annual conference.





## Produce for Better Health Foundation

Produce for Better Health Foundation (PBH) is a non-profit 501 (c) (3) consumer education foundation whose mission is to motivate Americans to eat more fruit and vegetables to improve public health. PBH partners with government agencies like Centers for Disease Control and Prevention (CDC), non-profit organizations, health professionals, educators, and members of the fruit and vegetable industry to promote increased consumption of fruit and vegetables. We leverage private industry and public sector resources, influence policymakers, motivate key consumer influencers, and promote fruit and vegetables directly to consumers.



## Fruits & Veggies—More Matters®

Managed by PBH, Fruits & Veggies—More Matters is the nation's largest public-private fruit and vegetable nutrition education initiative. The foundation of Fruits & Veggies—More Matters is a brand logo and messaging designed to motivate Americans to eat more fruit and vegetables. Fruits & Veggies—More Matters materials and messages are widely featured in print, on websites, and on social media platforms like Facebook, Twitter, Pinterest, YouTube, and blogs. Since its inception in 2007, it is estimated that the Fruits & Veggies—More Matters logo has been seen an average of 336 times by every American.



