

KEY MESSAGES & SUPPORTING DATA POINTS

<p>THE SET-UP</p>	<ul style="list-style-type: none"> • Eating more fruits and vegetables, in all forms (fresh, frozen, canned, dried and 100% juice), is the single most important action people can take – at all ages and stages of life – to improve overall health and wellbeing. • New, comprehensive fruit and vegetable consumption research from the Produce for Better Health Foundation (PBH) reveals concerning trends, but also important insights into opportunities to improve intake. <ul style="list-style-type: none"> ○ Every five years, PBH commissions the nationally recognized research firm, The NPD Group, to conduct an in-depth analysis of fruit and vegetable consumption trends utilizing their National Eating Trends® (NET®) database. The <i>PBH State of the Plate: America's Fruit & Vegetable Consumption Trends</i> research provides valuable insights to better understand Americans' eating behaviors – and, ultimately, identify opportunities to effectively help people enjoy more fruits and vegetables, in all forms, more often.
<p>THE CONSUMPTION CRISIS</p>	<ul style="list-style-type: none"> • We are experiencing a chronic consumption crisis with nine out of 10 Americans not eating enough fruits and vegetables each day. • In fact, people are eating fruits and vegetables less frequently – a decrease of nearly 10% since 2004, when the <i>PBH State of the Plate</i> research began, despite decades of industry and public health efforts. <ul style="list-style-type: none"> ○ The most significant contributors to this decline have been a 16% decrease in vegetable consumption frequency, followed by a 15% decrease in juice intake. • In the past five years alone, overall fruit and vegetable consumption has decreased by 3%, indicating that the trend is worsening every year. • Americans have dropped more than one fruit and vegetable eating occasion per week in the past 16 years.

THE OPPORTUNITY

- Some Millennials and Gen Z are increasing their frequency of fruit and vegetable consumption.
- More than half of adults say they are trying to consume more fruits and vegetables.
- PBH's consumer behavior scientists identified several data-driven strategies to reverse declines and help Americans enjoy more fruits and vegetables, to boost health and happiness:
 - MAKE THE DOING EASY, in- and away-from-home, with EASY planning, shopping, prep and/or cooking techniques.
 - MAKE IT ENJOYABLE. Focus on the feelings associated with the eating experience. People who love fruits and vegetables will repeat their positive experiences and share their experiences with others.
 - REPEAT. REPEAT. REPEAT. Consistent repetition will turn consciously eating more fruits and vegetables into an unconscious or automatic behavior and, ultimately, a healthy habit.

SUPPORTING DATA POINTS

OVERALL CONSUMPTION TRENDS

- Most people only eat fruits and vegetables (one serving each) JUST ONCE (or less!) each day. On average, people:
 - Eat vegetables about once/day – or approximately 7.5 times each week.
 - Eat fruit nearly 6 times (5.8) each week.
- Unfortunately, this trend doesn't seem to be improving. In fact, people who report eating the most fruits and vegetables ("heavy eaters") are STILL eating less over time, at rates higher than any increases, especially for vegetables.
- Because the majority of age segments are decreasing their vegetable eating occasions, and these decreases are more pronounced than increases in other age segments, the net loss in vegetable eating occasions are more than twice the gains.
- Vegetable intake decreased by a total of 107.9 annual eating occasions among declining age segments and increased by a total of 40.7 annual eating occasions among those gaining.

America's Fruit & Vegetable Consumption Trends

MILLENNIAL CONSUMPTION TRENDS	<ul style="list-style-type: none"> • Millennials are slacking on their fruit and vegetable consumption – even trending higher than other age groups in eating NO fruits and vegetables. That said, the future looks somewhat promising for fruit, with intake improving among all Millennials; and there's hope for vegetables, with frequency ramping up among younger Millennials. <ul style="list-style-type: none"> ○ In the past five years, Millennials increased annual eating occasions of fruit by 12.2 occasions.
GEN Z CONSUMPTION TRENDS	<ul style="list-style-type: none"> • Gen Z (born 1997-2019) is the only generational group with decreasing fruit eating occasions. <ul style="list-style-type: none"> ○ Gen Z's fruit occasions have decreased by 27.6 annual occasions. • Gen Z, as an entire generational group, tend to NOT eat vegetables.
INSIGHTS RELATED TO PARENTS & CHILDREN	<ul style="list-style-type: none"> • Millennials (those most likely to be parents of young children) are more apt than several other generational groups to eat NO vegetables OR fruit. However, there's hope – with frequency of fruit intake increasing among Millennials, and vegetable intake increasing among their younger cohort. • Role modeling healthy eating behaviors is critically important, yet current parents are not necessarily inspiring fruit and vegetable behaviors in their children based on their consumption patterns. <ul style="list-style-type: none"> ○ Overall fruit intake is down in the past five years among young children (1-8 years). ○ Still, while their intake is decreasing, young children still eat the most fruit compared to all other age groups.

America's Fruit & Vegetable Consumption Trends

AGING ADULTS CONSUMPTION TRENDS	<ul style="list-style-type: none"> • With age, comes wisdom about fruits and vegetables. Adults typically eat more fruits and vegetables as they age; in fact, adults ages 71+ years eat the most vegetables and are the second highest group of fruit eaters (after 1-3 years). • Adults in middle age (51-70 years) are the second highest vegetable eaters and fourth highest consumers of fruit. When you dig deeper into the age ranges, this group trends higher on fruit – but starts to show significant declines in vegetables, an alarming trend as this generation ages. <ul style="list-style-type: none"> ○ Frequency of fruit intake is slightly up in older adults 71+ years with an increase of 5.4 annual eating occasions. ○ Vegetable intake is decreasing in those 51-70 years with a loss of 47.9 annual eating occasions. • Unfortunately, the enduring wisdom to eat more fruits and vegetables isn't being passed down to younger generations. <ul style="list-style-type: none"> ○ It seems that the norms related to fruit and vegetable habits that were put into place during older adults' formative years are not in play with younger generations. ○ A variety of factors could be affecting this (increased snacking, less frequent family meals, etc.), leading to continued declines in fruit and vegetable consumption.
SOCIOECONOMIC INSIGHTS	<ul style="list-style-type: none"> • It may be surprising to know that higher income consumers are more likely to NOT eat vegetables and lower income consumers are more likely to not eat fruit and less likely to not eat vegetables.
CULTURAL INSIGHTS	<ul style="list-style-type: none"> • Across age groups, Hispanic and Black consumers tend to fall in the middle in terms of vegetable consumption. These groups do not significantly trend as non-eaters, but they also are not heavy eaters either. • Black consumers are more likely to not eat fruit than other racial and ethnic groups.

USAGE DIFFERENCES & MOTIVATIONS ASSOCIATED WITH FRUITS & VEGETABLES

- Overall, people eat vegetables more often than fruit – yet they also report using fruit across a variety of eating occasions and dishes. Vegetables continue to be consumed as a side dish mainstay at lunch or dinner, while fruit is eaten across all meals, as well as in snacks and desserts.
- In the past 16 years, the frequency in which Americans consume fruits and vegetables has declined nearly 10%, and the most significant contributors to this decline have been a 16% decrease in vegetable consumption, followed by a 15% reduction of juice intake.
- Just over half of adults say they are trying to eat more fruit (53%) and vegetables (56%). The desire to eat more generally increases as people age, which parallels how aging adults tend to eat more fruits and vegetables than other age groups.
- People say they eat fruits and vegetables because they are healthy and nutritious and also because they have them on hand – reinforcing the need to make fruit and vegetable habits EASY to inspire more intake.
- While people report eating fruits because they are part of their routine, they eat vegetables more often – indicating the power of repetition and the possibility of eating even more vegetables if they were part of easy, daily routines.
 - Compared to other foods, people feel fruits are healthy to eat, part of their routine (habit), and on hand (easy).
 - Compared to other foods, people say they eat vegetables because they are healthy and have them on hand (easy).
- [2017 PBH Novel Approaches to Measuring and Promoting Fruit and Vegetable Consumption](#) research which showed that those who consume more fruits and vegetables report the same barriers as those who consume less — still, they make consumption happen despite barriers. Three behavioral science principles can help explain this: 1) the more often individuals consume fruits and vegetables, the more they consume; 2) repetition precedes habit formation and automaticity leading to long-term behaviors; and 3) planning ahead leads to increasing success.

THE CALL-TO-ACTION

- It is time for a new era of “conscious consumption,” which can be defined as the act of having acute awareness about what we are purchasing and eating. Our choices have rippling effects and impact our own health and emotional wellbeing, as well as the health and wellbeing of our families, communities, and the environment.
- As we apply this concept to eating more fruits and vegetables, the real opportunity is in consciously creating habits that can be **EASILY REPEATED**.
 - **MAKING THE DOING EASY.** Start by finding what works for you. Stick to your easiest, favorite and most accessible options, and find ways to add one more serving of fruits and vegetables each day.
 - **HAVE A PLAN, HAVE A PLANT**[®]. Map your day and week with snacks and meals that include all forms of fruits and vegetables (fresh, frozen, canned, dried, 100% juice) as the star of every meal and snack. Build your meal with fruits and vegetables as the star of, or at least half the plate, and pair with other nutrient-dense foods like whole grains, low-fat dairy and/or lean protein. Fill your cart with fresh veggies for dinner tonight and frozen or canned for the days ahead. Keep juice and dried fruits on hand for easy snacks and recipes.
 - **REPEAT. REPEAT. REPEAT.** Consistent repetition will turn consciously eating more fruits and vegetables into an unconscious or automatic behavior and, ultimately, a healthy habit. Add one cup of berries into a morning smoothie, a handful of vegetables as a daily mid-morning snack, or a veggie-filled salad to start each lunch or dinner. Every day gets easier with repetition.

NPD DEFINITIONS:

GENERATIONAL DEFINITIONS: Gen Z: 1-23 yo (1997-2019); Younger Gen Z: 1-14 yo (2006-2019); Older Gen Z: 15-23 yo (1997-2005); Millennial: 24-39 yo (1981-96); Younger Millennial: 24-30 yo (1990-96); Older Millennial – 31-39 yo (1981-1989)