

America's Fruit and Vegetable Consumption Crisis:

New Research Shows Habits Are Eroding

9 out of 10 Americans¹

Do Not Meet Fruit & Vegetable Recommendations²



Overall Fruit & Vegetable Eating Occasions Have Declined By 10%
(since 2004)

People Are Eating Veggies Just Once A Day
7.5 Times/Week



Americans Eat Fruits Even Less Often
5.8 Times/Week



This Decline Is Driven By Drops In Vegetable & Juice Eating Occasions

16%
Vegetables

15%
Juice

When People Eat Fruits & Vegetables, Here's The Top 10 They Enjoy!



Bananas
Berries
Apples
Citrus
Pears
Grapes
Melons
Applesauce
Fruit Salad
Peaches

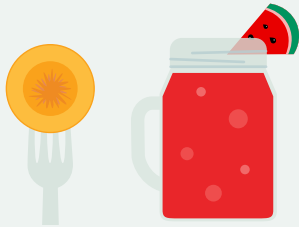


Lettuce/Salads
Onions
Tomatoes
Carrots
Mashed Potatoes
Beans/Legumes
Corn
Peppers
Broccoli
Green Beans

¹ Centers for Disease Control and Prevention

² USDA MyPlate (1 1/2-2 1/2 cups fruit, 2-4 cups vegetables per day for adults)

Solutions To Help Americans Easily Enjoy More Fruits & Vegetables



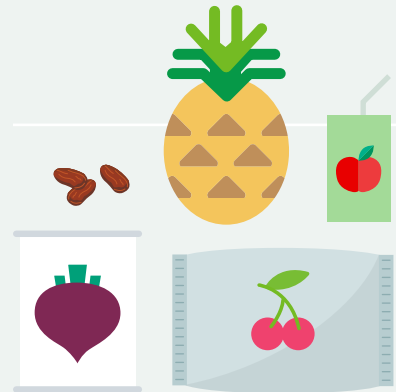
Start With Fruits & Veggies

Make a habit of eating a fruit or veggie first during at least 1 meal each day.



Have A Plan, Have A Plant[®]

Map your meals and snacks, making fruits and veggies the stars.



Count All Forms

Mix up fresh, frozen, dried, canned and 100% juice.



Make The Doing Easy

Keep it simple and pair 1 more fruit or vegetable with a fave food each day.



Hit Repeat

Consistent repetition will turn consciously eating more fruits and vegetables into an everyday easy habit.



For more information on the PBH State of the Plate research, visit www.fruitsandveggies.org/stateoftheplate

Follow PBH on social media for plant-packed inspiration. #haveaplant

