



Get more...because
more matters



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Here's Why...

Because fruits and veggies provide the unrivaled combination of great taste, nutrition, abundant variety and multiple product forms.

Just Remember—
consuming fruits and veggies can be a factor in maintaining a healthy weight and may help reduce the risk of some types of diseases.

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Every Step Matters

Every step taken towards eating more fruits and veggies and getting more physical activity helps families be at their best. Make physical activity part of your day, every day.

tip

Turn the TV off and go for a walk!

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More Online

Check out
fruitsandveggiesmorematters.org
for practical tips and helpful advice on
how you can include more fruits
and veggies in your day.

- Recipes for busy families
- Produce storage and selection tips
- Expert advice on nutrition, cooking and weight management.

Also check out our kids pages with fun
coloring pages, games and more!

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All Forms Matter

- ***Fresh:*** Create a colorful salad with fresh fruits or veggies.
- ***Frozen:*** Add frozen veggies to pasta dishes, sauces, meatloaf and casseroles.
- ***Canned:*** Top hot or cold cereals with sliced fruits. Add veggies to soups or salads.
- ***Dried:*** Grab packs of dried fruits for a quick snack on the go.
- ***100% Juice:*** Quench your post-workout thirst or pack 100% juice boxes for school lunches.

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Great Taste Matters

Tastes change. Keep trying new fruits
and veggies to find new favorites.
Serve old favorites in a new and
exciting way.

try this

Blend frozen berries with non-fat vanilla
yogurt and a splash of 100% orange
juice for a quick and tasty treat.

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Variety Matters

- Try different textures. Some fruits are smooth, some veggies are crunchy.
- Have the same veggie in a different color such as purple carrots or potatoes.
- Keep trying new things—because *more matters!*

It's easier than you think to get the recommended amount:

- As a general rule, fill about half your plate with fruits and veggies at meals.
- Choose fruits and veggies for a tasty, convenient snack.

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How Much Matters?

The amount of fruits and veggies you need every day for optimal health depends on your age, gender and level of physical activity.

Gender/Age	Daily Servings
Women	4-5 cups
Men	5-6 cups
Kids	
2-3	2-3 cups
4-13	3-5 cups
14-18	4 ¹ / ₂ -6 cups

* Chart based on moderately active lifestyle that includes physical activity equivalent to walking 1.5-3 miles per day at 3-4 miles per hour, in addition to the light physical activity associated with typical day-to-day life.



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Serving Examples

1 cup

- 1 large banana
- 1 large orange
- 1 medium pear
- 1 large bell pepper
- 1 medium potato
- 1 large sweet potato
- 1 large ear of corn

1/2 cup

- 16 grapes
- 1 medium cantaloupe wedge
- 4 large strawberries
- 5 broccoli florets
- 6 baby carrots

MyPyramid.gov
is a great resource
for more information
on the Food Guide
Pyramid.



MyPyramid.gov
STEPS TO A HEALTHIER YOU

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