

REASONS TO



ADD COLOR

Turns out mom was right. We need to eat our fruits and veggies. But why are these colorful, nutritious and delicious foods so important?

# 1. FULL OF THE GOOD



Fruits and vegetables provide many beneficial nutrients, including vitamins, minerals, healthy fats, protein, calcium, fiber, antioxidants and phytonutrients. Add fruits and veggies to meals and snacks for a nutritional power boost.

# 2. FREE OF THE BAD



Fruits and vegetables typically contain no trans fat, low saturated fat and very little or no sodium. The natural sugars they contain don't affect your health the same way added sugars do, especially if you eat the whole fruit or vegetable and not just the juice.

# 3. WON'T WEIGH YOU DOWN



Fruits and vegetables tend to be low in calories, so they can help you manage your weight while still filling you up, thanks to the fiber and water they contain. Replacing higher-calorie foods with fruits and vegetables is an easy first step to a healthier eating plan.

# 4. SUPER FLEXIBLE SUPER FOODS



All forms of fruits and vegetables – fresh, frozen, canned, dried and 100% juice – can be part of a healthy diet. They can be eaten raw or cooked, whole or chopped, organic or not, and alone or in combination with other foods. They are among the most versatile, convenient and affordable foods you can eat.

# 5. A WHOLE BODY HEALTH BOOST



A healthy eating plan rich in fruits and vegetables can help lower your risk of many serious and chronic health conditions, including heart disease, stroke, obesity, high blood pressure, high blood cholesterol, diabetes, kidney disease, osteoporosis and some types of cancer. They're also essential to many daily functions of a healthy body.