



## Important Points Concerning Fruit and Veggies-More Matters

Unlike the 5 A Day Campaign, this is a branded logo and its use is controlled by the government and private agencies that own the brand.

- Can't make a handout with that logo unless it has been approved by our state coordinator (MaryEllen Doyle)
- In order for a product to display the brand, it has to meet certain guidelines

The main message is that although there are guidelines as to the recommended amounts of fruits and veggies to eat each day, remember that even one extra serving is beneficial

All forms count—fresh frozen, and canned

New Guidelines recommend 2 to 6 ½ cups of fruits and vegetables per day

- Use cups because it is easier for consumers to visualize and understand (as compared to the vague term—servings)

Guidelines for Canned and Processed Fruit and Vegetable Products

- When using canned forms look for products with only water added (as opposed to syrup)
- Processed fruit and vegetable products (like convenience meals) must contain at least one serving of fruit or vegetable
  - One medium piece of fruit (as one medium orange)
  - ½ cup raw or cooked (fresh frozen , or canned\_--as 6 baby carrots or 16 grapes)
  - ½ cup cooked dried peas, beans, lentils or kidney beans
  - ¼ cup dried fruit (1/4 cup raisins)
  - 4 oz or ½ cup 100% fruit or vegetable juice
- Each serving must contain limited amounts of sugar, sodium, saturated fat, trans fat and total fat ( the fat found naturally in fruits and vegetables does not count)
  - ¼ oz of nuts is allowed in the product without their fat content being counted
  - Each serving must offer some naturally occurring fiber

