

Aligning with National Initiatives to Sell More Fruits & Vegetables

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Fruit & Veg Consumption Trends

Eating More

- Kids < 12
(+7% ages 2-6)
(+5% ages 6-12)
- Adults < 45
(+4%)

Eating Less

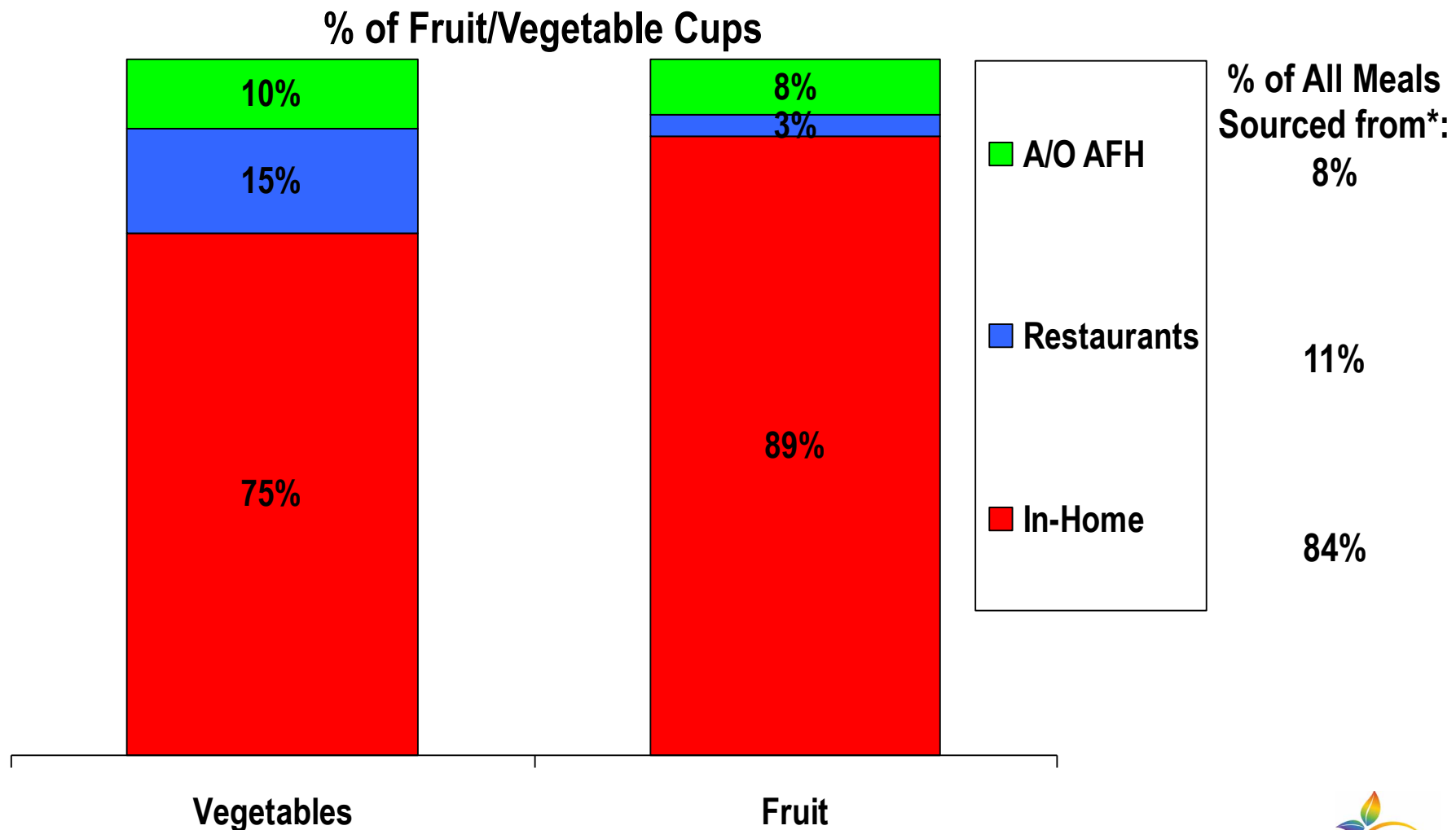
- Teens
(-4%)
- Adults 65+
(-8%)

Only 1% of adults and 2% of children meet target

2009 vs 2004, NPD National Eating Trends Data



Supermarkets vs. Foodservice



NPD/Nutrient Intake Database; 2 YE F'09; Can sum >100% because a meal could include items sourced from both INH & AFH

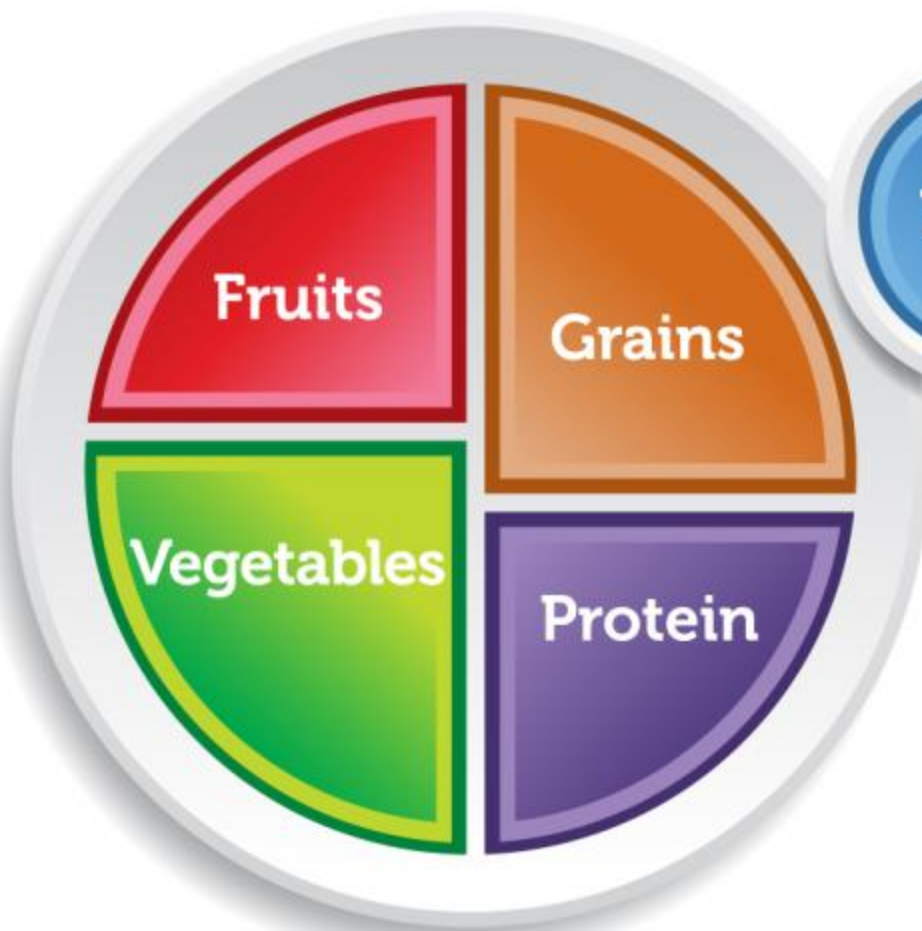


Fruit & Veg Consumption Trends



www.pbhfoundation.org





Choose**MyPlate**.gov

USDA Key Messages

Make half your plate FV

Enjoy your food, but eat less

Drink water instead of sugary drinks

Make half your grains whole

Avoid oversized portions

Compare sodium, choose less

Switch to fat-free or 1% milk

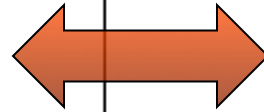
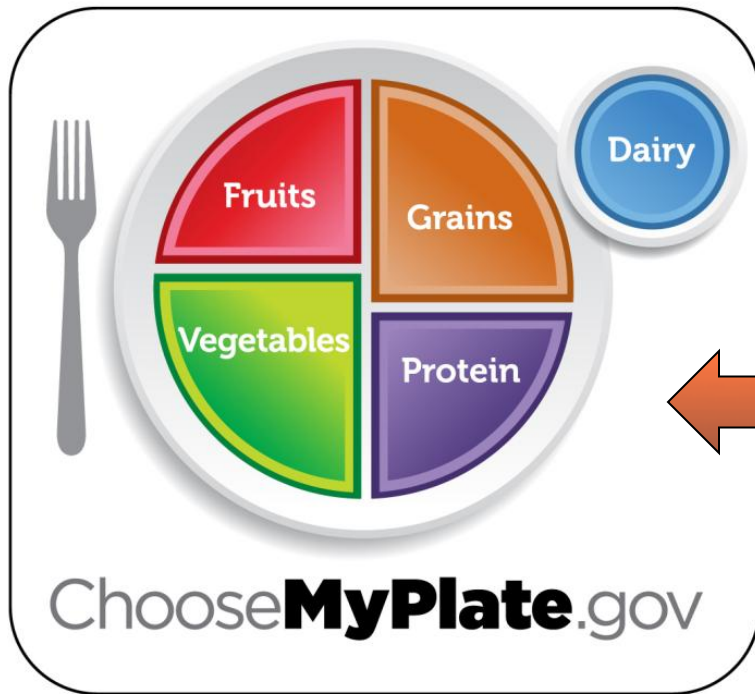
“Half Your Plate” Most Profitable

The background of the slide features several stacks of US dollar bills, including \$100 and \$10,000 bills, and a pile of loose coins. The text is overlaid on this image.

\$113,000
Per Store Per Week

\$5,921,000
Per Store Per Year

Good Partners



fruits & veggies
**more
matters®**

**‘Half your plate’
‘All forms matter’**

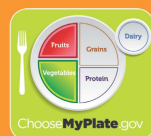
Half your plate: fruits and veggies



Herbed Chicken with Broccoli

Preparation Time: 30 minutes

Mixing it up with fruits and vegetables on the same plate is deliciously satisfying with this one-skillet family-friendly recipe.



Ingredients

- 4 boneless chicken breasts (about 1 pound)
- 2 tbsp garlic and herb blend (like Mrs. Dash)
- 2 tbsp Country Crock® Spread, divided
- ½ cup water
- 4 cups fresh broccoli florets
- 2 oranges, sliced

Coat chicken breasts with herb blend. Melt 1 tbsp Country Crock®. Spread over medium heat in a 12-inch skillet (with lid, for cooking broccoli). Add the coated chicken and brown on both sides. Reduce heat slightly, and cook chicken until done, turning a couple times. Remove chicken from skillet; add water and broccoli to skillet, cover with lid. Bring to boil, reduce heat, cover, and simmer about 3 minutes until broccoli is slightly tender, yet still bright green. For each individual plate, place 1 chicken breast on plate and garnish with orange slices. Mound broccoli next to chicken and dab with remaining Country Crock® Spread. Serves 4.

Tips on how to select and store broccoli

- Choose odorless broccoli heads with tight, bluish-green florets.
- Refrigerate broccoli and use within 3-5 days.

Tips on how to select and store oranges

- Choose oranges with firm, smooth skins that are heavy for their size.
- Store oranges at room temperature for 1-2 days.
- Refrigerate for up to 1-2 weeks.

Tips on how to store dried herbs

- Store in a cool, dark place (warmth makes the food spoil faster).
- Use before the "use by" date on the package. Most seasoning blends will last from 4 months to 1 year.

For more great-tasting recipes featuring Country Crock® Spread, visit www.crockcountry.com.

Recipe cost

\$9.54 for four, \$2.38 per serving.

Meal cost

\$10.98 for four, \$2.74 per serving.

*Retail prices, Boulder, Colorado, August 2011.

Recipe Nutrition Information per Serving

Calories 220
Total Fat 7g
Saturated Fat 1.5g
% of Calories from Fat 30%
% Calories from Sat Fat 6%
Protein 26g
Carbohydrates 14g
Cholesterol 75mg
Dietary Fiber 4g
Sodium 220mg

An excellent source of protein, vitamin A, vitamin C, riboflavin, B6, pantothenic acid, potassium, and phosphorus, and a good source of dietary fiber, thiamin, niacin, folate, and magnesium.

MyPlate Food Group Amounts

Fruits ½ cup	Protein 3 oz
Vegetables 1 cup	Dairy 0
Grains 0	

Meal Nutrition Information per Serving

(Serve with whole wheat roll with a dab of Country Crock® Spread and an 8 oz glass of nonfat milk.)

Calories 380
Total Fat 9g
Saturated Fat 2g
% of Calories from Fat 23%
% Calories from Sat Fat 5%
Protein 38g
Carbohydrates 39g
Cholesterol 75mg
Dietary Fiber 6g
Sodium 440mg

An excellent source of protein, dietary fiber, vitamin A, vitamin C, vitamin D, thiamin, riboflavin, niacin, B6, folate, B12, pantothenic acid, potassium, calcium, phosphorus, magnesium, and iodine, and a good source of iron and zinc.

MyPlate Food Group Amounts

Fruits ½ cup	Protein 3 oz
Vegetables 1 cup	Dairy 1 cup
Grains 1 oz	

Healthy Resources

www.FruitsAndVeggiesMoreMatters.org

www.crockcountry.com

www.FoodChamps.org

www.ChooseMyPlate.gov

MyPlate Core Messages

Foods to Increase

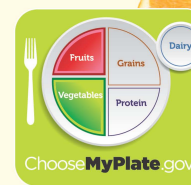
- Make half your plate fruits and vegetables.
- Make at least half your grains whole grains.
- Switch to fat-free or low-fat (1%) milk.

Balancing Calories

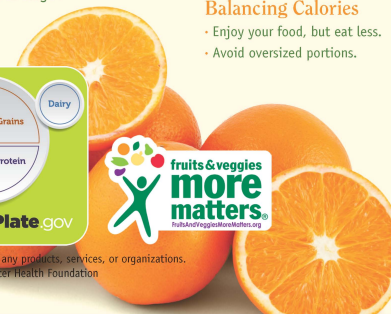
- Enjoy your food, but eat less.
- Avoid oversized portions.

Foods to Reduce

- Compare sodium in foods like soup, bread, and frozen meals – and choose the foods with lower numbers.
- Drink water instead of sugary drinks.



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*Leading the way
to healthy eating...*

Private Sector

Private Sector

Support from the private sector is a vital part of PBH's mission to spread the word to consumers about the benefits of eating a colorful variety of fruits and vegetables every day. With limited industry and education dollars available to encourage greater fruit and vegetable consumption, PBH helps focus existing resources by offering a single unifying message: Fruits & Veggies—More Matters. This message is **licensed for use** in education and marketing materials, as well as on qualifying packaging.

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Thu, Jun 02, 2011

News

[▶ Press Room](#)

Jun 2 - Healthy Plate
Icon Ousts MyPyramid

Jun 12 - ASTPHND
Annual Meeting

Jun 15 - America's Health
Insurance Plans Institute

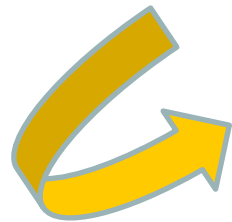


Latest Toolkits ...

RETAIL MARKETING TOOLS Get the latest *Fruits & Veggies ... Today and Every Day!* retail marketing toolkit.

GROWERS & PROCESSORS Help change the way Americans eat and impact your business! Use our easy-to-use Pledge toolkit: *Fruits & Veggies ... Today and Every Day!*

Before & After



Before & After



Before & After





Fill Half Your Plate with Fruits & Veggies [LEARN MORE >](#)

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[Why Fruits & Veggies](#)

[Planning & Shopping](#)

[Cooking](#)

[Get Kids Involved](#)

[Community](#)

[Healthy Resources](#)



Another Great Recipe...

FEATURING THE FRUIT OF THE MONTH, RED CURRANTS.
[GET SPICY MANGO CURRANT SALSA RECIPE](#)

Quick, Healthy Recipes Ready in 30 Minutes or Less!

Short on time and need a quick meal? We have several seasonal recipes that can be made in 30 minutes or less! See this Month's Recipes [>>](#)



Healthy Eating Tips

Make breakfast smoothies with fresh or frozen fruit, low-fat yogurt, and 100% orange [>>](#)



**Quick,
Healthy Recipes**

NUTRITIOUS DISHES ...
IN 30 MINUTES OR LESS!
Check out our new healthy, seasonal recipes. [Stuffed Buttercup Squash](#)

Weight Management



PORTION CONTROL

People often eat more when faced with larger portions. [10 Tips to Help You Get a Grip](#)



Creative Teaching Tools

FRUIT & VEGGIE RESEARCH

Veggie photos help kids eat more veggies? Fact or Fiction? [Our Advice](#)

Recipes



Mango Orange Smoothie

Try this great recipe! ...[Learn more >](#)

Web & Social Media



- **Website**
- **Facebook**
 - Likes = 28,000+
 - MyPlate Makeover Challenge
- **Twitter**
 - Followers = 12,000+
 - @Fruits_Veggies
 - Monthly Twitter Parties
- **E-communications**
 - 50,000+
 - Mom, menu of week, recipe of week, gardening



Insider's Viewpoint



They're full of antioxidants and phytochemicals that protect your heart, brain and body.



Try a new fruit, vegetable or herb each week.



Meat products are the most costly items in the grocery store.



Video Center



Watermelon

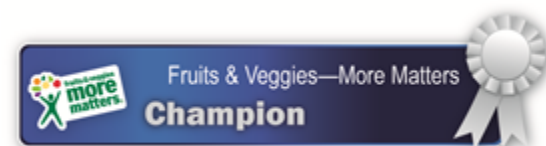


Artichoke

2011 Role Models & Champions



- Ahold
- DeCA
- Food Lion
- Meijer
- Redner's
- Rohrer Brothers
- Safeway
- Schnuck Markets
- SuperValu



- Basha's
- Big Y
- Brookshire Brothers
- Coborn's
- Donelan's
- King Kullen
- Roundy's
- Savemart
- United Supermarkets
- Wakefern
- Wal-Mart
- Weis Markets



Online Resource Guide

PBH Online Resources for Consumer Affairs Directors



Produce for Better Health Foundation
October 2011



NuVal Concerns



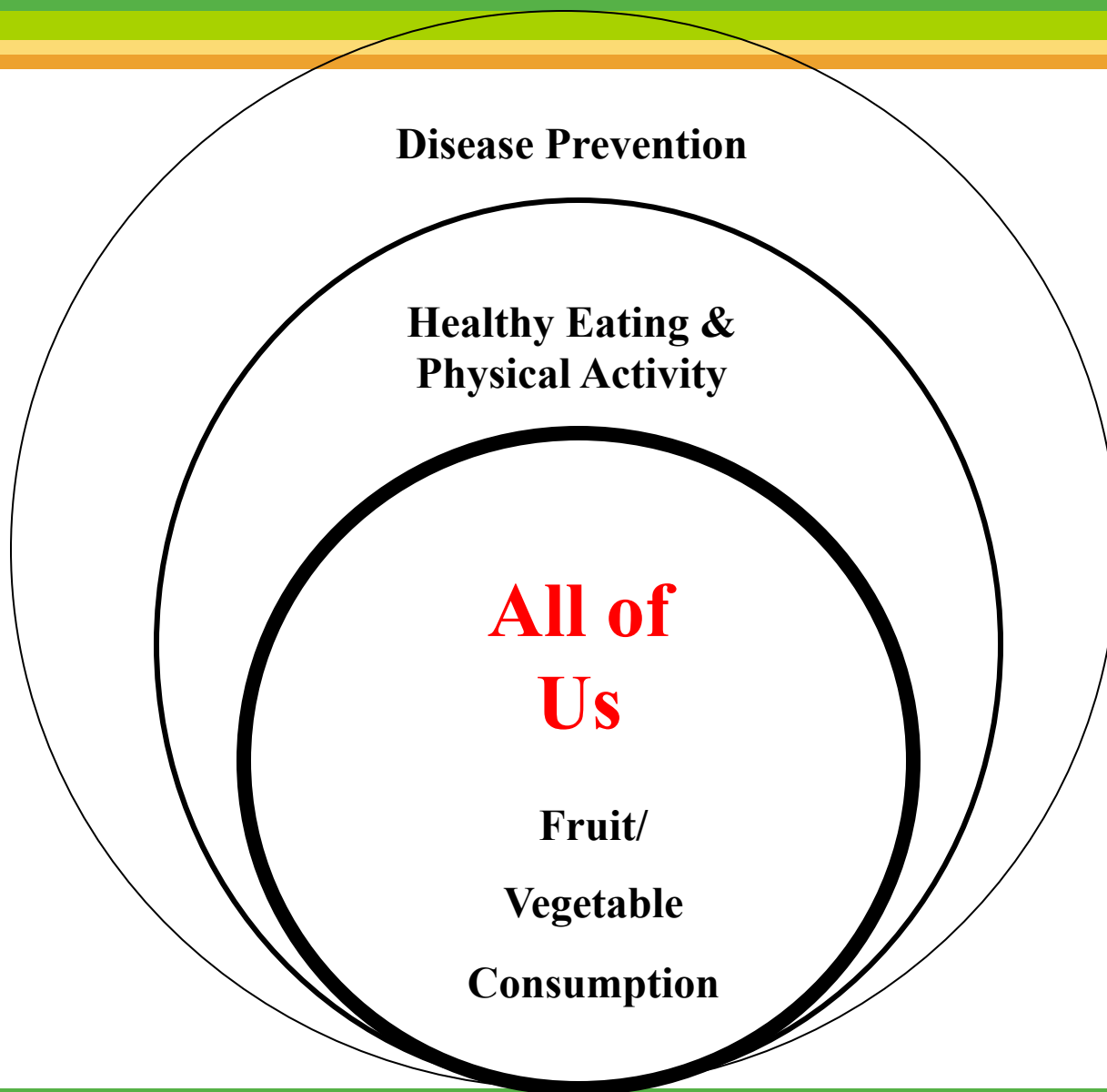
NuVal Concerns



Change Drivers

PREVENTION

- Don't Smoke
- Healthy Eating
- Exercise
- Immunizations
- Screening
- Manage stress
- Adequate rest
- Sunscreen
- Seatbelts
- Helmets



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PBHFoundation.org
www.FruitsAndVeggiesMoreMatters.org
PBHCatalog.org
FoodChamps.org

