



**HAVE A PLANT<sup>®</sup>**  
**COMMUNICATIONS TOOLKIT**  
WINTER 2024

# Food Rooted In Better Health

**Hack Your Health  
Messaging & Tips**

**Share The Have A Plant<sup>®</sup> Love**  
Ideas & Inspiration

**What's In Season?**  
Fruit & Veggie Highlights

**Retail Roundup**  
Help Shoppers Escape The Winter Blahs

**Dial Up The Delicious**  
10 Fruit- & Veggie-Forward  
Breakfast Recipes For Foodservice

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# Food Rooted In Better Health

The New Year is a great time to reset and root yourself in behaviors like adding one more fruit or veggie to your daily routine to keep you feeling happy and healthy. Small lifestyle hacks can lead to habits that last a lifetime. Let's do this!



BY KATIE CALLIGARO  
DIRECTOR, MARKETING & COMMUNICATIONS

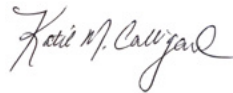
A new year offers a fresh start and a chance to think through our priorities and goals. We are thrilled to be able to provide you with insights and inspiration from our research report, [Hacks To Habits: A Behavioral Research Study To Bolster Fruit & Vegetable Consumption](#), to help consumers reset with new fruit and vegetable habits and behaviors. We've dug into the data and revealed insights to inform our content strategy and create consumer-facing activations inclusive of creative hacks to prompt lifelong habits. If we want consumers to change their behavior, we must consider both barriers and positive cues as well as immediate rewards, such as taste and flavor, when we communicate with them. Only then can break through – make it easy – and inspire greater fruit and vegetable consumption.

Whether you're encouraging consumers to add one more fruit or veggie to their carts online or in-store, putting more produce in plant-forward dishes, on menus in restaurants or schools, or inspiring followers on social media channels to #haveaplant, think about how you can help people invite more of what's good into their lives with simple hacks that, with repetition, can lead to long-term behavior change.

In this toolkit, we've unlocked insights to help you communicate directly with consumers. Sample social media posts and images as well as an infographic are available for sharing with your followers and to help you as a leader and a critical partner in advancing the Have A Plant® Movement.

We know that our followers are searching for seasonal produce tips, kitchen hacks, and information on how to safely select, store and serve fruits and vegetables, so you'll find some of that in here too. And don't forget there are always a plethora of resources available all year long at [fruitsandveggies.org](https://fruitsandveggies.org) – your go-to spot for everything produce!

We hope you find these ideas helpful and look forward to seeing what you come up with in your own inspiring ways for Q1 2023. For now, stay happy, healthy and by all means, #haveaplant!



Katie Calligaro  
Director, Marketing & Communications  
International Fresh Produce Association

have a  
**plant**®  
[fruitsandveggies.org](https://fruitsandveggies.org)



## Hack Your Health Messaging & Tips



BY SHELLEY MANISCALCO, MPH, RDN  
FOOD & NUTRITION COMMUNICATIONS SPECIALIST  
NUTRITION ON DEMAND

Americans exhibit a profound knowledge-action gap when it comes to eating healthfully – and produce is the poster child for this phenomenon. Eating fruits and vegetables is consistently among the top behaviors that consumers say are healthy.<sup>1,2</sup> They even say they are trying to eat more!<sup>3</sup> Yet, more than 80% of Americans don't consume enough.<sup>4</sup>

### Dissecting The Disconnect

Behavioral research helps connect the dots as to why consumers clearly intend to eat more produce, but then fail to...well, make it happen. This science is represented in the “KNOW, FEEL, DO Behavioral Framework” demonstrating that knowledge is not as compelling of a driver of behavior as feeling, and ultimately, doing.

Additional context can be found in the study, [Promoting Produce Consumption with an Understanding of the Experiences People Want from Food](#) which identified emotional (e.g., happiness, shame), cognitive (e.g., convenience, nutrient profile), and experiential (e.g., taste, hunger, satiety) domains that influence associations with food. Of all the associations identified, only one emerged as being negatively (or inversely) related to preference – “healthy”.<sup>5</sup>

This does not mean that, as communicators and influencers devoted to helping consumers eat more fruits and vegetables we suddenly turn 180 degrees and pretend that produce isn't good for us. It just means that, if we want people to eat more (and we do!), we must put greater emphasis on the emotion and enjoyment of eating (“food rooted in a better mood”), as well as what they are already doing (Hacks to Habits). And be mindful of the context when using “healthy” as a descriptor so that we don't inadvertently dissuade produce consumption.

### Fruits & Vegetables: Half The Plate, But Different

Another consideration when messaging about eating more fruits and vegetables is how consumers think about and use them. While MyPlate recommends “making half your plate fruits and vegetables,” a key finding during the formative research phase of the Have A Plant® campaign was that consumers think of and incorporate fruits and vegetables into their diet differently. Therefore, it is important to recognize and understand these nuances when helping consumers eat more.

## Quotes For You To Use

*“Building on old habits is a great way to take advantage of existing habits to make new ones. To help build a fruit & veggie habit, add specific eating occasions onto some existing routines like leaving the house, leaving school or work, arriving home, watching TV, etc.”*

- Dr. Jason Riis, Behavioral Scientist, Harvard Business School, and The Wharton School (University of Pennsylvania)

*“New Years Tip: Building good habits can take effort. But take heart, in the beginning, when the action is the hardest to do, your habit memory is learning the most! Putting in more effort means you're getting more out of it!”*

- Dr. Wendy Wood, psychology professor at the University of Southern California

*“Our desire to help consumers be healthier by building long-lasting fruit and vegetable habits is at the core of our mission but does not have to be baked into all of our messages and tips. Instead, we can focus on language that conjures emotions and feelings and/or builds on existing routines and habits.”*

- Shelley Maniscalco, MPH, RDN  
Food & Nutrition Communications Specialist



For instance, fruits and vegetables vary in when and how they are consumed:

- Fruit is often associated with single-food eating occasions (e.g., breakfast, snack). In fact, about two-thirds of the time, fruit is consumed at breakfast or for a snack.<sup>3</sup>
- Vegetables are typically served with other foods and overwhelmingly at mealtime – with close to 60% of vegetables consumed at dinner and 30% at lunch. Vegetables are most commonly eaten as a side dish.<sup>3</sup>

Common pairings also exist:

- Fruit is often eaten with hot and cold cereals, as well as yogurt, smoothies, and salads.<sup>3</sup>
- Salads are the top vehicle for vegetables, in addition to sandwiches and burgers and ethnic mixed dishes (e.g., Italian, Asian, Mexican).<sup>3</sup>

### Turning Insights Into Action

Our desire to help consumers be healthier by building long-lasting fruit and vegetable habits is at the core of our mission but does not have to be baked into all of our messages and tips. Instead, we can focus on language that conjures emotions and feelings and/or builds on existing routines and habits.

Here are some ideas to start your (fruit) juices flowing as you share the Have A Plant® love:

- Turn fruit’s sweetness into a treat.
- Help your kids celebrate after a game with pineapple topped with “cream” (Greek yogurt)!
- Use berries to sweeten oatmeal instead of honey.
- Unlock the intense flavor of veggies by roasting them. Think differently about Sunday prep. Instead of washing, chopping, and storing vegetables, roast them to enjoy all week.
- Keep fruits and vegetables in plain sight on the counter to easily grab and go.
- Start with your vegetables when building your plate.

### REFERENCES

1. Produce for Better Health Foundation. Primary Shoppers’ Attitudes and Beliefs Related to Fruit & Vegetable Consumption, 2016. Available at: [https://fruitsandveggies.org/wp-content/uploads/2020/08/PrimaryShopperReport\\_2016\\_WEB.pdf](https://fruitsandveggies.org/wp-content/uploads/2020/08/PrimaryShopperReport_2016_WEB.pdf).
2. Produce for Better Health Foundation. Hacks To Habits: A Behavioral Research Study To Bolster Fruit & Vegetable Consumption, 2022. Available at: <https://fruitsandveggies.org/hackstohabits/>.
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4. U.S. Department of Agriculture and U.S. Department of Health and Human Services. Dietary Guidelines for Americans, 2020-2025. 9th Edition. December 2020. Available at [DietaryGuidelines.gov](https://www.dietaryguidelines.gov).
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# Food Rooted In Better Health

## Key Messages

Once people learn easy fruit or veggie hacks, they are more likely to Have A Plant® more often.

Effective hacks for fruit and vegetable consumption can be identified, celebrated, and developed into (automatic) habits.

Successful habits are highly personal — they vary among individuals, as well as between and among fruits and vegetables.

Build new habits upon existing routines. For example, if you already eat tacos every Tuesday, how can you add more fruits and veggies?

Embracing all forms of fruits and vegetables — fresh, frozen, canned, dried and 100% juice — can make building new consumption habits easier.

Think progress over perfection - all attempts (not just successful ones) can help evolve and reinforce habit formation.

## Research Insights



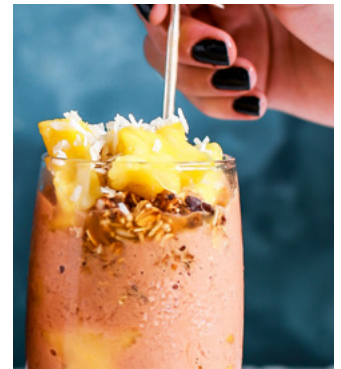
Effective consumer education and engagement must lean into how people feel about eating fruits and vegetables, and environments must make doing, or eating fruits and vegetables more often, easier, enjoyable, automatic and, ultimately, habitual.



Future health is not necessarily a top fruit and/or vegetable consumption motivator. More focus should be placed on short-term rewards, such as taste and enjoyment. Taste and enjoyment can be the basis for repeat behavior and habit creation.



Easy and rewarding behaviors have the best chance of being frequently repeated and, in turn, of becoming habits. Shopping habits are stronger than consuming habits. Once fruits and vegetables are in the home, more ease is required to prepare and consume.



Successful hacks and habits will not only differ between and among fruits and vegetables, but also across and within families, as well as individuals. Each person's consumption journey is unique, and personalized approaches will be instrumental to closing the consumption gap with enduring habits.

SOURCE:

Produce for Better Health Foundation. [Hacks To Habits: A Behavioral Research Study To Bolster Fruit & Vegetable Consumption](#)



# Your Guide For Heart Healthy Eating and Living



## Learn What Makes Up a Heart-Healthy Diet

Heart-healthy diets are made up of fruits and vegetables, whole grains, lean protein and heart-smart fats. While our bodies require a variety of vitamins and minerals to support healthy living, there are a few notable nutrients that play an important role in heart health like potassium, magnesium, calcium, and vitamin C.



## Understand Dietary Cholesterol vs. Blood Cholesterol

Do your patients and clients know the difference? Within this toolkit, we explain the similarities and differences between these types of cholesterol – and provide an infographic to help you better communicate how cholesterol works in the body.



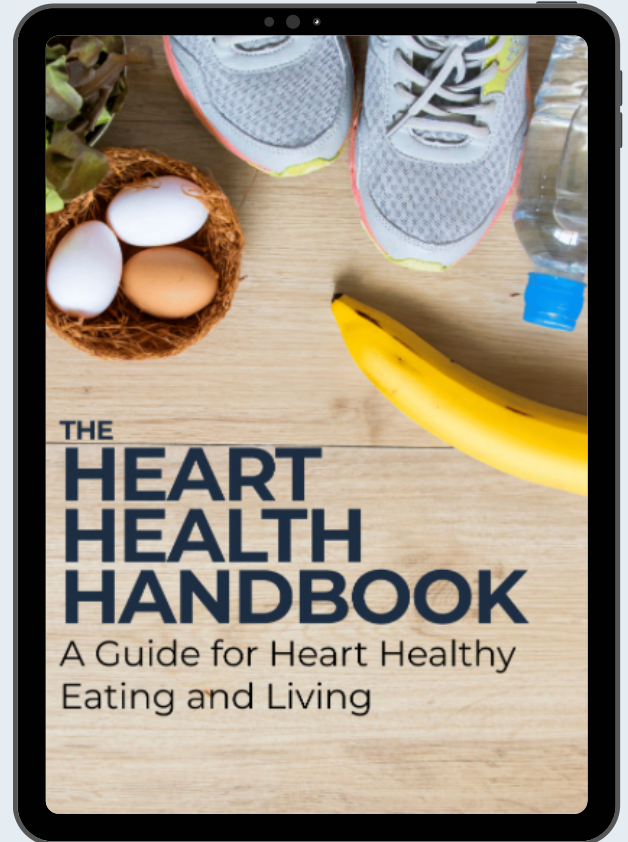
## Discover Delicious Heart-Healthy Recipes

You'll find six delicious, nutritious recipes spanning every meal occasion. All recipes have been American Heart Association Heart-Check Certified, meaning that they meet the AHA's specific nutrient requirements for a heart-healthy recipe.



## Outline Next Steps for Heart Healthy Living with your Clients

Use the included worksheet with your patients and clients to help plan next steps towards a heart-healthy eating plan and lifestyle. You'll be able to track bloodwork levels and together select a handful of key lifestyle habits to kickstart their new health journey!



## DOWNLOAD



## NOW



Join our Egg Enthusiast Network to stay connected with the Egg Nutrition Center and learn the latest on egg research, recipes, and resources.



EGG  
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# Share The Have A Plant® Love: Ideas & Inspiration

As we head into the heart of winter, we wanted to share our Editorial Calendar plans for the entire quarter to help inspire content to share on your own channels. These themes were designed to help break through the clutter and serve as a guidepost to help create content that tells a compelling story.



## Additional Weekly Themes

### Game Day Hacks

We have all the fruit- and-veggie finger foods, easy app recipes and entertaining tips you need to hack your next watch party.

### Snow Day Fun

From cozy plant-forward baked goods to fun food art for the kiddos, you're sure to make memories with these winter food hacks.

### What's In Season In Winter

Your guide to what's in season as well as all the tips and recipes you need for creating winter inspired plant-packed snacks and meals.

## Promotion Ideas

### Hack Your Gameday

Host a cooking class focused on how to make gameday more plant-packed. Share air fryer and crockpot hacks, fruit- and veggie-centric finger foods and entertaining tips for consumers' next watch party.

### Savor Seasonal Produce

Embrace the bounty of winter and help consumers and followers do the same! Share your favorite recipe highlighting what's in season in winter.

### Play With Your Food

Share with followers how to make fun fruit and veggie food art to beat the winter blahs with a quick IG Reel or an infographic.

## National Observances

Get a Balanced Life Month

National Baking Month

National Carrot Month

National Hot Tea Month

National Oatmeal Month

National Slow Cooking Month

National Soup Month

National Apricot Day

National Bean Day

National Rhubarb Day





FEBRUARY

## All You Need Is Love. And Fruits & Veggies

February is a time to celebrate all of life's moments that tug at the heart strings. It's American Heart Month and Valentine's Day, so let's give ourselves the care we deserve with lovable fruits and veggies all month long.

### Additional Weekly Themes

#### Power Couples

Flavorful pairings of fruits and veggies with other nutrient-rich foods we know and love are more than the sum of their parts.

#### Escape The Winter Blahs

Tropical vacay anyone? Let's go on a tropical taste escape with this island-inspired fruit- and veggie-packed recipe and entertaining inspo.

#### ♥ Yourself & Have A Plant®

Eating healthy doesn't have to be rigid. Listen to your body and honor your taste buds by enjoying foods that make you feel good — like fruits and veggies!

### Promotion Ideas

#### It Takes Two, Baby!

Help consumers create plant-packed power couples (produce pairings) — crunchy apples + peanut butter dip; pear + walnut flatbread; beef stuffed peppers; breakfast bowl with potatoes + avocado + eggs ... the possibilities are endless!

#### It's An Island Oasis

Educate consumers on the various types of tropical fruit that can be found during the wintertime. Host an in-store or virtual taste test and share how to select, store and savor these tasty fruits.

#### Share The Love

Show followers how to create a plant-astic Valentine's Day spread that's sure to impress. Cut produce into heart shapes, dip strawberries in chocolate, create a dish using all red produce items...there are so many ideas to set the festive mood!

### National Observances

American Heart Month  
National Canned Food Month  
National Cherry Month  
Fabulous Florida Strawberry Month  
National Grapefruit Month  
National Macadamia Nut Month  
National Potato Lover's Month  
National Snack Food Month  
National Sweet Potato Month  
National Potato Lover's Day  
National Strawberry Day  
Wine and Chocolate Month





MARCH

## Spring Clean Your Routine

Reset the clock and your routine! Whether you're still rocking the January resolutions, celebrating St. Patrick's Day or cheering on March Madness, make it easy to step into spring with fruits and veggies.

## Additional Weekly Themes

### Make It Easy

Tacos? Noodles? Burgers? Make it easy to enjoy more delicious fruits and veggies by adding them to meal moments that are already happening.

### Beat The Buzzer Boards

Celebrate game day with a creative charcuterie board packed with fruits, veggies and more!

### Not Your Gramma's...

Spring is all about fresh starts! Bring new life to your classic family favorites by adding more fruits and veggies for a delicious and contemporary update!

## Promotion Ideas

### Create Habits That Stick

Create a fruit and vegetable habit tracker to share with consumers. Add a few recipes or meal ideas to get the inspiration started!

### Let's Make It Easy

Challenge your followers to come up with as many 2-ingredient, plant-forward recipes as possible. Encourage them to use all forms of produce and convenient grocery store items to make it easy on everyone!

### Not Your Gramma's...

Host a recipe makeover contest where consumers submit their revamped vintage or throwback recipes with a plant-forward twist.

## National Observances

National Celery Month

National Frozen Food Month

National Flour Month

National Nutrition Month

National Peanut Month

National Sauce Month

National Artichoke Heart Day

National Frozen Food Day

National Oranges and Lemons Day

National Spinach Day



# Share The Have A Plant® Love: Ideas & Inspiration

## Sample Social Media Posts · #haveaplant

This social content is designed to help you easily share the fruit and veggie love — eating more plants is delicious and fun!

### JANUARY: Hack Your Health

It's the New Year! 🎉🥳 Let's hack your health by making it fun with small life hacks that will get you moving & eating more #fruits & #veggies. Get all the best tips: <https://bit.ly/461EMXL> #haveaplant

Ready, set, hike! 🏃🏆 Look no further for helpful gameday #hacks to make your watch party plant-packed! <https://bit.ly/3QvQX9x> #haveaplant

Do you want to build a snowman?! ❄️👤 Grab your hot cocoa & head to the kitchen to celebrate being snowed in. From cozy plant-forward baked goods to fun food art for the kiddos, you'll make memories with winter food #hacks. Get inspo: <https://bit.ly/3gyMUGs> #haveaplant

### FEBRUARY: All You Need Is Love. And Fruits & Veggies

February is a time to celebrate all of life's moments that tug at the heart strings. Whether it's the small moments or life-changing ones, #fruits & #veggies can help you celebrate with feel-good flavor! How do you celebrate with #produce? #haveaplant

Escape the winter blahs with the flavors of tropical #fruit! 🍌🍍 Try a new-to-you fruit for an island escape. Get inspo: <https://bit.ly/46kAV8k> #haveaplant

Listening to your ❤️ can have a whole other meaning! By listening to what your body is wanting & needing and fueling it with #fruits & #veggies, you're sure to feel satisfied and enjoy the elements of a balanced plate: <https://bit.ly/495PQFU> #haveaplant

### MARCH: Spring Clean Your Routine

It's getting sunny! ☀️ Now's the perfect time to spring clean your routine. We have all the best tips for simplifying meal planning, helping you create fruit & veggie habits and getting your kitchen in tip top shape. <https://bit.ly/476ufeM> #haveaplant

Lucky for us #fruits & #veggies are available all year long! 🥗🥬 Make it easy on yourself & boost your #produce intake by pairing fresh with frozen for double the deliciousness. What will you pair together? <https://bit.ly/3SqFQks> #haveaplant

Who doesn't love a little #throwback?! Amp up grandma's classic stew recipe or put your own twist on a vintage recipe by adding in flavorful #fruits & #veggies. Share what family favorite dish you'll be revamping in the comments below. #haveaplant



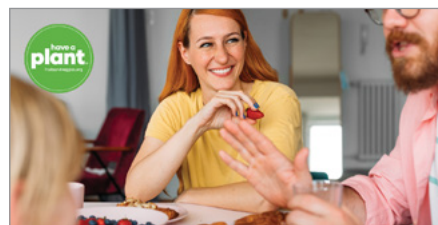
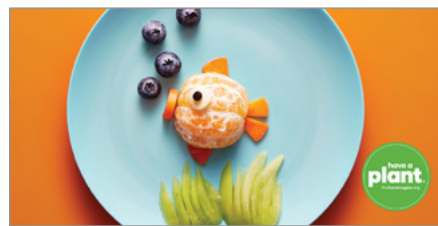
# Share The Have A Plant® Love: Ideas & Inspiration

## Social Media Graphics — Click to download

### Instagram & Facebook



### Twitter



## Infographic: How To Build A Fruit & Vegetable Habit

Click on the infographic to download and share.

Don't forget to use #haveaplant and tag @fruitsandveggies in all your awesome posts!



### FIVE HACKS FOR BUILDING FRUIT & VEGETABLE HABITS

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 **PLAN** → Plan to add one more fruit or vegetable to your meals or snacks

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 **SHOP** → Buy pre-cut, canned, frozen, or dried fruits and veggies as well as 100% juice to make it easy

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 **STORE** → Put fruit on the counter and veggies at eye level in the fridge

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 **PREPARE** → Add veggies to meals that are already happening like burgers, sandwiches, tacos and pizza

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 **EAT** → Serve fruits and veggies first

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 **REPEAT** → Repeat rewarding flavor experiences

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 **Progress over perfection!** All attempts (not just successful ones) can help evolve and reinforce habit formation. Keep Trying!



## Infographic

Click to download and share.

### HEART-HEALTHY MEAL BUILDER

Making heart healthy meals for yourself and your family doesn't have to be complicated or boring. By combining a few pantry staples with your favorite fresh, canned or frozen fruits, vegetables and proteins, you can "choose your own adventure" towards delicious, nutritious eating.

From this list of ingredients, there are nearly endless possibilities of meal options and flavor combinations. Get creative and have some fun in the kitchen! You'll soon see that delicious meals can be quick, easy and support your heart health.

#### INGREDIENTS



##### Vegetables

Bell peppers  
Cucumber  
Frozen peas and carrots  
Kale  
Mixed Salad Greens  
Mushrooms  
Onion  
Spinach  
Squash  
Sweet potato



##### Fruits

Apple  
Avocado  
Blueberries  
Grapes  
Lime  
Strawberries  
Tomato



##### Grains

Barley  
Brown rice  
Corn tortillas  
Quinoa  
Whole wheat pasta



##### Protein

Black beans  
Chicken  
Chickpeas  
Eggs  
Fish  
Legumes  
Tofu



##### Add-Ons

Balsamic vinaigrette  
Chives  
Italian vinaigrette  
Pecans  
Red wine vinegar

#### YOU CHOOSE

Fruits & Vegetables



Grains



Proteins



Add-Ons



### Try these American Heart Association Heart-Check Certified Recipes

#### TACO



Easy Breakfast Tacos

#### GRAIN BOWL



Chicken and Veggie Rice Bowl

#### PASTA DISH



Veggie Egg Pasta Salad with Chickpeas

#### SALAD



Kale Salad with Herb-Roasted Chicken

#### SHEET PAN MEAL



Sweet Potato & Egg Hash



Eggs can be one of the most valuable resources in your kitchen! They're nutrient-rich, versatile and convenient, making them a key ingredient for building tasty and nourishing meals. Eggs are:

- A high-quality protein and source of essential vitamins and minerals
- Easy to pair with vegetables, so they help you consume more
- Fast to cook, so you can get a meal on the table quickly



EGG NUTRITION CENTER

The recipes above are Heart-Check Certified by the American Heart Association\*

For step-by-step instructions use the QR code. <https://www.incredibleegg.org/hearthealthyrecipes>

\*Heart-Check Certification only applies to recipes as written.



# What's In Season January - March?

Remember, we can enjoy the taste of any fruit or vegetable year-round. Fresh, frozen, canned, dried, and 100% juice are always good choices.

[Belgian Endive](#)

[Brussels Sprouts](#)

[Buttercup Squash](#)

[Cactus Pear](#)

[Cardoon](#)

[Cherimoya](#)

[Clementines](#)

[Collard Greens](#)

[Date Plums](#)

[Dates](#)

[Delicata Squash](#)

[Grapefruit](#)

[Kale](#)

[Kiwifruit](#)

[Leeks](#)

[Mandarin Oranges](#)

[Maradol Papaya](#)

[Oranges](#)

[Passion Fruit](#)

[Pear](#)

[Persimmons](#)

[Pomegranate](#)

[Potatoes](#)

[Pummelo](#)

[Red Banana](#)

[Red Currants](#)

[Sharon Fruit](#)

[Sweet Dumpling Squash](#)

[Sweet Potatoes](#)

[Tangerines](#)

[Turnips](#)

## Fruit Highlight: Mandarin Orange



### Select

Mandarins are available fresh, canned and dried for good nutrition and convenience. If selecting fresh, choose fruits that are unblemished and heavy for their size. Avoid those with cuts, soft spots, or mold.

### Store

Store in a cool, dark spot for a few days, but ideally should be refrigerated to extend shelf life up to 2 weeks.

### Serve

[Mandarins & Beets Holiday Salad](#)

[Chocolate Dipped Mandarins](#)

[Baked Goat Cheese With Citrus & Mint](#)

[Pumpkin Patch Fruit Tray](#)

## Veggie Highlight: Delicata Squash



### Select

Select a squash that is firm, heavy for its size and has an even cream color. A ripe delicata squash will be yellow with green striations on its rind. Unripe delicata squashes are light green. Avoid squashes that have soft spots, dull and wrinkled skin or that are extremely light for their size.

### Store

Store squashes in a cool dry place for up to 3 months.

### Serve

[Roasted Delicata Squash With Walnut Crumble](#)

[Roasted Autumn Vegetables With Harissa Yogurt Dip](#)

[Roasted Delicata Squash With Pomegranate](#)



## Help Shoppers Escape The Winter Blahs



BY ANNETTE MAGGI, MS, RDN, LD, FAND  
RETAIL SPECIALIST

“Is it really only 7 pm?” It’s a frequent refrain at my house at this time of year. No matter where you live, cooling temperatures and fewer daylight hours make us all feel like hunkering in. Consumers everywhere are looking for more productive ways to spend the added hours inside than on the couch or in front of a screen.

This is where you as a retail RD come in, positioned to help your shoppers escape the winter blahs with new programming and activations, such as:

### Create A Tropical Staycation

Through in-store displays, e-commerce landing pages, and virtual classes, give your shoppers a taste of the tropics right at home. Create a jerk seasoning mix with allspice, cinnamon, nutmeg, thyme, and scotch bonnet peppers, and showcase all the ways to use it on fruits, vegetables, and lean meats. Bring the full store into your promotion by featuring smoothies with frozen or canned tropical fruit. Stretch the skills of your loyal virtual cooking class attendees by offering a master class on how to cure shrimp and seafood in citrus for ceviche.

### Color My Plate

Behavioral science suggests that the visual cues of color impact people’s perceptions of how things will taste. For example, red draws attention, whether it be when knowing to stop at a traffic light, reacting to red marks on homework, or wanting to try a tomato tart recipe. Plan programs that infuse color into meals prepared in the home kitchen. Pick a color of the week and focus on side dishes tied to that color. Winter gives you green in collards and kale, yellow and orange in Delicata squash, pummelos, and clementines, and the vibrancy of red in pomegranate. The color white is perceived as a clean, simple, blank slate, making it the perfect plate color to showcase a rainbow of food colors that can re-interest family members in home cooked, nutritious meals. In your promotions, include information tidbits on how different colored foods can affect mood.

Or host a guest psychologist on your podcast to discuss color and mood. Build bundles in e-commerce of foods of the rainbow colors. Work with merchandising to run a “test and learn” of a rainbow-colored produce display. Snap pictures of all the vibrant pictures in your produce departments and share them on social.



### Dust Off The Appliances

These days, everyone has an air fryer, but many people go in streaks with using them. Inspire your loyal social and digital followers to dust off their air fryers and join you in the evening for an adult and child class on how to cook fruits and veggies in the air fryer. Do a class all on veggie fries – carrot, zucchini, asparagus, and sweet potato. Include information on air frying frozen vegetables. While air fried grapes have been trending on TikTok as part of charcuterie boards, many fruits can be air fried, including orange slices, pineapple and mango chunks, and kiwi quarters. Dessert and snacking just took on a whole new meaning.

### Recreate Family Recipes

The holidays often bring a feeling of nostalgia and along with it cooking and baking with historical family recipes. Suggest warm, cozy evenings of reviewing family recipes and considering how they can be modernized and made more nutritious with the addition of produce. Re-purpose previous recipe SWAP resources you’ve developed. Share your family’s faves and how you’ve improved their nutritional value. Invite loyalty shoppers to submit their recipes for you to make SWAP recommendations.

## 10 Fruit- & Veggie- Forward School Breakfast Recipes With Minimal Added Sugar

Breakfasts served in school adhere to nutrition standards which are based on the [Dietary Guidelines for Americans](#) (DGA). In early 2023, USDA released a [proposed rule](#) to revise current meal patterns to be consistent with the latest edition of the DGA. For the first time, school meal standards will include an added sugar limit.

In [phase 1](#) which is expected in school year 2025-2026, there will be product-based limits on specific high-sugar products and in phase 2, which is expected in school year 2027-2028, there will be overall weekly limits of no more than 10% of weekly calories from added sugars for both lunch and breakfast programs.

A [study](#) published in January of 2021 examined school menus from 48 states and showed that 92% of schools exceeded the DGA for added sugars at breakfast, while 69% exceeded the limit at lunch. On average, added sugars accounted for 17% of calories in school breakfast (70% higher than the DGA limit).

In September 2022, the historic White House Conference on Hunger, Nutrition and Health laid out a national strategy to end hunger and reduce diet-related disease by 2030. Given the widespread adoption of school breakfast programs in the United States, these meals play an integral role in helping achieve the Conference goals.

To assist school foodservice professionals in meeting the new meal pattern requirement for added sugar limits, the International Fresh Produce Association's *Foundation for Fresh Produce* partnered with the team at [Healthy School Recipes](#) to develop 10 fruit- and veggie-forward recipes with low amounts of added sugar that meet the new proposed limits.

In addition to guided recipes, this toolkit provides nutritional information, USDA crediting information, and guidance on serving meals in a grab-and-go setting. We hope you and your students enjoy these inspiring and delicious recipes! #haveaplant

### [GET THE RECIPES](#)





# Easy Vegetable Egg Casserole

Quick, easy, delicious,  
and made with only 8  
ingredients.

This recipe was developed and  
photographed for the Egg Nutrition  
Center by Sara Haas, RDN, LDN.



## Ingredients

- 1 Tbsp extra-virgin olive oil
- 1 red bell pepper, diced small
- 1 yellow onion, diced small
- 2 cups broccoli florets,  
finely chopped
- 1/2 cup low-fat milk
- 12 large eggs
- 1 tsp kosher salt
- 1/4 tsp ground black pepper
- 1 cup reduced-fat sharp cheddar  
cheese
- 1 cup pico de gallo

## Instructions

1. Preheat the oven to 375° F and coat a 9x13-inch baking dish with non-stick cooking spray.
2. Heat the oil in a large non-stick skillet over medium heat. Add the peppers and onions; cook, stirring often, until just softened, 4 minutes. Stir in broccoli and 2 tablespoons water, cover and cook 1 minute. Remove the skillet lid and cook until water is fully evaporated, about 1 minute. Transfer mixture to the glass baking dish, spreading it out evenly to cover the bottom.
3. Whisk the milk, eggs, salt and black pepper together in a medium bowl. Stir in 1/2 cup cheese. Pour egg mixture over the top and cover with remaining 1/2 cup cheese.
4. Bake until edges are set and top is golden, 30 to 35 minutes. Cool in the baking dish on a wire rack for 10 minutes before slicing. Garnish with pico de gallo.

Note: The USDA recommends cooking egg dishes to 160° F

## Nutrition Facts

Serving Size: 1/10th of recipe

Calories	157	Trans Fat	0 g	Cholesterol	230 mg	Fiber	1 g
Total Fat	9.4 g	Polyunsaturated Fat	1.4 g	Sodium	491 mg	Sugars	3.7 g
Saturated Fat	3.5 g	Monounsaturated Fat	3.8 g	Carbohydrate	6.7 g	Protein	12 g

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