



HAVE A PLANT[®] HANDBOOK

A Guide For Plant-Passionate Professionals
& Anyone Who Eats

have a
plant[®]
fruitsandveggies.org

**PRODUCE FOR[®]
BETTER HEALTH**
FOUNDATION

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Have A Plant® Profiles: Spotlighting Your Favorite Fruits & Vegetables

Fruits

Apple	100% Concord Grape Juice	Kiwifruit	Pineapple
Apricot	Cranberry	Lemon	Plum
Avocado	Date	Lime	Pomegranate
Banana	Dried Apricot	Mandarins	Prune
Blackberry	Dried Fig	Mango	Raisin
Black Currant	Fresh Fig	Nectarine	Raspberry
Blueberry	Grapefruit	Orange	Strawberry
Cantaloupe	Grapes	100% Orange Juice	Starfruit
Cherry (Sour)	Guava	Papaya	Watermelon
Cherry (Sweet)	Honeydew Melon	Peach	
Coconut		Pear	

Vegetables

Amaranth	Collard Green	Jalapeño Pepper	Radicchio
Artichoke	Carrot	Jicama	Radish
Arugula	Cauliflower	Kale	Romaine Lettuce
Asparagus	Celery	Kohlrabi	Shallot
Beet	Crimini Mushroom	Leaf Lettuce	Snow Pea
Bell Pepper	Cucumber	Leek	Spinach
Broccoflower	Eggplant	Mushroom	Summer Squash
Bok Choy	Endive	Mustard Green	Sweet Corn
Broccoli	Green Soybean (Edamame)	Okra	Sweet Potato
Broccolini	Green bean	Olive	Swiss Chard
Broccoli Rabe	Green Cabbage	Onion	Tomatillo
Brussels Sprout	Green Onion	Parsnip	Tomato
Butter Lettuce	Hearts of Palm	Pea	Turnip
Butternut Squash	Iceberg Lettuce	Portabella Mushroom	Watercress
Cactus	Jackfruit	Potato	White Button Mushroom
Cherry Tomato		Pumpkin	

Did Someone Say Gooseberry?

Black Crowberry	Choy Sum	Longan	Purslane
Black Nectar Plumcot	Durian	Loquat	Red Currant
Black Salsify	Elderberry	Lychee	Quince
Boniato	Feijoa	Mamey Sapote	Sapodilla
Boysenberry	Gai Lan	Mangosteen	Sapote
Cape Gooseberry	Huckleberry	Mediterranean Medlar	Sharon Fruit
Cardoon	Jambolan	Mo Qua	Sorrel
Caribbean June Plum	Ju Jube	Mulberry	Soursop
Carissa	Kiwano	Persimmon	
Cherimoya	Loganberry	Pummelo	

Fruits And Veggies In Disguise

Breadfruit	Corn Salad	Passion Fruit	Salmonberry
Brown Turkey Fig	Fiddlehead Fern	Salad Savoy Leafy Vegetable	Ugli Fruit
Chokecherry	Lamb's Quarter		

Surprising Produce Group #1: Legumes (Beans And Lentil) As Vegetables

Black Bean	Cranberry Bean	Lentil	Pinto Bean
Black Eyed Pea	Fava Bean	Lima Bean	Red Kidney Bean
Chickpea (Garbanzo Bean)	Great Northern Bean	Navy Bean	Winged Bean

Surprising Produce Group #2: Nuts And Seeds As Fruits

Almond	Hazelnut (Filbert)	Peanut	Pistachio
Brazil Nut	Chestnut	Pecan	Sunflower Kernel
Cashew	Macadamia Nut	Pine Nut	Walnut

Surprising Produce Group #3: Roots And Tubers As Vegetables

Arrowroot	Galangal Root	Yam	Yucca Root
Burdock Root	Rutabaga		

Surprising Produce Group #4: Herbs And Spices

Fennel	Ginger Root	Tarragon	Wasabi Root
Garlic	Horseradish Root		

Section 1

WE ARE WHAT WE EAT: CURRENT KNOWLEDGE ON FRUIT & VEGETABLE BENEFITS

WHAT WE KNOW: HEALTH AND WELLBEING BENEFITS OF FRUITS & VEGETABLES

The Dietary Guidelines for Americans (DGA) consistently recommend that Americans follow a healthful eating pattern across the lifespan and consume more fruits and vegetables. The 2015-2020 DGA took this a step further pointing to strong scientific evidence that healthy eating patterns are associated with positive health outcomes and that higher intakes of vegetables and fruit are consistently identified as characteristics of healthy eating patterns.

There is no wrong time to make the shift to eating more fruits and vegetables, but “what’s in it for me?” Right now. A 2019 paper published in the Journal of Critical Reviews in Food Science and Nutrition highlights the protective benefits of fruit and vegetable consumption in preventing multiple diseases and illnesses. These benefits have been linked to both the contribution of vitamins, minerals, and fiber and the bioactive components found in fruits and vegetables. Further, an emerging body of literature associates fruit and vegetable intake with emotional benefits, such as happiness and life satisfaction. Read on for more details!

Cardiovascular Disease¹

There is strong evidence showing that a diet rich in fruits and vegetables is a Rockstar in preventing this leading killer disease of too many Americans.

- 14/16 Reviews showed statistical significance
- 2/16 Reviews showed marginal significance

Specifically, apples/pears, cruciferous vegetables (e.g. broccoli, cauliflower, Brussels sprouts), citrus, leafy greens (including lettuce) were associated with improved cardiovascular disease markers. This includes blood pressure and cholesterol.

Cancer¹

While some cancers have been more thoroughly studied than others, the outlook for fruit and vegetable consumption and various cancers is very promising. Currently, the American Cancer Society recommends fruit and vegetable intake greater than 2.5 cups a day. This is modest guidance compared to the Dietary Guidelines for Americans which recommend 2.5 cups of vegetables alone. Of the 44 studies on diet and various specific cancers cited in the 2019 paper, the evidence supports increasing intake if not currently meeting these

recommendations. The findings below dive deeper into several cancers in which there is evidence.

Colorectal Cancer

Colorectal cancer research has shown a more promising outlook with the data available to date. Seven systematic reviews were able to show dose-specific responses, meaning more protection for higher produce intakes. This in large part thanks to the fiber that is plentiful in fruits and vegetables. The American Institute for Cancer Research echoes this same conclusion from their own research that there is strong evidence of a decreased risk of colorectal cancer associated with fruit and vegetable intake.²

Esophageal Cancer

Intake of fruits and vegetables was not associated with an overall decreased risk of esophageal cancer, but was of esophageal adenocarcinoma.

Gastric Cancer

Increase in white vegetable (not total vegetables) and fruit intake showed decreased risk for gastric cancer.



Protective (inverse) association found with increased intake of fruits and vegetables	Protective (inverse) association with one type of site-specific cancer, but not overall	Harmful association found with increased intake of fruits and vegetables	No association identified
Colorectal	Breast (estrogen receptor-negative)	None	Pancreatic
Renal Cell Carcinoma (vegetables, not fruit)	Esophageal (esophageal adenocarcinoma)		Thyroid
Gastric (white vegetables and fruit)			Prostate

Immunity

Diets higher in fruits and vegetables have been inversely associated with an inflammatory marker called C-reactive protein. The mechanism for this relationship is not as well understood as other relationships, but it is likely that the fiber in produce aids the body in the creation of the short-chain fatty acid butyrate. Butyrate assists the body in combating inflammation.

Pulmonary Health

Our lungs need not only oxygen, but apparently nutrients too! An inverse association of vitamin C intake to asthma has been supported by the research. Additionally, long-term fruit and vegetable intake is moderately protective against Chronic Obstructive Pulmonary Disease.

Mental Health and Cognition

Research supports the Mediterranean diet and its protective benefit against cognitive decline and the risk for Alzheimer's disease. While the jury is still out on the direct association between fruit and vegetable consumption and cognition- fruits and vegetables remain an integral component to the Mediterranean diet.

More promising is the research on fruit and vegetable consumption and mental health. Higher consumption leading to lower risk for depression and anxiety has been significantly supported by the research.

Musculoskeletal Health

Research is mixed on bone health specifically related to osteoporosis and fracture risk. However, there is more promising information related to Rheumatoid arthritis. A moderate reduction of risk is seen with intake of greater than 11 servings per month of cruciferous vegetables. Researchers also suggest dietary intake of Vitamin C and carotenoids lower risk of inflammatory polyarthritis, which is the umbrella term for a group of arthritis conditions.

Eye Health

We have all heard our wise older family members telling us to eat out carrots to help our eyesight. It does not seem that only red-orange vegetables are linked to improved eye health. Studies show reduced risk for cataracts, which is the leading cause for blindness as we age, for produce rich in lutein and zeaxanthin, as well as our carotenoid-rich dark green vegetables. Risk of cataracts has been shown to reduce 10-25%, with women having the higher protective rates over men.

Skin Health

Because of the content of vitamins, minerals, and antioxidants in fruits and vegetables- a diet rich in produce has been shown to be protective against UV skin damage and dermatitis. A single case-controlled study also showed lower intake of produce to be associated with acne.

Type 2 Diabetes Mellitus

While some research on this link has been inconsistent, a recent systematic review by Wu et.al showed a dose-specific decreased risk of type II diabetes up to 2-3 cups of vegetables and 2 cups of fruit a day.³ This study shows consistency with current recommendations for minimum fruit and veggie intake.

Weight

Research is currently limited, but still does not support the idea that fruit and vegetable consumption is associated with weight loss. A reduction in calories eaten, while still honoring hunger and satiety cues, continues to be the gold standard for showing effective changes in weight. However, an effective method to reduce overall caloric intake is by consuming satiating, plate-filling, fiber-rich, fruits and vegetables.





experts. Findings illuminated what has been observed as an ongoing knowledge-action gap in the field of nutrition—where continued consumer education efforts have not necessarily resulted in more healthful behaviors.

Behavioralize described that modern behavioral science emphasizes the direct influence of “what people do” as the key to behavior change. In fact, behavior is a stronger predictor of health outcomes than are medicine and clinical care. On the continuum from knowing to feeling to doing, this review found that knowledge can be changed, but there’s no guarantee that increased knowledge will influence behavior.⁴ Feelings do influence behavior—however they can be difficult to change and they are transient. If done right, eating behavior can be directly influenced, independent of what consumers know or feel. Case in point: a meta-analysis of 286 “nudge” findings demonstrated an increase in effect sizes as the nudge focus shifts from cognition, to affect, to behavior.⁵

This exercise has been transformational to how PBH is approaching its mission to increase fruit and vegetable consumption. With consumer understanding high that produce is healthy, PBH will focus on moving past “knowing” into the more actionable “feeling” and “doing” by concentrating on creating excitement and craving for fruits and vegetables (feeling) and increasing exposure, routine, and ease of consumption around produce (doing).

Moving Toward Consumer Behavior Change

In 2017, PBH conducted formative consumer research to look at the relationship between eating fruits and vegetables and happiness. This research was born out of a growing scientific literature that those who consume the most produce reap emotional wellbeing benefits. This research found an association between the frequency in which consumers ate fruits and vegetables and their reported levels of happiness and life satisfaction. This led PBH, in 2019, to engage a prominent behavioral scientist, Jason Riis, PhD with the firm Behavioralize. Behavioralize examined the academic literature based on more than 100 papers and conducted interviews with ten academic and industry

To summarize

Fruit and vegetable intake has been shown to be protective against many diseases. While in some cases, the evidence does not yet show a clear association between produce intake and lower risk of disease, fruit and vegetable intake has consistently been shown to be a staple in a healthy eating pattern—which the DGA, the gold standard of science on healthy eating, recommends we strive for. So, what is the message for the public? Have a Plant®! Eat more fruits and vegetables—in any form. This is the single most important behavior we can all do to live a healthy and happy life!

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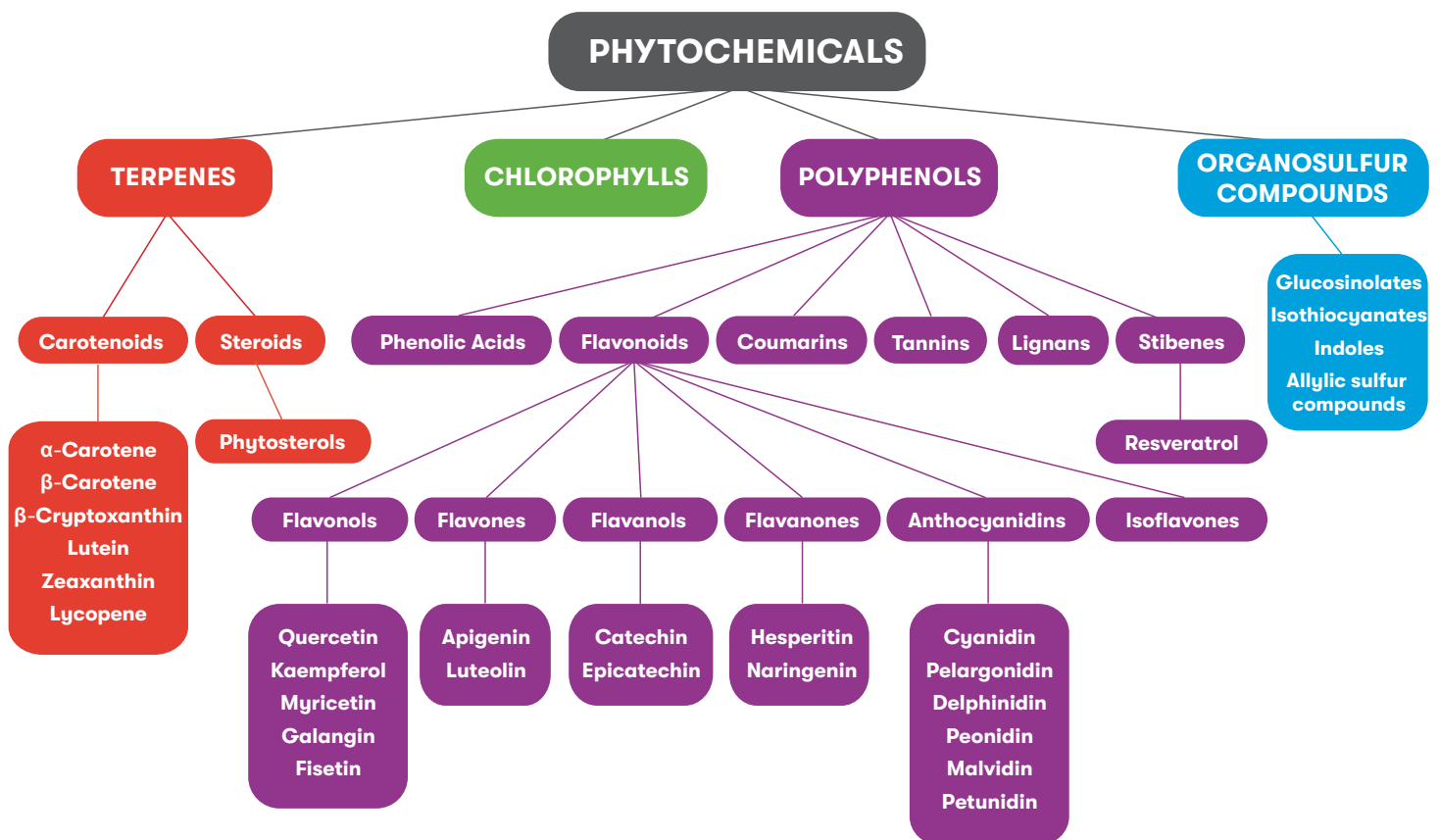
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2. World Cancer Research Fund/American Institute for Cancer Research. Continuous Update Project Report 2018. Whole grains, vegetables and fruit and the risk of cancer. Available at dietcancerreport.org
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WHAT WE KNOW ABOUT PHYTOCHEMICALS

Consumption of fruit and vegetables is an important part of a healthy diet and is associated with reduced risk of chronic diseases, including cardiovascular disease, stroke, and certain types of cancer. Fruit and vegetables contain a variety of vitamins, minerals, fiber and phytochemicals. Phytochemicals are compounds produced by plants that are believed to affect health, but are not traditional ‘essential’ nutrients. That is, if not consumed, clinical deficiency symptoms do not occur. They are, however, thought to be protective against disease, likely working synergistically with other compounds, including vitamins and minerals, in plants.

More than 5,000 individual phytochemicals have been identified in fruit, vegetables, and grains, but a large number are still unidentified. Scientists group phytochemicals according to their chemical structure. This often means that phytochemicals in a group act in the human body in a similar way. The majority of the phytochemicals found in fruit and vegetables appear to be in the sub groups of carotenoids, flavonoids and organosulfur compounds, as shown below. Health professionals should reiterate that while there is ample evidence about the influence of fruit and vegetables on health and disease, it is not likely due to any single phytochemical, vitamin, or mineral.



CAROTENOIDS

There are more than 600 carotenoids identified in nature and these compounds are the source of the yellow, orange, and red colors of many plants (though the chlorophyll in some green plants hides these yellow-orange-red pigments). Carotenoids can be broadly classified into two classes: carotenes (α -carotene, β -carotene, and lycopene) and xanthophylls (β -cryptoxanthin, lutein, and zeaxanthin.) These six carotenoids are the most studied because of their abundance in the food supply. β -cryptoxanthin, α -carotene, and β -carotene are provitamin A carotenoids that can be converted by the body to Vitamin A. Lutein, lycopene, and zeaxanthin do not have vitamin A activity. Chopping, pureeing, and cooking carotenoid-containing vegetables in oil generally increases the bioavailability of carotenoids. Lycopene gives tomatoes, pink grapefruit, watermelon, and guava their red color. α -carotene and β -carotene offer the yellow-orange pigments; β -cryptoxanthin offers red/orange.

CHLOROPHYLL

Chlorophyll is used by plants to trap light needed for photosynthesis and also gives plants their green color. It is fat soluble and insoluble in water, though little is known about its bioavailability and metabolism. Chlorophylls are the most abundant pigments in plants, with the richest sources being dark green leafy vegetables.

POLYPHENOLS

Flavonoids are the most abundant of the polyphenols. Several subclasses include: anthocyanins, flavanols, flavanones, flavonols, flavones, and isoflavones. It is estimated that flavonoids account for approximately two thirds of the polyphenols in our diet and the bulk of the remaining are from phenolic acids. Many of the biological effects of flavonoids appear to be related to their ability to modulate cell-signaling pathways, rather than their antioxidant activity.

ORGANOSULFUR COMPOUNDS

Sulfur-containing compounds called glucosinolates are found in cruciferous vegetables. Myrosinase, a class of enzymes that catalyzes the hydrolysis of glucosinolates, is separate from glucosinolates in plant cells. When cruciferous vegetables are chopped or chewed, myrosinase interacts with glucosinolates and releases isothiocyanates.

Main Source

Jane Higdon and Victoria Drake, *An Evidence-based Approach to Phytochemicals and Other Dietary Factors*, 2nd edition (New York: Thieme Stuttgart, 2013)

CAROTENOID BIOLOGICAL ACTIVITY

Vitamin A activity	Intercellular communication
Antioxidant activity	Immune system function
Light filtering	



CHLOROPHYLL BIOLOGICAL ACTIVITY

May bind to and inhibit absorption of carcinogens	Antioxidant activity
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POLYPHENOL BIOLOGICAL ACTIVITY

Direct antioxidant activity	Metal chelation
Help regulate cell growth, proliferation, and cell death (apoptosis)	Inhibits tumor invasion
Stimulates detoxification enzyme activity	Decreases inflammation
Preserves normal cell-cycle regulation	Decreases vascular cell adhesion
Inhibits cancer cell proliferation and induces apoptosis of cancer cells	Increases arterial relaxation (vasodilation)
	Decreases platelet aggregation

ORGANOSULFUR COMPOUNDS BIOLOGICAL ACTIVITY

Involved in metabolism and elimination of a variety of chemicals (drugs, toxins, carcinogens)	Inhibits cancer cell proliferation
Preservation of normal cell-cycle regulation	Induces apoptosis in several cancer cell lines
	Anti-inflammatory activity
	Antibacterial activity

See also

1. Margot Skinner and Denise Hunter, *Bioactives in Fruit: Health Benefits and Functional Foods* (UK: Wiley Blackwell, 2013)
2. Cesaretin Alasalvar and Fereidoon Shahidi, *Dried Fruits: Phytochemicals and Health Effects* (UK: Wiley Blackwell, 2013)
3. *Phytochemical Information Center, Produce for Better Health Foundation*, <http://www.pbhfoundation.org/about/res/pic>



QUICK REFERENCE TO FOODS RICH IN PHYTOCHEMICALS OR OTHER DIETARY FACTORS

VEGETABLES	
DARK GREEN e.g., Chard, leafy greens, lettuce, green pepper, spinach	Carotenoids (lutein and zeaxanthin), chlorophyll, fiber
YELLOW & ORANGE e.g., Carrots, pumpkin, squash, sweet potato	Carotenoids (-carotene, -carotene, -cryptoxanthin), fiber
CRUCIFEROUS e.g., Arugula, bok choy, broccoli, Brussels sprouts, cabbage, cauliflower, collard greens, horseradish, kale, kohlrabi, mustard, radish, rutabaga, turnips, wasabi, and watercress.	Carotenoids (lutein and zeaxanthin), chlorophyll, isothiocyanates, indoles, lignans, fiber, phytosterols
LEGUMES e.g., Soy and dried beans, peas, lentils	Flavonoids (isoflavones), fiber, phytosterols
ALLIUM e.g., Chives, leeks, garlic, onions, shallots	Flavonoids (flavonols), fiber, organosulfur compounds
FRUITS	
BERRIES e.g., Strawberries, raspberries, blueberries	Flavonoids (anthocyanins, flavanols, flavonols), lignans, fiber, resveratrol
RED AND PURPLE GRAPES	Flavonoids (anthocyanins, flavanols, flavonols), fiber, resveratrol
CITRUS e.g., Grapefruits, oranges, lemons, limes	Flavonoids (flavanones), fiber
RED e.g., Apples, cherries, cranberries, pomegranates, tomatoes, watermelon	Flavonoids (flavanols, flavonols), fiber, Carotenoids (lycopene), fiber
NUTS AND SEEDS	
NUTS e.g., Almonds, pine nuts, walnuts	Fiber, phytosterols, essential fatty acids
LEGUMES e.g., Peanuts, lentils	Fiber, phytosterols, resveratrol, essential fatty acids
SEEDS e.g., Flaxseeds, sesame seeds	Lignans, fiber, phytosterols, essential fatty acids
WHOLE GRAINS	
WHOLE GRAINS e.g., Brown rice, barley, oats, rye, whole wheat	Lignans, fiber, phytosterols
SPICES	
TUMERIC	Curcumin
PARSLEY	Chlorophyll, flavonoids (flavones)
GARLIC	Organosulfur compounds

Chart adapted from: Jane Higdon and Victoria Drake, “Quick Reference to Foods Rich in Phytochemicals or Other Dietary Factors,” in *An Evidence-based Approach to Phytochemicals and Other Dietary Factors*, 2nd edition, ed. Jane Higdon et al. (New York: Thieme Stuttgart, 2013), 270.



ON THE FOREFRONT OF CONSUMER INSIGHTS: A DECADE OF PBH RESEARCH

The Produce for Better Health Foundation has long made it a priority to invest in and conduct long-term, comprehensive consumer and marketplace research and analyses to 1) understand consumers' knowledge, attitudes, behavior around all types of fruit and vegetables; 2) ascertain and address challenges and opportunities in the consumer messaging and eating environments; and 3) develop novel approaches to help Americans increase fruit and vegetable consumption.

Want the condensed version? Read a rundown of a decade of insights, below, from 2007 – 2017.

Consumption Trends

It is widely agreed upon in the scientific and public health communities that Americans habitually consume below the recommended levels of fruit and vegetables. There are many scientifically validated methods to measure intake. Therefore, the absolute amounts of fruit and vegetables consumed, as well as the extent to which Americans are under-consuming, can vary from source to source. We will be discussing trends in fruit and vegetable consumption based on the Dietary Guidelines for Americans, PBH State Of The Plate Report, and PBH studies on reported intake of Americans.

Government data from the National Health and Nutrition Examination Survey consistently demonstrates population-level fruit and vegetable consumption below recommended amounts and, consequently, consuming more fruit and vegetables is reliably an emphasis in each edition of the US Dietary Guidelines for Americans.¹ A PBH research study entitled, Novel approaches to measuring and promoting fruit and vegetable consumption, conducted in 2017 indicated that, on average, about 39% and 27% of men report consuming the daily recommended minimum or more of fruit and vegetables, respectively, based on the MyPlate recommendation for sedentary individuals vs. 52% and 47% of women. For men, this recommendation is 2 cups of fruit and 2 ½-3 ½ cups of vegetables per day, depending on age and calorie level. For women, this minimum is 1 ½-2 cups fruit and 2-2 ½ cups of vegetables daily.

When trying to increase intake, we must understand where consumers are in their expectations of how much

they should consume. The data indicate a gap between what consumers believe they should be eating and the recommendations via MyPlate. Men are nearly twice as likely as women to underestimate how much fruit they should be consuming and over three times as likely to underestimate how much vegetables they should be consuming daily. Almost a third of men underestimate the amount of fruit (28.9%) and about half (54.6%) underestimate the amount of vegetables. Women tend to overestimate the amounts of fruit and vegetables recommended per day, particularly vegetables, and 15.3% and 15.4% underestimate the recommendations for fruit and vegetables, respectively.³

Both the actual and perceived consumption gaps can realistically be closed. Men and women, on average, report a “perceived gap”, defined as the perceived recommendations minus reported intake, of just over a half a cup (.55) per day of fruit and just under three-fourths a cup (.74) per day of vegetables. The “actual gap”, defined as the minimum MyPlate recommendations minus reported intake, identified in the 2017 PBH research is a bit wider with approximately one cup each of fruit (.91) and vegetables (1.15) per day.³

Fruit and vegetable intake is habitual. With increased days per week intake, greater amounts are consumed per day. The average reported intake is approximately 5 days per week for fruit (4.9) and vegetables (5.6). Approximately one-third of Americans report consuming fruit (35%) or veggies (47%) daily, significantly more so for vegetables than fruit.³



Health and Wellbeing

How individuals feel overall is a mix of physical and emotional wellbeing. Good health is multi-faceted with the top factors reported in 2016 including physical exercise (84%), proper nutrition (80%), reduced stress (73%) competing with other health and wellness behaviors including not smoking (68%), adequate rest (68%), among others. We know from trended studies with primary shoppers that fruit and vegetables hold a prominent position in dietary factors associated with good health. In 2016, eating “more vegetables” was given as the most important dietary factor associated with good health by primary shoppers with 80% of respondents providing this response, followed by “less sugar” (71%), and “more fruit” (68%). In fact, staying healthy was the top reason given to consume fruit and vegetables with close to three-fourths of shoppers (73%) reporting eating fruit and vegetables for this reason. Of note, lower income shoppers were more likely to report eating fruit and vegetables to manage illness (17% vs 10%) and less likely to eat them because they are part of a balanced diet (51% vs 66%). Overall, only 1/3 of shoppers say they learned to eat fruit and vegetables as a child.⁴

Emerging literature points to a potential connection between fruit and vegetable intake and happiness. Some data has shown that increased fruit and vegetable consumption is predictive of increased happiness, life satisfaction, and wellbeing.⁵ Using this as a basis in 2017, PBH delved further into the evolving nature of how consumers view health and wellness to identify emotional hooks to connect with them regarding increasing consumption. Six in ten consumers surveyed reported being happy or very happy. Men were significantly more likely than women to say they are very happy (18% vs. 11% respectively). A positive outlook on life emerged as being a strong predictor of happiness. Not surprisingly, feeling unable to make the most of each day was inversely associated with feelings of happiness. Finally, our sample reported that eating fruit and vegetables to feel good about oneself was also a predictor of happiness.³ It is important to note that correlations do not necessarily mean causality. More work needs to be completed to fully understand and appreciate the relationship between fruit and vegetable intake, satisfaction, and happiness.



There is a correlation between number of days in a week one consumes fruit and vegetables and a person's reported level of satisfaction. Those who consume fruit and vegetables every day of the week were significantly more likely to report being satisfied with their life as a whole.

There is a correlation between number of days in a week one consumes fruit and vegetables and a person's level of happiness. Those who consume fruit and vegetables every day of the week were significantly more likely to report being happy in the short-term.

Barriers are in the eye of the beholder. Those who did not eat fruit and vegetables as often as 6-7 days in a week reported not feeling as good physically or emotionally and those who did not eat any fruit and vegetables were significantly more likely to report a feeling of hopeless and disengagement in daily activities. Over time, we have seen in research that consumers consistently cite common barriers to fruit and vegetable consumption such as finding fruit and vegetable options that appeal to the whole family, lack of preparation skills, and physical limitations. In the 2017 research, those who consumed fruit and vegetables less than 6 days per week were most likely to cite barriers such as these. However, those who consumed fruit and vegetables 6-7 days per week and said they were very happy/happy were also significantly likely to agree with barrier statements — indicating that these barriers can be overcome for those committed to a positive lifestyle and outlook. This is one reason that it will always be important to provide practical information and tips to support shoppers in increasing fruit and vegetable intake and to use various forms of fruit and vegetables to help alleviate the most commonly reported barriers and needs such as knowledge of fruit and vegetable storage, seasonality, and cost.³

Targeted Audiences

Moms understand the importance of fruit and vegetables, but appear to be more intimidated and less motivated to serve them over time. Moms value and appreciate the relationship between fruit and vegetable intake on health and wellbeing, they see it as part of their role to serve them, and they report a high intention in doing so. However, changes over time indicate an increase in those feeling that their families eat enough fruit and vegetables, a slight reduction in motivation to serve them, a decrease in those saying serving them will be easy, and an increase in those saying serving them is more of a chore. The most common barriers expressed by moms include the different preferences of family members, difficulty including fruit and vegetables when not at home and at restaurants, issues including them at meals where they are not traditionally served, and challenges of serving fruit and

vegetables in the context of their everyday responsibilities overall.⁶

Dads report a lack knowledge regarding fruit and vegetables and limited motivation to serve them. Dads demonstrate less knowledge of health benefits of fruit and vegetables and are more likely than moms to think it's not important to include fruit and vegetables in their family's meals and snacks. They are also more likely to say that fruit and vegetables are not appetizing. As a result, they report taking less actions than moms to encourage consumption and are not as interested in approaches to encourage their families to consume more.⁷



Communications and support for parents must be realistic and sensitive to the fact that they can feel overwhelmed with competing priorities in the lessons they wish to teach their kids. Parents battle both “food fights” and those aimed at imparting other values on their children. Between 2014-2017, moms reported increased “battling” with their children over screen time, eating too many sweets, homework, eating their fruit, demonstrating table manners, and bathing. Dads were more likely to say that they eat fruit and vegetables because they want to, while moms felt a combination of both obligation and desire to eat fruit and vegetables.⁶

Parents crave convenience. In 2015, more than half of moms (59%) said that conveniently prepared fruit and vegetables in single-serve snack sizes helped them get servings of fruit and vegetables into their child's diet. Nearly as many (57%) said they wish there were more convenient, prepared forms available.⁶



Moms implement various approaches in the home to increase fruit and vegetables consumption with varying success. The most common approach, setting a good example, was viewed as very (41%) or somewhat (51%) successful in 2014. Other successful approaches included setting out a fruit bowl; involving children in growing, selecting, or preparing fruit and vegetables; having vegetables cut up and ready to eat in the refrigerator; and hiding vegetables in other foods. Mothers report decreasing success with reward systems and the least successful approach reported was serving a new vegetable multiple times and encouraging the child to taste it. Insights such as these can inform efforts to underscore what is working, suggest new tactics, and/or suggest modifications in areas that have been less successful.⁶



Lower income shoppers' knowledge and beliefs do not support increased daily consumption of fruit and vegetables. Belief in the benefit of preventing health conditions declined during the 2012-2016 survey period. Despite lower income shoppers being more likely to say they eat fruit and vegetables to manage an illness, proportionally fewer see consumption as a way to prevent illness (e.g., heart disease, overweight and obesity, cancer, premature death) compared to higher income households.⁴

Lower income shoppers are open to all forms. With the exception of frozen fruit, lower income households viewed all forms of fruit as more healthy than higher income households, especially 100% juice, fruit purees, and fruit in plastic cups.⁴

Lower income shoppers say they need additional support. This group has been significantly more likely than higher income shoppers to report that they do not have the support they need to include more fruit and vegetables in their family's meals and snacks, including that their spouse or partner does not believe it is important to do so. However, they have also reported being motivated to learn more. Specifically, lower income consumers were more likely than higher income consumers to want to learn more about the health benefits of fruit.⁴
Adults 50+

Intake of fruit and vegetable consumption appears to be declining among older adults despite positive attitudes toward fruit and vegetables. State Of The Plate data shows double digit declines in adults ages 45 and older, and particularly those ages 65 and older, who are the highest fruit and vegetable consumers historically.² This trend exists, even as our research shows that, as people age their locus of control shifts from external to internal. Younger people are more likely to say that they eat fruit and vegetables because they are advised to or because someone prepares it for them. Older adults tend to be more motivated by both the long- and short-term lifestyle benefits of eating healthfully (e.g., feeling good about their health and physical appearance, living longer, etc.) and attitudes skew more positively towards fruit and vegetables as folks get older. Days per week fruit intake is significantly greater among adults 50+ compared to the general population, as is the percentage who consume fruit daily.³

A Focus on All Forms Insights

Fresh is by far the most healthfully perceived form and vegetables are perceived as healthier than fruit. Overall, perceptions of healthfulness declined from 2012-2014.⁴

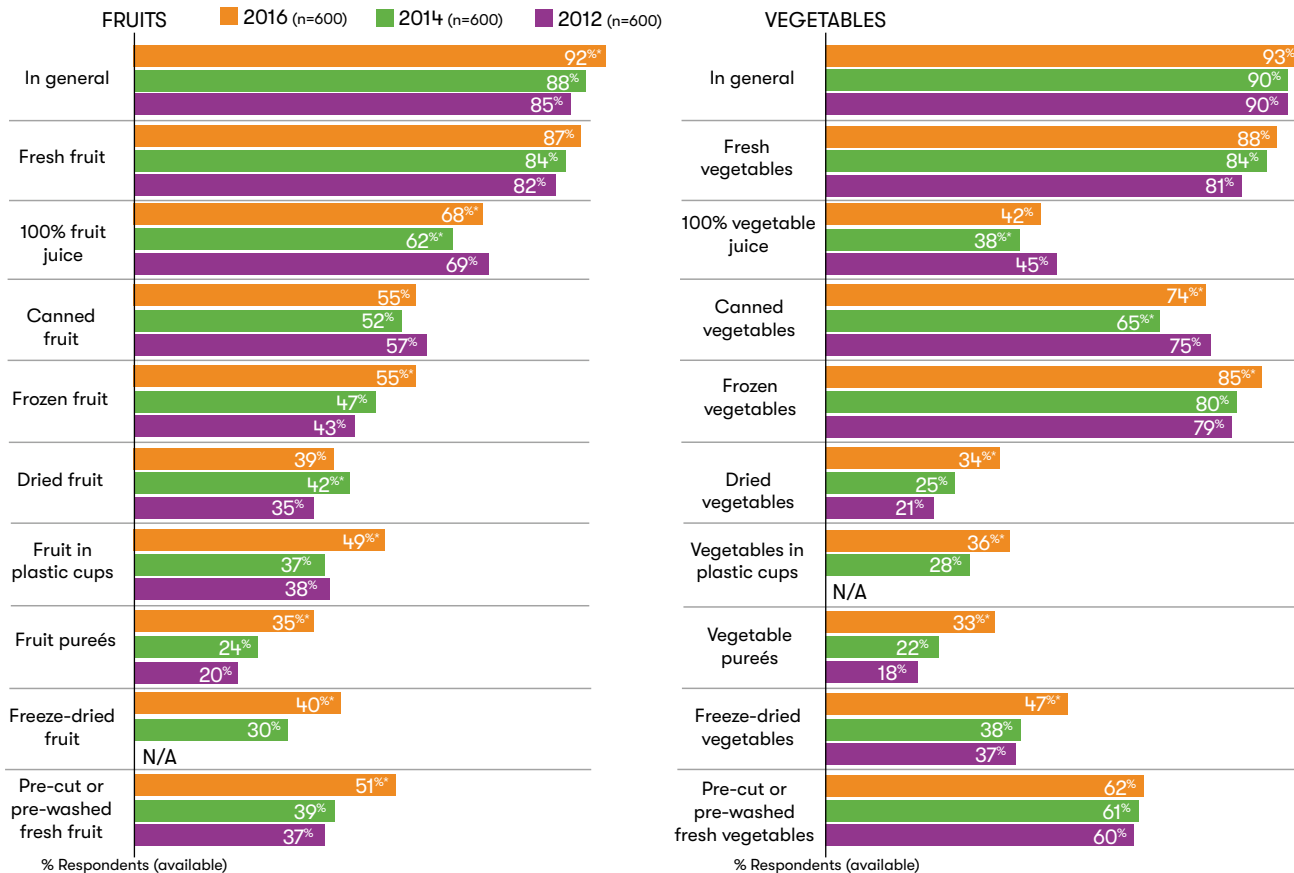
All forms shopping behavior from 2009-2014 foreshadowed a consumer preference for fresh. The PBH State Of The Plate Report demonstrated a 4% increase of store fresh fruit, a 13% decrease in canned fruit and vegetables, as well as a decrease in dried fruit and homegrown vegetables from 2009-2014. Store fresh vegetables was flat among the population, but experienced notable growth among children (10%) and young adults.² In PBH's 2016 survey, freshness overtook cost for the first time as the most important factor influencing fruit and vegetable purchasing.⁴ These factors had been more closely aligned in previous years.

Fruit and vegetables are available in the vast majority of homes. In 2016, greater than 90% of households reported containing fruit and vegetables. Fresh was the predomi-



Primary Shoppers' Home Availability of Different Forms of Fruit & Vegetables, 2016

Please rate the availability of fruits and vegetables in your home.



*Represents statistically significant difference from prior year. Scores represent top 3 box scores in 6-point Likert Scale.

nant form.⁴ In 2017, more than half of fruit and vegetables consumed at home was fresh.³

There is very little wastage reported among the various forms. Fresh and pre-washed, pre-cut forms have the highest perishability. Anywhere from 1/2 to 3/4 of consumers report not wasting any frozen, canned, dried fruit and 100% fruit juice. 50-65% report not wasting any frozen, canned vegetables or vegetable juice.⁴

Dads appear to be more accepting of 'all forms' of fruit and vegetables. This is based on the higher availability of canned, frozen, and dried fruit and vegetables they report having in their homes.⁷

Moms' view that forms other than fresh are less healthy has continued to grow over time. Moms tend to report that frozen, 100% juice, dried, and canned fruit and vegetables are less healthy than fresh produce. Perception of canned and dried fruit and vegetables improved in 2015, but not significantly.⁶

Efforts placing primary emphasis on fresh produce may be having an unintended consequence by helping to curtail increased consumption. PBH research indicates, consistently over time, that availability and use of various forms in the home is associated with higher consumption of fruit and vegetables overall— and across all forms.³

⁴ Various forms help address the need for convenience, concerns about storage, and provide more options to navigate family preferences, etc.

Any trend of consumers avoiding forms of fruit and vegetables, other than fresh, is concerning overall as it relates to consumption and, ultimately, nutrient adequacy. The Dietary Guidelines for Americans 2015-2020 point to the extensive nutrient contributions that fruit and vegetables make to the American diet including several of public health concern (fiber, folate, iron, and potassium). The Guidelines also caution against consuming excess sodium and added sugars, but note that vegetables only contribute about 7% of sodium (inclusive of French fries) and fruit, fruit juice, and vegetable intake combined contribute ~2% added sugar.¹ In fact, 100% juice has been linked to overall better quality diets⁸ and have not been linked to overweight/obesity in healthy adults and children^{9,10}

Insights by Form

Fresh has the highest perception of healthfulness and is most available and consumed in the home. They are easily consumed as is and they are most commonly purchased weekly. Shoppers also report increasing their purchasing of fresh fruit and vegetables over time.⁴ Consumers point to the perishability of fresh compared to other forms and report a perception that they are more costly as well.⁶

Frozen is perceived as healthful by a majority of shoppers, right after fresh, and as offering convenience in both ease of use, as well as preventing spoilage. Availability in the home has trended up. Frozen vegetables are perceived as more healthful than frozen fruit. The latter are not as commonly available in the home. Some consumers report not “liking” or using frozen produce.⁴

Canned is identified by consumers as being easily consumed “as is”, addressing convenience and cutting down on prep time. They keep well and 60% report no wastage at all. Consumers say they are easily utilized as side and mixed dishes. More than ½ of homes containing canned fruit and close to ¾ of homes containing canned vegetables. They are mostly purchased weekly and monthly. However, canned are among the lowest in perceived healthfulness of the various forms.⁴ Concerns include preservatives, added sodium and added sugars.⁶ Reported behavior, as well as data from State Of The Plate from 2009-2014, seem to indicate a decline in canned produce purchasing.^{2, 4}

100% juice is commonly consumed “as is” and is wasted least of all the forms. Sixty percent of shoppers report purchasing 100% juice weekly and reported purchasing increased in 2016. Fruit juice the second most commonly available form of fruit in the home.⁴ While 100% fruit juice outperforms 100% vegetable juice in every category except perceived healthfulness, it’s often perceived as having too much sugar.^{4, 6} However, many consumers report not liking or using 100% vegetable juice.⁶

Dried fruit is present in about 40% of households and is popular for specific uses, such as snacks, on cereal, on salads, and in baking.⁴ Purchases of dried vegetables appear to be decreasing and many indicate that they don’t like and/or don’t use this form.^{4, 6}

Pre-cut and pre-washed elicit similar consumer viewpoints as fresh. Reported purchasing and availability in the home has increased over time with about 60% of shoppers reporting purchasing this form weekly. Like fresh, they are associated with being quicker than other forms to spoil.

Settings and Communication

The Internet is a hotbed for nutrition knowledge for consumers, with close to ¾ of shoppers saying they would choose to go online for information on fruit and vegetables. Traditional print sources have declined over time and family and school has trended up. Supermarkets have been consistently a top source.

Primary Shoppers’ Reported Fruit & Vegetable Wastage, 2016

How much of the various forms of fruits and vegetables that you buy do you throw out?

FRUIT	Fresh (n=223)	Frozen (n=221)	Cans (n=233)	Dried (n=228)	100% Juice (n=237)	Pre-Cut, Pre-Washed (n=239)
None	25%	58%	61%	49%	73%	38%
One-tenth or less	50%	25%	23%	26%	17%	32%
One-quarter or less	18%	10%	11%	16%	7%	20%
One-third or less	7%	5%	3%	5%	3%	8%
One-half or less	0%	1%	2%	1%	1%	0%
More than half	0%	1%	0%	3%	0%	2%

% Respondents

VEGETABLES	Fresh (n=230)	Frozen (n=235)	Cans (n=250)	Dried (n=201)	100% Juice (n=238)	Pre-Cut, Pre-Washed (n=225)
None	23%	62%	65%	32%	50%	29%
One-tenth or less	46%	22%	23%	29%	24%	32%
One-quarter or less	22%	12%	8%	24%	16%	27%
One-third or less	8%	4%	3%	7%	6%	8%
One-half or less	1%	0%	1%	4%	3%	4%
More than half	0%	0%	0%	3%	0%	0%

% Respondents

Number of respondents will vary as this question was only asked of those respondents who reported keeping the form of fruit or vegetable in question available in their home.



Grocery retail demonstrates significant influence. Supermarket flyers, newspaper ads, and signs on displays are rated as the most enjoyable communication methods about food. Electronic sources (e.g., TV, radio, Internet, and social media) also scored high.⁴

Expansion of fruit and vegetables featured on restaurant menus is working for families. In 2015, moms reported increased ease over time in family's ability to eat fruit and vegetables at restaurants and quick service restaurants. More moms agreed than disagreed that the addition of fruit and vegetables to restaurant menus and to children's meals at fast food restaurants has positively impacted their child's consumption.⁶

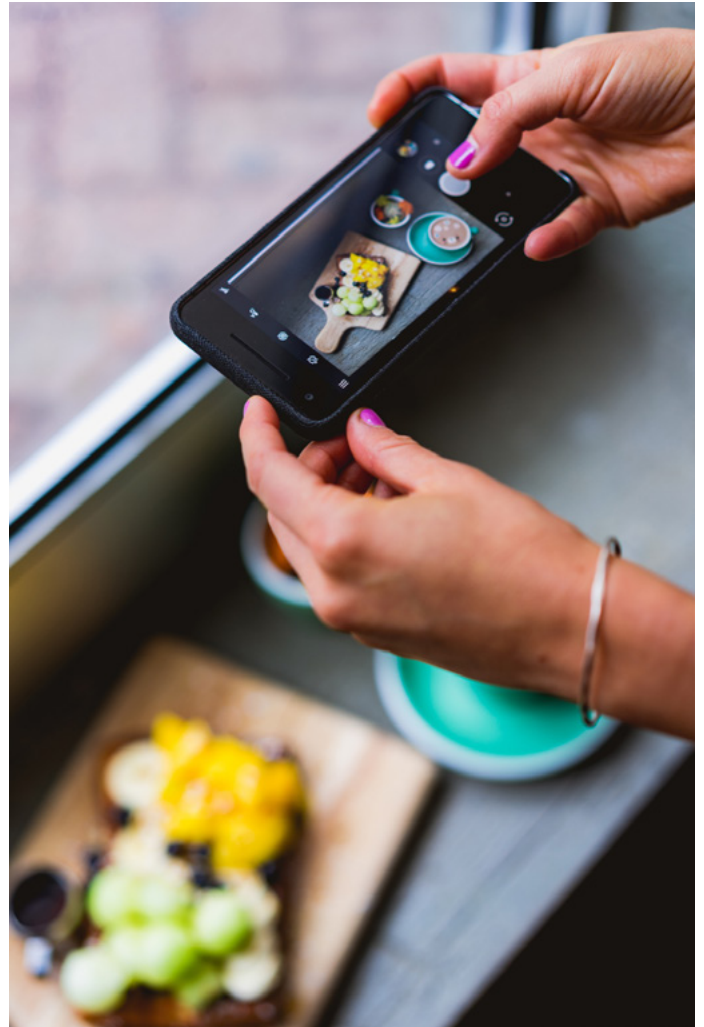
Messaging is critical; fresh can be promoted without denigrating other forms. In 2015, PBH conducted a study on the tone of government messaging and identified concerning unintended consequences associated with "limiting language" that reinforces fresh and degrades packaged foods. Among vulnerable consumers, "inclusive language" more consistently reinforced perceived healthfulness of packaged fruit and vegetables and they felt that limiting language recommendations would most likely cause a decrease in their intake of packaged fruit and vegetables. Overall, government recommendations with inclusive language more strongly and consistently increased consumers' intent to purchase packaged fruit and vegetables, without decreasing their intent to purchase fresh produce.¹¹

Support of Fruit and Vegetable Consumption

The fruit and vegetable consumption gap represents an urgent and growing challenge for the nation. The nationwide economic cost of the fruit and vegetable consumption gap for cancer, coronary heart disease, and stroke in 2012 (\$63.3 billion) was larger than the annual spending of 46 states and the GDP of 121 countries in 2012. Between 2008 and 2012, the economic cost of the fruit and vegetable consumption gap for these three chronic illnesses increased by 12.6%. If it were assumed that the total increase occurred in equal amounts each year, the total cost to the nation, for the five years from 2008 through 2012 combined, would have been \$298.8 billion.¹³

Government spending contradicts the priority of fruit and vegetables in the Dietary Guidelines and public health recommendations. In the 2010 Dietary Guidelines, fruit and vegetables comprised more than 40% of total recommended food group servings and the protein group accounted for 8% of total recommended servings—one-fifth of fruit and vegetable servings. Yet, as reported in the 2015 PBH Gap Analysis, USDA invested only about 1.8% of its annual budget on fruit and vegetables. Total

share of food group spending for fruit and vegetables was only 14.7%, or only about one-third of their share of recommended servings in a daily diet (41.4%). Meat captured 49.5% of all food-group spending, six times its share of recommended servings. Protein food group dominates USDA spending and over time more is spent on the protein group compared to fruit and vegetables. Further, between the FY 2008/2009 and FY 2012/2013 periods, USDA fruit and vegetable spending declined five percentage points while the protein group's share grew by six percentage points. This amount is equal to only 4.3% of the U.S. economic cost of the consumption gap.¹³



Fruit and vegetables are also a low spending priority for NIH and CDC despite sizable health risks attributable to the consumption gap. Analysis of spending by the two agencies during the FY 2012/2013 period revealed that the scope of their fruit and vegetable related activities continues to be inconsistent with the health risks posed by the consumption gap. CDC dramatically under spent on fruit and vegetable projects. Tobacco-prevention spending was 27 times fruit and vegetable spending even



though tobacco's contribution to cancer, coronary heart disease and stroke risk was only 2.4 times the disease risk attributable to the fruit and vegetable consumption gap. Only 1% of NIH research projects on cancer, coronary heart disease and stroke focused on fruit and vegetables, even though the fruit and vegetable consumption gap contributes between 5.6% and 22.2% of the risk for those three diseases.¹³

Summary

There is a critical need to increase understanding regarding the role that all forms (fresh, frozen, canned, dried, and 100% juice) play in helping Americans achieve consumption recommendations and nutrient adequacy. One concern is that the perception and communication that fresh is nutritionally superior may be having unintended consequences on public health. We know that government recommendations, specifically, that include "inclusive" language more strongly and consistently increase consumers' intent to purchase packaged fruit and vegetables, without decreasing intent to purchase fresh produce. Further, those in households that have the most availability and use of all forms also report the most intake of fruit and vegetables overall, with the majority being fresh.

There is an ever-increasing need to meet consumers where they are with compelling, realistic messages and

strategies to increase fruit and vegetable consumption. Fruit and vegetable consumption is habitual and consistently below recommendations. On average, men and women consume fruit and vegetables about 5 days per week. With increased days per week intake, we also see increased amounts consumed per day. The actual gap between reported consumption and MyPlate recommendation for sedentary individuals is about 1 cup of fruit and vegetables each per day. The perceived gap between recommendations and what consumers report eating are about ¾ cup per day for fruit and ½ cup per day of vegetables.

Finally, the need for government spending to be commensurate with recommendations of fruit and vegetables, and the health risks of under-consuming them, is urgent.

We can all work together collectively to support consumers in closing the consumption gap. As a public health community, we can learn more about potential emotional benefits associated with increased consumption and how to best convey to our audiences. We can provide novel, innovative, collaborative, and practical strategies, tips, and support that alleviates barriers and facilitates progress each day through an all forms solution for every lifestyle and encouragement to begin choosing one more per day and one more day per week.

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BEHIND THE SCENES OF THE HAVE A PLANT[®] MOVEMENT!

It is universally agreed upon that eating fruits and veggies is an essential part of being healthy and that most of us don't get enough. What if we told you though that we are now finding produce is not only good for your health, but it may also boost your mood? Simply put: if you're a human being, your body and mind are built to benefit from eating plants. So here's a plan: Have A Plant[®]!

Have A Plant[®] (Good Advice for Millennials, Gen Z, and Anyone Who Eats)

PBH is committed to transforming how people think about and enjoy fruits and vegetables. We are championing a bold, new initiative – one that leverages insights from behavioral science – to tap into consumers' emotional connections to food; and particularly plants. The Have A Plant[®] consumer movement replaces the Fruits & Veggies-More Matters[®] public education program as a transformational approach to shifting fruit and vegetable behaviors, particularly among Millennials and Gen Z consumers. Together, these groups represent the largest demographic in the United States and are the current and future parents of the next generation of fruit and vegetable eaters.

Millennials and Gen Z consumers are distinctive—they are growing up in a new digital world that's directly impacting food purchasing decisions, creating the opportunity for more efficient and effective communication on the why and the how of increased fruit and vegetable consumption. They have an inherent interest in the content of their food and understand that what they eat impacts their physical health and how they feel. However, they struggle with competing information sources, and the challenges of maintaining healthy eating patterns in their increasingly fragmented, time-pressured daily lives.

PBH recently lead an intensive consumer research journey to identify effective strategies that could help motivate Americans to meet daily recommendations for fruits and vegetables and reverse lack-luster consumption trends. This multi-faceted research effort included conversations with 300 consumers; analysis of 1.2 million social posts; interviews with 23 produce industry stakeholders; and a deep-dive assessment of over 100 consumer behavior studies. The findings were compelling:

- Behavioral research suggests that content targeting Millennials and Gen Z can be most effective when it shifts from a “knowledge-based” story of facts and



figures, to more powerful, yet straightforward, ideas and actions based in “feeling” and “doing.”

- Consumers are motivated by the immediate emotional satisfaction of eating fruits and vegetables, more so than longer term physical (health) benefits. People report feeling happier and a greater sense of overall satisfaction in life when they eat these plant foods more often, which can often be more motivating as a driver than an emphasis on disease risk reduction.
- Millennials and Gen Z categorize fruits and vegetables, each, very differently – and they want resources that speak to this differentiation. For many, fruit means sweet and happiness, while vegetables convey savory and smart, for example.



have a plant[®]

fruitsandveggies.org



- Social content analytics identified a current of advocacy naturally flows within digitally connected Millennials and Gen Z, which can offer a compelling opportunity for the produce promoters to tap into, to boost fruit and vegetable consumption.

The bottom line? Rather than a prescriptive recommendation to eat a certain amount of fruits and vegetables each day, consumers (particularly Gen Z and Millennials) want actionable, realistic and FUN approaches that make eating fruits and vegetables easy, helping them feel confident, happy and healthy. That's where PBH's Have A Plant[®] movement comes in. It's a way to tap into the emotional connection consumers have to the fruit and vegetable eating experience while inspiring long-term, sustainable behavior change. And it does so with a no-nonsense approach that's simple, understandable, and, importantly for this audience, non-prescriptive. We know many people are trying to add more plant foods to their diets, for a variety of reasons. Fruits and vegetables – whether they're fresh, frozen, canned, packaged, dried, or 100% juice – are some of the most beneficial plant foods on the planet. And everyone can enjoy happier, healthier lives simply by eating more of them. Still, the struggle is real. Have A Plant[®] can help.

BE the Movement – We'll Make It Easy!

We have created the following for you to leverage on your Have A Plant[®] journey!

Comprehensive and Compelling Digital Ecosystem

The NEW fruitsandveggies.org site is highly intuitive to fruit and vegetable information-gathering consumers! It also contains numerous resources for industry members and influencers, featuring nearly 3,000 pages of content, more than 450 recipes, nearly 100 third-party contributors, and more than 30 new series of articles.

With more than one million followers on Facebook alone, PBH recognizes the power of digital and social media with Millennials and Gen Z. PBH has already refreshed its e-newsletters and social channels with improved content and images to answer consumers' call for relevant information that makes shopping for, preparing and eating fruits and vegetables easier and more enjoyable.

Expanded and Elite Influencer Network

PBH has created a new, elite network of Fruit & Vegetable Ambassadors in Action (FVAA), comprised of registered dietitians, chefs, sports nutrition and fitness gurus, and lifestyle experts, to offer consumers actionable, no-nonsense advice about enjoying more fruits and vegetables every single day. In addition, PBH is working with its members on a key opinion leader outreach strategy to increase the prominence of fruits and vegetables in the broader food dialogue, complementing its consumer-facing efforts.

Enhanced Research and Thought Leadership Platforms

PBH will continue to support food, nutrition, and behavioral research as well as consumer insights and education to better understand the health, wellbeing, cultural and lifestyle benefits of enjoying a wide variety of fruits and vegetables. The organization will also elevate its existing efforts to convene critical value chain stakeholders, health and wellness professionals, and thought leaders to identify and collectively activate against solutions to increase Americans' fruit and vegetable consumption as part of the Have A Plant[®] Movement.

So, we'll ask once more—give our site, our resources and our social platforms a try. And if you enjoy the experience, help us help others #haveaplant.



A CONSUMPTION CRISIS: U.S. FRUIT & VEGETABLE INTAKE DATA

Think there's a clear-cut answer to how much fruits and vegetables Americans eat? Think again. The reality is that there are many different approaches to measure and track food consumption in the US and several entities with the responsibility and/or mission of reporting on produce intake.

Some datasets use several days of food diaries, 24-hour food recall, food frequency questionnaires (which usually only ask about broad categories of fruit and vegetables), eating occasions, or disappearance data as a measure of consumption. As a result, you may see intake reported in "eatings" (frequency of eating occasions) or cup amounts, and you may have to dig deeper to determine what level of consumer interaction was involved in the calculation. Good questions to ask include: Does this value represent how often someone is eating fruits/vegetables? Is it based on how much they say they eat? Were they observed eating? Is this based on how much was produced and served in the food supply? These are important distinctions and at the heart of why it may seem that the answers to the seemingly simplistic question of what Americans are eating can sometimes appear confusing or contradictory.

While methodologies differ, there are clear areas of agreement. The biggest one? Americans, as a whole, do not meet fruit and vegetable intake recommendations.

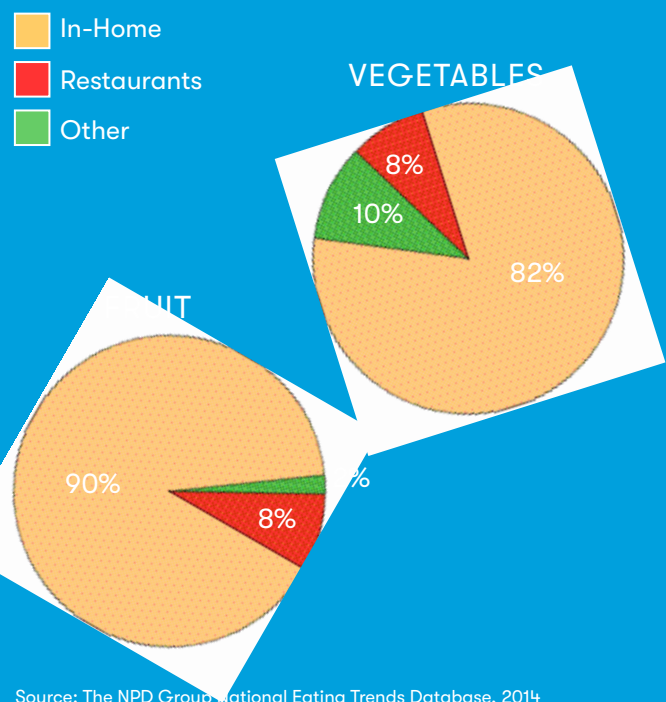
Still want the data? Read on for summaries of various consumption methodologies and current values.

National Eating Trends (NET), NPD Group

Since 1980, the NPD Group has been collecting two-week food diaries of all foods and beverages consumed in or away from home from 2,000 households and approximately 5,000 individuals. The NPD Group measures consumption as 'annual eatings per capita' which is the number of times the average person consumes a product annually. Excluding fried potatoes, NPD reports that per capita fruit and vegetable consumption has declined 7% between 2009-2014; however, this has been driven primarily by decreased consumption of vegetables (-7%) and fruit juice (-14%). The overall fruit and vegetable consumption losses are tied to two significant behaviors:

More than 80% of all of the fruit and vegetables consumed in the U.S. are eaten in the home. While it is difficult to determine exactly how much comes from home gardens and farmer's markets, there is no question that the bulk of year-round fruit and vegetables that are consumed are purchased from grocery stores, club stores, and supercenters, as opposed to restaurants or eating out. This suggests a huge opportunity to incorporate more fruit and veggies in away-from-home eating establishments, but also highlights the important role that grocers can play in consumer purchasing decisions.

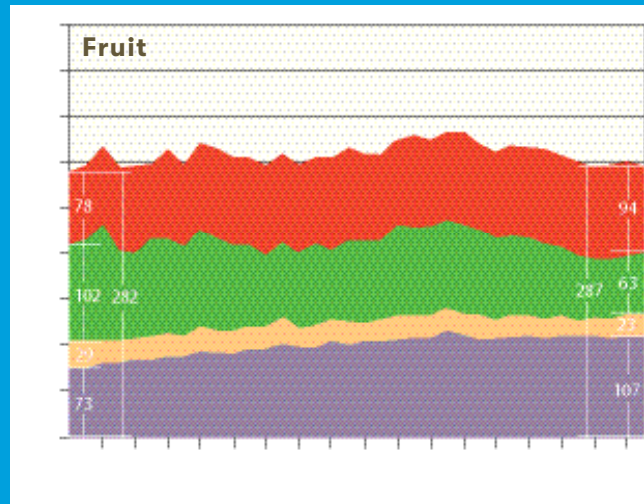
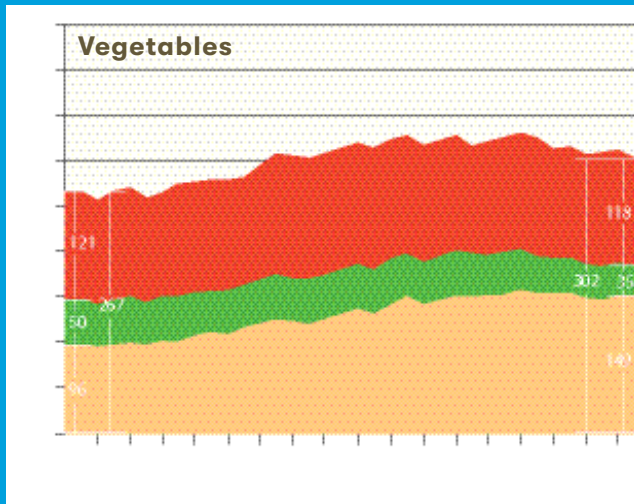
% of Fruit & Vegetable Cups Consumed



Source: The NPD Group National Eating Trends Database, 2014



U.S. Per Capita Fruit and Vegetable Utilization/Consumption, 1976-2011, (all channels, foodservice, and retail), pounds



- Processed, includes frozen, dried, and canned*
- Fresh potatoes, includes fresh-cut and bulk*
- Fresh, includes fresh-cut and bulk

- Processed non-citrus, includes frozen, dried, and canned
- Processed citrus
- Fresh citrus
- Fresh non-citrus, including melon

Sources: VEGETABLES, USDA/ERS, Vegetables and Melons Situation and Outlook Yearbook, May 2012, and Vegetables and Pulses Outlook, Sept. 2012; compiled by Dr. Roberta Cook, UC Davis. FRUIT, Fruit and Tree Nuts Yearbook, ERS/USDA, 10-31-12; compiled by Dr. Roberta Cook, UC Davis.
 *Processed potatoes are not included in this graph.

a decline in the dinner side dish for vegetables driven by the desire to simplify meals (including side dish salads which also reduces the use of other salad related vegetables such as tomatoes and cucumbers), and reduced consumption of fruit juice at breakfast.

Progress has been made at increasing fruit and vegetable consumption among consumers under age 40. Unfortunately, consumer groups traditionally most interested in health and who eat the most fruit and vegetables, including those ages 50 and above, are trending downward in their consumption over time. (See article on page 9 of this Resource Guide for more details.)

USDA Food Availability Per Capita Data

Food availability estimates are only a proxy for actual food consumption, but are particularly useful to see trends over time, as noted at the bottom of this page. These estimates measure food supplies from production through marketing channels (including imports, minus exports) on a per capita basis for hundreds of commodities, including fruit and vegetables.

Overall, in the 35 years between 1976-2011, annual U.S. per capita availability of fruit and vegetables increased 40 pounds (35 pounds of vegetables, 5 pounds of fruit), slightly less than 2 ounces per person each day. This amounts to about the size of a plum or ½ cup of vegetables each day. Consumption of fresh fruit and vegetables increased by 66 pounds, while canned, frozen (excluding French fries), juice, and dried fruit and vegetables decreased by 26 pounds.

Behavioral Risk Factor Surveillance System (BRFSS) BRFSS is a comprehensive, state-level, health-related surveillance system. Six questions about fruit and vegetable intake are included in this telephone survey. Centers for Disease Control & Prevention recently issued a State Indicator Report on Fruit and Vegetables 2018, which can be found at <https://www.cdc.gov/nutrition/downloads/fruits-vegetables/2018/2018-fruit-vegetable-report-508.pdf> This report found that only 12.2% of adults meet the recommend fruit intake and 9.3% of adults meet the recommend vegetable intake.



National Health and Nutrition Examination Survey (NHANES)

NHANES, the golden standard, is unique in that it combines interviews and physical examinations of a nationally representative sample of about 5,000 persons each year. The latest published report on fruit and vegetable consumption levels using NHANES data was based on 2015-2016 data.¹ Results indicated that no age groups (male or female) are meeting the recommendations for either fruit or vegetable intake, except for ages 2-5 who on average are meeting fruit intake recommendations.

Feeding Infants and Toddlers Study (FITS) FITS is the largest and most comprehensive dietary intake survey of parents and caregivers of young children birth to four years. This cross-sectional study is conducted by Nestlé and provides information and insights on the diets and eating habits of infants, toddlers and preschoolers living in the U.S. Since the first study in 2002, it has been evident that improvements are needed related to vegetable and fruit consumption among young children. French fries and other fried potatoes were the most frequently consumed vegetable for 15-23 month olds and a significant percentage of children were not consuming any fruit or vegetable portions.² Similarly, in 2008, about three out of ten infants and toddlers ages 6-23 months were not consuming a discrete portion of vegetables (i.e. consumed as an individual item and not as part of a food mixture) and one out of four were not consuming a discrete portion of fruit, on an average day.³

The data indicates that food patterns are set early in life and fruit and vegetable consumption is lower than desired starting before the age of 1 year.³

The most recent FITS study of 2016 highlighted a decrease from 2008 with just over than ¼ of children 6-58 months do not eat a single serving of vegetables in a day.⁴

Infant Feeding Practices Study II (IFPS II)

IFPS II was a longitudinal study conducted by the CDC and FDA in 2005-2007 that focused on infant feeding



practices throughout the first year of life and diets of women in their 3rd trimester and at four months post-partum. The study found that fruits and vegetables were introduced at a median age of 5 to 6 months, and >90% of infants were consuming fruits and vegetables by 7.5 months of age.

A year six follow-up study was conducted in 2012 to reexamine the earlier participants' health, development and dietary patterns. The age of introduction was not associated with fruit and vegetable intake at 6 years; however, the frequency of consumption in infancy was directly related to the later eating habits. Children who consumed fruits and vegetables less than once daily during late infancy had increased odds of eating these foods less than once daily as 6 year olds.

All of this is to just show why numbers may vary. The bottom line is that Americans are only eating about ½ of the fruit and vegetables they need to be eating!

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STATE OF THE PLATE: 2015 STUDY ON AMERICA'S CONSUMPTION OF FRUITS & VEGETABLES

PBH commissioned consumer research through The NPD Group to use its National Eating Trends database for the year ending May 2014 to examine current consumption of fruit and vegetables in the United States, including consumption levels by age, gender, life cycle, health segmentation, meal occasion, and form. The research also estimates trends in future consumption and identifies items that should be considered moving forward to help increase consumption.

Key findings include:

Losses Tied to Key Behaviors

Overall the fruit and vegetable consumption losses are tied to two big behaviors: a decline in the dinner side dish for vegetables, and reduced consumption of fruit juice at breakfast. Staples such as orange juice, lettuce/salad, corn, and green beans have led the declines. Fewer side dish salads also reduces the use of other salad related vegetables such as tomatoes and cucumbers.

Vegetables have long been affected by shifts occurring at the dinner table. Americans have been looking for convenience at the dinner occasion and one way to make things more convenient is to include fewer side dishes in their dinner meal and to include them less often. They are also using fewer ingredients to prepare meals. This, along with steady growth for convenient options like ready-to-eat or frozen main dishes, has hurt vegetable consumption.

Fruit and Vegetable Consumption Trends

Consumption Levels Mixed

After a brief rise thru 2009, per capita fruit and vegetable consumption has declined 7% over the past 5 years, this has been driven primarily by decreased consumption of vegetables (-7%) and fruit juice (-14%). If fruit juice is excluded from the overall fruit total, however, there is only a 2% decrease in fruit consumption over the past 5 years. Fruit has seen growth among certain subsets of the population, specifically children of all ages and adults ages 18-44.

In addition, store fresh fruit has grown 4% over the past 5 years. Also, store fresh vegetables, while flat, have grown among PBH's core target of children (10%) and young adults over the past 5 years. Canned has lost favor during this same time period for both fruit and vegetables (-13%). Homegrown is down as well, particularly for vegetables, as is dried fruit.

The decrease in 100% fruit juice consumption could be attributed to any variety of factors, including ongoing interest in consuming low-carbohydrate foods, which peaked a decade ago, and the ever-increasing competitive set of beverages available to consumers that now include flavored water. As one of its key MyPlate messages, USDA also encourages decreased consumption of 'sugar-sweetened' beverages, and consumers often unwittingly include 100% juice in this mix.

Despite losses, however, fruit and vegetables are still a cornerstone of the American diet. In fact, vegetables are 4 of the top 5 side dishes at the in-home dinner meal and fruit is second only to candy as a snack.

Fruit Benefits from Breakfast and Snacking Fruit has enjoyed gains in consumption at breakfast. This is likely because breakfast is a more health related meal and fruit is versatile. For example, berries and bananas have gained favor throughout the day, probably due to their versatility for consumption "as is" and as a topping for cereal or yogurt, or as an ingredient to a smoothie or hot cereal. Fruit also is one of the top two snacks consumed and is growing, especially at the morning snack occasion due in part to American's greater acceptance of snacking.



Shifting Demographics of Fruit and Vegetable Consumers

Younger Consumers Eating More

While almost all age and life stage groups are consuming fewer vegetables (teens and adult males ages 18-34 are an exception) and less fruit juice, some segments are consuming more fruit compared to 2009. Specifically:

- Children of all ages are consuming more fruit “as is” and with increases at all meal occasions. Berries, bananas, apples and oranges are driving this increase.
- Adults ages 18-44 are eating more fruit at breakfast, particularly berries and bananas.



- Working Women households and Traditional Families with stay at home moms have shown sizeable increases in fruit consumption over the past 5 years.
- African Americans, Hispanics, and those in the West North Central, Mountain, and Pacific are eating more fruit, as well as households with annual incomes of either \$20,000-\$40,000 or of \$60,000 or more.

While Still Highest, Older Consumers Trending Down

The overall losses seen in fruit and vegetable consumption have been driven by double digit declines among adults ages 45 and older, and particularly those ages 65 and older, who are the highest fruit and vegetable consumers. In particular:

- Losses for fruit among this population have been

driven by: decreases in all main meals, particularly dinner and lunch; fewer consuming them “as is”; and fewer including fruit as a dessert. Losses are driven by bananas and a variety of other fruit.

- Sizable declines for vegetables (1 fewer eating a week per capita versus just 5 years ago) have been driven by lower side dish “as is” use at in-home dinner meals. Lettuce and salad related vegetables, like tomatoes, have been hit the hardest, as have onions, potatoes, and mixed vegetables. Consumption at lunch has declined as well, though vegetables at breakfast have increased slightly.

One possible reason contributing to the losses among older core consumers (ages 50+) is that their dinner meal has changed. American’s are preparing ‘center of plate’ protein meals less often. Instead, consumers are opting for more one dish meals like pizza or sandwiches. This then impacts the use of side dishes, of which vegetables are the largest. This shift, combined with the overall long term trend toward simplifying the dinner meal (fewer sides and desserts), has driven declines for older core consumers.

The Future of Fruit and Vegetable Consumption

4% Growth Expected, Could Be Higher Consumption of total fruit and total vegetables are expected to grow roughly 4% respectively in the next 5 years, or roughly the same rate as population growth, resulting in relatively flat per capita consumption.

Fruit and vegetables, as a category is expected to show a much stronger benefit from the aging of the population given the higher consumption rates among older consumers and their higher levels of concern about health and greater incidence of medical conditions. Fruit and vegetables should be poised to flourish rather than just keep pace with population growth. If current food preparation and consumption behaviors among consumers ages 50+, are not modified or changed, the full growth potential of fruit and vegetables will likely not be realized during the coming years. This is due to the negative generational (cohort) effect for both fruit and vegetables among older consumers, which means that 50+ year olds today are consuming fruit and vegetables less often than their counterparts ten years ago.

Still, there is a positive generational effect for both fruit and vegetables for those under the age of 40, which bodes well for the long term future of fruit and vegetables. This group is consuming more fruit and vegetables than their counterparts a decade ago. Overall, the slight



positive aging effect (changing life-stages), is expected to offset the slightly negative trend effect (changing environment), leaving population growth as the main factor influencing the 4% anticipated growth in the next 5 years for fruit and vegetables.

9% Growth for Fruit Excluding Juice and 8% Growth for Fresh Vegetables Expected Fruit consumption, excluding juice, is expected to grow by 9% over the next 5 years, and fresh vegetables are expected to grow by 8% overall. When subtracting the 4% anticipated growth due to the expansion of the total population, a 5% per capita growth in fruit (excluding juice) and a 4% per capita growth in fresh vegetables is expected.



Recommendations

Become Relevant Again to Older Consumers While the focus on moms and children has shown positive results in consumption, fruit and vegetable eatings among older consumers (ages 50+) has declined significantly over the past 5 years. It's concerning that the highest decline in fruit and vegetable consumption has occurred among older consumers who are focused the most on their health. The health benefits of fruit and vegetables should be a sweet spot with this group, but there appear to be some needs that fruit and vegetables are not meeting in terms of their health and daily lives. The older consumers may have also found ways other than consuming fruit and vegetables to address health. Additional qualitative or ethnographic research is needed to truly understand the disconnect and what's driving the severe losses for this older group, recognizing that fruit and vegetables are fighting bigger over-arching needs and competing priorities for health, such as convenience, taste, and price. The

drive to simplify meals over the past 30 years has resulted in a significant and negative impact on the inclusion of vegetables at the dinner meal.

Extend Partnerships

The consumption of fruit and vegetables associated with core foods is declining. However, this decline affords fruit and vegetable marketers an opportunity to partner with companies who prepare and sell the core food groups most often associated with fruit and vegetables such as beef and poultry protein entrées, salads, and Italian dishes. The creation of partnerships between fruit and vegetable organizations and companies representing complementary foods, that have shown solid growth over the last decade, is another strategy to increase the consumption of fruit and vegetables. Yogurt, for example, is a natural pairing for fruit. Vegetables and some fruit work well on pizza. A variety of vegetables can be included on poultry sandwiches and in Mexican food. All of these complementary food groups are also among the fastest growing food items. In retail, there has been a lot of focus on the perimeter of the store, but the center of the store is important and fruit and vegetables can help the center of the store partners provide better meals for consumers.

Remember Pricing Strengths

Consumers often focus on the price of the fruit or vegetable, but forget that relative to other alternatives, fruit and vegetables are a great alternative for those watching their food budget. Since most fruit and vegetables are consumed in the home, it is important to remember that the price of a home prepared meal is one-third the cost of the average meal away from home. Food marketers and educators can encourage price sensitive consumers to eat more meals at home by showing how the purchase of ready-made meals, and other convenience items from the supermarket, are less expensive than eating out.

Advance Away-From-Home Dining Opportunities

While food purchased from grocery stores is the bulk of all fruit and vegetables consumed, convenience continues to drive away-from-home eating. Restaurants are an ideal and significant opportunity to help with the growth of fruit and vegetable sales, especially at fast food outlets where a large number of the current population regularly frequent. Also, older adults are eating more away from home, offering an opportunity to reach this population through restaurant venues.

Source

Produce for Better Health Foundation. State Of The Plate, 2015 Study on America's Consumption of Fruit and Vegetables, 2015. Web. <http://pbhfoundation.org/about/res/pbh_res/>.



IT ALL MATTERS

Today's busy shoppers are looking for convenient, tasty food choices that provide good nutrition at a good price. All of this can be found with fruits and vegetables, whether fresh, frozen, canned, dried, or 100% juice products. Unfortunately, however, Americans are not eating even half of their recommended amount of fruits and vegetables,¹ despite continued research outlining their health benefits.²

Confusion about pesticides, microbiological contamination, food preservation, or the cost of fruits and vegetables abounds and does not help in the effort to increase consumption. The real crisis is that Americans are simply not eating enough of them. Health professionals, scientists, and the media have a responsibility to share information, based on sound science, to minimize confusion. Having answers to common misperceptions about fruits and vegetables may help overcome some barriers to their consumption.

Why All Forms Matter

The call for increased fruit and vegetable consumption often emphasizes fresh produce, grown locally. There is a misperception that the preservation or processing of fruits and vegetables diminishes nutritional quality. This is often cited as the rationale for the focus on fresh, despite research that shows the nutritional equivalent or, in some cases, superiority of preserved fruits and vegetables compared to cooked or raw produce.

Our advice: Buying a combination of fresh, canned, frozen, dried, and 100% juice maximizes nutrition, minimizes waste, saves money, and assures that there is always a variety of fruits and vegetables available. Exclusively recommending one form of fruit or vegetable over another ignores the benefits of each form and limits consumer choice.^{3,4} Additionally, research continues to demonstrate when homes have greater availability and preparation of all forms of produce, fruit and vegetable intake is higher.^{15,16}

Key Barriers to Greater Consumption

When primary shoppers were asked what factors made it most difficult for them to include more fruits and vegetables in meals and snacks, cost was among the highest concerns. In fact, 44% said fruit was too expensive and 35% said vegetables were too expensive.⁵ Fresh fruits and vegetables in particular were perceived as most costly, while frozen and canned were favored because they were less costly.



When asked why shoppers don't purchase some forms of fruits and vegetables, concern about artificial ingredients or added preservatives prevailed, with a general perception that canned fruits and vegetables in particular weren't as healthy as other forms.

In a separate survey, 4% of primary shoppers rated concern about pesticide residues as a reason they were eating less produce.⁶ While not a large percentage, anything that might stop a consumer from eating fruits and vegetables is of concern.



Ultimately, consumers believe they can actually achieve their fruit and vegetable consumption goals when they know that they can ‘count’ all forms toward their daily goal.⁷

All forms of fruits and vegetables provide needed nutrients

Fruits and vegetables that are to be canned or frozen are packed within hours of harvest, so their peak flavor and nutritional value are preserved. Due to minimal deleterious oxygen during storage, the nutrients in canned and frozen fruits and vegetables remain relatively stable for consumption, allowing for a longer shelf-life.⁹ The way to keep surplus product that is harvested during peak season—a season that may only last a few days or weeks—is to ‘preserve’ it by canning or freezing it. Commercial preservation methods today are even better than grandmother’s, because the industry has learned to optimize conditions so that time and temperature exposures are better than that of grandmother’s kitchen.

From a nutrition and sensory standpoint, recipes prepared with canned and/or frozen ingredients have been rated as comparable to those prepared with cooked fresh ingredients.^{8,9}

Dried fruits are a particularly significant source of dietary potassium and fiber. Depending on the specific fruit, they provide other important nutrients like vitamin A and carotenoids (dried peaches and apricots), vitamin K (dried plums), calcium (dried figs), manganese (dried figs), and boron (raisins and dried plums).¹⁰

Research shows that children and teens who drink 100% juice have higher usual intakes of vitamins A and C, magnesium, folate, phosphorus, calcium, and potassium—all nutrients that have been identified as frequently under-consumed by these age groups.^{12,13}

Fresh, frozen, dried, and canned fruits and vegetables contain similar amounts of fiber and minerals.

Cooking fruits or vegetables does not destroy fiber or minerals.^{4,11}

Eating and drinking colorful fruits and veggies in all forms provides a wide range of natural vitamins, minerals, phytochemicals, and fiber important to overall good health. With hundreds of different kinds of fruits and vegetables and thousands of different ways to prepare them, there’s bound to be something to please everyone. So, what are the best fruits and vegetables for consumers to buy? Quite simply, it’s the ones they enjoy, and the forms that best fit into their lifestyle.



Some packaged fruits and vegetables may actually contribute more health-promoting antioxidants than their fresh counterparts

Most fat-soluble nutrients, including carotenoids, vitamin A, and vitamin E, are higher in processed fruits and vegetables. This is true, in part, because the mild heat treatment in processed products allows for greater bio-availability of lipid-soluble nutrients. Processed fruits and vegetables may also contain greater nutritional value because some processing cultivars are more nutritious than fresh cultivars, as is the case with tomatoes.⁴

One study demonstrated increased amounts of some key anthocyanins in canned blueberries, a powerful antioxidant, compared to the amounts found in fresh and frozen blueberries.¹⁴

The absorption of lutein found in corn, an antioxidant that may reduce the risks of cataracts and macular degeneration, is also enhanced by heat from the canning process.¹⁵

Dried fruit is an excellent source of phenolic compounds which contribute to the antioxidant capacity of fruits and vegetables. In fact, the antioxidant capacity is much higher for dried fruit than corresponding values for fresh because the antioxidants are concentrated into a smaller volume during the dehydration process.¹⁰



Multiple forms of fruits and vegetables mean added convenience and optimal nutrition.

Today’s consumers are pressed for time, so healthy products in convenient packages are perfect for busy schedules. Having all forms of fruits and vegetables on hand—fresh, frozen, canned, dried, and 100% juice—makes them accessible, convenient, and ready-to-use when preparing meals and snacks at home.

Some frozen foods come in resealable, easy open/reclose packaging, allowing for longer storage and portion control without waste. Microwaveable vegetables, frozen or fresh, also provide added convenience by allowing food to be cooked right in the package.

Canned foods are cooked during processing, so they are ready to heat and eat or use in a recipe. Similarly, frozen foods require little preparation—they are pre-washed and pre-cut. Both fresh produce and 100% juice can be consumed immediately after purchase with minimal, if any, preparation. Dried fruits and vegetables are easily stored and quickly accessible from the pantry. Dried fruit comes in convenient packages that can be stored and eaten on the go. They are nutritionally dense and provide a perfect healthy boost.

Using more than one form of fruit or vegetable for a meal or side dish can mean less preparation and cooking time for today’s busy cooks. For example, here’s how to make a quick chili dish: add frozen corn to canned tomatoes and beans, season with fresh herbs, and top with fresh avocado. For a nutritious and easy-to-make beverage in seconds, add 100% juice to frozen berries, along with milk and yogurt, and blend until smooth. Use 100% juice as an ingredient in sauces and marinades, adding variety and nutrition to favorite recipes.

The Real Sugar Culprits

Canned fruit contributes less than two percent of the added sugar in most American diets. Top sources of added sugar in the diet come from soda, energy drinks and sports drinks, grain-based desserts, fruit drinks, dairy desserts, candy, ready-to-eat cereals, sugars and honey, tea, and yeast breads.¹⁷

To avoid the added sugar found in some canned fruits, consumers can drain and rinse the fruit to reduce sugar content, or select fruit packed in water or 100% juice.

100% fruit juices do not contain added sugar.



Drink 100% juice, not ‘juice drinks’

There are some general misconceptions about the appropriateness of 100% fruit juice as part of a diet, especially for children. The current scientific evidence strongly supports the nutritional benefits of 100% juice and does not support a relationship between overweight and juice consumption.^{20, 21, 22, 23} In fact, 100% fruit juice consumption has been associated with improved nutrient adequacy in children and adolescents.^{22, 23} Drinking 100% juice can help children and adults reach daily fruit and vegetable consumption goals.

Remember, there are no added sugars in 100% juice—just the natural sugars found in whole fruit. Helping consumers learn how to read a label and understand the difference between 100% fruit juice and ‘fruit drinks,’ which do contain added sugar, is critical.

Concerns about canned fruits and vegetables are unfounded

Shoppers who don’t purchase canned fruits and vegetables say it is because they are less healthy and have ‘added preservatives or artificial ingredients.’ In reality, added sugar or sodium are the primary added ingredients to these products and ‘no-sodium’ or ‘packed 100% juice’ versions are readily available.



Concern has also been expressed about the use of bisphenol-A (BPA) found in the lining of canned food containers, despite FDA stating that BPA is safe to use in food-contact materials.²⁵ In response to consumer concerns, however, many can manufacturers have already discontinued their use of BPA.²⁶

Fruits and vegetables do not contribute significantly to Americans' sugar and sodium intake, regardless of the form in which they are consumed. In fact, all canned, frozen, and dried fruits contribute less than two percent of the added sugar in most Americans' diets, and vegetables add less than one percent of the sodium.²⁷

Drain your vegetables

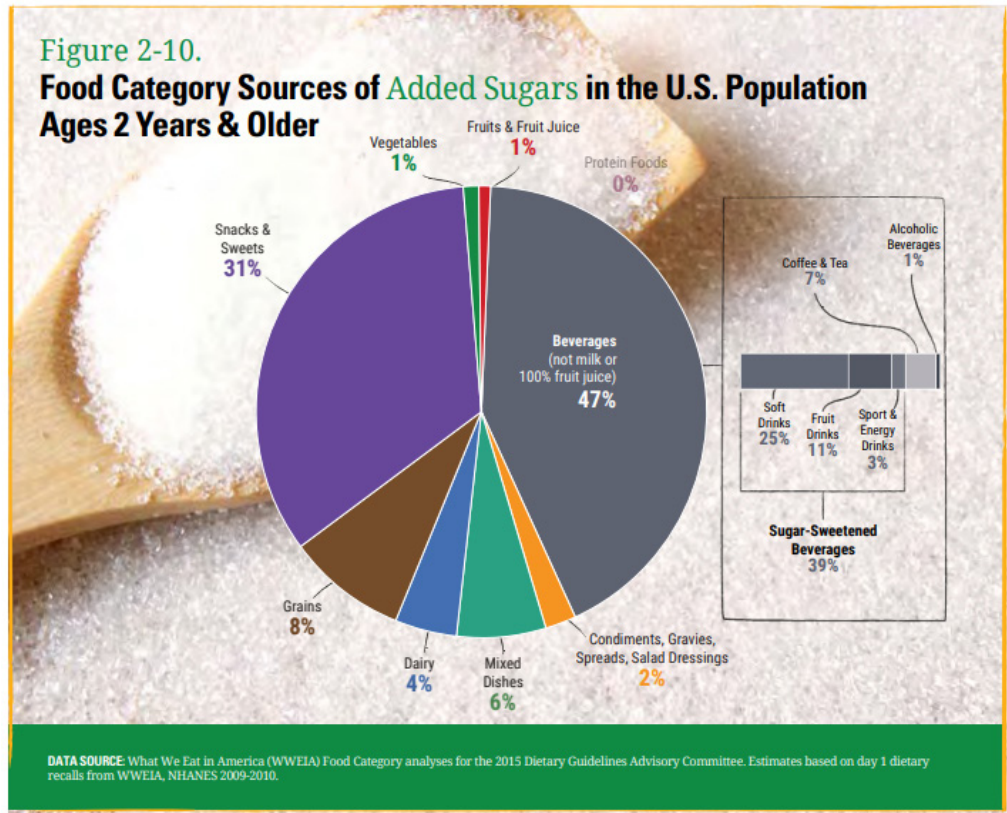
Canned vegetables contribute less than one percent of the sodium intake in the American diet. Top sources of sodium in the diet come from breads and rolls, cold cuts and cured meats, pizza, poultry, soups, sandwiches, cheese, pasta dishes, meat dishes, and snacks.¹⁸

The Nutrition Facts panel on canned vegetables must list all of the sodium in the can, despite the fact that much of the sodium is in the water surrounding the vegetables and isn't consumed. Draining the vegetables reduces sodium by 36%, and draining and rinsing lowers sodium by 41%.¹⁹ When purchasing canned vegetables, consumers can also look for labels that say 'reduced sodium,' 'low sodium,' or 'no salt added.'

Organic is not healthier than conventionally grown

Organic fruits and vegetables are not more nutritious than conventionally grown. An analysis of 46 studies published in 2009 determined that "there is no evidence of a difference in nutrient quality between organically and conventionally produced foodstuffs." The authors reported that a small number of differences in nutrient content existed between organically and conventionally produced foods, but were unlikely to be of public health relevance.²⁸

Conventionally grown fruits and vegetables are safe! The



Mom's Reported Uses of Different Forms of Fruits & Vegetables¹⁶

How do you use frozen and canned fruits and vegetables? (Please check all that apply.)

	% Respondents				
	FRUITS			VEGETABLES	
	Frozen	Canned	Dried	Frozen	Canned
Snacks	39%	64%	79%		
Dessert	54%	46%			
Smoothies/Beverages	69%	16%			
Fruit Salads	29%	37%			
As is	33%	67%			
Baking			38%		
Trail mix			39%		
On cereal			31%		
In salads			30%	15%	16%
Side dish				89%	89%
Casseroles				52%	51%
Soups/stews				54%	49%
Stir-fry				49%	20%
Add to sauces				18%	13%
Other	4%	4%	1%	2%	1%
Don't use	1%	0%	5%	0%	0%
	(n=390)	(n=687)	(n=399)	(n=854)	(n=814)

Empty boxes indicate the category was not presented to the respondent.



U.S. EPA's current process for evaluating the potential risks of pesticides on food is rigorous and health-protective. The EPA's testing requirements for pesticides used on food are more extensive than for chemicals in any other use category, and include testing targeted specifically to assess the potential risks to fetuses, infants, and children. The 2010 Pesticide Data Program Annual Summary confirms that pesticide residues in food do not pose a safety concern. Specifically, any residues found in fruits and vegetables are at levels that do not pose risk to consumers' health.²⁹ This nation's food supply continues to be among the safest in the world.

Visit SafeFruitsAndVeggies.com to determine just how many fruits and vegetables would need to be consumed to even come close to any pesticide residues that might be harmful. Also visit FoodDialogues.com to learn where our food comes from.

The bottom line? The benefits of eating fruits and vegetables far outweigh any risks from pesticide residues! Inadequate consumption among Americans is the much bigger concern. So, whether conventionally grown or organic, the important thing to remember is, the benefits of eating fruits and vegetables are indisputable.

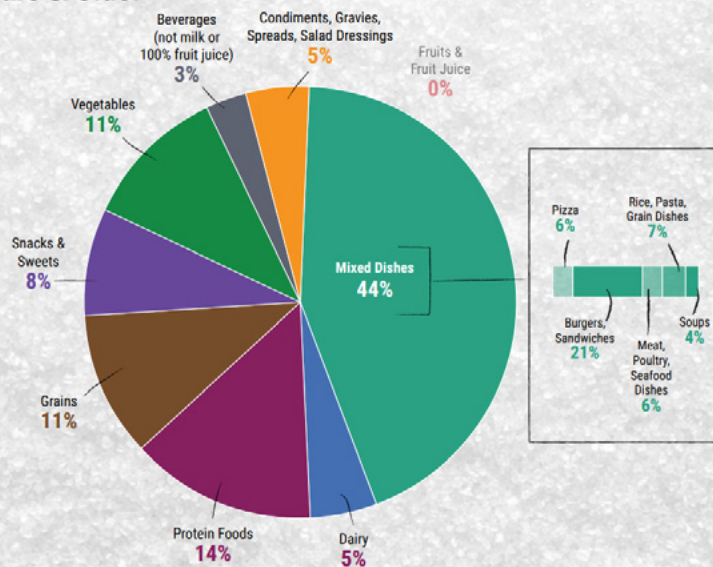
Healthy foods are not more expensive

When you compare the price of foods by weight or average portion size, vegetables and fruits are less expensive than most dairy, protein, and moderation foods. It's only when you compare price per calorie that less healthy foods are cheaper than fruits and vegetables.³⁰

Getting the recommended amount of fruits and vegetables costs as little as \$2-\$2.50 per day. Researchers found no significant difference between the average prices of 153 fresh, frozen, canned, and dried fruits and vegetables. Average prices ranged from under 20 cents to over \$2 per edible cup equivalent, depending on the specific fruit or veggie.³¹

Figure 2-14.

Food Category Sources of Sodium in the U.S. Population Ages 2 Years & Older



DATA SOURCE: What We Eat in America (WWEIA) Food Category analyses for the 2015 Dietary Guidelines Advisory Committee. Estimates based on day 1 dietary recalls from WWEIA, NHANES 2009-2010.

Food Miles?

Food miles is a concept relating to the distance food travels as a measure of its impact on the environment. Growing a product in its ideal location with the best production techniques generally produces the best product with fewer overall energy inputs.

Locally Grown?

Bananas, oranges, grapefruit, lemons, limes, mangoes, kiwifruit, cranberries, figs, papayas, persimmons, dates, jicama, avocados, sweet cherries, raisins, and artichokes are a sampling of items that are grown only in a few U.S. states, if grown in the U.S. at all.

Eat Seasonally?

This is a terrific way to find the best tasting produce at the best price, but recognize that a season may only last a few weeks. This is why preserving foods through canning, freezing, juicing, or drying helps provide these same terrific products year-round.



What you can do to help

Consumers need assurance that the most important thing they can do is eat more fruits and vegetables, regardless of whether they are fresh, canned, frozen, dried, or 100% juice.

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THE IMPACT OF LIMITING LANGUAGE ON FRUIT AND VEGETABLE CONSUMPTION

During a time when consumers are not eating even half of their recommended amount of fruits and vegetables, Produce for Better Health Foundation (PBH) commissioned research to measure the impact of recommendations with inclusive vs. limiting language on consumers' perceptions of, and intent to purchase, various forms of fruits and vegetables.¹



An on-line survey of 1,200 consumers was conducted in October 2015.² Half of respondents were exposed to inclusive recommendations for increased intake of fruit and vegetables and the other half were exposed to limiting language that reinforced fresh produce intake at the expense of packaged forms. All were then asked a series of questions after being exposed to both sets of recommendations.

Perception of Healthfulness

The words we use impact consumers' perceptions of the healthfulness of packaged fruits and vegetables:

- **Inclusive language** more strongly and consistently reinforces the healthfulness of all forms of fruits and vegetables — fresh, frozen, canned, 100% juice and dried.
- **Limiting language** that over-emphasizes the benefits of fresh fruits and vegetables, compared to packaged forms, detracts from the perceived healthfulness of packaged fruits and vegetables.
- Among vulnerable³ consumers, **inclusive language** more consistently reinforces their perceived healthfulness of packaged fruits and vegetables.
- Vulnerable consumers feel that **limiting language** recommendations would most likely cause a decrease in their intake of packaged fruits and vegetables.

INCLUSIVE LANGUAGE

Inclusive language incorporates words and phrases that encourage consumption of fruits and vegetables regardless of form. For example:

- Include more fruits and vegetables in your diet.
- When including more fruits and vegetables in your diet, all forms of fruits and vegetables matter—fresh, frozen, canned, dried and 100% juice.
- With 200+ options and a variety of convenient packaging, prepared fruits, vegetables and beans are easy to store and easy to serve.

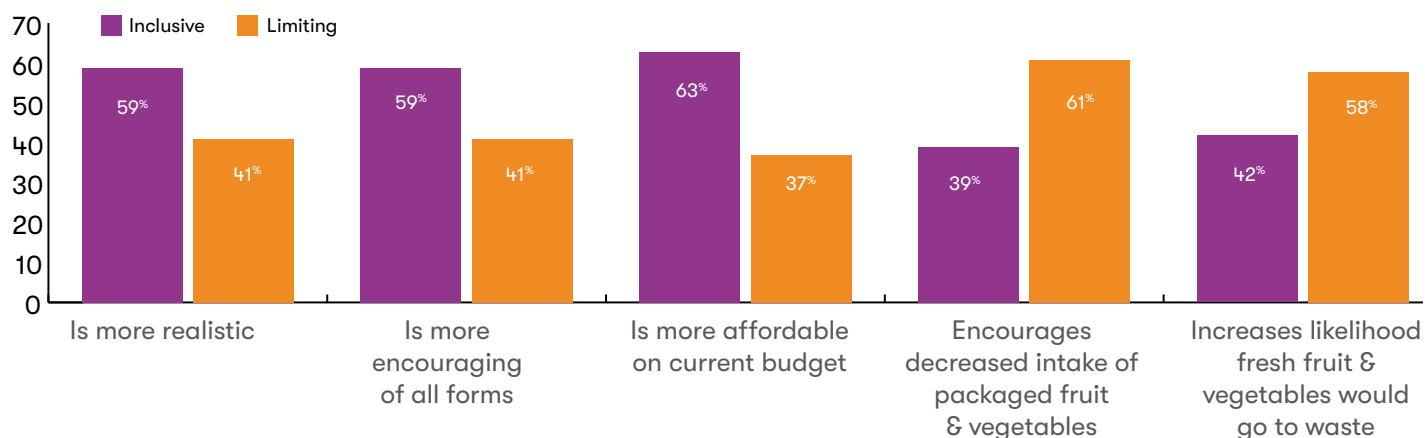
LIMITING LANGUAGE

Limiting language is defined as words and phrases that devalue packaged forms of fruits and vegetables or overemphasize the value of fresh. For example:

- Include more vegetables (without added salt or fat), and fruits (without added sugars) in your diet.
- Include canned or frozen fruits and vegetables when fresh produce is not available.
- Fruits and vegetables that are just picked or fresh from the farmers market are healthier than frozen or canned ones. However, including frozen and canned fruits and vegetables can still be a good choice.



The Impact of Language on Consumer Perceptions of Fruits & Vegetables



Intent to Purchase

Recommendations with **inclusive language** more strongly and consistently increase consumers' intent to purchase packaged fruits and vegetables, without decreasing their intent to purchase fresh produce.

When directly comparing inclusive vs. limiting language, all consumers feel that inclusive language is more realistic, more encouraging of all forms of fruits and vegetables, and offers more affordable options.

Recommendations should encourage all forms of fruits and vegetables so people can feel good about the purchases they're making and find more ways to increase their intake.

PBH thanks the American Frozen Food Institute (AFFI), Canned Food Alliance (CFA), Can Manufacturers Institute (CMI) and Seneca for their support of this research.



References

1. Produce for Better Health Foundation. *The Impact of Policy Recommendation with Limiting and Inclusive Language on Consumers Perceptions and Intent to Purchase Fresh and Packaged Forms of Fruits & Vegetables*, 2015. Web. <http://pbhfoundation.org/about/res/pbh_res/>.
2. Vulnerable consumers are those individuals who receive government food assistance, eat less than the recommended levels of fruit and vegetables or have limited access and budget for purchasing fresh fruit and vegetables.



BOTANICAL FRUIT & VEGETABLE CLASSIFICATION

A fruit is a reproductive structure of a flowering plant which surrounds and protects the seed. Fruit is classified in three different ways: simple, aggregate, and multiple.

Simple (develops from one ovary)

Berry: Entire fruit is fleshy, with one or many seeds inside, thin skin, e.g. grape, avocado, cranberry and blueberry



Hesperidium: A berry having a leathery rind, All citrus – lemon, lime, orange, grapefruit, kumquat



Pepo: A fleshy many-seeded berry that has a hard rind, e.g. melon, squash, pumpkin, cucumber, eggplant



Drupe or stone fruit: A fleshy fruit with a hard stone (or 'pit') around the seed, e.g. peach, plum, nectarine, apricot, cherry, olive, mango, walnut, almond, coconut, pistachio



Pome: A fleshy fruit with a central core containing seeds enclosed in a capsule, e.g. apple, pear, quince, kiwifruit



Aggregate (one flower contains several separate ovaries which merge during development)

Strawberry, Blackberry, Raspberry



Multiple

(several flowers, each with an ovary, develop into small fruits that are clustered or fused together into a larger fruit)

Pineapple, fig, mulberry, breadfruit, banana, persimmon



Vegetables are classified according to which part of the plant is eaten. Some vegetables fit into more than one category when several different parts of the plant are edible, e.g. both the roots and leaves of beet can be eaten.

Bulb: Usually grow just below the surface of the ground and produce a fleshy, leafy shoot above ground. Bulbs usually consist of layers, or clustered segments, e.g. fennel, garlic, onion, shallot, spring onion



Flower bud: The edible flowers of certain vegetables, e.g. artichoke (globe), broccoflower, cauliflower, broccoli, Brussels sprout, okra



Fruits: Fruits in the botanical sense, but used as vegetables: fleshy and contain seeds, e.g. tomato, cucumber, squash, zucchini, pumpkin, pepper, eggplant, tomatillo, chayote, okra, avocado



Fungi: Grown from spores, not seeds, e.g. mushroom



Leaf: The edible leaves of plants, e.g. kale, collard green, spinach, arugula, beet green, bok choy, chard, turnip green, endive, lettuce, mustard green, watercress, chive



Leaf Sheath: Part of a leaf stalk that envelops the stem and runs concurrently with it for some distance, e.g. leek



Root: Usually a long or round-shaped taproot, e.g. Carrots, celeriac, parsnips, beets, radishes, rutabagas, turnips, jicama, sweet potatoes



Seed: Seeds grow in pods which are sometimes eaten along with the seeds, e.g. bean (green, French, butter), broad bean, pea, snow pea, sweetcorn



Stem: The edible stalk of plants when the stalk is the main part of the vegetable, e.g. asparagus, celery, kohlrabi, rhubarb, bamboo shoot



Tuber: Vegetables which grow underground on the root of a plant, e.g. potato, taro, yam, Jerusalem artichoke



Adapted from:

"Vegetable classifications," Horticulture New Zealand, accessed August 18, 2014, http://www.vegetables.co.nz/vegetable_know_how/classifications.asp

See also: <http://www.hort.purdue.edu/ext/senior/vegetabl/sweetpotato1.htm>



FRUIT & VEGETABLE SEASONALITY

Eating seasonal fresh produce has often been touted as one way to find the best produce at the best price. But ‘seasonal’ varies depending on where you live and the length of your growing season. One rule of thumb is to know what temperature various fruit and vegetables like. Once you know that, then you’ll be able to determine if they were grown locally or in other preferred temperature locations.

Vegetables

Cool Season Vegetables

Artichoke, Asparagus, Beet, Bok Choi, Broccoli, Brussels Sprouts, Chive, Cabbage, Cardoon, Carrot, Cauliflower, Celeriac, Celery, Chard, Chicory, Chinese Cabbage, Cress, Daikon, Dandelion, Endive, Escarole, Fava Bean (English Broadbean), Florence Fennel, Garlic, Horseradish, Kale, Kohlrabi, Leek, Lettuce, Mustard, Onion, Pak Choi, Parsley, Parsnips, Pea (English, Snow, Snap), Radicchio, Radish, Rhubarb, Rutabaga, Salsify, Scallions, Shallot, Spinach, Swiss Chard, Turnip, Watercress.

Warm Season Vegetables

Bean (Lima, Snap), Cantaloupe, Chayote, Corn, Cowpea (Southern Pea), Cucumber, Eggplant, Honeydew, Okra, Pepper (Bell, Hot), Pumpkin, Soybean (Edible), Squash, Sweet Potato, Tomato, Watermelon.

Fruit

Cool Climate Fruit

Colder locations are more appropriate for late blooming species like apples, cherries, quince, and European plums. Strawberry, raspberry, blueberry, cranberry, and blackberry perform better under cool climates.

Warm Climate Fruit

In general, citrus requires a great deal of summer heat and relatively frost free sites. Warmer growing locations are good for early blooming species, such as almonds, apricots, Japanese plums, pears, and peaches and tropical or sub-tropical fruits, including: dates, figs, pomegranate, avocado, guava, passion fruit, banana, carambola, chayote, guava, custard apple.



STORING FRESH FRUITS & VEGGIES FOR BEST FLAVOR

Store in the refrigerator

<u>FRUIT</u>		<u>VEGETABLES</u>				
	Berries		Belgian Endive	Cauliflower	Leafy Vegetables	Radishes
Apples (more than 7 days)	Cherries	Artichokes	Broccoli	Celery	Leeks	Spinach
	Cut Fruit	Asparagus	Brussel Sprouts	Cut Vegetables	Lettuce	Sprouts
Apricots	Figs	Green Beans	Cabbage	Green Onions	Mushrooms	Summer Squashes
Asian pears	Grapes	Beets	Carrots	Herbs (not basil)	Peas	Sweet Corn

Place fruits and vegetables in separate, perforated plastic bags. Use within 1-3 days for maximum flavor and freshness. Store each group in different produce drawers in the

refrigerator to minimize the effects produced by the fruits on the vegetables.

Ripen on the counter first, then refrigerate

Avocados	Kiwi	Nectarines	Peaches	Pears	Plums	Plumcots
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To prevent moisture loss, store fruits and vegetables separately in a paper bag, perforated plastic bag, or ripening bowl on the counter away from sunlight. Ripening fruit in a bowl or paper bag can be enhanced by placing an apple with the fruit to be ripened.

After ripening, store in refrigerator and use within 1-3 days.

Store only at room temperature

<u>FRUIT</u>			<u>VEGETABLES</u>			
	Citrus fruits	Persimmons		Garlic*	Peppers†	Tomatoes
Apples (fewer than 7 days)	Mangoes	Pineapple	Basil (in water)	Ginger	Potatoes*	Winter Squashes
	Melons	Plantain	Cucumber†	Jicama	Pumpkins	
Bananas	Papayas	Pomegranates	Eggplant†	Onions*	Sweet Potatoes*	

Many fruits and vegetables should only be stored at room temperatures.

Refrigeration can cause cold damage or prevent them from ripening to good flavor and texture. For example, pink tomatoes ripen to a better taste and red color if they are left at room temperature. In the refrigerator, they do not turn red, and even red tomatoes kept in the refrigerator lose their flavor.

Keep away from direct sunlight.


*Store garlic, onions, potatoes, and sweet potatoes in a well-ventilated area in the pantry.

†Cucumbers, eggplant, and peppers can be refrigerated for 1-3 days if they are used soon after removing from the refrigerator.

Source: UC Davis Postharvest Technology



**HAVE A PLANT[®]
PRODUCE PROFILES:
SPOTLIGHTING YOUR
FAVORITE FRUITS &
VEGETABLES**



Each Produce Profile guides you on how to **SELECT, STORE, SERVE, SAVOR** and **SHARE** the natural goodness of the highlighted fruit or vegetable. Keep in mind that fresh, frozen, dried, and 100% juice are all worth selecting and storing in your home.

SELECT

Find out what to look for when picking and purchasing for maximum flavor and nutrition and learn about each individual plant's specific health benefits.

STORE

Achieve maximum freshness with tips and guidance from the experts.

SERVE

This is where you'll find recipes that have been developed by chefs and health professionals—packed full of flavor and nutrition! Many recipes feature more than one plant.

SAVOR

Learn which cuisine(s) commonly feature this fruit or vegetable.

SHARE

Simply utilize our sample social media posts as-is or use for inspiration when sharing fun facts and recipes.



FRUITS

APPLE



SELECT

Apples are available fresh, dried and as 100% juice for good nutrition and convenience. If selecting fresh, choose firm, shiny, smooth-skinned apples with intact stems. Should smell fresh, not musty.

Varieties to Explore

Honeycrisp
Granny Smith
Gala
Fuji
Pink Lady
McIntosh

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of fiber

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Apples are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Apples are sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Apples are naturally sodium free.
- Apples, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Apples contain no saturated fat or cholesterol.

Fiber-Containing Grain Products, Fruits, and

Vegetables and Cancer: Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Apples are a good source of fiber.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Apples are a good source of fiber.

STORE

Refrigerate in a plastic bag away from strong-odored foods. Use within 3 weeks.

SERVE

[The Top 10 Ways to Enjoy Apples](#)

Visit [FruitsandVeggies.org](https://www.fruitsandveggies.org) for [apple recipes!](#)

SAVOR

Presence in Ethnic Cuisines

Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / Mediterranean / Southern

SHARE

Social Media Posts

Enjoying more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle. @fruitsandveggies #haveaplant

#DYK apples, pears, peaches, plums, apricots, cherries, blackberries, raspberries, and strawberries are all members of the rose family? @fruitsandveggies #haveaplant

#DYK there's over 7,500 known varieties of apples grown worldwide? @fruitsandveggies #haveaplant

#DYK one apple provides 20% of daily fiber needs? @fruitsandveggies #haveaplant

#DYK it takes apple trees 4-5 years to produce their first fruit? @fruitsandveggies #haveaplant



APRICOT



SELECT

Apricots are available fresh, canned and dried for good nutrition and convenience. If selecting fresh, choose apricots that are plump, firm and uniformly colored.

Varieties to Explore

Pluot

Nutrient Content Claims

Low in fat, Saturated fat free, Cholesterol free, Sodium free, Good source of fiber, Good source of vitamin A, Good source of vitamin C, Good source of copper

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Apricots are low in fat.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Apricots are sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Apricots are naturally sodium free.
- Apricots, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Apricots contain no fat, saturated fat, or cholesterol.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Apricots are a good source of fiber and vitamins A and C.

STORE

Store apricots at room temperature until ripe then in the refrigerator in a plastic bag for 3-5 days. To ripen: place in paper bag on counter.

SERVE

[Top 10 Ways to Enjoy Apricots](#)

Visit FruitsandVeggies.org for [apricot recipes!](#)

SAVOR

Presence in Ethnic Foods

Asian / Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / African / Cuban, Puerto Rican / Latino / Pacific Islands

SHARE

Social Media Posts

Enjoying more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle. @fruitsandveggies #haveaplant

#DYK Apricots are a good source of vitamins A & C + potassium & fiber. @fruitsandveggies #haveaplant

Add apricots to your menu - check out these delicious recipe ideas: <http://ow.ly/4dfb307PxX8> @fruitsandveggies #haveaplant

Chef Andrew Dole, RD whips up this Orange Apricot Chutney... believe us, it's DELICIOUS! <http://ow.ly/N0ZQ305Eixl> @fruitsandveggies #haveaplant

Who wants dessert? You can't go wrong with this Apricot Yogurt Parfait recipe that provides an excellent source of vitamin A, vitamin C, and calcium. Dig in! <http://ow.ly/z3JMC> @fruitsandveggies #haveaplant



AVOCADO



SELECT

Choose avocados with firm skin and no soft spots. The easiest way to tell if an avocado is ready for immediate use is to gently squeeze the fruit in the palm of your hand. Ripe, ready-to-eat fruit will yield to gentle pressure.

Nutrient Content Claims

Low in saturated fat, Cholesterol free, Sodium free, Sugar free

The Dietary Guidelines for Americans and the American Heart Association recommend eating more nutrient-dense foods, and limiting the amount of saturated fat, trans fat, added sugars and sodium consumed. Avocados are a naturally sugar-free and sodium-free fruit and are a source of “good” fats (over 75 percent of the fat in avocado is unsaturated).

Health Claims

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Avocados are sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Avocados are sodium free.
- Avocados, as part of a low sodium diet, may reduce the risk of high blood pressure.

STORE

Store unripe avocados at room temperature. To ripen a firm avocado, place fruit in a paper bag with an apple, banana or kiwifruit for 2-5 days at room temperature. The Hass variety will generally turn dark green to purplish-black as it ripens. Use or refrigerate when ripe.

SERVE

[How to substitute avocado for mayo in recipes](#)

[Top 10 Ways to Enjoy Avocado](#)

Visit FruitsandVeggies.org for [avocado recipes](#)

SAVOR

Ethnic Foods Presence

South East Asia (Vietnam, Cambodia, Laos) / African / Cuban, Puerto Rican / Latino / Mexican / South America / Mediterranean

SHARE

Social Media Posts

#TipoftheDay: Add one more! Replace mayo in recipes for avocado. [@fruitsandveggies](#) #haveaplant

This twist on classic bruschetta will make breakfast extra special! Add avocado! Breakfast Bruschetta: <http://ow.ly/x9Z4Q> [@fruitsandveggies](#) #haveaplant

This Mango & Avocado Chutney is DELISH! <http://ow.ly/P3yxr> [@fruitsandveggies](#) #haveaplant

Whip up this crowd-pleasing side dish: Veggie and Avocado Sauté: <http://bit.ly/2p8Mpx3>

Make delicious avocado chocolate ice cream: <http://bit.ly/2Q591JT> [@fruitsandveggies](#) #haveaplant



BANANA



SELECT

Bananas are available fresh, frozen and dried for good nutrition and convenience. If selecting fresh, choose bananas without cuts. They should be firm, without bruises. If you would like your bananas to stick around a little longer, pick greener bananas. Bananas ripen after harvest, so the greener they are—the longer they have to ripen on the counter.

Varieties to Explore

[Plantain](#)

[Red Banana](#)

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of fiber, Good source of vitamin C, Good source of potassium

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Bananas are low in fat.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Bananas are sodium free.

- Diets low in sodium may reduce the risk of high blood pressure. Bananas are sodium free.
- Bananas, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Bananas contain no saturated fat or cholesterol.

Fiber-Containing Grain Products, Fruits, and Vegetables & Cancer: Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Bananas are a good source of fiber.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Bananas are a good source of fiber and vitamin C.

Potassium & High Blood Pressure/Stroke (Authoritative Statement): Diets containing foods that are a good source of potassium and that are low in sodium, like bananas, may reduce the risk of high blood pressure and stroke.

STORE

Store unripe bananas at room temperature. Store ripe bananas in refrigerator for up to two weeks; skin may turn black, but the inside is fine!

SERVE

[No Mess Banana Slicing](#)

Visit [FruitsandVeggies.org](https://www.fruitsandveggies.org) for [banana recipes!](#)

SAVOR

Presence in Ethnic Foods

Asian / Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / African / Cuban, Puerto Rican / Latino / Pacific Islands



SHARE

Social Media Posts

#TipOfTheDay: Pour less cereal to make room for MORE tasty fruits like bananas, peaches or berries! Calories down. Nutrition UP!

#TipoftheDay: Have a piece of whole wheat toast spread w/peanut butter & topped w/sliced banana. @fruitsandveggies #haveaplant

#TipoftheDay: Help kids make frozen fruit kabobs using pineapple chunks, bananas, grapes and kiwis. @fruit-sandveggies #haveaplant

#ProTip when bananas start turning black, take the peel off, cut it in half and stick them in a freezer bag. Freeze! These are great to pull for smoothies at a later date – and you can even skip the ice! @fruitsandveggies #haveaplant

Grilling? Put a spin on the norm & add FVs to the mix! Here's 9 tips for grilling FVs + a Grilled BANANA recipe: <http://ow.ly/zkm8l> @fruitsandveggies #haveaplant

Enjoying more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle. @fruitsandveggies #haveaplant



BLACKBERRY



SELECT

Blackberries are available fresh and frozen for good nutrition and convenience. If selecting fresh, choose blackberries that are shiny and not bruised or leaking.

Nutrient Content Claims

Low in fat, Saturated fat free, Cholesterol free, Sodium free, High in fiber, High in vitamin C, High in vitamin K, High in copper, Good source of zinc

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Blackberries are low in fat.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Blackberries are sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Blackberries are sodium free.
- Blackberries, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Blackberries are low in fat and contain no saturated fat or cholesterol.

Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer: Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Blackberries are high in fiber.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors.

STORE

Refrigerate blackberries for 3-6 days; wash just before using.

SERVE

[Top 10 Ways to Enjoy Blackberries](#)

Visit FruitsandVeggies.org for [blackberry recipes!](#)

SAVOR

Presence in Ethnic Foods

African / Cajun, Creole

SHARE

Social Media Posts

#DYK the blackberry is a member of the rose family? @fruitsandveggies #haveaplant

BERRY-sensational! #DYK a boysenberry is a hybrid fruit resulting from the cross of raspberries, loganberries and blackberries? SWEET! @fruitsandveggies #haveaplant

#DYK Blackberries are high in fiber and vitamin C. @fruitsandveggies #haveaplant

Enjoying more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle. @fruitsandveggies #haveaplant



BLACK CURRANT



SELECT

Select dry, firm, and well-shaped currants. Avoid containers of berries with juice stains (may be a sign that the berries are crushed and possibly moldy).

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, An excellent source of fiber and vitamin C, A good source of manganese and potassium

STORE

After purchasing berries, check the fruit and toss out any moldy berries. Return berries back to the original container or arrange unwashed in a shallow pan lined with paper towels. Plastic wrap the entire container. Wash berries prior to use. Consume within 1 week. When freezing, place dry, unwashed berries on a cookie sheet. Once frozen, they may be transferred to a plastic bag or container and stored for 10 months to 1 year.

SAVOR

Presence in Ethnic Cuisines

French

SHARE

Social Media Post

This sweet and tart fruit pairs well as sauce to top roasted meat or game. #haveaplant @fruitsandveggies #haveaplant



BLUEBERRY



SELECT

Blueberries are available fresh, frozen, canned and dried for nutrition and convenience. If selecting fresh, choose firm, plump, dry blueberries with dusty blue color.

Varieties to Explore

[Wild Blueberries](#)

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, High in vitamin K, High in manganese, Good source of fiber, Good source of vitamin C, Good source of copper

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Blueberries are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Blueberries are sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Blueberries are sodium free.
- Blueberries, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may

reduce the risk of this disease. Blueberries contain no fat, saturated fat or cholesterol.

Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer: Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Blueberries are a good source of fiber.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors.

STORE

Refrigerate blueberries for 10 to 14 days.

SERVE

[The Top 10 Ways to Enjoy Blueberries](#)

Visit FruitsandVeggies.org for [blueberry recipes!](#)

SAVOR

Presence in Ethnic Foods

African

SHARE

[Can blueberries boost your memory?](#)

Social Media Posts

#DYK a single bush can produce as many as 6,000 blueberries a year? @fruitsandveggies #haveaplant

#DYK Blueberries are a good source of fiber and vitamin C. @fruitsandveggies #haveaplant

Grab the BLUEBERRIES & we'll take it from there! Check out these SWEET ideas highlighting these nutritious gems: <http://ow.ly/ljIS301JYm5> @fruitsandveggies #haveaplant

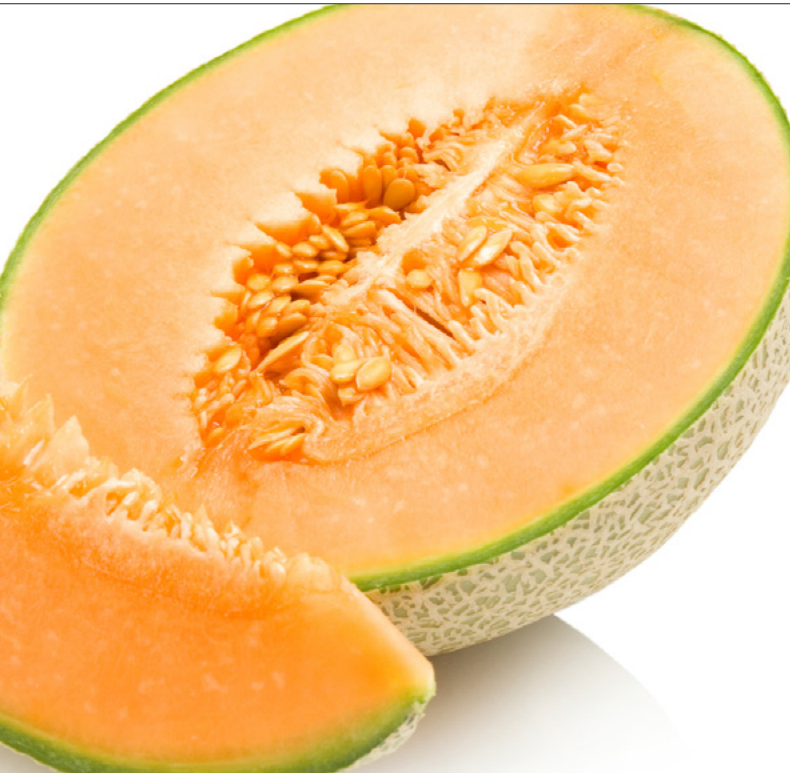
This refreshing Chilled Blueberry Soup pairs well with salmon and asparagus! Try it today: <http://ow.ly/MX0hB> @fruitsandveggies #haveaplant

Beat the blues with #frozen #BLUEBERRIES! A happy dance is just a Blueberry Fruit Shake away: <http://ow.ly/z16BR> @fruitsandveggies #haveaplant

Enjoying more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle. @fruitsandveggies #haveaplant



CANTALOUPE



SELECT

Choose fragrant, symmetrical cantaloupes, heavy for size with no visible bruises and yellow or cream undertone. Stem end should give to gentle pressure.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low in sodium, High in vitamin C, High in vitamin A

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Cantaloupe is fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Cantaloupe is very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Cantaloupe is very low in sodium.
- Cantaloupe, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may

reduce the risk of this disease. Cantaloupe contains no saturated fat or cholesterol.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Cantaloupe is high in vitamins A and C.

STORE

Store uncut cantaloupes at room temperature up to 1 week. Before cutting, wash the outer surface of the melon thoroughly with cool tap water to remove surface dirt. Refrigerate cut melon in airtight container up to 5 days.

SERVE

[Top 10 Ways to Enjoy Cantaloupe](#)

Visit FruitsandVeggies.org for [cantaloupe recipes!](#)

SHARE

Social Media Post

Cantaloupe...fragrant, sweet, delicious & nutritious.

<http://ow.ly/SEff301PjOF> @fruitsandveggies #haveaplant



CHERRY (SOOR)



SELECT

Sour cherries are available fresh, frozen, canned and dried for good nutrition and convenience. If selecting fresh, choose cherries that are clean, bright, plump and shiny without blemishes.

Varieties to Explore

[Barbados Cherry](#)

[Surinam Cherry](#)

Nutrient Content Claims

Low calorie, Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of copper

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Sour cherries are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Sour cherries are sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Sour cherries are sodium free.
- Sour cherries, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Sour cherries contain no fat, saturated fat, or cholesterol.

STORE

Store sour cherries unwashed in a plastic bag in the refrigerator for 2-3 days or rinse, remove seeds and freeze for later use.

SERVE

[The Top 10 Ways to Enjoy Cherries](#)

SAVOR

Presence in Ethnic Foods

Cuban, Puerto Rican

SHARE

Social Media Posts

Learn all about cherries and heart health! <http://ow.ly/OhO13092JS1> @fruitsandveggies #haveaplant

Tart cherries benefit the cardiovascular system — get the facts. <http://ow.ly/wOxN3023NbD> @fruitsandveggies #haveaplant

Enjoying more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle. @fruitsandveggies #haveaplant



CHERRY (SWEET)



SELECT

Sweet cherries are available fresh, frozen, canned and dried for good nutrition and convenience. If selecting fresh, choose firm, red cherries with stems attached. Avoid soft or shriveled cherries.

Varieties to Explore

Dark Sweet Cherries
Rainier Cherry

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free,
Good source of vitamin C

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Cherries are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Cherries are sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Cherries are sodium free.
- Cherries, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Cherries contains no saturated fat or cholesterol.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Cherries are a good source of vitamin C.

STORE

Refrigerate cherries for up to 10 days.

SERVE

[The Top 10 Ways to Enjoy Cherries](#)

Visit FruitsandVeggies.org for [sweet cherry recipes!](#)

SAVOR

Presence in Ethnic Cuisines

Asian / African / Mediterranean

[How the Bing Cherry Got Its Name](#)

SHARE

Social Media Posts

Take your taste buds to the SWEETER side! Try this Brown Rice Pilaf w/Cherries & Pine Nuts: [@fruitsandveggies #haveaplant](http://ow.ly/XDFMv)

This salad is a true GEM! Try this Rubies and Greens Salad! It's LIGHT, TASTY, & TANGY! [@fruitsandveggies #haveaplant](http://ow.ly/UaTV301PaN4)

Enjoying more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle. [@fruitsandveggies #haveaplant](#)



COCONUT



SELECT

Coconuts are available fresh and dried for good nutrition and convenience. If selecting fresh, choose coconuts that are heavy for their size and without soft or moldy spots

on the “eyes”. The coconut may contain liquid that can be heard when it is shaken.

Nutrient Content Claims

Cholesterol free, Very low sodium, Good source of fiber

STORE

Store unopened coconuts at room temperature for up to two months. Once opened, refrigerate in a plastic bag for up to one week.

SERVE

[The Top 10 Ways to Enjoy Coconut](#)

Visit [FruitsandVeggies.org](https://www.fruitsandveggies.org) for [coconut recipes!](#)

SHARE

Social media Post

Is it a fruit or is it a nut? Coconut is delicious no matter the form it comes in. Try some different ways by clicking here: <http://bit.ly/37tuq5J> @fruitsandveggies #haveaplant



100% CONCORD GRAPE JUICE



SELECT

Every 8-ounce glass is made with more than 40 Concord grapes and provides 2 servings (1 cup) of fruit with no added sugar (the grams of sugar listed on the Nutrition Facts Panel of 100% grape juice refer to the naturally-occurring sugars found in the fruit). The product is high in the antioxidant vitamin C. It contains no artificial colors, flavors or preservatives, and delivers 250 mg of grape polyphenols in every 8-ounce glass.

Health Claims

Dietary Saturated Fat and Cholesterol and Risk of Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. 100% grape juice contains no saturated fat and no cholesterol.

Sodium and Hypertension: Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. 100% grape juice is a low-sodium food.

STORE

Unopened bottles can be stored at room temperature and should be used before the “best by” date printed on the package. Refrigerated cartons and opened bottles must be stored in the refrigerator. For best quality, use within 7-10 days of opening.

SERVE

100% grape juice made with Concord grapes isn't just a delicious drink, it can add color, natural sweetness and nutrition to a variety of dishes, including smoothies, vinaigrettes, frozen treats, glazes and sauces.

SHARE

Social Media Posts

#DYK? 100% grape juice made w/ the Concord grape has many of the same #hearthealth benefits as red wine? @fruitsandveggies #haveaplant

#Juicy #Tip: Freeze 100% grape juice made w/ Concord grapes in ice cube trays to add color, flavor and nutrition to seltzer water @fruitsandveggies #haveaplant

#Fruit #Fact: Most families don't get enough fruit each day. Good news, 100% grape juice can help! Just 4oz = 1 serving (1/2c) of fruit @fruitsandveggies #haveaplant

Unlike table grapes, Concord grapes have a thick, dark purple skin + crunchy seeds. That's where their polyphenols can be found! @fruitsandveggies #haveaplant

Avoiding #addedsugars? 100% grape juice has none! AND you'll get natural plant nutrients (polyphenols) to help support a #healthyheart @fruitsandveggies #haveaplant



CRANBERRY



SELECT

Cranberries are available fresh, frozen, canned, dried and as 100% juice for good nutrition and convenience. If selecting fresh, choose cranberries that are firm and not shriveled or decayed.

Nutrient Content Claims

Low calorie, Fat free, Saturated fat free, Cholesterol free, Sodium free

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Cranberries are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Cranberries are sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Cranberries are sodium free.
- Cranberries, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Cranberries contain no fat, saturated fat, or cholesterol.

STORE

Refrigerate cranberries for up to 2 months or freeze for future use.

SERVE

[Top 10 Ways to Enjoy Cranberries.](#)

Visit FruitsandVeggies.org for [cranberry recipes!](#)

SAVOR

Presence in Ethnic Foods

African / Mediterranean / Southern

SHARE

Social Media Posts

CRANBERRIES pack a POWERFUL PUNCH ... against disease! See the research + 8 ways to add cranberries to your day: [@fruitsandveggies #haveaplant](http://ow.ly/HLgIp)

Do cranberries offer unique protective health benefits? We have the scoop + cran-recipes so you can get MORE: [@fruitsandveggies #haveaplant](http://ow.ly/sSeFt)

Buy cranberries while they're in season & budget friendly! Freeze them for use at a later date! [@fruitsandveggies #haveaplant](#)

Drinking cranberry juice can reduce the risk of UTIs. See the research: [@fruitsandveggies #haveaplant](http://ow.ly/KzGZ302HemN)

#DYK that the best tasting cranberries are the ones that bounce the highest?! [@fruitsandveggies #haveaplant](#)

Enjoying more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle. [@fruitsandveggies #haveaplant](#)



DATE



SELECT

Choose dates that are shiny, uniformly colored and not broken.

Varieties to Explore

[Medjool Dates](#)

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of fiber

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Dates are fat free.

Sodium & Hypertension:

Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Dates are sodium free. As part of a low sodium diet, dates may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Dates contain no fat, saturated fat, or cholesterol.

Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer: Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Dates are a good source of fiber.

STORE

Store dates at room temperature in an airtight container for several months or refrigerate for up to a year.

SERVE

[The Top 10 Ways to Enjoy Dates](#)

Visit [FruitsandVeggies.org](#) for [date recipes!](#)

SAVOR

Presence in Ethnic Foods

Asian / Chinese, Japanese, Korean / African / Mediterranean

SHARE

Social Media Posts

It's #WCW (#WrapCrushWednesday) right? Add dates to your chicken salad wrap for an interesting twist. [@fruit-sandveggies #haveaplant](#)

Dates have a long shelf life and do not require refrigeration. Here are TEN ways to enjoy: <http://ow.ly/12Z1A> @fruit-sandveggies #haveaplant

#VideoAlert: Chef Andrew Dole, RD shares how to pit dates for a gooey Apricot-Stuffed Medjool Date appetizer: <http://ow.ly/Juu2305Rtnt> @fruit-sandveggies #haveaplant

A healthy, adult gummy bear! Our pal, Alicia Jerome, RD of United Supermarkets/Market Street shares ways to tame your sweet tooth with the great DATE: <http://ow.ly/GCMRt> @fruit-sandveggies #haveaplant

We're taking salad to the NEXT LEVEL! Try this savory Roasted Beet, Watermelon & Medjool Date Salad: <http://ow.ly/N9hSJ> @fruit-sandveggies #haveaplant



DRIED APRICOT



SELECT

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of copper

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Dried apricots are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Dried apricots are sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Dried apricots are sodium free.
- Dried apricots, as part of a low sodium diet, may reduce the risk of high blood pressure.

STORE

Store in airtight container at room temperature for up to 3 months. Abide by expiration date on pre-packaged varieties.

SERVE

[Top 10 Ways to Enjoy Dried Apricots](#)

Visit FruitsandVeggies.org for [dried apricot recipes!](#)

SHARE

Social Media Posts

Step your “A” game up! Vitamin A that is! Dried Apricots are an excellent source and here’s 10 ways to enjoy them: [@fruitsandveggies #haveaplant](http://ow.ly/z3Vvo)

Try some smart snacking like this recipe for Celery Stuffed w/Apricot Blue Cheese Spread. Dried apricots, dried figs & pecans give it a great flavor! [@fruitsandveggies #haveaplant](http://ow.ly/hCOM309317D)



DRIED FIG



SELECT

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free,
Good source of fiber, Good source of copper

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Dried figs are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Dried figs are sodium free.
- Dried figs, as part of a low sodium diet, may reduce the risk of high blood pressure.
- Diets low in sodium may reduce the risk of high blood pressure. Dried figs are sodium free.

Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Dried figs contain no fat, saturated fat, or cholesterol.

Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer: Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Dried figs are a good source of fiber.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Dried figs are a good source of fiber.

STORE

Stored unopened dried figs for up to 6 months. Once opened, store in airtight containers. May be refrigerated.

SAVOR

Presence in Ethnic Foods

Chinese, Japanese, Korean / African / Mediterranean

SHARE

Social Media Posts

Pasta night? Let your imagination soar with Figatoni! No kidding! Fresh or dried Fiber-rich figs can be used in baked goods, desserts and even pasta! @fruitsandveggies #haveaplant

#Figs add flavor to so many recipes! We love them in this Spinach Salad w/Apples & Eggs: <http://ow.ly/BUMNz> @fruitsandveggies #haveaplant

Try some smart snacking like this recipe for Celery Stuffed w/Apricot Blue Cheese Spread. Dried apricots, dried figs & pecans give it a great flavor! <http://ow.ly/hCOM309317D> @fruitsandveggies #haveaplant



FRESH FIG



SELECT

Select figs that are clean and dry, with smooth, unbroken skin. The fruit should be soft and yielding to the touch, but not mushy.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of fiber, Good source of vitamin B-6, Good source of copper

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Fresh figs are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Fresh figs are sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Fresh figs are sodium free.
- Fresh figs, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Fresh figs contain no saturated fat or cholesterol.

Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer: Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Fresh figs are a good source of fiber.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Fresh figs are a good source of fiber.

STORE

Keep figs in a plastic bag in the coldest part of your refrigerator. Use within two days.

SERVE

Visit FruitsandVeggies.org for [fig recipes!](#)

SAVOR

Presence in Ethnic Foods

Chinese, Japanese, Korean / African / Mediterranean

SHARE

Social Media Posts

#DYK there are hundreds of varieties of figs ranging in color from white to purple-black? @fruitsandveggies #haveaplant

Think of figs as a nutritious snack, and they are great in savory salads too! <http://bit.ly/2CSWPnw> @fruitsandveggies #haveaplant



GRAPEFRUIT



SELECT

Grapefruits are available fresh, canned and as 100% juice for good nutrition and convenience. If selecting fresh, choose grapefruits with thin, smooth, firm, blemish free skins that are heavy for their size.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of vitamin A, High in vitamin C

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Grapefruit is fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Grapefruit is sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Grapefruit is sodium free.
- Grapefruit, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Grapefruit contains no saturated fat or cholesterol

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Grapefruit is a good source of vitamin A and high in vitamin C.

Structure/Function Claims

Grapefruit are an excellent source of vitamin C, an antioxidant that helps protect cells against free radical damage.

Grapefruit are an excellent source of vitamin C, which helps maintain healthy skin, bones and teeth.

Grapefruit are an excellent source of vitamin C, which helps maintain the immune system.

Grapefruit are an excellent source of vitamin C, which helps the body absorb iron from plant sources.

Grapefruit is a good source of vitamin A, which is needed for eye and skin health.

Grapefruit is a good source of vitamin A, which is needed for normal function of heart, lungs, kidneys, and other organs.

Grapefruit is a good source of vitamin A, which helps maintain the immune system.

Reference: [2016 Citrus Literature Review](#)

STORE

Store grapefruits at room temperature for 1 week or under refrigeration for 2 to 3 weeks.

SERVE

Visit FruitsandVeggies.org for [grapefruit recipes!](#)

SAVOR

Presence in Ethnic Cuisines

African / Cuban, Puerto Rican / Latino / Mediterranean

SHARE

Social Media Posts

Can eating grapefruit help women achieve and maintain a healthy weight? Get the scoop: <http://ow.ly/S30KI>
[@fruitsandveggies](#) #haveaplant

#DYK Grapefruit got its name from how it grows on trees – clustered like bunches of grapes? [@fruitsandveggies](#) #haveaplant

Put a lil' FIZZ in it! Make a quick, refreshing beverage by adding grapefruit juice to sparkling or seltzer water.
[@fruitsandveggies](#) #haveaplant



GRAPE



SELECT

Grapes are available fresh, dried and as 100% juice for good nutrition and convenience. If selecting fresh, choose plump, firm grapes firmly attached to the stem.

Varieties to Explore!

[Champagne Grapes](#)

[Cotton Candy Grapes](#)

[Kyoho Grapes](#)

[Muscadine Grapes](#)

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low in sodium

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Grapes are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Grapes are very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Grapes are very low in sodium.
- Grapes, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Grapes contains no saturated fat or cholesterol.

STORE

Store in a plastic bag in the refrigerator for up to 1 week.

SERVE

[Top 10 Ways To Enjoy Grapes](#)

Visit [FruitsandVeggies.org](#) for [grape recipes!](#)

SAVOR

Presence in Ethnic Cuisines

Asian / Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / Mediterranean

SHARE

Social Media Posts

Grapes are sweet and tasty any time – snack, or a side w/ breakfast, lunch or dinner! @fruitsandveggies @fruitsandveggies #haveaplant

Enjoy grapes in your favorite salad, on a fruit kabob, w/ cheese or as they are! <http://ow.ly/S3doA> @fruitsandveggies #haveaplant

#TipoftheDay: Add one more! Add fresh fruit to your salads – oranges, grapes, kiwi, and avocado are naturals! The goodness of grapes! @fruitsandveggies #haveaplant

#DYK just one 4-oz. glass of 100% grape juice counts as 1 serving (1/2 cup) of fruit! Learn more about nutrition, selection, and storage – <http://ow.ly/AfGQR> @fruitsandveggies #haveaplant



GUAVA



SELECT

Select guavas that give to gentle pressure and are unblemished.

Varieties to Explore

Strawberry Guava

Nutrient Content Claims

Low in fat, Saturated fat free, Cholesterol free, Sodium free, Good source of potassium, Folate, Fiber, Vitamin A, Excellent source of vitamin C

STORE

Ripen guavas at room temperature until they give to gentle pressure. Refrigerate ripe guavas immediately and use within 4 days.

SHARE

Social Media Posts

Next time you bring dessert to a party, share this Tropical Fruit Salad with Guava Sauce: <http://bit.ly/2OAIWB3> @fruitsandveggies #haveaplant

Guavas are so diverse ... they're used as both an ingredient and the serving bowls in this recipe! <http://bit.ly/2KLpsr4> @fruitsandveggies #haveaplant



HONEYDEW MELON



SELECT

Choose well shaped honeydew melons that are nearly spherical. Should have a waxy, firm, not fuzzy, surface and feel heavy for size. Color is determined by sunlight position and doesn't affect quality.

Varieties to Explore

[Bitter Melon](#)

[Canary Melon](#)

[Casaba Melon](#)

[Crenshaw Melon](#)

[Galia Melon](#)

[Persian Melon](#)

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low in sodium, High in vitamin C

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Honeydew melon is fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Honeydew melon is very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Honeydew melon is very low in sodium.

- Honeydew melon, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Honeydew melon contains no saturated fat or cholesterol.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Honeydew melon is high in vitamin C.

STORE

Store honeydew melons at room temperature. Once cut, store in the refrigerator for up to 2 weeks.

SERVE

[Top 10 Ways to Enjoy Honeydew](#)

Visit FruitsandVeggies.org for [honeydew recipes!](#)

SHARE

Social Media Posts

Make popsicles by pureeing honeydew with a little sugar and a splash of lime juice. Pour into molds, FREEZE, and ENJOY! @fruitsandveggies #haveaplant

#DYK there are two types of honeydews – one with green flesh and the other with orange flesh? @fruitsandveggies #haveaplant



KIWIFRUIT



SELECT

Choose slightly firm kiwifruits with a rough, fuzzy skin.

Varieties to Explore

Golden Kiwifruit

Nutrient Content Claims

Low in fat, Saturated fat free, Cholesterol free, Sodium free, Good source of fiber, Good source of potassium, High in vitamin C

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Kiwifruit is low in fat.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood-pressure, a disease associated with many factors. Kiwifruit is sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Kiwifruit is sodium free.
- Kiwifruit, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Kiwifruit contains no

saturated fat or cholesterol.

Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer: Fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Kiwifruit is a good source of fiber.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Kiwifruit is a good source of fiber and are high in vitamin C.

Potassium & High Blood Pressure/Stroke (Authoritative Statement): Diets containing foods that are a good source of potassium and that are low in sodium, like kiwifruit, may reduce the risk of high blood pressure and stroke.

STORE

Store un-ripened kiwifruits in plastic bags under refrigeration for up to 6 weeks.

SERVE

The Top 10 Ways to Enjoy Kiwifruit

Visit FruitsandVeggies.org for [kiwifruit recipes!](#)

SAVOR

Presence in Ethnic Cuisines

Asian

SHARE

Social Media Posts

#DYK there is a golden variety of kiwifruit that is sweeter than the tart green variety!? @fruitsandveggies #haveaplant

Oh how we love kiwifruit...in cobbler, smoothies & parfaits! Even as a meat tenderizer! <http://ow.ly/S3ef3> @fruitsandveggies #haveaplant

There are several ways to enjoy kiwifruit but try this Kiwifruit Mango Salsa! It'll knock your socks off: <http://ow.ly/yY3OM> @fruitsandveggies #haveaplant

#ProTip: cut the kiwi in half and then scoop it away from the peel with a spoon! Fun way for the kids to enjoy without peeling the entire fruit! @fruitsandveggies #haveaplant



LEMON



SELECT

Choose lemons with firm, thin, smooth skin, heavy for size.

Varieties to Explore

[What is a Meyer Lemon?](#)

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, Low in calories, High in vitamin C

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Lemons are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood-pressure, a disease associated with many factors. Lemons are sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Lemons are Sodium free.
- Lemons, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Lemons contains no saturated fat or cholesterol.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Lemons are high in vitamin C.

Structure/Function Claims

Lemons are an excellent source of vitamin C, an antioxidant that helps protect cells against free radical damage.

Lemons are an excellent source of vitamin C, which helps maintain healthy skin, bones and teeth.

Lemons are an excellent source of vitamin C, which helps maintain the immune system.

Lemons are an excellent source of vitamin C, which helps the body absorb iron from plant sources.

Reference: [2016 Citrus Literature Review](#)

STORE

Refrigerate lemons for up to 2 weeks.

SERVE

Visit [FruitsandVeggies.org](#) for [lemon recipes!](#)

SAVOR

Presence in Ethnic Cuisines

Asian / South East Asia (Vietnam, Cambodia, Laos) / African Cuban, Puerto Rican / Latino / Mexican / Mediterranean

SHARE

Social Media Posts

Pass the salt please. Or, should I ask to pass the lemon instead? [@fruitsandveggies](http://ow.ly/S35wU) #haveaplant

How long can lemons be stored? Our expert has the answer. [@fruitsandveggies](http://ow.ly/9dn6304dOh7) #haveaplant

This Lemon Rosemary Zucchini offers and appetizing new flavor that you'll be sure to love: [@fruitsandveggies](http://ow.ly/MyX8Q) #haveaplant

When life gives you lemons...make lemonade! Or enjoy this sa- vory side dish, Asparagus w/Lemon Sauce: [@fruitsandveggies](http://ow.ly/AfKEH) #haveaplant



LIME



SELECT

Choose limes with smooth, shiny skin, heavy for size.

Varieties to Explore

[Kaffir Limes](#)

[Key Limes](#)

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, Sugar free, Low in calories, High in vitamin C

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Limes are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood-pressure, a disease associated with many factors. Limes are sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Limes are sodium free.
- Limes, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Limes contains no saturated fat or cholesterol.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Limes are high in vitamin C.

Structure/Function Claims

Limes are an excellent source of vitamin C, an antioxidant that helps protect cells against free radical damage.

Limes are an excellent source of vitamin C, which helps maintain healthy skin, bones and teeth.

Limes are an excellent source of vitamin C, which helps maintain the immune system.

Limes are an excellent source of vitamin C, which helps the body absorb iron from plant sources.

Reference: [2016 Citrus Literature Review](#)

STORE

Refrigerate limes for up to 2 weeks.

SERVE

[Top 10 Ways to Enjoy Limes](#)

Visit [FruitsandVeggies.org](#) for [lime recipes!](#)

SAVOR

Presence in Ethnic Cuisines

Asian / Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / African / Cuban, Puerto Rican / Latino / Mexican

SHARE

Social Media Posts

#DYK you can use lime juice in place of salt to season fish, chicken or pork? More info on this tasty fruit [@fruitsandveggies](http://ow.ly/j6BBF) #haveaplant

Fix that Mexican food craving w/ these Chili & Lime Chicken Potato Tacos! A trip across the border for a fraction of the cost: [@fruitsandveggies](http://ow.ly/s9P5K) #haveaplant

Excite your palate with a Lime-marinated Onion Salad! Delicious on the side of many southwestern foods: [@fruitsandveggies](http://ow.ly/tZDFk) #haveaplant

You scream, I scream, we all scream for more BEANS! Try this simple Chipotle-Lime Three Bean Salad for your next picnic: [@fruitsandveggies](http://ow.ly/z3tTj) #haveaplant

Fruit salad with a twist of spicy lime dressing. Spiced Melon Salad: [@fruitsandveggies](http://bit.ly/32Ckgft) #haveaplant



MANDARINS



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.

Varieties to Explore

Clementine

E. Murcott

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, High in vitamin C, Good source of fiber, Good source of copper

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Mandarins are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Mandarins are sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Mandarins are sodium free.
- Mandarins, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may

reduce the risk of this disease. Mandarins contain no fat, saturated fat, or cholesterol.

Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer: Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Mandarins are a good source of fiber.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Mandarins are a good source of fiber and an excellent source of vitamin C.

Structure/Function Claims

Mandarin oranges are an excellent source of vitamin C, an antioxidant that helps protect cells against free radical damage.

Mandarin oranges are an excellent source of vitamin C, which helps maintain healthy skin, bones and teeth.

Mandarin oranges are an excellent source of vitamin C, which helps maintain the immune system.

Mandarin oranges are an excellent source of vitamin C, which helps the body absorb iron from plant sources.

Reference: [2016 Citrus Literature Review](#)

STORE

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

SERVE

Visit FruitsandVeggies.org for [mandarin orange recipes!](#)

SAVOR

Presence in Ethnic Foods

Asian / Cajun, Creole

SHARE

Social Media Posts

Get your taste buds dancing from the flavors of this Mandarin Orange, Chicken & Rice Salad: [@fruitsandveggies #haveaplant](http://ow.ly/NOPqL)

Try this Asian-inspired Cole Slaw with Mandarin oranges: [@fruitsandveggies #haveaplant](http://bit.ly/2pSUBvt)

If you're stuck for a meal idea, give our Pork Chops with Mandarin Orange Salsa a try: [@fruitsandveggies #haveaplant](http://ow.ly/fGY530934vO)



MANGO



SELECT

Mangoes are available fresh, frozen, canned and dried for good nutrition and convenience. If selecting fresh, always feel the mango to judge its ripeness level. Select mangos at room temperature. It might come natural to select chilled produce items, but look for mangos that are at room temperature.

Nutrient Content Claims

Mangos are an excellent source of vitamin A, vitamin C and folate. Mangos are also a good source of vitamin B6, fiber and copper. Mangos contain no fat, saturated fat, cholesterol or sodium

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Mangos contain no fat.

Sodium & Hypertension: Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Mangos are sodium free.

Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Mangos contain no fat, saturated fat, or cholesterol.

Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer: Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Mangos are a good source of fiber.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits

and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Mangos are an excellent source of vitamin C, and vitamin A.

STORE

Store all mangos at room temperature. A riper mango will last 1-2 days, whereas a less ripe mango can last up to about a week. Refrigerate peeled, cut mangos for up to five days, or freeze for up to six months. To speed up the ripening process, place the mango in a brown paper bag.

SERVE

How to Cut a Mango

Mangos have a long flat seed in the middle.

1. Find the nose of the mango, position the nose upwards.
2. Slice downwards approximately ¼” from the center on each side, forming two cheeks.
3. Score the flesh of each cheek without breaking the skin.
4. Scoop out the mango slices.

The Top 10 Ways to Enjoy Mango

Visit FruitsandVeggies.org for [mango recipes!](#)

SAVOR

Presence in Ethnic Cuisines

Asian / South East Asia (Vietnam, Cambodia, Laos) / African / Mexican, Cuban, Puerto Rican, Caribbean / Latin-American / Indian, Pakistan.

SHARE

Social Media Posts

Enjoy Fish Tacos w/Fresh Mango Salsa for #TacoTuesday. <http://ow.ly/ww6p3075jt2> @fruitsandveggies #haveaplant

Take your toast to a new level! Sink your teeth into Strawberry Mango Feta Toast Points: <http://ow.ly/BANf3081oS3> @fruitsandveggies #haveaplant

Enjoy a tall glass of a Mango Orange Smoothie: <http://ow.ly/7Unb307KGOS> @fruitsandveggies #haveaplant

Are your mouths watering for MANGOES? We've got TEN juicy ways to enjoy <http://ow.ly/KTKy302gDgd> @fruit-sandveggies #haveaplant

This TASTY & TANGY Mango Berry Rotini Salad has a SWEET surprise in EVERY bite! <http://ow.ly/ZXM8T> @fruit-sandveggies #haveaplant



NECTARINE



SELECT

Choose firm nectarines with smooth skin.

Nutrient Content Claims

Low in fat, Saturated fat free, Cholesterol free, Sodium free, Good source of vitamin C

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Nectarines are low in fat.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood-pressure, a disease associated with many factors. Nectarines contain no sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Nectarines contain no sodium.
- Nectarines, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Nectarines contain no saturated fat or cholesterol.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain

dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Nectarines are a good source of vitamin C.

STORE

Store unripe nectarines in paper bag until ripe, then store at room temperature for use within 2-3 days.

SERVE

[Enjoy Stone Fruits](#)

Visit FruitsandVeggies.org for [nectarine recipes!](#)

SAVOR

Presence in Ethnic Cuisines

Mediterranean

SHARE

Social Media Posts

#DYK the NECTARINE is actually a subspecies of peach that lacks the gene for fuzz! @fruitsandveggies #haveaplant

Use nectarines and peaches interchangeable in recipes like this one here: [Honey Dijon Chicken w/ Peach Salsa](#) @fruitsandveggies #haveaplant



ORANGE



SELECT

Choose oranges with firm, smooth skins, heavy for size.

Varieties to Explore

[Blood Orange](#)

[Cara Cara Navel Orange](#)

[Clementine](#)

[Kumquat](#)

[Seville Orange](#)

[Tangerine](#)

[Navel Orange](#)

[Valencia Orange](#)

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of fiber, High in vitamin C

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Oranges are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Oranges are sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Oranges are sodium free.

- Oranges, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Oranges contains no saturated fat or cholesterol.

Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer: Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Oranges are a good source of fiber.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Oranges are a good source of fiber and high in vitamin C.

Structure/Function Claims

Oranges are an excellent source of vitamin C, an antioxidant that helps protect cells against free radical damage.

Oranges are an excellent source of vitamin C, which helps maintain healthy skin, bones and teeth.

Oranges are an excellent source of vitamin C, which helps maintain the immune system.

Oranges are an excellent source of vitamin C, which helps the body absorb iron from plant sources.

Oranges are a good source of fiber, which helps maintain colon health and regularity.

Oranges are a good source of fiber, helps maintain healthy blood sugar levels.

Oranges are a good source of fiber, helps maintain heart health.

Reference: [2016 Citrus Literature Review](#)

STORE

Store oranges at room temperature for 1-2 days. Refrigerate for 1-2 weeks.

SERVE

[Top 10 Ways to Enjoy Oranges](#)

Visit [FruitsandVeggies.org](https://www.fruitsandveggies.org) for [orange recipes!](#)



SAVOR

Presence in Ethnic Cuisines

Asian / Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / African / Cuban, Puerto Rican / Latino / Mexican / Mediterranean / Southern

SHARE

Social Media Posts

100% orange juice is the new SUPERFOOD? Get the facts and drink up: <http://ow.ly/TZLFN> @fruitsandveggies #haveaplant

#TipoftheDay: Add one more! Add fresh fruit to your salads - oranges, grapes, kiwi, and avocado are naturals! @fruitsandveggies #haveaplant

#TipoftheDay: Dress up a salad for your main meal. Add slices of grilled chicken or fish. Top w/Mandarin oranges. Viola! A cool crunchy salad! @fruitsandveggies #haveaplant

Beet juice? Really? Yep! Use a juicer and combine the juice of a small beet with 1 c. 100% orange or apple juice. Enjoy! @fruitsandveggies #haveaplant

Pears in Orange Sauce from @fruitsandveggies is the perfect dessert for any occasion: <http://bit.ly/2X6sfjW> @fruitsandveggies #haveaplant



100% ORANGE JUICE



100% orange juice contains over 100% of your daily recommended amount of vitamin C. Vitamin C contributes to healthy immune function and may contribute to maintenance of bone health.

STORE

Store oranges at room temperature for 1-2 days.
Refrigerate for 1-2 weeks.

SHARE

Social Media Posts

One 8-ounce glass of 100% orange juice counts as 1 cup of fruit. #MyPlate @fruitsandveggies #haveaplant

100% orange juice contains more folate than most other juices. #DYK @fruitsandveggies #haveaplant

Most Americans don't meet their daily fruit recommendations—add some 100% orange juice to your day to boost your fruit intake #MyPlate @fruitsandveggies #haveaplant

Did you know the vitamin C in 100% orange juice helps keep your immune system healthy? #DYK @fruitsandveggies #haveaplant

Did you know that an 8 oz glass of 100% orange juice has as much potassium as a medium banana? #DYK @fruitsandveggies #haveaplant



SELECT

100% orange juice has a lot to offer in addition to its great taste. It provides many essential nutrients, including vitamin C and potassium. While on its own it's a great way to start the morning, orange juice can be added to many different recipes to boost flavor and nutrition.

Nutrient Content Claims

100% orange juice contains no cholesterol, saturated fat, sodium or added sugars. One 8-ounce glass provides many vitamins and minerals, the juice from 2 oranges and counts toward 1 cup of the daily fruit recommendations. A serving of 100% orange juice is an excellent source of vitamin C, and a good source of potassium, thiamine and folate.

Health Claims

Dietary saturated fat, cholesterol and risk of coronary heart disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. 100% orange juice contains no saturated fat or cholesterol.

Sodium and hypertension: Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. 100% orange juice contains no sodium.

Structure/Function Claims



PAPAYA



SELECT

Select papayas that are firm with some yellow streaks and free of blemishes.

Varieties to Explore

[Maradol Papaya](#)

[Strawberry Papaya](#)

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low in sodium, High in vitamin C, Good source of copper

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Papayas are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Papayas are very low in sodium.

- Diets low in sodium may reduce the risk of high blood pressure. Papayas are very low in sodium.
- Papayas, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Papayas contain no fat, saturated fat, or cholesterol

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Papayas are an excellent source of vitamin C.

STORE

Keep papayas at room temperature for 2–3 days until they are totally yellow to orange.

SERVE

[Top 10 Ways to Enjoy Papaya](#)

Visit FruitsandVeggies.org for [papaya recipes!](#)

SAVOR

Presence in Ethnic Foods

Asian / Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / African / Cuban, Puerto Rican / Latino / Mexican / Pacific Islands

SHARE

Social Media Posts

#DYK papaya seeds are edible & can be added to salad dressings? Get more tips: <http://ow.ly/cMOFN> @fruitsandveggies #haveaplant

Add a taste of the tropics with Papayas! Take a look at these SWEET ideas: <http://ow.ly/1Drz3002Lfy> @fruitsandveggies #haveaplant



PEACH



SELECT

Peaches are available fresh, frozen and canned for good nutrition and convenience. If selecting fresh, choose peaches with firm, fuzzy skins that yield to gentle pressure when ripe. Avoid blemishes.

Nutrient Content Claims

Low in fat, Saturated fat free, Cholesterol free, Sodium free, Good source of vitamin C

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Peaches are low in fat.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Peaches are sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Peaches are sodium free.
- Peaches, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol

may reduce the risk of this disease. Peaches contain no saturated fat or cholesterol.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Peaches are a good source of vitamin C.

STORE

Store unripe peaches in paper bag. When ripe, store at room temperature for use within 1-2 days.

SERVE

[Using Canned Peaches for Refreshing Granita](#)

[Using Canned Peaches for a Quick Salsa](#)

[The Top 10 Ways to Enjoy Peaches](#)

Visit FruitsandVeggies.org for [peach recipes!](#)

SAVOR

Presence in Ethnic Cuisines

Chinese, Japanese, Korean / African /Mediterranean / Southern

SHARE

Social Media Posts

#DYK apples, pears, peaches, plums, apricots, cherries, blackberries, raspberries, and strawberries are all members of the rose family? @fruitsandveggies #haveaplant

#TipoftheDay: A #healthy way to refresh & rehydrate is by drinking water flavored w/fresh citrus fruit, sliced peaches or berries. @fruitsandveggies #haveaplant

Try these California Dreamin' Chicken Tacos with Peach Slaw for #TacoTuesday: <http://bit.ly/2Kcm604> @fruit-sandveggies #haveaplant

Feeling PEACHY? Kick it up a notch and try this Peachy Chipotle Salsa: <http://ow.ly/zjR1s> @fruitsandveggies #haveaplant

Need a quick dessert? Try grilling peaches: <http://bit.ly/2rByQap> @fruitsandveggies #haveaplant

Enjoying more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle. @fruit-sandveggies #haveaplant



PEAR



SELECT

Pears are available fresh and canned for good nutrition and convenience.

If selecting fresh, the best way to judge ripeness for non-Bartlett varieties is to Check the Neck®: Apply pressure to the neck of the pear with your thumb. If it yields to pressure, it's ripe. Easy, isn't it?

Pears do not ripen well on the tree. Pears are harvested when mature, but not yet ripe. Instead, they slowly reach maturity as they ripen from the inside out at room temperature.

How do you know when the pear has ripened to sweet and juicy perfection?

While a Bartlett's skin color brightens as it ripens, most varieties of pears show little change in color.

Varieties to Explore

Bartlett
Bosc
d'Anjou

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Pears are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Pears are sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Pears are naturally sodium free.
- Pears, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Pears contain no saturated fat or cholesterol.

Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer: Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Pears are an excellent source of fiber.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Pears are an excellent source of fiber.

STORE

If pears are ripe, use them right away or refrigerate for up to 5 days to slow further ripening. If they are firm, leave them at room temperature. Be sure to check them daily to catch them at perfect ripeness.

You can also arrange them in a fruit bowl and place them on the kitchen counter, dining room table, or even in the living room so you can enjoy their beauty as they ripen. If they are ripening at room temperature near other fruit, like bananas, the natural ethylene they give off will help speed up the ripening process.

To Prevent Browning

Like many fruits, the flesh of cut or peeled pears will eventually brown. This natural oxidation process, however, does not affect the taste or quality. Browning can be slowed by "acidulating" the cut surfaces with a mild solution of 50% water and 50% lemon juice. Lightly poaching pears will also slow the browning and is a good way to prepare pears for use in salads.

[How to ripen pears video](#)



SERVE

[Pears Snacking - rule of two video](#)

[Top 10 Ways to Enjoy Pears](#)

Visit FruitsandVeggies.org for [pear recipes!](#)

SAVOR

Presence in Ethnic Cuisines

Asian / South East Asia (Vietnam, Cambodia, Laos) /
Mediterranean

SHARE

Social Media Posts

December is National Pear Month, and [@fruitsandveggies](#) is going to tell you all about them. <http://ow.ly/ULYMA> #haveaplant

Pears are packed w/ fiber, vitamins & minerals. Try these 100-cal gems in these recipes for National Pear Month: <http://ow.ly/UM3Qs> @fruitsandveggies #haveaplant

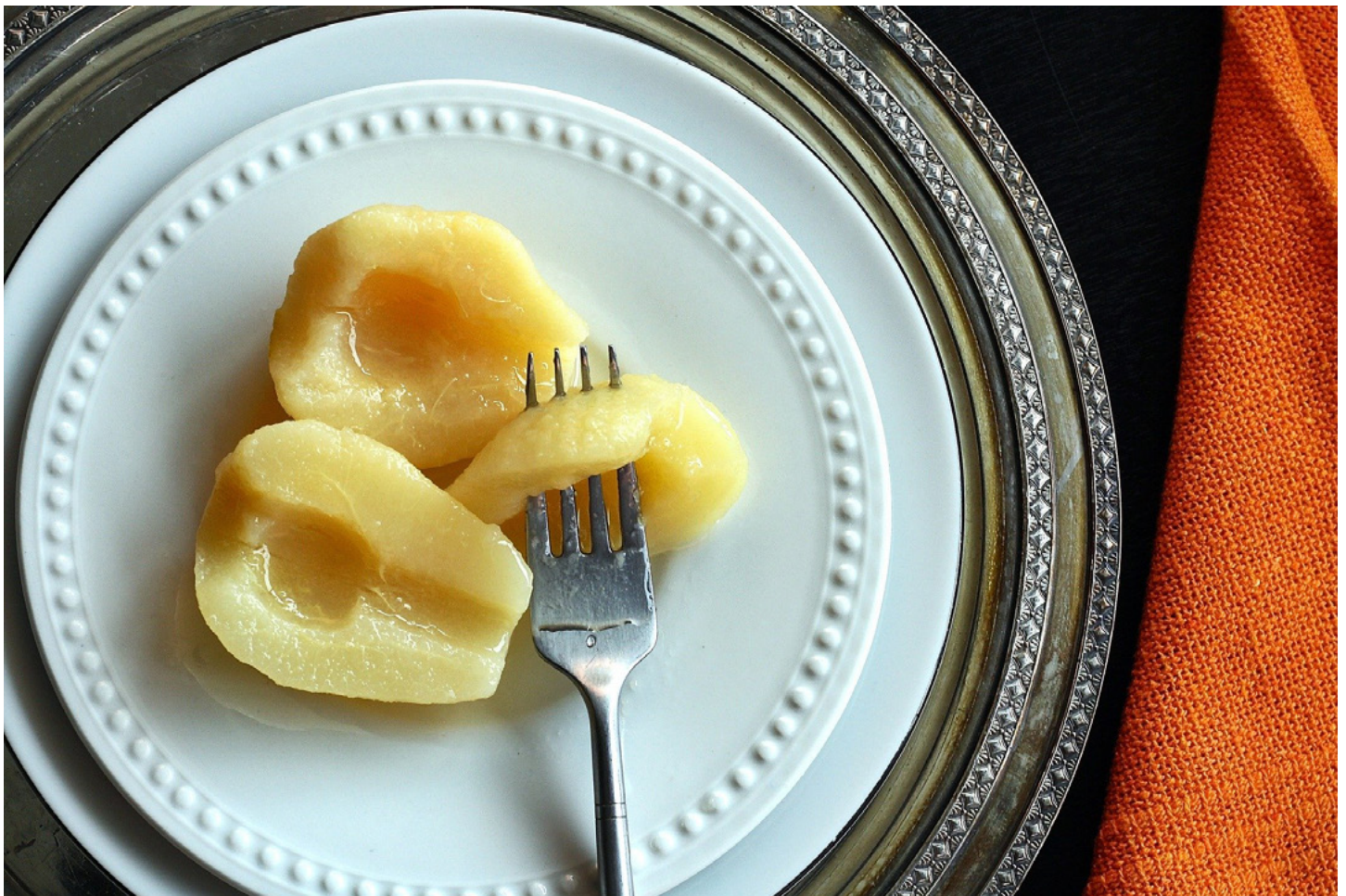
There are many ways to eat pears - @Fruits_Veggies shares their top ten. <http://ow.ly/UMd1D> @fruitsandveggies #haveaplant

Lentils, pears & apples are all considered high in fiber— find out what other fruits/veggies carry that label: <http://ow.ly/9Ehl2> @fruitsandveggies #haveaplant

Take a closer look inside your pear! What you find may surprise you. <http://bit.ly/72116FBTW> @fruitsandveggies #haveaplant

The most delicious way to use your pear from firm to very ripe! <http://usapears.org/green-anjou/> @fruitsandveggies #haveaplant

Enjoying more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle. @fruitsandveggies #haveaplant



PINEAPPLE



SELECT

Pineapples are available fresh, frozen, canned, dried and as 100% juice for good nutrition and convenience. If selecting fresh, choose pineapples with dark green leaves, heavy for size. Avoid soft or dark spots and dry-looking leaves.

Varieties to Explore

[South African Baby Pineapple](#)

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low in sodium, High in vitamin C

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Pineapple is fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Pineapple is very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Pineapple is very low in sodium.
- Pineapple, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Pineapple contains no saturated fat or cholesterol.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Pineapple is high in vitamin C.

STORE

Eat as soon as possible. Refrigerate cut pineapple for 2-3 days. Frozen, canned and dried pineapple are also great options.

SERVE

[Cutting Pineapple](#)

Visit FruitsandVeggies.org for [pineapple recipes!](#)

SAVOR

Presence in Ethnic Cuisines

Asian / Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / African / Cuban, Puerto Rican / Latino / Mexican / Pacific Islands

SHARE

Social Media Posts

Pineapple's many uses – can it reduce inflammation?
<http://bit.ly/2NbDfJ9> @fruitsandveggies #haveaplant

#TipoftheDay Help kids make frozen fruit kabobs using pineapple chunks, bananas, grapes and kiwis. @fruit-sandveggies #haveaplant

Nom Nom! A burger with a lil' twist! The fam will enjoy these juicy Turkey Burgers w/ Spinach and Pineapple:
<http://ow.ly/Olldf> @fruitsandveggies #haveaplant

Pumped for PINEAPPLES? Here's your GOLDEN ticket to a POWERFUL morning...a Power Gold Smoothie: <http://ow.ly/zOvUr> @fruitsandveggies #haveaplant

A tasty treat the whole family will love! FRUIT and VEGGIE popsicles! Try this Pineapple-Mango Popsicle recipe + other yummy combos: <http://ow.ly/AfP5U> @fruitsandveggies #haveaplant



PLUM



SELECT

Plums are available fresh and dried for good nutrition and convenience. If selecting fresh, choose plump plums with smooth skins. Avoid bruises and soft spots.

Varieties to Explore

[D'Agen Sugar Plum](#)

[Date Plum](#)

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Plums are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood-pressure, a disease associated with many factors. Plums are sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Plums are sodium free.
- Plums, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease: While many factors affect heart

disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Plums contains no saturated fat or cholesterol.

STORE

Store unripe plums in paper bag until ripe. Refrigerate ripe plums.

SERVE

[The Top 10 Ways to Enjoy Plums](#)

Visit FruitsandVeggies.org for [plum recipes!](#)

SAVOR

Presence in Ethnic Cuisines

Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / African / Southern

SHARE

Social Media Post

Off the tree, or in a chutney - plums are sweet! Check out our TOP TEN ways to enjoy: <http://ow.ly/DPeR301Pk9P> @fruitsandveggies #haveaplant



POMEGRANATE



SELECT

Pomegranates are available fresh and as 100% juice for good nutrition and convenience. If selecting fresh, choose pomegranates that are plump, round and heavy for their size.

Nutrient Content Claims

Low in fat, Saturated fat free, Cholesterol free, Sodium free, High in fiber, High in vitamin K, High in pantothenic acid, High in copper, Good source of vitamin C

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Pomegranates are low in fat.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Pomegranate are sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Pomegranate are sodium free.
- Pomegranate, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect

heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Pomegranate contains no saturated fat or cholesterol.

Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer:

Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Pomegranate is an excellent source of fiber.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Pomegranates are high in fiber and a good source of vitamin C.

STORE

Whole pomegranates can be stored in a cool dry area for about 1 month or up to 2 months in the refrigerator.

SERVE

[Pomegranate Seeds](#)

[Top 10 Ways to Enjoy Pomegranate](#)

Visit FruitsandVeggies.org for [pomegranate recipes!](#)

SAVOR

Presence in Ethnic Foods

Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / African / Cuban, Puerto Rican / Latino / Mediterranean

SHARE

Social Media Posts

#DYK an average pomegranate contains about 600 juicy seeds? Alyson Fendrick, RD shares how to cut a pomegranate + a JUICY recipe: ow.ly/mdf7304V272 @fruitsandveggies #haveaplant

The heavier the fruit, the juicier it will be! For National Pomegranate Month, get the scoop on these radiant red seeds: <http://ow.ly/DwqOx> @fruitsandveggies #haveaplant

Pure Sweetness! #Juice POMEGRANATE seeds and reduce them with a little sugar and some spices for a new kind of dipping sauce for grilled shrimp or chicken! @fruitsandveggies #haveaplant

We're pumped for pomegranates! Enjoy this sweet recipe: <http://ow.ly/RANbZ> @fruitsandveggies #haveaplant



PRUNE



SELECT

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of fiber, Good source of copper

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Dried plums are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Dried plums are sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Dried plums are sodium free.
- Dried plums, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Dried plums contain no saturated fat or cholesterol.

Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer: Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Dried plums are a good source of fiber.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Dried plums are a good source of fiber.

STORE

Store unopened containers at room temperature. Refrigerate after opening.

SHARE

Social Media Posts

A match made in heaven! Try this Puree of Acorn Squash & California Dried Plum Soup: <http://ow.ly/VUmw0> @fruit-sandveggies #haveaplant

Add some spice to your life! Try this Spicy Dried Plum Marinara w/Butternut Squash Noodles! We're totally drooling over here! <http://ow.ly/Uqyrg> @fruitsandveggies #haveaplant



RAISIN



SELECT

Choose from several varieties, including naturally sun-dried, golden raisins, jumbo and flame

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of copper

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Raisins are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Raisins are sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Raisins are sodium free.
- Raisins, as part of a low sodium diet, may reduce the risk of high blood pressure.

STORE

Store unopened containers of raisins at room temperature. Refrigerate after opening.

SERVE

[Top 10 Ways to Enjoy Raisins](#)

Visit FruitsandVeggies.org for [raisin recipes!](#)

SAVOR

Presence in Ethnic Foods

Cuban, Puerto Rican

SHARE

Social Media Posts

Raisins help lower fasting blood glucose more than other snack foods? Find out + 10 ways to increase your raisin intake: <http://ow.ly/UT23q> @fruitsandveggies #haveaplant

CRAVIN' RAISINS? Here are 10 ways to enjoy these dried gems. <http://ow.ly/OJJD5> @fruitsandveggies #haveaplant

RAISINS make the cut! See how these dried gems can reduce the risk of negative health outcomes: <http://ow.ly/BqFeR> @fruitsandveggies #haveaplant

Golden Raisins add sweet nutrition and elegance to a traditional Baby Spinach Salad. Add pine nuts for crunch and dig right in: <http://ow.ly/z40nc> @fruitsandveggies #haveaplant

Step up your regular routine sandwich & try this Clementine, Raisin & Goat Cheese Sandwich: <http://ow.ly/vJrk-303Bcve> @fruitsandveggies #haveaplant



RASPBERRY



SELECT

Raspberries are available fresh, frozen and dried for good nutrition and convenience. If selecting fresh, choose dry, plump, firm raspberries. Avoid wet or moldy berries.

Nutrient Content Claims

Low in fat, Saturated fat free, Cholesterol free, Sodium free, High in fiber, High in vitamin C, High in manganese, Good source of copper

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Raspberries are low in fat.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Raspberries are sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Raspberries are sodium free.
- Raspberries, as part of a low sodium diet, may reduce

the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer:

Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Raspberries are an excellent source of fiber.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Raspberries are an excellent source of fiber and vitamin C.

Fruits and Vegetables & Risk of Coronary Heart

Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Raspberries contain no fat, saturated fat, or cholesterol.

STORE

Do not wash raspberries until ready to eat. Refrigerate for use within 1-2 days.

SERVE

[Top 10 Ways to Enjoy Raspberries](#)

Visit FruitsandVeggies.org for [raspberry recipes!](#)

SHARE

Social Media Post

Beets in a smoothie? You'll be surprised! Our chef whips up a Beet + Raspberry Smoothie recipe: [@fruitsandveggies #haveaplant](http://ow.ly/YKZrb)

Having company? Whisk up this tasty Banana Raspberry Smoothie in no time: [@fruitsandveggies #haveaplant](http://bit.ly/2C8vNIH)

In a smoothie, a dressing, or by themselves, we just LOVE RASPBERRIES! See the TOP TEN ways to enjoy: [@fruitsandveggies #haveaplant](http://ow.ly/zkdFv)

Enjoying more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle. [@fruitsandveggies #haveaplant](#)



STRAWBERRY



SELECT

Strawberries are available fresh, frozen and dried for good nutrition and convenience. If selecting fresh, choose shiny, firm strawberries with a bright red color. Caps should be fresh, green and intact. Avoid shriveled, mushy or leaky berries.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, High in vitamin C

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Strawberries are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Strawberries are sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Strawberries are sodium free.
- Strawberries, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol

may reduce the risk of this disease. Strawberries contain no saturated fat or cholesterol.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Strawberries are high in vitamin C.

STORE

Do not wash strawberries until ready to eat. Store in refrigerator for 1-3 days.

SERVE

Visit FruitsandVeggies.org [strawberry recipes!](#)

SHARE

Social Media Posts

What's juicy, sweet, red & ripe? That's right...STRAWBERRIES! For Nat'l Strawberry Month, @fruitsandveggies has 10 ways to enjoy! <http://ow.ly/Mb1W5> @fruitsandveggies #haveaplant

#TipoftheDay: Cut strawberries into heart shapes. @fruitandveggies #haveaplant

#DYK one acre of land grows about 50,000 pounds of strawberries? @fruitsandveggies #haveaplant

Frozen strawberries are a tasty addition to just about any smoothie. Enjoy this Kid Tested and Mom-Approved Smoothie recipe: <http://bit.ly/36xnNpp> @fruitsandveggies #haveaplant



STARFRUIT



SELECT

Select firm, shiny star fruit that are yellow without a lot of brown on the skin.

Nutrition Content Claims

Fat free, Cholesterol free, Sodium free, Good source of dietary fiber, Excellent source of vitamin C

STORE

Ripen star fruit at room temperature until you can smell their aroma then refrigerate for up to a week.

SHARE

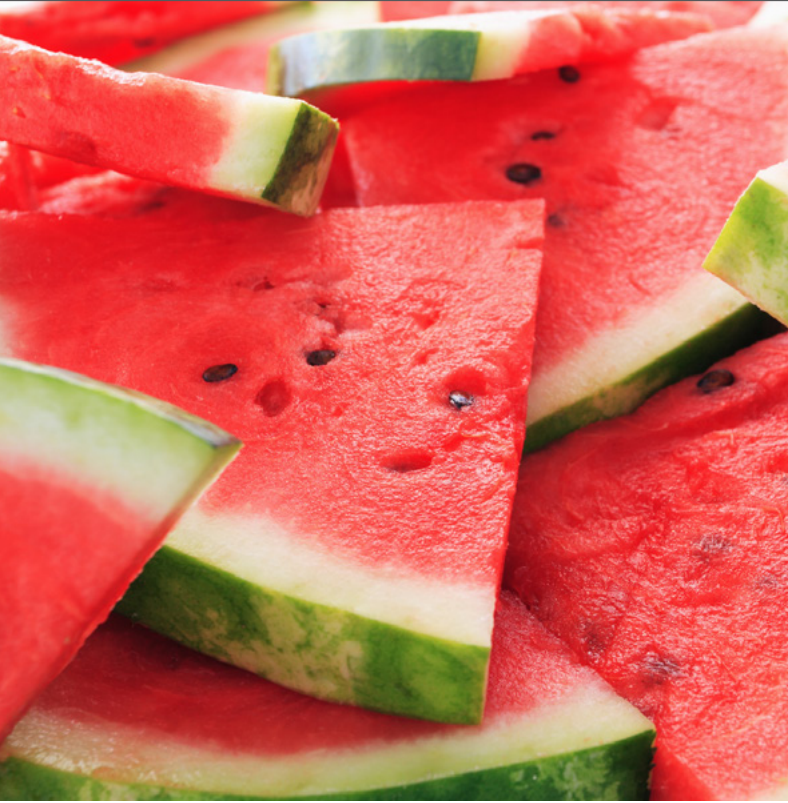
Social Media Post

The fun star-shaped star fruit has a texture like apples. @fruitsandveggies #haveaplant

Slice and eat raw or lightly cook for a different experience! @fruitsandveggies #haveaplant



WATERMELON



SELECT

Try the Look, Lift, Turn!

1. Look the watermelon over. You are looking for a firm watermelon that is free from bruises, cuts or dents. Scratching is ok.
2. Lift it up. The watermelon should be very heavy for its size.
3. Turn it over. The underside of the watermelon should have a creamy yellow spot from where it sat on the ground and ripened in the sun.

If you want to try the thump, you're listening for a dull, muffled, hollow sound if it's ripe. If it's unripe, the sound may be more of a metallic, clear ring. Another way to describe it is a "ping" for unripe or a "pong" when ready.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of vitamin C

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Watermelon is fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Watermelon is sodium free.

- Diets low in sodium may reduce the risk of high blood pressure. Watermelon is sodium free.
- Watermelon, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Watermelon contains no saturated fat or cholesterol.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Watermelon is a good source of vitamin C.

STORE

Store whole watermelons at room temperature.

Refrigerate cut watermelons in airtight container for use within 5 days.

SERVE

[Top 10 Ways to Enjoy Watermelon](#)

Visit FruitsandVeggies.org [watermelon recipes!](#)

SAVOR

Presence in Ethnic Cuisines

South East Asia (Vietnam, Cambodia, Laos) / African / Southern / Mediterranean / Latin

SHARE

Social Media Posts

#DYK Watermelon is 92% water? Learn more about this juicy fruit. [@fruitsandveggies](http://ow.ly/NyVyp) #haveaplant

80 cal - 0 fat - Vit A, C, B6, B1 - Potassium - Fiber. For Nat'l Watermelon Month stay hydrated with the "real" smart water: [@fruitsandveggies](http://ow.ly/yh5xp) #haveaplant

Tangy, sweet, and savory! For Nat'l Watermelon Month, try this Roasted Beet, Watermelon and Medjool Date Salad: [@fruitsandveggies](http://ow.ly/O2Een) #haveaplant

DYK you can get 3 dozen servings from just one watermelon? [@fruitsandveggies](#) #haveaplant

Relaxation in full effect! A day at the pool wouldn't be complete without a glass of Watermelon Pina Colada: [@fruitsandveggies](http://bit.ly/2JUqUqN) #haveaplant



VEGETABLES

AMARANTH



SELECT

Choose fresh, crisp, green bunches with no evidence of insect damage.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Low in sodium, High in vitamin A, High in vitamin C, High in vitamin K, Good source of manganese, Good source of calcium

STORE

Keep refrigerated in a plastic bag. Use within one week.

SHARE

Social Media Post

You may have heard of amaranth as the wonderful ancient grain, but did you know you can cook the green leafy part of the plant too? Sauté it up just like you would any other dark leafy green! @fruitsandveggies #haveaplant



ARTICHOKE



SELECT

Artichokes are available fresh and canned for good nutrition and convenience. If selecting fresh, choose for artichokes that feel heavy and firm. Exterior should have a healthy green color, compact center leaves and an overall look of freshness (not dehydrated).

During the winter months (December to February), artichokes may have a blotchy colored or white-blistered exterior appearance due to colder temperatures and frost. Connoisseurs believe these “Frost-Kissed” artichokes are more tender and have a flavorful, nutty zest.

Varieties to Explore

Jerusalem Artichoke

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Low in sodium, Good source of vitamin C, Good source of molybdenum, Good source of manganese, Good source of vitamin K, Good source of iron, Good source of zinc, Good source of phosphorous, Good source of potassium,

High in magnesium, High in copper, High in fiber

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Artichokes are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Artichokes are low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Artichokes are low in sodium.
- Artichokes, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Artichokes contain no saturated fat or cholesterol.

Fiber-Containing Grain Products, Fruits, and

Vegetables and Cancer: Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Artichokes are high in fiber.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Artichokes are a good source of vitamin C and high in fiber.

STORE

For refrigerated storage, slice a dime width off the artichoke stem, sprinkle with water and refrigerate in an airtight plastic bag. It's best to cook them within five to seven days after purchase.

Cooked artichokes should be cooled completely and covered before refrigerated, where they can keep for up to a week.

Artichokes are great cooked the night before planned use. Reheat in the oven or microwave before serving, stuffing, grilling or using as an ingredient in another dish or eat chilled with your favorite dipping sauce.



SERVE

[Artichoke preparation, cooking and serving](#)

[The Top 10 Ways to Enjoy Artichoke](#)

Visit [FruitsandVeggies.org](https://www.fruitsandveggies.org) [artichoke recipes!](#)

SAVOR

Presence in Ethnic Cuisines

Mediterranean

SHARE

Social Media Posts

Artichokes are packed with vit C, magnesium, & potassium - did we mention they're delicious too? @fruitsandveggies #haveaplant

Get a ¼ of the recommended daily fiber you need from eating just one medium artichoke! @fruitsandveggies #haveaplant

Artichokes contain 4 grams of protein, a sizeable amount for a vegetable. @fruitsandveggies #haveaplant

Learn how to remove an artichoke's fuzzy center - watch this. <http://ow.ly/XK7A302w5eT> @fruitsandveggies #haveaplant

Easy baked artichokes. Yes! It IS that easy! <http://ow.ly/Qvfz302w7gH> @fruitsandveggies #haveaplant

Enjoying more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle. @fruitsandveggies #haveaplant



ARUGULA



SELECT

Look for bright green leaves that are delicately crisp, and stems that are neither withered nor slimy.

Nutrient Content Claims

Low fat, Cholesterol free, Very low sodium, Good source of folate, Good source of calcium, High in vitamin A, High in vitamin C.

STORE

Loosely wrap arugula in damp paper towels and place in a plastic bag for up to 3 days in the refrigerator.

SAVOR

Visit FruitsandVeggies.org [arugula recipes!](#)

SERVE

Presence in Ethnic Cuisines
Mediterranean

SHARE

Social Media Posts

Spice fan? Pack a peppery punch in your salad by adding arugula to your greens mix. @fruitsandveggies #haveaplant

Pizza salad is a thing. Toss some peppery arugula on top of your pizza for a splash of color and flavor. @fruitsandveggies #haveaplant



ASPARAGUS



SELECT

Asparagus is available fresh, frozen and canned for good nutrition and convenience. If selecting fresh, choose odorless asparagus stalks with dry, tight tips. Avoid limp or wilted stalks.

Varieties to Explore

[Purple Asparagus](#)

[White Asparagus](#)

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, Low in calories, Good source of vitamin C

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Asparagus is fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Asparagus is sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Asparagus is sodium free.
- Asparagus, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Asparagus contains no saturated fat or cholesterol.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Asparagus is a good source of vitamin C.

STORE

Refrigerate asparagus for up to four days by wrapping ends of stalks in wet paper towel and placing in plastic bag.

SERVE

[Asparagus in the Spring](#)

[Asparagus is on the Menu](#)

[Top 10 Ways to Enjoy Asparagus](#)

Visit FruitsandVeggies.org [asparagus recipes!](#)

SAVOR

Presence in Ethnic Cuisines

Chinese, Japanese, Korean / African

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Social Media Posts

#TipoftheDay: Add lots of lettuce, tomatoes, onions, sprouts, or other vegetables including zucchini, asparagus, & mushrooms. DELISH! Visit FruitsandVeggies.org for our most in-demand [arugula recipes!](#) @fruitsandveggies #haveaplant

A zesty start to lead any meal in the right direction! Try our Asparagus and Cherry Salad next time you entertain: <http://bit.ly/2PYTAmE> Visit FruitsandVeggies.org for our most in-demand [arugula recipes!](#) @fruitsandveggies #haveaplant

When life gives you lemons...make lemonade! Or enjoy this savory side dish, Asparagus w/Lemon Sauce: <http://bit.ly/2Ck7E1K> Visit FruitsandVeggies.org for our most in-demand [arugula recipes!](#) @fruitsandveggies #haveaplant

Enjoying more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle. @fruitsandveggies #haveaplant



BEET



SELECT

Beets are available fresh and canned for good nutrition and convenience. If selecting fresh, choose beets with firm, smooth skins and non-wilted leaves if still attached. Smaller ones are more tender.

Varieties to Explore

[Baby Candy Cane Beet](#)

Nutrient Content Claims

Low calorie, Fat free, Saturated fat free, Cholesterol free, Low in sodium, Good source of copper, Good source of manganese

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Beets are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Beets are low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Beets are low in sodium.

- Beets, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Beets contain no fat, saturated fat or cholesterol.

STORE

Remove leaves, leaving about an inch of the stems. Use leaves as greens — raw or cooked. Store roots in a plastic bag.

SERVE

[Top 10 Ways to Enjoy Beets](#)

Visit FruitsandVeggies.org [beet recipes!](#)

SAVOR

Presence in Ethnic Foods

South East Asia (Vietnam, Cambodia, Laos) / African / Mediterranean / Southern

SHARE

[More About Beets](#)

Social Media Posts

How can you BEET this Raw Beet Noodle Salad from chef Andrew Dole, RD?! <http://ow.ly/PNPH306nY1I> @fruitsandveggies #haveaplant

We're taking salads to the NEXT LEVEL! Try this savory Roasted Beet, Watermelon & Medjool Date Salad: <http://ow.ly/N9hSJ> @fruitsandveggies #haveaplant

Make this PRETTY dip next time for your friends! Enjoy this Beet hummus: <http://bit.ly/2NOKIgy> @fruitsandveggies #haveaplant

#BEET #Juice? Really? Yep! Use a juicer and combine the juice of a small beet with 1 cup of #100% orange or apple juice. Enjoy! @fruitsandveggies #haveaplant

BEAT the BEETS and use as a puree to accompany roasted chicken or pork by adding to mashed potatoes! @fruitsandveggies #haveaplant

Enjoying more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle. @fruitsandveggies #haveaplant



BELL PEPPER



SELECT

Bell Peppers are available fresh, frozen and canned for good nutrition and convenience. If selecting fresh, choose firm, brightly colored peppers with tight skin that are heavy for their size. Avoid dull, shriveled or pitted peppers.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Low in sodium, Low in calories, High in vitamin C

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Bell peppers are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Bell peppers are low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Bell peppers are low in sodium.
- Bell peppers, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Bell peppers contains no saturated fat or cholesterol.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Bell peppers are high in vitamin C.

STORE

Refrigerate bell peppers in plastic bag for use within 5 days.

SERVE

[Roasting Bell Peppers](#)

[How to De-Seed Bell Peppers](#)

[Top 10 Ways to Enjoy Bell Pepper](#)

Visit FruitsandVeggies.org [bell pepper recipes!](#)

SAVOR

Presence in Ethnic Cuisines

Asian / Chinese, Japanese, Korean African / Latino / Mediterranean

SHARE

Social Media Posts

#DYK Paprika is a dried powdered form of bell pepper and can be made from any color of bell pepper! @fruitsandveggies #haveaplant

Available year-round, bell peppers kick any dish up a notch! This Grilled Halibut w/Roasted Pepper Salad is sure to please: <http://ow.ly/qfzml> @fruitsandveggies #haveaplant

Enjoying more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle. @fruitsandveggies #haveaplant



BROCCOFLOWER



SELECT

Choose a firm, compact broccoflower head with tight, chartreuse florets. Avoid heads with brown spots or wilted leaves.

Nutrient Content Claims

Fat free, Cholesterol free, Low sodium, High in vitamin C, Good source of folate, Good source of fiber

STORE

Refrigerate unwashed broccoflower in a plastic bag and use within five days. Rinse before using.

SHARE

Social Media Posts

#DYK? Broccoflower is also called Romanesco? This neon green vegetable has a texture like cauliflower and a taste similar to broccoli. @fruitsandveggies #haveaplant

#DYK? You can cook broccoflower just like you would cauliflower, though you may just want to look and take photographs of this mesmerizing veggie! @fruitsandveggies #haveaplant



BOK CHOY



SELECT

Choose firm bok choy stalks without brown spots and fresh leaves (not wilted).

Nutrient Content Claims

Low in calories, Fat free, Saturated fat free, Cholesterol free, Low in sodium, High in vitamin C, High in vitamin K, Good source of vitamin A

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Bok choy is fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Bok choy is low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Bok choy is low in sodium.
- Bok choy, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Bok choy contains no fat, saturated fat or cholesterol.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Bok choy is a good source of vitamin A and an excellent source of vitamin C.

STORE

Store bok choy in a plastic bag in the crisper section of your refrigerator for up to a week. Wash immediately before serving.

SERVE

[The Top 10 Ways to Enjoy Bok Choy](#)

Visit FruitsandVeggies.org [bok choy recipes!](#)

SAVOR

Presence in Ethnic Foods

Asian / Chinese, Japanese, Korean

SHARE

Social Media Posts

Check out our top ten ways to enjoy Bok Choy. <http://ow.ly/8jiK3093d9W> @fruitsandveggies #haveaplant

Bok Choy is also called Chinese cabbage, and can be eaten raw or cooked. Learn more: <http://ow.ly/gzNj3093d5D> @fruitsandveggies #haveaplant

This Bok Choy Stir-Fry is so delicious! <http://ow.ly/DHBy3093ddD> @fruitsandveggies #haveaplant



BROCCOLI



SELECT

Broccoli is available fresh or frozen for good nutrition and convenience. If selecting fresh, choose odorless broccoli heads with tight, bluish-green florets.

Nutrient Content Claims

Low in fat, Saturated fat free, Cholesterol free, Low in sodium, Good source of fiber, Good source of potassium, High in vitamin C

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Broccoli is low in fat.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood-pressure, a disease associated with many factors. Broccoli is low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Broccoli is low in sodium.
- Broccoli, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Broccoli contains no saturated fat or cholesterol.

Fiber-Containing Grain Products, Fruits, and

Vegetables and Cancer: Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Broccoli is a good source of fiber.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Broccoli is a good source of fiber and high in vitamin C.

Potassium & High Blood Pressure/Stroke (Authoritative

Statement): Diets containing foods that are a good source of potassium and that are low in sodium, like broccoli, may reduce the risk of high blood pressure and stroke.

STORE

Refrigerate broccoli and use within 3-5 days.

SERVE

[Versatility of Broccoli](#) [Top 10 Ways to Enjoy Broccoli](#)

Visit FruitsandVeggies.org [broccoli recipes!](#)

SAVOR

Presence in Ethnic Cuisines

Asian / Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / African / Latino / Mediterranean

SHARE

Social Media Posts

5 ways cabbage, broccoli, kale & cauliflower may fight inflammation. <http://ow.ly/S360b> @fruitsandveggies #haveaplant

#TipoftheDay: Add frozen veggies like chopped spinach or broccoli to pasta dishes @fruitsandveggies #haveaplant

#TipoftheDay: Pair broccolli with baked chicken today, and use the leftover chicken for Wednesday's Cesar salad. Yummy! @fruitsandveggies #haveaplant

More Broccoli & Cheese Please! The whole fam will enjoy this tasty side dish: <http://ow.ly/MEhU3> @fruitsandveggies #haveaplant

Your meal is now complete! Enjoy this Penne Shrimp & Broccoli recipe! #Yummers: <http://ow.ly/z0Khr> @fruitsandveggies #haveaplant



BROCCOLINI



SELECT

Choose crisp, bright green stalks and tightly closed buds. A few yellow flowers on the stalk do not indicate staleness.

Nutrient Content Claims

Fat free, Cholesterol free, Very low sodium, High in vitamin A, High in vitamin C

STORE

Refrigerate unwashed broccolini in plastic bag up to ten days. Rinse before using.

SHARE

Social Media Post

#DYK? This delicious veggie is a cross between broccoli and gai lan or Chinese broccoli. It has a sweeter flavor than broccoli and the stalks are thinner, which means you can cook them without having to peel off any tough outer part. @fruitsandveggies #haveaplant



BROCCOLI RABE



SELECT

Choose firm, green, small stems with compact heads. The florets should be tightly closed and dark green, not open or yellow. Avoid ones with leaves that are wilted or yellowing.

Nutrient Content Claims

Low calorie, Fat free, Saturated fat free, Cholesterol free, Very low in sodium, Sugar free, Good source of iron, Good source of vitamin A, High in vitamin C, High in vitamin K, Good source of zinc, Good source of manganese

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Broccoli rabe is fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Broccoli rabe is very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Broccoli rabe is very low in sodium.

- Broccoli rabe, as part of a low sodium diet, may reduce the risk of high blood pressure.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Broccoli rabe is a good source of vitamin A and an excellent source of vitamin C.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Broccoli rabe contains no fat, saturated fat or cholesterol.

STORE

Store broccoli rabe in a plastic bag in the refrigerator for up to 5 days.

SERVE

Visit FruitsandVeggies.org for [broccoli rabe recipes!](#)

SHARE

Social Media Posts

Wanna know how many carbs are in Broccoli Rabe? Find out from our expert: [@fruitsandveggies #haveaplant](http://ow.ly/qJwJ3093dlB)

#HealthyEatingTip: Blanch Broccoli Rabe before cooking to make it less bitter. @fruitsandveggies #haveaplant

Check out this amazing recipe featuring Broccoli Rabe: [@fruitsandveggies #haveaplant](http://bit.ly/2NRrzL2)



BRUSSELS SPROUT



SELECT

Brussels Sprouts are available fresh and frozen for good nutrition and convenience. If selecting fresh, choose firm, compact, bright green Brussels sprouts heads. Buy on stalk when possible.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low in sodium, Low in calories, Good source of fiber, High in vitamin C, High in vitamin K, Good source of vitamin B-6, Good source of copper, Good source of manganese

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Brussels sprouts are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Brussels sprouts are very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Brussels sprouts are very low in sodium.
- Brussels sprouts, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Brussels sprouts contain no fat, saturated fat or cholesterol.

Fiber-Containing Grain Products, Fruits, and Vegetables

and Cancer: Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Brussels sprouts are a good source of fiber.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Brussels sprouts are a good source of fiber and are high in vitamin C.

STORE

Refrigerate brussels sprouts in plastic bag up to 1 week.

SERVE

[Top 10 Ways to Enjoy Brussels Sprouts](#)

Visit FruitsandVeggies.org for [Brussels Sprouts recipes!](#)

SAVOR

Presence in Ethnic Foods

African / Mediterranean

SHARE

Social Media Posts

Brussels Sprouts are often overlooked, but @fruitsandveggies helps us see the bright side w/ a Brussels Sprouts Salad: <http://ow.ly/6KKA306cnmz> @ #haveaplant

When cooked right, Brussels Sprouts are a delicious delight! Check out TOP 10 ways to enjoy: <http://ow.ly/ABOu3038LWi> @fruitsandveggies #haveaplant

This Shredded Brussels Sprout & Kale Salad is versatile & quick. Watch chef Andrew Dole prepare: <http://ow.ly/TuwZw> @fruitsandveggies #haveaplant

Apples and Brussels Sprouts team up for a knockout side dish roasted and seasoned to perfection: <http://ow.ly/tZDdc> @fruitsandveggies #haveaplant

A dish you will FALL in love with! Try this versatile & tasty Roasted Brussels Sprouts, Potatoes & Chicken tonight: <http://ow.ly/E0xqX> @fruitsandveggies #haveaplant



BUTTER LETTUCE



Nutrient Content Claims

Fat free, Cholesterol free, Sodium free, High in vitamin A, Good source of vitamin C, Good source of folate

STORE

Store washed and dried lettuce in the refrigerator in plastic bag for up to five days. Store living lettuce in its original container and rinse immediately before using.

SERVE

Visit FruitsandVeggies.org for [butter lettuce recipes!](#)

SHARE

Social Media Post

You wouldn't believe how many varieties of lettuce there are! Ever checked out #ButterLettuce? @fruitsandveggies #haveaplant

SELECT

Avoid butter lettuce heads with wilted leaves.



BUTTERNUT SQUASH



SELECT

Butternut Squash is available fresh or frozen for good nutrition and convenience. If selecting fresh, choose squash that is heavy for its size.

Varieties to Explore

[Acorn Squash](#)

[Banana Squash](#)

[Buttercup Squash](#)

[Carnival Squash](#)

[Delicata Squash](#)

[Hubbard Squash](#)

[Kabocha Squash](#)

[Sweet Dumpling Squash](#)

[Varieties of Winter Squash](#)

Nutrient Content Claims

Low calorie, Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of vitamin C, Good source of copper, High in vitamin A

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Butternut squash is fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Butternut squash is sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Butternut squash is sodium free.
- Butternut squash, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Butternut squash contains no fat, saturated fat, or cholesterol.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Butternut squash is a good source of vitamin C and an excellent source of vitamin A.

STORE

Store butternut squash in a cool, dark place for up to a month. Once cut, refrigerate unused portion. Frozen squash is also a great option.

SERVE

Visit FruitsandVeggies.org for [butternut squash recipes!](#)

SHARE

Social Media Posts

Add some spice to your life! Try this Spicy Dried Plum Marinara w/Butternut Squash Noodles! [@fruitsandveggies #haveaplant](http://ow.ly/Uqyrg)

SAVOR the FLAVOR! Our pal, Allison Stowell, RD of Hannaford Brothers Company shares 5 FANTASTIC ways to prepare Butternut Squash + a Roasted Butternut Squash Soup w/Curry recipe: [@fruitsandveggies #haveaplant](http://ow.ly/TICrC)

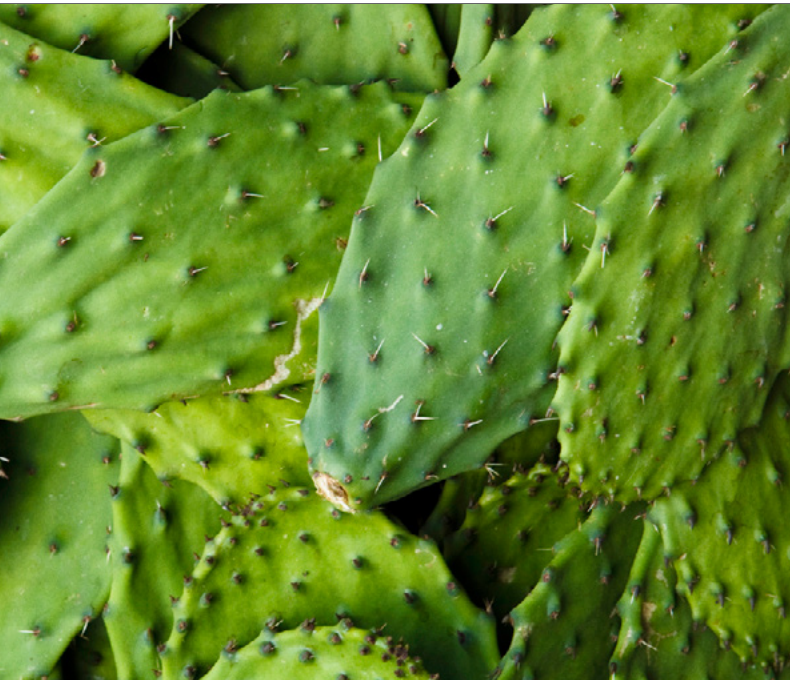
Chef Andrew Dole, RD steps into our kitchen tonight to make this delicious Red Curry Butternut Squash dish: [@fruitsandveggies #haveaplant](http://ow.ly/Sp3zh)

Try this yummy & wholesome, Butternut Squash Ravioli w/ Fresh Fruit Salad: [@fruitsandveggies #haveaplant](http://ow.ly/H8dMn)

This Butternut Squash salad is PERFECT for #MeatlessMonday: [@fruitsandveggies #haveaplant](http://ow.ly/yY2IR)



CACTUS



SELECT

Choose small, firm, pale green cacti with no wrinkling. Be sure to pick cacti that are not limp or dry.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free

STORE

Edible cactus can be refrigerated for more than a week if wrapped tightly in plastic.

SAVOR

[Exotic Produce from Around the World](#)



CHERRY TOMATO



SELECT

Cherry tomatoes are available fresh and canned for good nutrition and convenience. If selecting fresh, choose plump tomatoes with smooth skins that are free from bruises.

Nutrient Content Claims

Low calorie, Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of vitamin C, Good source of copper

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Cherry tomatoes are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Cherry tomatoes are sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Cherry tomatoes are sodium free.
- Cherry tomatoes, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Cherry tomatoes contain no fat, saturated fat, or cholesterol.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Cherry tomatoes are a good source of vitamin C.

STORE

Store at room temperature away from direct sunlight. Use within 1 week after ripe. Tomatoes taste best if not refrigerated; refrigerate only if you can't use them before they spoil.

SERVE

Visit FruitsandVeggies.org for [cherry tomato recipes!](#)

SAVOR

Presence in Ethnic Foods

Asian / Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / African / Cuban, Puerto Rican / Latino / Pacific Islands

SHARE

Social Media Posts

Pesto Chicken Vegetable Kebabs are perfect for the grilling season! Bell peppers, cherry tomatoes, zucchini & eggplant served over brown rice—try it tonight! @fruitsandveggies #haveaplant

What a tasty recipe idea!! Baked zucchini sticks topped with low-fat mozz cheese n cherry #tomatoes. @fruitsandveggies #haveaplant

An edible firecracker! Our friends California Avocado Commission share these creamy Cherry Tomato Bombs to get the party started right! #Happy4th <http://ow.ly/yKNC5> @fruitsandveggies #haveaplant

Cherry tomatoes can be a fun addition to any meal or simply enjoy them alone. Get the facts on these red, versatile handfuls. #FuelUp: <http://ow.ly/zOCB1> @fruitsandveggies #haveaplant



COLLARD GREEN



SELECT

Collard greens are available fresh, frozen or canned for good nutrition and convenience. If selecting fresh, choose bunches with dark green leaves with no yellowing.

Nutrient Content Claims

Low calorie, Fat free, Saturated fat free, Cholesterol free, very low sodium, Sugar free, High in vitamin A, High in vitamin C, High in vitamin K, High in manganese, Good source of fiber, Good source of calcium

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Collard greens are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Collard greens are very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Collard greens are very low in sodium.

- Collard greens, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Collard greens contain no fat, saturated fat, or cholesterol.

Fiber-Containing Grain Products, Fruits, and

Vegetables and Cancer: Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Collard greens are a good source of fiber.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Collard greens are a good source of fiber and an excellent source of vitamins A and C.

STORE

Refrigerate collard greens in a plastic bag for up to 5 days.

SERVE

[The Top 10 Ways to Enjoy Collard Greens](#)

SAVOR

Presence in Ethnic Foods

African / Mediterranean / Southern

SHARE

Social Media Posts

Collard greens are a great side dish but can also be eaten in other ways! Here are TOP TEN ways to enjoy: [@fruitsandveggies #haveaplant](http://ow.ly/Ey6EN)

Learn how to prep collard greens for a delicious Collard Green Salad w/Tahini Dressing: [@fruitsandveggies #haveaplant](http://ow.ly/XmMug)

Enjoying more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle. [@fruitsandveggies #haveaplant](#)



CARROT



SELECT

Carrots are available fresh, frozen, canned and as 100% juice for good nutrition and convenience. If selecting fresh, choose well-shaped, smooth, firm, crisp carrots with deep color and fresh, green tops. Avoid soft, wilted or split carrots.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Low in sodium, Low-calorie, High in vitamin A

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Carrots are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Carrots are low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Carrots are low in sodium.
- Carrots, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease: While many factors affect

heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Carrots contain no saturated fat or cholesterol.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Carrots are high in vitamin A.

STORE

Refrigerate carrots in plastic bag with tops removed up to 2 weeks.

SERVE

[Top 10 Ways to Enjoy Carrots](#)

Visit FruitsandVeggies.org for [carrot recipes!](#)

SHARE

Social Media Posts

Pick a peck of pickled...carrots? **#Watch** this video to learn how to pickle carrots and jalapeno peppers: <http://ow.ly/OIIBX> @fruitsandveggies #haveaplant

Craving CARROTS and don't feel like crunching? Put them in a blender, pour, sip, and enjoy! @fruitsandveggies #haveaplant

Enjoying more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle. @fruitsandveggies #haveaplant



CAULIFLOWER



SELECT

Cauliflower is available fresh and frozen for good nutrition and convenience. If selecting fresh, choose cauliflower with compact, creamy white curds and bright green, firmly attached leaves. Avoid brown spots or loose sections that are spread out.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low in sodium, Low in calories, High in vitamin C

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Cauliflower is fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Cauliflower is very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Cauliflower is very low in sodium.
- Cauliflower, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol

may reduce the risk of this disease. Cauliflower contains no saturated fat or cholesterol.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Cauliflower is high in vitamin C.

STORE

Refrigerate cauliflower in plastic bag up to 5 days.

SERVE

[Top 10 Ways to Enjoy Cauliflower](#)

Visit FruitsandVeggies.org for [cauliflower recipes!](#)

SAVOR

Presence in Ethnic Cuisines

Chinese, Japanese, Korean / South East Asian (Vietnam, Cambodia, Laos) / African / Pacific Islands

SHARE

Social Media Post

5 ways cabbage, broccoli, kale & cauliflower may fight inflammation. <http://ow.ly/S360b> @fruitsandveggies #haveaplant

Enjoying more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle. @fruitsandveggies #haveaplant



CELERY



SELECT

Choose straight, rigid celery stalks with fresh leaves. Avoid pithy, woody or limp stalks. Should smell fresh, not musty.

Varieties to Explore

[Celeriac](#)

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Low in sodium, Low calorie, Good source of vitamin C

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Celery is fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Celery is low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Celery is low in sodium.
- Celery, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol

may reduce the risk of this disease. Celery contains no saturated fat or cholesterol.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Celery is a good source of vitamin C.

STORE

Refrigerate celery in a plastic bag for a week or more.

SERVE

[The Top 10 Ways to Enjoy celery](#)

Visit [FruitsandVeggies.org](#) for [celery recipes!](#)

SAVOR

Presence in Ethnic Cuisines

Chinese, Japanese, Korean / South East Asian (Vietnam, Cambodia, Laos) / Mediterranean

SHARE

Social Media Posts

Celery adds a wealth of nutrition to any dish! Don't miss the opportunity because you're out. Dried Celery is a great substitute in many soups, stuffings, and casseroles. @fruitsandveggies #haveaplant

A good source of Vitamin C, CELERY brings the perfect crunch and flavor to any meal or snack. Enjoy it in this Classic Veggie Soup: <http://ow.ly/AfWm9> @fruitsandveggies #haveaplant



CRIMINI MUSHROOM



SELECT

Crimini mushrooms, also known as “Baby Bellas” or brown mushrooms, have a firm texture with a tan to dark brown cap. They feature a deep, earthy flavor and are versatile for use in a range of savory recipes.

Select mushrooms that are firm with a fresh, smooth appearance.

The surfaces of the mushroom should be dry, but not dried out, and appear plump.

A closed veil under the mushroom cap indicates a delicate flavor, while an open veil and exposed gills mean a richer flavor.

Nutrition Benefits

Long celebrated as a superfood source of powerful nutrients, fresh mushrooms are a healthy addition to your plate. Mushrooms provide many of the same nutritional benefits as vegetables, as well as attributes commonly found in meat, beans and grains. Mushrooms can help fulfill some of the leading recommendations for a healthy diet from the 2015 Dietary Guidelines for Americans.

Mushrooms are a nutrient powerhouse and the only source of vitamin D in the produce aisle.

STORE

Store mushrooms in their original packaging or in a porous paper bag for prolonged shelf life.

Some mushrooms may keep for up to one week in the refrigerator.

Fresh mushrooms should never be frozen, but frozen sautéed mushrooms will keep for up to one month.



CUCUMBER



SELECT

Choose firm, cucumbers with dark green color, heavy for size.

Varieties to Explore

[Armenian Cucumber](#)

Nutrient Content Claims

Fat free, Saturated fat free, Sodium free, Cholesterol free, Low calorie

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Cucumbers are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Cucumbers are sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Cucumbers are sodium free.
- Cucumbers, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect

heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Cucumbers contain no saturated fat or cholesterol.

STORE

Refrigerate cucumbers in plastic bag up to 1 week.

SERVE

[Pickling Cucumber](#)

[Top 10 Ways to Enjoy Cucumber](#)

Visit FruitsandVeggies.org for [cucumber recipes!](#)

SAVOR

Presence in Ethnic Cuisines

Chinese, Japanese, Korean / Cuban, Puerto Rican / Indian, Pakistani / Mediterranean

SHARE

Social Media Posts

#TipoftheDay: Try adding diced tomatoes, cucumbers and onions to your turkey-dogs. @fruitsandveggies #haveaplant

In just 5 min & 3 ingredients, you got yourself a tasty snack! These Cucumber Canoes are adorable: <http://bit.ly/33Ajz7B> @fruitsandveggies #haveaplant

A quick, refreshing, no-stove delight! Try a different kind of soup - Mango Cucumber Soup: <http://ow.ly/AfDcP> @fruitsandveggies #haveaplant



EGGPLANT



SELECT

Choose eggplants that are heavy for their size and without cracks or discolorations.

Varieties to Explore

[Chinese Eggplant](#)

Nutrient Content Claims

Low calorie, Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of copper

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Eggplant is fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Eggplant is sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Eggplant is sodium free.
- Eggplant, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Eggplant contains no fat, saturated fat, or cholesterol.

STORE

Store eggplants in the refrigerator crisper drawer. Use within 5-7 days.

SERVE

[How to Use Eggplant as a Meat Alternative](#)

[Top 10 Ways to Enjoy Eggplant](#)

Visit FruitsandVeggies.org for our most in-demand [eggplant recipes!](#)

SAVOR

Presence in Ethnic Foods

Asian / Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / African / Cuban, Puerto Rican / Latino / Indian, Pakistani / Mediterranean

SHARE

Social Media Posts

#DYK Eggplants aren't really vegetables, they're berries? @fruitsandveggies #haveaplant

Can eggplant be frozen? #AskTheExpert. <http://ow.ly/RDYtg> @fruitsandveggies #haveaplant

Eggplant has taken the stage! Learn how to use eggplant as a meat alternative: <http://ow.ly/QyeC0> @fruitsandveggies #haveaplant

Make a one-dish wish a reality! Try Roasted Squash and Eggplant Casserole with Chicken - it's FANTASTIC! <http://bit.ly/2NxYdSM> @fruitsandveggies #haveaplant

Watch chef Andrew Dole, RD cook a FODMAP Friendly Spicy Eggplant recipe + 4 ways to serve spicy eggplant: <http://ow.ly/WbP7s> @fruitsandveggies #haveaplant



ENDIVE



SELECT

Select endive heads that are crisp and bright green. Avoid heads with wilted or browning leaves.

Varieties to Explore

Belgian Endive

Nutrient Content Claims

Low calorie, Fat free, Saturated fat free, Cholesterol free, Very low sodium, Sugar free, High in pantothenic acid, Good source of vitamin A, Good source of zinc, Good source of copper, Good source of manganese

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Endive is fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Endive is very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Endive is very low in sodium.
- Endive, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Endive contains no fat, saturated fat or cholesterol.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Endive is a good source of vitamin A.

STORE

Endive should be stored in the refrigerator for up to 1 week.

SERVE

[The Top 10 Ways to Enjoy Endive](#)

SAVOR

Presence in Ethnic Foods

South East Asia (Vietnam, Cambodia, Laos)

SHARE

Social Media Posts

Do you like Endive? Watch this video from chef Andrew Dole, RD to learn how to make this amazing recipe: <http://bit.ly/36RZag> @fruitsandveggies #haveaplant

Take a delicious dive into Endive! 3 ways to impress your guests w/endive appetizers: <http://ow.ly/VYVLB> @fruitsandveggies #haveaplant



GREEN SOYBEAN (Edamame)



SELECT

Edamame are available fresh, frozen and dried for good nutrition and convenience. If selecting fresh, choose beans that are crisp and free from blemishes.

Nutrient Content Claims

A good source of vitamin A, calcium, and iron, Low in sodium, saturated fat and cholesterol free.

STORE

Keep beans dry in a perforated plastic bag in the refrigerator. They should stay fresh for 4 to 5 days. Frozen beans can be kept in the freezer until the “use by date” on the package, or for up to 6 months.

SERVE

[Top 10 Ways to Enjoy Edamame](#)

Visit FruitsandVeggies.org for [edamame recipes!](#)

SHARE

Social Media Posts

Challenge yourself to make half your plate fruits and veggies with this delicious bean and strawberry salad: <http://bit.ly/2KLk0Vn> @fruitsandveggies #haveaplant

April is National Soyfoods Month. Find out more here: <http://bit.ly/2KLj3w5> @fruitsandveggies #haveaplant

Enjoying more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle. @fruitsandveggies #haveaplant



GREEN BEAN



SELECT

Greenbeans are available fresh, frozen and canned for good nutrition and convenience. If selecting fresh, choose well colored beans that snap easily when bent.

Varieties to Explore

[Chinese Long Bean](#)

[French Bean](#)

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, Low in calories, Good source of fiber

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Green beans are fat free.

Sodium & Hypertension

- Diet low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Green beans are sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Green beans are sodium free.
- Green beans, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Green beans contain no saturated fat or cholesterol.

Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer: Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Green beans are a good source of fiber.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors.

STORE

Refrigerate green beans in plastic bag and use within 1 week.

SERVE

Visit FruitsandVeggies.org for [green bean recipes!](#)

SAVOR

Presence in Ethnic Cuisines

South East Asia (Vietnam, Cambodia, Laos) / African / Cuban, Puerto Rican / Southern

SHARE

Social Media Post

A side dish that steals the spotlight! Green Beans & Potatoes compliments any meal: <http://bit.ly/34MdcOJ>
[@fruitsandveggies](#) #haveaplant

Enjoying more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle.
[@fruitsandveggies](#) #haveaplant



GREEN CABBAGE



Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Cabbage is high in vitamin C.

STORE

Refrigerate green cabbage for up to 7 days.

SERVE

[Versatile Cabbage](#)

[Top 10 Ways to Enjoy Cabbage](#)

Visit FruitsandVeggies.org for our most in-demand [green cabbage recipes!](#)

SAVOR

Presence in Ethnic Cuisines

Asian / Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / African / Cuban, Puerto Rican / Latino / Mediterranean / Pacific Islands / Southern

SHARE

Social Media Post

A side of surprise. This Cabbage Fruit Salad features the season's best and is ready in 10min: <http://ow.ly/s9Q0s> @fruitsandveggies #haveaplant



SELECT

Choose green cabbage heads with compact leaves that are heavy for their size.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low in sodium, Low in calories, High in vitamin C

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Cabbage is fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Cabbage is very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Cabbage is very low in sodium.
- Cabbage, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Cabbage contains no saturated fat or cholesterol.



GREEN ONION



SELECT

Choose stalks with fresh, green tops and slightly white ends.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low in sodium, Low in calories

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Green onions are fat free.

Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Green onions contains no saturated fat or cholesterol.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Green onions are very low in sodium.
- Green onions, as part of a low sodium diet, may reduce the risk of high blood pressure.

STORE

Refrigerate green onions in plastic bag for use as soon as possible.

SERVE

Visit FruitsandVeggies.org for our most in-demand [green onion recipes!](#)

SHARE

Social Media Post

Check out nutrition information for green onions and tips on how to select, store & prepare them: <http://ow.ly/1oJx-301Pl0R> @fruitsandveggies #haveaplant



HEARTS OF PALM



SELECT

Hearts of Palm are available fresh or canned for good nutrition and convenience. If selecting fresh, choose moist, intact hearts of palm that are unblemished. Avoid or discard bruised or overly soft stalks.

Nutrient Content Claims

Cholesterol free, Low fat, High in potassium, High in copper, High in iron, High in phosphorous, High in zinc, High in vitamins B2, High in B6, High in vitamin C

STORE

Fresh hearts of palm should be refrigerated immediately. Unused, tightly sealed portions can be stored for up to 2 weeks. Store cans or jars out of sunlight at room temperature. Once opened, use within one week.

SHARE

Social Media Posts

Need a special date night salad to impress a special someone? Try this Marinated Hearts of Palm Salad: <http://bit.ly/3494qdM> @fruitsandveggies #haveaplant

Enjoying more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle. @fruitsandveggies #haveaplant



ICEBERG LETTUCE



SELECT

Choose plump heads, heady for their size, with tightly closed leaves. Pull back one leaf to check heart for any black blemishes. During winter, white blistered or bronze appearance does not affect quality.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low in sodium, Low in calories

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Iceberg lettuce is fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood-pressure, a disease associated with many factors. Iceberg lettuce is very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Iceberg lettuce is very low in sodium.
- Iceberg lettuce, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Iceberg lettuce contains no saturated fat or cholesterol.

STORE

Refrigerate in plastic bag up to one week. Keep dry to prevent mold growth.

SERVE

[Top 10 Ways to Enjoy Salads](#)

Visit FruitsandVeggies.org for our most in-demand [iceberg lettuce recipes!](#)

SHARE

Social Media Posts

It all starts with this. Here's how to make the perfect salad: <http://ow.ly/i2mY301Plyl> @fruitsandveggies #haveaplant #TipoftheDay: Mix iceberg lettuce with spinach and other leafy greens. @fruitsandveggies #haveaplant



JACKFRUIT



SELECT

Jackfruit is available fresh and frozen for good nutrition and convenience. If selecting fresh, a few days before the fruit is ripe, jackfruit will give off a sweet smell. It should “give” when you press on it.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, High in vitamin C, Good source of fiber, Good source of vitamin B2, Good source of copper, Good source of manganese, Good source of magnesium, Good source of potassium

STORE

Store jackfruit in the refrigerator for up to 7 days. Frozen jackfruit can be stored for more than 2 months.

SHARE

ProTip: Everyone is talking about how Jackfruit can substitute pulled pork in recipes! Get in on the craze with this [recipe](#) for #tacotuesday! @fruitsandveggies #haveaplant

Surprise everyone at the BBQ with this amazing Jackfruit BBQ Bowl Recipe: <http://bit.ly/2D93KJB> @fruitsandveggies #haveaplant

Spinach Artichoke Dip with a twist: <http://bit.ly/37rW000> @fruitsandveggies #haveaplant



JALAPEÑO PEPPER



Serrano Chili Pepper

Thai Chile

Nutrient Content Claims

Low fat, Saturated fat free, Cholesterol free, Sodium free, Excellent source of vitamin C, Good source of vitamin A, Good source of folate

STORE

Wrap unwashed jalapeño peppers in a paper towel then refrigerate in a plastic bag for up to ten days. Rinse before using.

SERVE

Top 10 Ways to Enjoy Jalapeños

Visit FruitsandVeggies.org for our most in-demand jalapeño recipes!

SHARE

Social Media Post

What's a Scoville Unit and how do jalapeños compare to other hot peppers? Find out more: <http://bit.ly/35BSOk3> @fruitsandveggies #haveaplant

SELECT

Choose firm, smooth chilies. "Stretch marks" often indicate hotter peppers.

Varieties to Explore

Anaheim Chile

Hungarian Wax Pepper



JICAMA



SELECT

Pronounced “hih-kuh-muh” Before you go trying to find these in the store, we thought you should know how to say it first (in case you have to ask where to find them).

Select tubers that are firm and unblemished with a slightly silky sheen.

Nutrient Content Claims

Low in calories, Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of fiber, Good source of Vitamin C

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Jicama is fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Jicama is sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Jicama is sodium free.
- Jicama, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Jicama contains no fat, saturated fat, or cholesterol.

Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer: Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Jicama is a good source of fiber.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Jicama is a good source of fiber and vitamin C.

STORE

Jicamas can be stored for up to 2 weeks in a plastic bag in the refrigerator.

SERVE

[Top 10 Ways to Enjoy Jicama](#)

Visit FruitsandVeggies.org for our most in-demand [jicama recipes!](#)

SAVOR

Presence in Ethnic Foods

African / Latino / Mexican

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Social Media Posts

Watch this video to learn how to properly peel & cut Jicama from chef Andrew Dole, RD. <http://ow.ly/hx4z303or71> @fruitsandveggies #haveaplant

Pitas are on the menu for #MeatlessMonday! Avocado, corn, jicama, & MORE come together to make this Rainbow Veggie Pocket: <http://ow.ly/Oeelp> @fruitsandveggies #haveaplant

Kick your side dish up a notch and enjoy this Jicama Slaw with Curry-Lime Dressing! So yummy! <http://ow.ly/MhNB4> @fruitsandveggies #haveaplant



KALE



SELECT

Kale is available fresh and frozen for good nutrition and convenience. If selecting fresh, choose dark colored kale bunches. Avoid brown or yellow leaves.

Nutrient Content Claims

Low fat, Saturated fat free, Cholesterol free, Low sodium, High in vitamin A, High in vitamin C, Good source of calcium, Good source of potassium

Not only is kale low in calories, but is also a good source of fiber which may help lower cholesterol levels. Kale has one of the highest amounts of vitamin K out of all of the vegetables. Vitamin K is vital for blood to clot normally and [helping the body heal from injury](#). Kale is high in vitamins A and C as well. Vitamin A is important for healthy vision, skin, reproduction and immunity. Vitamin C is a powerful [antioxidant](#) that supports immune

health and is needed for the body to absorb iron. Kale is additionally a good source of minerals such as calcium needed for bone health, muscle contractions and hormone regulation. These are just a few examples of the great nutritional benefits of eating kale. However, if you have problems with blood clotting or are taking anti-coagulants make sure to consult your doctor before adding kale to your diet.

STORE

Store kale in a plastic bag in the coldest part of the fridge for 3-5 days.

SERVE

[The Top 10 Ways to Enjoy Kale](#)

Visit FruitsandVeggies.org for our most in-demand [kale recipes!](#)

SHARE

Social Media Posts

#DYK kale needs some lovin too? Check out these tips from chef Andrew Dole on how to massage kale to get the perfect salad texture. <http://bit.ly/2XFO6XR> @fruitsandveggies #haveaplant

The snack that everyone will love: Cheesy Baked Kale Chips <http://bit.ly/37u89EJ> @fruitsandveggies #haveaplant

Enjoying more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle. @fruitsandveggies #haveaplant



KOHLRABI



SELECT

Choose firm kohlrabi globes that are heavy for their size and firm, without bruises or cracks.

Nutrient Content Claims

Fat free, Cholesterol free, Very low sodium, Low calorie, High in vitamin C, Good source of fiber

STORE

Wash leaves, then refrigerate in a plastic bag wrapped in paper towels for up to 3 days. Refrigerate globes for up to 10 days and wash before using.

SHARE

Social Media Post

Make a delicious side dish in pinch in under 30 minutes with this simple sauté <http://bit.ly/34bPITf> @fruitsandveg-gies #haveaplant



LEAF LETTUCE



SELECT

Choose lettuce with crisp leaves. Avoid brown edges.

Varieties to Explore

[Manoa Lettuce](#)

[Red Leaf Lettuce](#)

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low in sodium, Low in calories, High in vitamin A

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Leaf lettuce is fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Leaf lettuce is very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Leaf lettuce is very low in sodium.
- Leaf lettuce, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Leaf lettuce contains no saturated fat or cholesterol.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Leaf lettuce is high in vitamin A.

STORE

After purchase, rinse well and dry with paper towels. Refrigerate leaf lettuce in plastic bag up to 1 week.

SERVE

[10 Ways to Enjoy Salads](#)

Visit [FruitsandVeggies.org](https://www.fruitsandveggies.org) for our most in-demand [leaf lettuce recipes!](#)

SAVOR

Presence in Ethnic Cuisines

Asian / South East Asia (Vietnam, Cambodia, Laos) / African / Latino / Mediterranean

SHARE

Social Media Post

#DYK the term Leaf Lettuce describes the varieties of lettuce with leaves that branch from a single stalk in a loose bunch rather than forming a tight head? The leaves are crisper and more full-flavored than those of the Head Lettuce varieties. @fruitsandveggies #haveaplant



LEEK



SELECT

Choose firm, crisp stalks with as much white and light green regions as possible. Avoid leeks with yellow or withered tops.

Varieties to Explore

Chinese Leek

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low sodium, High in Vitamin K, Good source of vitamin B-6, Good source of vitamin C, Good source of copper, Good source of iron, Good source of manganese

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Leeks are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Leeks are very low in sodium.

- Diets low in sodium may reduce the risk of high blood pressure. Leeks are very low in sodium.
- Leeks, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Leeks contain no fat, saturated fat, or cholesterol.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Leeks potatoes are a good source of vitamin C.

STORE

Refrigerate unwashed leeks in plastic bag for up to two weeks. Rinse before using.

SERVE

[Top 10 Ways to Enjoy Leeks](#)

Visit FruitsandVeggies.org for our most in-demand leek recipes!

SAVOR

Presence in Ethnic Foods

Asian / Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / Mediterranean

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Social Media Posts

The Leek is a member of the onion family but has a sweeter, more subtle flavor than an onion. Here are TEN ways to enjoy: <http://ow.ly/NymTp> @fruitsandveggies #haveaplant

Get your meal started with these delicious Roasted Herbed Artichokes w/Leeks: <http://ow.ly/NjEwb> @fruitsandveggies #haveaplant



MUSHROOM



SELECT

Mushrooms are available fresh, frozen, canned and dried for good nutrition and convenience. If selecting fresh, choose well shaped mushrooms with firm texture. Avoid spots and slime.

Varieties to Explore

White Button Mushrooms
Crimini Mushrooms
Portabella Mushrooms

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low in sodium, Low in calories, Sugar free

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Mushrooms are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Mushrooms are very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Mushrooms are very low in sodium.
- Mushrooms, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Mushrooms contains no saturated fat or cholesterol.

STORE

Refrigerate mushrooms in original container or paper bag up to 1 week.

SERVE

[Top 10 Ways to Enjoy Mushrooms](#)

Visit FruitsandVeggies.org for our most in-demand [mushroom recipes!](#)

SAVOR

Presence in Ethnic Cuisines

Asian / Chinese, Japanese, Korean / South East Asia (Vietnam, Cambodia, Laos) / Mediterranean

SHARE

Social Media Posts

#TipoftheDay: Choose a Portobella mushroom burger instead of a ground beef burger. @fruitsandveggies #haveaplant

Recipe perfection: Caramelized Mushroom & Vidalia Onion Risotto is a full meal...deliciously and nutritiously! <http://ow.ly/p1Wm2> @fruitsandveggies #haveaplant

Need a quick dinner idea? Mushroom Sloppy Joes! Get everything you need to recreate this #healthy plate: <http://ow.ly/fhID1> @fruitsandveggies #haveaplant

This Herbed Spinach Quiche Portobello Cap recipe is an awesome appetizer to accompany any party! <http://bit.ly/34P6Y0z> @fruitsandveggies #haveaplant

Bring something new to the table with this Skillet Lasagna. Is your mouth watering yet? <http://bit.ly/32BQmIn> @fruitsandveggies #haveaplant

Enjoying more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle. @fruitsandveggies #haveaplant



MUSTARD GREEN



SELECT

Look for a green color with leaves that don't have blemishes or show any yellowing or withering. Mustard greens should have stems that look freshly cut that aren't thick, dried out, browned, or split.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low in sodium, Low in calories, High in vitamin C, High in vitamin K, Good source of fiber, Good source of vitamin A, Good source of vitamin B-6, Good source of copper

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Mustard greens are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Mustard greens are very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Mustard greens are very low in sodium.
- Mustard greens, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Mustard greens contain no fat, saturated fat, or cholesterol.

Fiber-Containing Grain Products, Fruits, and Vegetables

and Cancer: Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Mustard greens are a good source of fiber.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Mustard greens are high in vitamin C and a Good source of fiber and vitamin A.

STORE

Discard any bruised or yellow leaves and remove any bands or ties that hold bunches together. Gently wrap unwashed mustard greens in paper towels and store loosely in plastic bags. Keep moist and cool in the lower part of the refrigerator in the high-humidity bin. Store for up to five (5) days.

SERVE

Visit FruitsandVeggies.org for our most in-demand [mustard greens recipes!](#)

SAVOR

Presence in Ethnic Foods

Asian / African / Mediterranean / Southern

SHARE

Social Media Posts

Curried Mustard Greens & Garbanzo Beans w/Sweet Potatoes: [@fruitsandveggies #haveaplant](http://ow.ly/rcp73093fan)

Here's all you need to know about Mustard Greens! [@fruitsandveggies #haveaplant](http://ow.ly/42GY3093ffP)



OKRA



STORE

Store okra in refrigerator for up to 3 days.

SHARE

Social Media Post

Who knew that Okra was really an edible pod? <http://bit.ly/2D9ucTj> @fruitsandveggies #haveaplant

Get twice your daily recommendation of vitamin A with one serving of this recipe! <http://bit.ly/2qD57O2>

Enjoying more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle.

@fruitsandveggies #haveaplant



SELECT

Okra is available fresh or canned for good nutrition and convenience. If selecting fresh, choose brightly colored firm pods.

Nutrient Content Claims

Fat free, Cholesterol free, Very low sodium, Low calorie, High in vitamin C, Good source of folate, Good source of magnesium, Good source of fiber



OLIVE



SELECT

Choose olives that are firm. Avoid olives that are soft or mushy.

Nutrient Content Claims

Full of healthy fats (monounsaturated and polyunsaturated fat)

STORE

Unopened cans and jars of olives should be stored in a cool, dry place up to one year. Once opened, canned olives should be removed from the can and placed in the refrigerator for up to 2 weeks.

SERVE

Visit FruitsandVeggies.org for our most in-demand [olive recipes!](#)

SHARE

Olives make a delicious snack, but an even better oil: <http://bit.ly/35nbPpW> @fruitsandveggies #haveaplant



ONION



SELECT

Onions are available fresh and frozen for good nutrition and convenience. If selecting fresh, choose firm onions with dry, bright, smooth outer skins. Avoid bulbs with cuts, bruises, or green sprouts.

Varieties to Explore

[Cipolline Onion](#)

[Pearl Onion](#)

[Vidalia Onion](#)

[Colors, Flavors, & Seasons of Onions](#)

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low in sodium, Good source of fiber, High in vitamin C

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Onions are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors.
- Diets low in sodium may reduce the risk of high blood pressure.

- Onions are very low in sodium. As part of a low sodium diet, onions may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Onions contain no saturated fat or cholesterol.

Fiber-Containing Grain Products, Fruits, and

Vegetables and Cancer: Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Onions are a good source of fiber.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Onions are a good source of fiber and an excellent source of vitamin C.

STORE

Store onions in a cool, dry, dark, well ventilated place — away from potatoes, apples, celery, and pears.

SERVE

[Preparing & Cutting Onions](#)

Visit [FruitsandVeggies.org](#) for our most in-demand [onion recipes!](#)

Consumer FAQs

How can I reduce tearing when cutting an onion?

To reduce tearing, chill the onions for 30 minutes. Then, cut off the top and peel the outer layers leaving the root end intact. (The root end has the highest concentration of sulphuric compounds that make your eyes tear.)

I want to use raw onion. How can I reduce the pungency?

To reduce the pungency, sharpness or aftertaste of a raw onion, cut them the way you plan to use them and place into a bowl of ice water to stand for 1 1/2 hours before draining. If time is at a premium, place onions in a strainer or sieve. Run water through onions for at least a minute.

Why do my onions taste bitter after sautéing?

Cooking onions quickly over high heat can cause onions to taste bitter.



What can be done to alleviate “onion breath”?

Onion breath usually comes from eating raw onion, although mild/sweet raw onion may cause no odor.

Likewise, cooked onions rarely leave an odor on the breath. Suggestions for freshening breath:

- Eat a sprig or two of parsley, it’s known as nature’s breath sweetener.
- Rinse your mouth with equal parts lemon juice and water.
- Chew a citrus peel.

How do I remove the smell of onions from my hands and/or cooking equipment?

Rub your hands or cooking equipment with lemon juice. If your pots or pans are made of aluminum, cast iron, or carbon-steel, rub with salt instead.

SHARE

Social Media Posts

Onions provide layers of health benefits along with their great flavor – check it out! <https://bit.ly/2nHNUz2> @fruitsandveggies #haveaplant

Julia Child said “It’s hard to imagine civilization without onions” @fruitsandveggies #haveaplant



PARSNIP



SELECT

Choose parsnips that are firm and dry without pits. Smaller ones may be more flavorful and tender.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low sodium, Good source of vitamin C, Good source of fiber, Good source of vitamin K, Good source of zinc, Good source of copper, High in pantothenic acid, High in manganese

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Parsnips are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Parsnips are very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Parsnips are very low in sodium.

- Parsnips, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Parsnips contain no fat, saturated fat, or cholesterol.

Fiber-Containing Grain Products, Fruits, and

Vegetables and Cancer: Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Parsnips are a good source of fiber.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Parsnips are a good source of fiber and vitamin C.

STORE

Refrigerate parsnips unwashed in an unsealed bag for 3 weeks or more.

SERVE

Visit FruitsandVeggies.org for our most in-demand [parsnip recipes!](#)

SHARE

Social Media Posts

Enjoy parsnips all year-round! Watch chef Andrew Dole, RD in the kitchen as he whips up Roasted Parsnip Fries! <http://ow.ly/OvnB3089VNi> @fruitsandveggies #haveaplant

Spice up #MeatlessMonday with a savory side dish! Try this Kale & Parsnip Sauté with your next meal: <http://ow.ly/J8b9n> @fruitsandveggies #haveaplant

#DYK Parsnips are sweetest after a frost? @fruitsandveggies #haveaplant



PEA



SELECT

Peas are available fresh, frozen and canned for good nutrition and convenience. If selecting fresh, choose firm, bright green, medium-sized pods with no signs of decay or wilting.

Varieties to Explore

[Purple Hull Pea](#)

[Sugar Snap Pea](#)

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, High in vitamin C, Good source of fiber, Good source of vitamin K, Good source of thiamin, Good source of zinc, Good source of copper, Good source of manganese

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Peas are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Peas are sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Peas are sodium free.
- Peas, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease:

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Peas contain no fat, saturated fat, or cholesterol.

Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer:

Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Peas are a good source of fiber.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Peas are a good source of fiber and an excellent source of vitamin C

STORE

Refrigerate peas in a perforated plastic bag for 3-5 days. Shell peas immediately before using.

SERVE

[Top 10 Ways to Enjoy Peas](#)

Visit FruitsandVeggies.org for our most in-demand [pea recipes!](#)

SAVOR

Presence in Ethnic Foods

South East Asia (Vietnam, Cambodia, Laos) / Mexican / Indian, Pakistani / Mediterranean / Southern / Cajun, Creole

SHARE

Social Media Posts

Pass the PEAS, please! Learn a NEW way to include green peas into your diet from our pal, Caitlin Pelat, RD of Giant Eagle. <http://ow.ly/10DVMg> @fruitsandveggies #haveaplant

Pass the peas, please! Try these Sweet Smokey Peas with your next meal: <http://ow.ly/FPIRx> @fruitsandveggies #haveaplant

Embrace the versatility of frozen peas with this 30 min or less recipe: <http://bit.ly/34RfgF8> @fruitsandveggies #haveaplant

Enjoying more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle. @fruitsandveggies #haveaplant



PORTABELLA MUSHROOM



SELECT

Portabella mushrooms have tan or brown caps that measure up to 6 inches in diameter. They have a deep, earthy flavor and a meaty texture that is perfect for broiling, roasting, stuffing or grilling and serving on a hamburger bun.

Select mushrooms that are firm with a fresh, smooth appearance.

The surfaces of the mushroom should be dry, but not dried out, and appear plump.

A closed veil under the mushroom cap indicates a delicate flavor, while an open veil and exposed gills mean a richer flavor.

Nutrition Benefits

Long celebrated as a superfood source of powerful nutrients, fresh mushrooms are a healthy addition to your plate. Mushrooms provide many of the same nutritional benefits as vegetables, as well as attributes commonly found in meat, beans and grains. Mushrooms can help fulfill some of the leading recommendations for a healthy diet from the 2015 Dietary Guidelines for Americans.

Mushrooms are a nutrient powerhouse and the only source of vitamin D in the produce aisle.

STORE

Store mushrooms in their original packaging or in a porous paper bag for prolonged shelf life.

Some mushrooms may keep for up to one week in the refrigerator.

Fresh mushrooms should never be frozen, but frozen sautéed mushrooms will keep for up to one month.

SHARE

Social Media Post

Enjoying more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle.

@fruitsandveggies #haveaplant



POTATO



SELECT

Potatoes are available fresh, frozen and canned for good nutrition and convenience. If selecting fresh, look for clean, smooth, firm-textured potatoes with no cuts, bruises or discoloration.

Varieties to Explore

[Fingerling Potato](#)

[Purple Potato](#)

[Red Potato](#)

[Yellow Potato](#)

[Russet Potato](#)

[White Potato](#)

[Petite Potato](#)

Nutrient Content Claims

Excellent source of vitamin C, Good source of potassium, Sodium and Cholesterol free, Good source of vitamin B6, Fat-free

Health Claims

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Potatoes are sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Potatoes are sodium free.
- While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Potatoes contain no saturated fat or cholesterol.

- Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Potatoes are an excellent source of vitamin C.

Reference: [Potatoes, Nutrition & Health White Paper](#)

STORE

Store potatoes in a cool, well-ventilated place. Colder temperatures lower than 50 degrees, such as in the refrigerator, cause a potato's starch to convert to sugar, resulting in a sweet taste and discoloration when cooked.

If you do refrigerate, letting the potato warm gradually to room temperature before cooking can reduce the discoloration.

Avoid areas that reach high temperatures (beneath the sink or beside large appliances) or receive too much sunlight (on the countertop).

Perforated plastic bags and paper bags offer the best environment for extending shelf-life. Keep potatoes out of the light. Don't wash potatoes before storing. Dampness promotes early spoilage.

SERVE

Visit FruitsandVeggies.org for our most in-demand [potato recipes!](#)

SAVOR

Presence in Ethnic Cuisines

Chinese, Japanese, Korean / African / Latino / Mexican / Mediterranean / Cajun, Creole

SHARE

Social Media Posts

#DYK In October 1995, the potato became the first vegetable to be grown in space? @fruitsandveggies #haveaplant

Potatoes are an excellent source of vitamin C (30% of the DV) which is more than one medium tomato or sweet potato. @fruitsandveggies #haveaplant

From weekend warrior or elite athlete, there's a potato option (and potato type) for every performance lifestyle! @fruitsandveggies #haveaplant



SCORE! For less than \$20, you can feed your family of four this delicious n nutritious Yellow Potato n Red Pepper Shrimp Sauté: <http://ow.ly/r60oT>

Fix that Mexican food craving w/ these Chili & Lime Chicken Potato Tacos! A trip across the border for a fraction of the cost: <http://ow.ly/s9P5K>

Common Consumer Questions

Are all varieties of potatoes equally nutritious?

All varieties of potatoes are nutritious and, while both the type and amounts of nutrients may vary slightly depending on the variety, the differences are minimal. So minimal in fact, the FDA nutrition label for potatoes represents a composite of varieties (“market-basket approach”) based on typical US consumption patterns (i.e., 70% Russet, 18% white and 12% reds). Based on the FDA label the following claims can be made for the potato:

- An excellent source (> 20% of the DV) of vitamin C
- A good source (>10% of the DV) of potassium

- A good source (> 10% of the DV) of vitamin B6
- Low in sodium (< 140 mg/serving) and cholesterol
- Fat free (< .5 g fat/serving)
- Contains 3 grams of fiber with the skin

If you peel potatoes, do they lose all nutrients?

No. The notion that all of the nutrients are found in the skin is a myth. While the skin does contain approximately half of the total dietary fiber, the majority (> 50%) of the nutrients are found within the potato itself.

Are sweet potatoes more nutritious than white potatoes?

There’s a common misperception is that sweet potatoes are far healthier than potatoes. But gram for gram, both vegetables should consider themselves in good company. They are very similar in nutrient content for fiber, protein, vitamin B6 and iron; however, potatoes contain far more vitamin C and potassium, whereas sweet potatoes tout their beta carotene and calcium.



PUMPKIN



SELECT

Pumpkins are available fresh and canned for good nutrition and convenience. If selecting fresh, choose pumpkins that are firm and heavy for their size.

Nutrient Content Claims

Low in calories, Fat free, Saturated fat free, Cholesterol free, Sodium free, High in vitamin A, Good source of vitamin K

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Pumpkin is fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood-pressure, a disease associated with many factors. Pumpkin is sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Pumpkin is sodium free.
- Pumpkin, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Pumpkin contains no fat, saturated fat, or cholesterol.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain



dietary fiber, Vitamin A, or Vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Pumpkins are an excellent source of vitamin A.

STORE

Refrigerate after opening cans or freeze for later use.

SERVE

[Using Canned Pumpkin](#)

Visit FruitsandVeggies.org for our most in-demand [pumpkin recipes!](#)

SAVOR

Presence in Ethnic Foods

Asian / Chinese, Japanese, Korean / African / Latino / Mediterranean / Cajun, Creole

SHARE

Social Media Posts

Today is the perfect day for soup. Hearty Santa Fe Pumpkin Soup: [@fruitsandveggies #haveaplant](http://ow.ly/mmGW306m5FM)

Pumpkins are more than a decoration. Check out these NUTRITIOUS recipe ideas. [@fruitsandveggies #haveaplant](http://ow.ly/BPxdI)

Warm up with a bowl of Chipotle Pumpkin Black Bean Chili: [@fruitsandveggies #haveaplant](http://ow.ly/za4y304IXpM)

When you think ‘snack,’ do cakes & pie come to mind? How about some Apple Wedges w/Pumpkin Almond Butter?! [@fruitsandveggies #haveaplant](http://ow.ly/kte1305xqvY)

This gluten-free dip makes canned pumpkin the star of the show any time of yr.! Try Pumpkin White Bean Chipotle Dip: [@fruitsandveggies #haveaplant](http://ow.ly/xlkOd)



RADICCHIO



Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Radicchio contains no fat, saturated fat, or cholesterol.

STORE

Store unwashed in the coldest section of the refrigerator for no more than 2-3 days.

SERVE

Visit FruitsandVeggies.org for our most in-demand [radicchio recipes!](#)

SHARE

Social Media Posts

#DYK Radicchio is a red variety of chicory and is mainly produced in Italy? Learn more: <http://ow.ly/Gv0U3093hf0> @fruitsandveggies #haveaplant_

Spinach Salad w/Shiitakes and Onions: <http://ow.ly/HHTj3093hyT> @fruitsandveggies #haveaplant

SELECT

Look for bright maroon/red/purple leaves that are fresh, young, moist, and tender. Leaves that are injured, torn, dried, limp, or yellowed indicate poor quality.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low sodium, Low in calories, High in vitamin K, High in copper, Good source of zinc

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Radicchio is fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Radicchio is very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Radicchio is very low in sodium.
- Radicchio, as part of a low sodium diet, may reduce the risk of high blood pressure.



RADISH



SELECT

Choose smooth, brightly colored radishes. Attached tops should be green and fresh looking.

Varieties to Explore

[Black Radish](#)

[Daikon Radish](#)

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Low in sodium, Low in calories, High in vitamin C

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Radishes are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood-pressure, a disease associated with many factors. Radishes are low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Radishes are low in sodium.
- Radishes, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect

heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Radishes contains no saturated fat or cholesterol.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Radishes are high in vitamin C.

STORE

Refrigerate radishes in plastic bag for use within 1 week. Remove tops before storing.

SERVE

[Top 10 Ways to Enjoy Daikon Radish](#)

Visit FruitsandVeggies.org for our most in-demand radish recipes!

SAVOR

Presence in Ethnic Cuisines

African / Cuban, Puerto Rican / Mediterranean

SHARE

Social Media Posts

#DYK The Daikon Radish is a long, slender veggie widely used in Asia? @fruitsandveggies #haveaplant

New twist on coleslaw – use Daikon Radish instead of cabbage. @fruitsandveggies #haveaplant

Add cubed daikon radishes to your next pot roast or pan of roasted veggies – Yummy! @fruitsandveggies #haveaplant

#DYK Radishes come in red, pink, white, and black colors, and some varieties can grow to 100 pounds or more? @fruitsandveggies #haveaplant



ROMAINE LETTUCE



SELECT

Choose closely bunched, fresh-looking leaves.
Avoid brown, wilting edges.

Nutrient Content Claims

Low fat, Saturated fat free, Sodium free, Cholesterol free,
Low calorie, High in vitamin A, Good source of folate.

STORE

Rinse and dry romaine lettuce thoroughly on paper towels.
Refrigerate in plastic bag for use within 1 week.

SERVE

Visit [FruitsandVeggies.org](https://www.fruitsandveggies.org) for our most in-demand [romaine lettuce recipes!](#)

SHARE

Social Media Posts

Celebrate National Salad Month in May with
#RomaineLettuce! @fruitsandveggies #haveaplant
#DYK? Romaine lettuce contains just 8 calories/cup.

Romaine lettuce, the star of Caesar salads, is rich in
folate and vitamins A & K.

Romaine lettuce, the star of Caesar salads, is crispy with
mild, sweet flavor.



SHALLOT



SELECT

Shallots should be firm and heavy and have dry, papery skins. Avoid any signs of moisture, green shoots, or dark spots.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Low in sodium, Good source of vitamin A, Good source of vitamin B-6, Good source of vitamin C, Good source of manganese

STORE

Store whole shallots in a cool, dark, well-ventilated place for use within 4 weeks. Refrigerate cut shallots in a tightly sealed container for use within 2-3 days.

SERVE

[Top 10 Ways to Enjoy Shallots](#)

Visit FruitsandVeggies.org for our most in-demand shallot recipes!

SHARE

Social Media Post

This colorful salad features flavorful sautéed shrimp on a bed of greens topped with pumelo, shallots, and other fresh fruits. <http://bit.ly/2XH5GSU> @fruitsandveggies #haveaplant



SNOW PEA



SELECT

Snow peas should be shiny and flat, with very small peas that are barely visible through the pod.

Nutrient Content Claims

High in vitamin C, Good source of iron, Good source of manganese

STORE

It's best to use snow peas as soon as possible. Store unwashed peas in a perforated bag in the refrigerator for up to 5 days. Frozen snow peas are also a great option.

SERVE

[Top 10 Ways to Enjoy Snow Peas!](#)

Visit FruitsandVeggies.org for snow pea recipes!

SAVOR

Presence in Ethnic Cuisines

Chinese

SHARE

Social Media Post

Don't be fooled that snow is in the name, snow peas are a springtime veggie that signal the first of spring. Learn more: <http://bit.ly/2XJcboh> @fruitsandveggies #haveaplant



SPINACH



SELECT

Spinach is available fresh, frozen and canned for good nutrition and convenience. If selecting fresh, choose crisp, green bunches with no insect damage.

Varieties to Explore

[Ong Choy Spinach](#)

Nutrient Content Claims

Low in calories, Fat free, Saturated fat free, Cholesterol free, Low sodium, Sugar free, Good source of iron, Good source of potassium, Good source of riboflavin, Good source of vitamin B-6, Good source of magnesium, Good source of copper, High in vitamin A, High in vitamin C, High in vitamin K, High in manganese

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Spinach is fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Spinach is low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Spinach is low in sodium.
- Spinach, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease: While many factors affect heart disease,

diets low in saturated fat and cholesterol may reduce the risk of this disease. Spinach contains no fat, saturated fat, or cholesterol.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Spinach is an excellent source of vitamins A and C.

Potassium & High Blood Pressure/Stroke (Authoritative Statement): Diets containing foods that are a good source of potassium and that are low in sodium, like spinach, may reduce the risk of high blood pressure and stroke.

STORE

Loosely wrap spinach in damp paper towel. Refrigerate in plastic bag for use within 3-5 days.

SERVE

[Creative Ways to Use Spinach](#)

[The Top 10 Ways to Enjoy Spinach](#)

Visit FruitsandVeggies.org for [spinach recipes!](#)

SAVOR

Presence in Ethnic Foods

Asian / Chinese, Japanese, Korean / African / Cuban, Puerto Rican / Latino / Mediterranean / Southern

SHARE

Social Media Posts

Take your menu to new heights with these Lentil, Potato & Spinach Tacos: <http://ow.ly/5abm308xqBG> @fruitsandveggies #haveaplant

Family dinner will be great with this Rigatoni with Chicken and Pesto w/Spinach Fresh Fruit Salad: <http://ow.ly/jctS306ZE6> @fruitsandveggies #haveaplant

This Potato Spinach Lasagna recipe is layered with flavor! <http://ow.ly/tvIm3000lgS> @fruitsandveggies #haveaplant

This Spinach Black Bean Salad is protein-packed and full of flavor! <http://ow.ly/ZQJ8p> @fruitsandveggies #haveaplant

Put a TASTY twist on your side dish! Try this delicious Tahini Spinach: <http://ow.ly/MpmmB> @fruitsandveggies #haveaplant

Enjoying more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle. @fruitsandveggies #haveaplant



SUMMER SQUASH



SELECT

Summer squash is available fresh and frozen for good nutrition and convenience. If selecting fresh, choose glossy squash, heavy for size.

Varieties to Explore

[Chayote Squash](#)

[Crookneck Squash](#)

[Opo Squash](#)

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, Low in calories, High in vitamin C

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Summer squash is fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Summer squash is sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Summer squash is sodium free.
- Summer squash, as part of a low sodium diet, may

reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Summer squash contains no saturated fat or cholesterol.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Summer squash is high in vitamin C.

STORE

Refrigerate summer squash for use within 3-4 days.

SERVE

[Ideas for Using Squash](#)

Visit FruitsandVeggies.org for [summer squash recipes!](#)

SAVOR

Presence in Ethnic Cuisines

African / Latino / Southern / Cajun, Creole

SHARE

Social Media Posts

#DYK squash is technically a fruit as the seeds are inside the fruit; however it is considered a vegetable in cooking? @fruitsandveggies #haveaplant

Squash is in season and there are many ways to enjoy! Try Squash w/Tomato-Garlic Sauce 4 a quick, easy dinner: <http://ow.ly/p1W3x> @fruitsandveggies #haveaplant

Baked breads are a great way to get kids to fall in love with a new veggie! Serve this delicious Squash Nut Bread as a healthy dessert: <http://ow.ly/sZSag> @fruitsandveggies #haveaplant

Enjoying more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle. @fruitsandveggies #haveaplant



SWEET CORN



SELECT

Sweet corn is available fresh, frozen and canned for good nutrition and convenience. If selecting fresh, choose ears with green husks, fresh silks and tight rows of kernels.

Nutrient Content Claims

Low in fat, Saturated fat free, Cholesterol free, Sodium free

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Sweet corn is low in fat.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Sweet corn is sodium free.
- Diets low in sodium may reduce the risk of high blood pressure. Sweet corn is sodium free.
- Sweet corn, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Sweet corn contains no saturated fat or cholesterol.

STORE

Refrigerate corn with husks on for use as soon as possible or within 1-2 days.

SERVE

[Top 10 Ways to Enjoy Corn](#)

Visit [FruitsandVeggies.org](https://www.fruitsandveggies.org) for [sweet corn recipes!](#)

SAVOR

Presence in Ethnic Cuisines

South East Asia (Vietnam, Cambodia, Laos) / Cuban, Puerto Rican / Latino / Mexican

SHARE

Social Media Posts

Grab some freeze-dried sweet corn and add to your traditional recipes. @fruitsandveggies #haveaplant #DYK the average ear of corn has 800 kernels, arranged in 16 rows? There is one piece of silk for each kernel. @fruitsandveggies #haveaplant

Bring them home for the holidays with this hearty and delicious Apple Corn Chili: <http://ow.ly/r60Ak> @fruitsandveggies #haveaplant

Take corn to another level! Enjoy this Corn on the Cob w/ Chili Lime Butter: <http://ow.ly/mRpGk> @fruitsandveggies #haveaplant

Enjoying more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle. @fruitsandveggies #haveaplant



SWEET POTATO



SELECT

Sweet potatoes are available fresh, frozen and canned for good nutrition and convenience. If selecting fresh, choose firm potatoes with smooth skin. Avoid cracks, soft spots and blemishes.

Varieties to Explore

[Difference Between Sweet Potato & Yams](#)

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Low in sodium, Good source of fiber, Good source of potassium, High in vitamin A, High in vitamin C

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Sweet potatoes are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood-pressure, a disease associated with many factors. Sweet potatoes are low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Sweet potatoes are low in sodium.
- Sweet potatoes, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Sweet potatoes contain no saturated fat or cholesterol.

Fiber-Containing Grain Products, Fruits, and Vegetables and Cancer: Low fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some of cancers, a disease associated with many factors. Sweet potatoes are a good source of fiber.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Sweet potatoes are high in vitamins A and C.

Potassium & High Blood Pressure/Stroke (Authoritative Statement): Diets containing foods that are a good source of potassium and that are low in sodium, like sweet potatoes, may reduce the risk of high blood pressure and stroke.

STORE

Store sweet potatoes in a cool, dark place for use within 3-5 weeks.

SERVE

[Top 10 Ways to Enjoy Sweet Potatoes](#)

Visit [FruitsandVeggies.org](#) for [sweet potato recipes!](#)

SAVOR

Presence in Ethnic Cuisines

Asian / Cuban, Puerto Rican / Latino / Mediterranean / Pacific Islands / Southern

SHARE

Social Media Posts

@fruitsandveggies knows how to get the holidays off to a delicious & healthy start! Try this Sweet Potato and Apple Casserole: <http://bit.ly/2K618A7> #haveaplant

Party in the pot! Enjoy this Black Bean & Sweet Potato Chili: <http://ow.ly/U8z6N> @fruitsandveggies #haveaplant

#DYK there's a difference between sweet potatoes & yams? <http://bit.ly/2QeHOfw> @fruitsandveggies #haveaplant

A sweet start to a delicious dinner! Impress your guests with this Sweet Potato-Pear Soup: <http://ow.ly/EuQuP> @fruitsandveggies #haveaplant

Cinnamony-sweet potato bites make a robust appetizer for parties or a quick little snack just for u! Get the recipe: <http://ow.ly/uFVth> @fruitsandveggies #haveaplant



SWISS CHARD



SELECT

Select chard with fresh green leaves; avoid those that are yellow or discolored.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Low calorie, High in vitamin A, High in vitamin C, High in vitamin K, Good source of magnesium, Good source of copper, Good source of manganese

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Swiss chard is fat free.

Dietary Saturated Fat & Cholesterol & Risk of Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Swiss chard contains no fat, saturated fat, or cholesterol.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Swiss chard is an excellent source of vitamins A and C.

STORE

Store unwashed leaves in plastic bags in the crisper in the refrigerator for 2 to 3 days.

SERVE

[Top 10 Ways to Enjoy Swiss Chard](#)

SAVOR

[Selecting & Storing Swiss Chard](#)

SHARE

Social Media Posts

#DYK the stems of Swiss Chard look a little like celery & can be green, red or rainbow-colored? Here are TEN TASTY ways to enjoy: <http://ow.ly/Mhrue> @fruitsandveggies #haveaplant



TOMATILLO



SELECT

Tomatillos are available fresh and canned for good nutrition and convenience. If selecting fresh, look for dry, hard tomatillos with tightly fitting husks that are dry and free of mold.

Nutrient Content Claims

Low fat, Saturated fat free, Cholesterol free, Sodium free, Low calorie, Good source of vitamin C

STORE

Refrigerate tomatillos loose or in an open container in the crisper drawer for 2-3 weeks.

SERVE

[Top 10 Ways to Enjoy Tomatillos](#)

SAVOR

[Tomatillos: Discover This Sweet and Tangy Veggie](#)

SHARE

Social Media Posts

This 15-minute tomatillo salsa is sure to please the crowd <http://bit.ly/2OfOrx7> @fruitsandveggies #haveaplant

Enjoying more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle. @fruitsandveggies #haveaplant



TOMATO



SELECT

Tomatoes are available fresh and canned for good nutrition and convenience. If selecting fresh, choose tomatoes with bright, shiny skins and firm flesh.

Varieties to Explore

[Green Tomato](#)

[Canned diced tomato](#)

[Canned stewed tomato](#)

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low in sodium, Low in calories, High in vitamin C

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in fat may reduce the risk of some cancers. Tomatoes are fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Tomatoes are very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Tomatoes are very low in sodium.
- Tomatoes, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Tomatoes contains no saturated fat or cholesterol.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Tomatoes are high in vitamin C

STORE

Store at room temperature away from direct sunlight, for use within 1 week after ripe. Tomatoes taste best if not refrigerated; refrigerate only if you can't use them before they spoil.

SERVE

[Seeding Tomatoes](#)

[Top 10 Ways to Enjoy Tomatoes](#)

Visit FruitsandVeggies.org for [tomato recipes!](#)

SAVOR

Presence in Ethnic Cuisines

African / Cuban, Puerto Rican / Latino / Mediterranean

SHARE

Social Media Posts

#TipoftheDay: Try adding diced tomatoes, cucumbers and onions to your turkey-dogs. @fruitsandveggies #haveaplant

#TipoftheDay: Boil diced or crushed tomatoes in a veggie or chicken broth for the base of a homemade tomato soup! Add fresh herbs and spices to make your own unique recipe. @fruitsandveggies #haveaplant

#DYK There are 25,000 varieties of tomatoes such as beefsteak, cherry, & plum? @fruitsandveggies #haveaplant

Canned tomatoes are the perfect addition to soup bases for added flavor and texture. Try this Zesty Tomato Soup: [http:// ow.ly/AHUt2](http://ow.ly/AHUt2) @fruitsandveggies #haveaplant

Short on time for dinner? Canned tomatoes are ready to use! Chopped garlic + olive oil + canned tomatoes + fresh basil = quick pomodoro! @fruitsandveggies #haveaplant



TURNIP



SELECT

Select pearly, heavy turnips without soft spots and fresh leaves if still attached. Small to medium ones are sweetest.

Nutrient Content Claims

Fat free, Cholesterol free, Low sodium, High in vitamin C

STORE

Store turnips in the refrigerator in a plastic bag for only a few days since they get bitter with prolonged storage.

SERVE

[Top 10 Ways to Enjoy Turnips](#)

Visit FruitsandVeggies.org for [turnip recipes!](#)

SHARE

Social Media Posts

This flavorful turnip and spinach recipe is a great source for vitamins A and C! <http://bit.ly/33i7iUy> @fruitsandveggies #haveaplant

Turnips deserve their moment in the spotlight for being Rockstar root vegetables in the winter <http://bit.ly/2OdWimG> @fruitsandveggies #haveaplant



WATERCRESS



SELECT

Choose green watercress without any yellow areas or slippery stems — it does not taste good stale!

Varieties to Explore

[Upland Cress Green](#)

Nutrient Content Claims

Low calorie, Fat free, Saturated fat free, Cholesterol free, Very low sodium, Sugar free, High in vitamin C, High in vitamin K, Good source of vitamin A, Good source of copper

Health Claims

Dietary Fat & Cancer: Development of cancer depends on many factors. A diet low in total fat may reduce the risk of some cancers. Watercress is fat free.

Sodium & Hypertension:

- Diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors. Watercress is very low in sodium.
- Diets low in sodium may reduce the risk of high blood pressure. Watercress is very low in sodium.
- Watercress, as part of a low sodium diet, may reduce the risk of high blood pressure.

Dietary Saturated Fat & Cholesterol & Risk of

Coronary Heart Disease: While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease. Watercress contains no fat, saturated fat or cholesterol.

Fruits & Vegetables & Cancer: Low fat diets rich in fruits and vegetables (foods that are low in fat and may contain dietary fiber, vitamin A, or vitamin C) may reduce the risk of some types of cancer, a disease associated with many factors. Watercress is a good source of vitamin A and an excellent source of vitamin C.

STORE

Rinse cut stems, blot with a paper towel and refrigerate in a plastic bag. Use within 4-5 days.

SERVE

Visit FruitsandVeggies.org for [watercress recipes!](#)

SAVOR

Presence in Ethnic Foods

Chinese, Japanese, Korean / African

SHARE

Social Media Post

Make your #MeatlessMonday complete with this restaurant- quality Pear & Walnut Flatbread: <http://bit.ly/34RNfgU> @fruitsandveggies #haveaplant



WHITE BUTTON MUSHROOMS



SELECT

White button mushrooms are available fresh and canned for good nutrition and convenience. If selecting fresh, choose mushrooms that are firm with a fresh, smooth appearance.

The surfaces of the mushroom should be dry, but not dried out, and appear plump.

A closed veil under the mushroom cap indicates a delicate flavor, while an open veil and exposed gills mean a richer flavor.

Versatile and mild, white button mushrooms can be sliced, sautéed, or cooked in almost any way. Try them on pizza, in pasta, on quesadillas or cheeseburgers.

Nutrition Benefits

Long celebrated as a superfood source of powerful nutrients, fresh mushrooms are a healthy addition to your plate. Mushrooms provide many of the same nutritional benefits as vegetables, as well as attributes commonly found in meat, beans and grains. Mushrooms can help fulfill some of the leading recommendations for a healthy diet from the 2015 Dietary Guidelines for Americans.

Mushrooms are a nutrient powerhouse and the only source of vitamin D in the produce aisle.

STORE

Store mushrooms in their original packaging or in a porous paper bag for prolonged shelf life.

Some mushrooms may keep for up to one week in the refrigerator.

Fresh mushrooms should never be frozen, but frozen sautéed mushrooms will keep for up to one month.

SERVE

Visit [FruitsandVeggies.org](https://www.fruitsandveggies.org) for [mushroom recipes!](#)

SHARE

Social Media Post

Enjoying more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle.

@fruitsandveggies #haveaplant



Did Someone Say Gooseberry?

Let's make Have A Plant® an adventure! In addition to fruits and vegetables we all know and love, here are some you may not have heard of. Keep an eye out at the grocery store and challenge yourself to try something new each time!

BLACK CROWBERRY

Choose firm, plump, dry crowsberries that are dusty blue to black in color and uniform in size.

Nutrient Content Claims

Low in fat, Saturated fat free, Cholesterol free, Sodium free, High in manganese, High in copper, High in vitamin C.

Refrigerate crowsberries for 10 to 14 days in the original container.

BLACK NECTAR PLUMCOT

Choose fruit free of soft spots and bruises.

Nutrient Content Claims

Excellent source of vitamin C, Good source of vitamin A, Good source of fiber

Store in the refrigerator for up to 4 days. Ripen the fruit in a paper bag at room temperature.

BLACK SALSIFY

The roots should be black skinned with a creamy colored interior. Select medium-sized roots that are smooth and firm. The leaves should be deeply veined and have wavy margins but most salsify is sold without the leaves.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low in sodium

Wrap salsify in a plastic bag and store in the refrigerator for up to two weeks.

BONIATO

Look for firm tubers, free of cracks and soft spots. The skin may have hues of pink, purple, cream, or red.

Nutrient Content Claims

High in vitamin C, Good source of fiber

Store in a cool, dry area for no more than a few days.

BOYSENBERRY

Choose boysenberries that are shiny, plump, and firm. Avoid berries that are bruised or leaking.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, High in fiber, High in folate, High in manganese, Good source of vitamin K

Remove any moldy berries. Refrigerate boysenberries for up to one week in original package. Wash before using.

CAPE GOOSEBERRY

Choose brightly colored gooseberries with dry capes and without mold or soft spots.

Nutrient Content Claims

Low fat, Cholesterol free, Sodium free, High in vitamins A, High in vitamin C, Good source of potassium, Good source of fiber

Store cape gooseberries unwashed in refrigerator for 5-7 days. Rinse before using.

CARDOON

Choose straight, rigid cardoon stalks with fresh leaves. Avoid pithy, woody or limp stalks. Should smell fresh, not musty.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of potassium, Good source of manganese, Good source of magnesium, Good source of copper, Good source of folate

Store in the refrigerator for up to 3 weeks.



CARIBBEAN JUNE PLUM

Select firm fruits that are free of blemishes, cuts, or bruises.

Nutrient Content Claims

Fat free, Saturated free, Cholesterol free, sodium free, High inf vitamin C, Good source of vitamin K

Store at room temperature and consume as soon as possible.

CARISSA

Choose firm bright red fruits free of cuts and bruises.

Nutrient Content Claims

Low in fat, Saturated fat, Cholesterol, Sodium free, High in vitamin C, Good source of copper

Store in the refrigerator and use within a few days of purchase.

CHERIMOYA

Choose unblemished, firm cherimoyas with green skin.

Nutrient Content Claims

Fat free, Cholesterol free, Very low sodium, High in vitamin C, Good source of potassium, Good source of fiber

Ripen cherimoyas at room temperature until they “give” slightly when lightly pressed. Refrigerate ripe fruits for 1-2 days.

CHOY SUM

Choose firm stalks with fresh stems. Avoid brown spots or bruises.

Nutrient Content Claims

High in vitamins A, High in vitamin C, Good source of calcium

Store unwashed choy sum in the crisper drawer of refrigerator for up to 3 days.

DURIAN

Choose a durian fruit with a firm stalk that is free from holes or bruises.

Nutrient Content Claims

Saturated fat free, Cholesterol free, Sodium free, Good source of healthy fats, Good source of vitamin B-2, Good source of vitamin B-6, Good source of folate, Good source of fiber, Good source of potassium, High in vitamin B-1, High in vitamin C, High in fiber, High in manganese

Store durians in the refrigerator for up to 5 days.

ELDERBERRY

Select berries that are firm and have a deep color. Avoid berries that are decaying, mushy, or bruised.

Nutrient Content Claims

Low in fat, Saturated fat free, Cholesterol free, Sodium free, High in fiber, High in vitamin A, High in vitamin C, High in vitamin B-6, Good source of vitamin E, Good source of copper, Good source of iron

Remove moldy or mushy berries then store in the refrigerator (in the original package) for up to 1 week. Wash berries just prior to use.

FEIJOA

Select fruit that is fragrant and gives slightly to gentle pressure. Be very gentle with feijoas because they bruise easily.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of vitamin C

Ripen feijoas in a paper bag at room temperature (to ripen more quickly, add an apple to the bag). Ripe feijoas may be refrigerated; they normally last about 3 to 5 days.

GAI LAN

Choose heads with full, dark green leaves and fresh stalks. Avoid any brown spots which may indicate decay.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Low in sodium, High in vitamin A, High in vitamin C, Good source of iron, Good source of calcium

Store unwashed in a plastic bag in the refrigerator for up to 3 days.



HUCKLEBERRY

Choose smooth huckleberries without mold. If picking your own huckleberries, make sure you are not picking poisonous berries.

After washing and drying huckleberries, place on a cookie sheet, cover with a paper towel, and place in freezer. Once frozen, put berries in a sealed container and put back in freezer for later use.

JAMBOLAN

Choose plump jambolans with smooth skins. Avoid bruises and soft spots.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Low in sodium, High in vitamin C, Good source of copper

Refrigerate ripe jambolan.

JUJUBE

The fruit varies from round to elongated and from cherry-size to plum-size depending on the cultivar. The immature fruit is green in color, and the fully mature fruit is entirely brown. Choose fruit that is firm and free of blemishes or bruises.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free. High in vitamin C

Once fully ripened (brown color), jujube may be stored at room temperature for up to 5 days.

KIWANO

Ripe melons will have a bright orange shell. Avoid melons with any bruising or soft spots.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, High in vitamin C

Store ripe kiwanos at room temperature for up to 3 days.

LOGANBERRY

Choose loganberries that are shiny, plump and firm. Avoid berries that are bruised or leaking.

Nutrient Content Claims

Fat free, saturated fat free, cholesterol free, sodium free, an excellent source of vitamin C, fiber and manganese and a good source of vitamin K and folate.

Place unwashed berries in original container in the refrigerator for up to 1 week.

LONGAN

Ripe longans will have an intense tan color. Choose longans that are firm and free of bruises and blemishes.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free and High in vitamin C

Store longans in a plastic bag in the refrigerator for 5-7 days.

LOQUAT

Choose loquats with smooth, firm, unbroken skin free of bruises and blemishes. Some loquats may have a brown, freckled surface.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free

Store loquats in the refrigerator for up to 2 days.

LYCHEE

Choose lychees with red shells that are heavy for their size. Brown patches indicate sweeter fruit.

Nutrient Content Claims

Low in fat, Cholesterol free, Sodium free, High in vitamin C



MAMEY SAPOTE

Select slightly soft fruit with a red-orange outer shell under the rough brown skin. Choose sapotes free of blemishes or bruises.

Nutrient Content Claims

Low in fat, Saturated fat free, Cholesterol free, Sodium free, High in fiber, high in vitamin B-6, High in vitamin C, Good source of vitamin B-2, Good source of vitamin B-3, Good source of potassium, Good source of manganese, Good source of copper

Once fully ripened (slightly soft) store in a zip-lock bag or plastic container in the refrigerator for several weeks.

MANGOSTEEN

Choose bright purple fruits that are slightly soft with the highest number of stigma lobes at the top of fruit.

Nutrient Content Claims

Low in fat, Low sodium, Saturated fat, and Cholesterol free

Store in the refrigerator for up to 2 days.

MEDITERRANEAN MEDLAR

Choose medlars with smooth, firm, unbroken skin free of bruises and blemishes.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free

Store medlars in the refrigerator for up to 2 days.

MO QUA

Choose mo qua with even texture, free of wrinkles.

Nutrient Content Claims

Fat free, Cholesterol free, Good source of vitamin C

Place in a plastic bag and refrigerate for up to 10 days.

MULBERRY

Choose mulberries that are shiny, plump and firm. Avoid berries that are bruised or leaking.

Nutrient Content Claims

Low in fat, Low in sodium, Saturated fat free, Cholesterol free, High in manganese, High in vitamin C, Good source of vitamin K. Good source of iron

Place unwashed berries in original container in the refrigerator for up to 1 week.

PERSIMMON

Choose persimmons that are smooth, brightly colored, plump, glossy, and well-rounded and with their leaf still attached. Avoid cracks and bruises. Yellow patches indicate unripe fruit.

Nutrient Content Claims

Fat free, Cholesterol free, Sodium free, High in fiber, High in vitamin A, High in vitamin C

Ripen persimmons at room temperature until they are soft. Once ripe refrigerate for up to 3 days.

PUMMELO

Choose pummelos that are firm, thin-skinned and feel heavy for their size.

Nutrient Content Claims

Fat free, Cholesterol free, Sodium free, Good source of folate, High in vitamin C

Store pummelos in your refrigerator for up to one week.

PURSLANE

Select small, wedge-shaped, oblong and dark, green leaves with reddish-tinted stems. Avoid greens that are wilted, have dry brown areas, or are pale or yellow in color.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Low in sodium, High in vitamin C, High in vitamin K, Good source of vitamin A, Good source of magnesium

Use immediately or store unwashed up to 3 days.



RED CURRANT

Choose brightly colored red currants without mold or soft spots.

Nutrient Content Claims

Fat-free, Cholesterol free, Low in calories, High in vitamin C

Store red currants unwashed in refrigerator for 5-7 days. Rinse before using.

QUINCE

Choose firm quinces without spots. Fuzz falls away as the fruit ripens.

Nutrient Content Claims

Fat free, Cholesterol free, Sodium free, High in vitamin C

Store quinces at room temperature for up to a week or refrigerate for up to 3 weeks.

SAPODILLA

Choose a smooth fruit with intact skin that has no cracks, bruises or wrinkles. Once ripe, the fruit yields to gentle thumb pressure.

Nutrient Content Claims

Saturated fat free, Cholesterol free, Low in sodium, Low in fat, High in fiber, High in vitamin C

Mature but unripe fruit should be kept at room temperature for up to 10 days until they are ripe. Ripe fruit should be kept in the refrigerator for up to one week.

SAPOTE

Select hard fruits free of blemishes or bruises.

Nutrient Content Claims

Low in fat, Low in sodium, Low in saturated fat, Cholesterol free, High in fiber, High in vitamin A, High in vitamin B-3, High in vitamin C, High in copper, High in magnesium, Good source of vitamin B-6, Good source of folate, Good source of pantothenic acid, Good source of iron, Good source of potassium

Store at room temperature for up to 3 days. Chill briefly before serving.

SHARON FRUIT

Choose smooth, brightly-colored fruit that is plump and free from blemishes and bruises or any signs of spoilage.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, High in fiber, High in vitamin A, High in vitamin C, High in manganese, Good source of copper

Store ripe fruit in the refrigerator for up to 5 days.

SORREL

Choose fresh-looking sorrels with good color and a clean, fresh scent. Avoid any brown spots or wilted stalks or leaves.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, High in vitamin A, High in vitamin C, Good source of magnesium, Good source of manganese

Sorrel is best used soon after purchasing. If stored, store in a plastic bag, unwashed in the crisper section of the refrigerator for up to 3 days.

SOURSOP

Choose dark green fruits with numerous fleshy spines on the surface. Avoid soursops with bruises or blemishes on the surface.

Nutrient Content Claims

Low in fat, Saturated fat free, Cholesterol free, Sodium free, High in fiber, High in vitamin C, Good source of vitamin B-1, Good source of vitamin B-3, Good source of potassium, Good source of magnesium, Good source of copper

Store unripe soursops at room temperature. Once ripe (soft), store in the refrigerator for up to 2 days.



Fruits And Vegetables In Disguise?

Here are some types of produce that may surprise you. They don't sound like their names! #haveaplant

BREADFRUIT

The skin should be thick and warty with a bright green skin. Choose breadfruits with no blemishes.

Nutrient Content Claims

High in fiber, High in vitamin C, High in potassium, Good source of vitamin B-1, Good source of B-6, Good source of pantothenic acid, Good source of magnesium, Low in fat, Saturated fat free, Cholesterol free, Sodium free

Store breadfruit in the refrigerator up to one week after purchase. The skin color will darken while in the refrigerator.

BROWN TURKEY FIG

Look for figs with a fresh smell and slightly soft to the touch. Avoid hard or dried figs.

Nutrient Content Claims

Fat free, Cholesterol free, Good source of fiber

Ripen at room temperature. Cover with plastic and refrigerate for a few days, or seal in a plastic bag and freeze for up to 6 months.

CHOCHECHERRY

Choose plump brightly colored, plump cherries. Avoid soft, shriveled or blemished cherries.

Nutrient Content Claims

Low in fat, Saturated fat free, Cholesterol free, Sodium free, High in fiber, High in vitamin K, Good source of vitamin B-6, Good source of potassium, Good source manganese

Consume ripe cherries as soon as possible. Cherries can be refrigerated for 2-3 days.

CORN SALAD

Choose leaves that are soft and appear green and fresh. Avoid vegetables that look wilted or have yellow leaves.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, High in vitamin A, High in vitamin C, Good source of vitamin B-6, Good source of potassium, Good source of manganese, Good source of iron

Store unwashed for up to 3 days. If purchased in a bag or package, store for up to 1 week.

FIDDLEHEAD FERN

Look for a tight coil and only an inch or two of stem beyond the coil. Choose small, firm, brightly colored fiddlehead ferns with no signs of softness or yellowing.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of vitamin B-2, Good source of copper, Good source of phosphorous, Good source of potassium, High in vitamin B-3, High in vitamin C, High in manganese

Fresh fiddleheads keep well cooled and tightly wrapped to prevent drying out for up to 3 days. However, they are best used as soon as possible after harvest.



LAMB’S-QUARTER

Choose flat leaves that are crisp, upright and not wilted. Avoid greens with leaves that are wilted, yellowing or have dark green patches of slime on parts of the leaves.

Nutrient Content Claims

Low fat, Low sodium, Saturated fat free, Cholesterol free, High in vitamin A, High in vitamin B-2, High in vitamin C, High in manganese, High in calcium, Good source of fiber, Good source of potassium, Good source of copper, Good source of vitamin B-6

Place unwashed greens in the crisper section of the refrigerator for up to 5 days.

PASSION FRUIT

Ripe passion fruit has wrinkled skin; purple passion fruit may have brown areas.

Nutrient Content Claims

Fat free, Cholesterol free, Very low sodium, Low in calories, Good source of vitamin C, Good source of fiber

Ripen smooth skinned passion fruits at room temperature; refrigerate ripe passion fruits in a plastic bag for up to 7 days.

SALAD SAVOY LEAFY VEGETABLE

Look for fresh looking, richly colored leaves. Avoid any limp or yellowing leaves.

Nutrient Content Claims

Fat free, saturated fat free, cholesterol free, sodium free, and an excellent source of fiber, vitamins A and C

Store unwashed savoy wrapped in a damp paper towel and placed in a paper bag in the refrigerator for up to 5 days.

SALMONBERRY

Choose dry, plump, firm berries. Avoid wet or moldy berries.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Low in sodium, High in vitamin C, High in vitamin K, High in manganese

Do not wash berries until ready to eat. Refrigerate for use within 1-2 days.

UGLI FRUIT

Ugli fruit should be heavy for its size and have no signs of drying at the ends. Fruit should give with slight pressure. Small dents are normal and color should not be considered when choosing.

Nutrient Content Claims

Fat-free, Cholesterol-free, High in vitamin C, High in fiber

Store ugli fruit at room temperature for up to 5 days. Can store in refrigerator for up to 2 weeks.



Surprising Produce Group #1: Legumes (Beans And Lentils) As Vegetables

Did you know that legumes, or pulses, are considered a class of vegetables that includes lentils, beans, peas, and some nuts? Did you know canned beans are the only protein source that doubles as a fiber? In fact, one serving of canned beans provides 20% or more of daily fiber needs. From a nutrition standpoint, these vegetables, whether they are dried, bagged or canned, serve as a good complement, or alternative, to animal proteins.

ProTip: Drain and rinse canned beans to reduce sodium by up to 41%!

BLACK BEAN

Choose dried beans or beans canned with less sodium. Select dried beans that are dry, firm, clean, uniform in color and not shriveled.

Nutrient Content Claims

Fat free, Saturated fat free, Sodium free, Cholesterol free, High in dietary fiber, High in folate

Store dried beans at room temperature, in a closed container to protect from moisture and pests. Store canned beans at room temperature – use before date on can.

Presence in Ethnic Cuisine

Central and South American

[Visit FruitsandVeggies.org](http://FruitsandVeggies.org) for black bean recipes!



BLACK EYED PEA

Choose dried beans or beans canned with low or no sodium. Select dried beans that are dry, firm, clean, uniform in color and not shriveled.

Nutrient Content Claims

Low fat, Low sodium, Saturated fat free, Cholesterol free, High in vitamin B-1, Good source of fiber, Good source of magnesium, Good source of phosphorous, Good source of zinc

Store dried beans at room temperature, in a closed container to protect from moisture and pests. Store canned beans at room temperature – use before date on can.



CHICKPEA (GARBANZO BEAN)

Choose dried beans or beans canned with less sodium. Select dried beans that are dry, firm, clean, uniform in color and not shriveled.

Nutrient Content Claims

Fat free, Saturated fat free, Sodium free, Cholesterol free, High in dietary fiber, High in folate

Store dried beans at room temperature, in a closed container to protect from moisture and pests. Store canned beans at room temperature – use before date on can.

[Visit FruitsandVeggies.org](http://FruitsandVeggies.org) for chickpea recipes!

CRANBERRY BEAN

Choose dried beans or beans canned with less sodium. Select dried beans that are dry, firm, clean, uniform in color and not shriveled.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, High in fiber, High in folate, and Good source of potassium, Good source of phosphorous, Good source of manganese, Good source of magnesium, Good source of iron

Store dried beans at room temperature in a closed container to protect from moisture and pests. Store canned beans at room temperature – use before date on can.



FAVA BEAN

Fava beans are available fresh, canned and dried for good nutrition and convenience. When choosing fresh fava beans, find pods that are firm but without many markings. The pods will look a little like giant green beans, long and plump, varying slightly in length, with some bronzing on the outside of the pod. The pods should be heavy, with just a hint of the rounded beans inside.

Nutrient Content Claims

Low fat, Saturated fat free, Cholesterol free, Good source of vitamin B-1, Good source of copper, Good source of iron, Good source of magnesium, Good source of phosphorous, Good source of potassium, High in fiber, High in folate, High in manganese

To store fava bean pods, place them in a plastic bag in the crisper section of the refrigerator right away. The pods will keep for five to seven days in the refrigerator.

[Top 10 Ways to Enjoy Fava Beans](#)

[Visit FruitsandVeggies.org](http://FruitsandVeggies.org) for fava bean recipes!



GREAT NORTHERN BEAN

Choose dried beans or beans canned with less sodium. Select dried beans that are dry, firm, clean, uniform in color and not shriveled.

Nutrient Content Claims

Fat free, Saturated fat free, Sodium free, Cholesterol free, High in dietary fiber, High in folate

Store dried beans at room temperature, in a closed container to protect from moisture and pests. Store canned beans at room temperature – use before date on can.

LENTIL

Lentils should be dry, firm, and not shriveled.

Nutrient Content Claims

Fat free, Saturated fat free, Sodium free, Cholesterol free, High in dietary fiber, High in folate, Good source of potassium

Store dry beans in a cool, dark place.

[Visit FruitsandVeggies.org](https://www.fruitsandveggies.org) for lentil recipes!



LIMA BEAN

Choose dried beans or beans canned with less sodium. Select dried beans that are dry, firm, clean, uniform in color and not shriveled.

Nutrient Content Claims

Fat free, Saturated fat free; sodium free, Cholesterol free, High in dietary fiber, High in folate, Good source of potassium

Store dried beans at room temperature, in a closed container to protect from moisture and pests. Store canned beans at room temperature – use before date on can.

[Visit FruitsandVeggies.org](https://www.fruitsandveggies.org) for lima bean recipes!



NAVY BEAN

Choose dried beans or beans canned with less sodium. Select dried beans that are dry, firm, clean, uniform in color and not shriveled.

Nutrient Content Claims

Fat free, Saturated fat free, Sodium free, Cholesterol free, High in dietary fiber, High in folate

Store dried beans at room temperature, in a closed container to protect from moisture and pests. Store canned beans at room temperature – use before date on can.



PINTO BEAN

Choose dried beans or beans canned with less sodium. Select dried beans that are dry, firm, clean, uniform in color and not shriveled.

Nutrient Content Claims

Fat free, Saturated fat free, Sodium free, Cholesterol free, High in dietary fiber, High in folate, Good source of potassium

Store dried beans at room temperature, in a closed container to protect from moisture and pests. Store canned beans at room temperature – use before date on can.

Visit [FruitsandVeggies.org](https://www.fruitsandveggies.org) for [pinto bean recipes!](#)



RED KIDNEY BEAN

Choose dried beans or beans canned with less sodium. Select dried beans that are dry, firm, clean, uniform in color and not shriveled.

Nutrient Content Claims

Fat free, Saturated fat free, Sodium free, Cholesterol free, High in dietary fiber, High in folate, Good source of potassium

Store dried beans at room temperature, in a closed container to protect from moisture and pests. Store canned beans at room temperature – use before date on can.

Visit [FruitsandVeggies.org](https://www.fruitsandveggies.org) for [red kidney bean recipes!](#)



WINGED BEAN

Choose fresh, colorful beans that snap easily when bent.

Nutrient Content Claims

Cholesterol free, Low sodium, High in healthy fats, High in vitamin B-1, High in vitamin B-2, High in fiber, High in calcium, High in copper, High in iron, High in magnesium, High in manganese, High in phosphorous, High in zinc, Good source of vitamin B-3, Good source of folate, Good source of selenium

Refrigerate beans in plastic bag, use within 1 week.



Surprise Produce Group #2: Nuts And Seeds As Fruits

This is nuts! In botanical terms, most nuts are the seeds of a fruit, while others are fruits themselves. Peanuts are an exception—classified as vegetables botanically—but we are including them here in the nuts group because that is largely how they are perceived by consumers.

ALMOND

Almonds should be solid white when cut into, avoid yellow-honeycomb textured almonds.

Nutrient Content Claims

Sodium free, High in manganese, High in vitamin E, Good source of magnesium, Good source of copper, Good source of phosphorous, Good source of fiber

Store almonds under cool, dry conditions. Refrigerate shelled nuts up to one year.

[Visit FruitsandVeggies.org](http://FruitsandVeggies.org) for almond recipes!



BRAZIL NUT

Brazil nuts come shelled or in the shell. Shells should not be shriveled, and nuts should be plump.

Nutrient Content Claims

Sodium free, High in magnesium, High in copper, High in selenium, High in phosphorous, Good source of manganese, Good source of vitamin , Good source of thiamin (vitamin B-1)

Store shelled Brazil nuts in an airtight container in a cool, dry place up to one month. Freeze shelled nuts up to one year.



CASHEW

When choosing cashews from bulk bins, make sure the cashews are covered. Vacuum sealed packaging or cans will stay fresh longer than cellophane packing.

Nutrient Content Claims

Sodium free, High in copper, Good source of magnesium, Good source of manganese, Good source of vitamin K, Good source of phosphorous, Good source of zinc

Refrigerate shelled cashew nuts up to six months. Freeze shelled nuts up to one year.

[Visit FruitsandVeggies.org](http://FruitsandVeggies.org) for cashew recipes!

CHESTNUT

Select chestnuts in their shells that are heavy for their size. Shells should be dark and shiny and should not give in to pressure.

Nutrient Content Claims

Low fat, Cholesterol free.

Store chestnuts in refrigerator for up to 2 months in a plastic bag.



HAZELNUT (FILBERT)

Store hazelnuts in a closed container in a cool, dry place up to three months or refrigerate up to six months.

Freeze in an airtight container up to one year.

Nutrient Content Claims

Sodium free, High in copper, High in manganese, High in vitamin E, Good source of magnesium, Good source of fiber



MACADAMIA NUT

Nutrient Content Claims

Sodium free, High in manganese, Good source of thiamin (vitamin B-1)

Store macadamia nuts in unopened airtight containers up to six months in refrigerator or up to one year in freezer.

Store in opened containers up to two months in refrigerator.

PEANUT

When choosing from bulk bins, select those with undamaged shells.

Nutrient Content Claims

Sodium free, High in manganese, Good source of folate, Good source of magnesium, Good source of phosphorous, Good source of vitamin E, good source of niacin (vitamin B-3)

Store shelled nuts in a cool, dry place. Freeze nuts in tightly closed container.

[Visit FruitsandVeggies.org](http://FruitsandVeggies.org) for peanut recipes!



PECAN

When selecting unshelled nuts, choose ones that are heavy for their size, free from cracks and blemishes.

Shake unshelled nuts, they should not rattle; rattling is an indication of age.

Nutrient Content Claims

Sodium free, High in manganese, Good source of copper, Good source of thiamin (vitamin B-1), Good source of fiber

Store unshelled nuts up to three months at room temperature or up to one year in the freezer.

Refrigerate shelled nuts for up to six months and freeze up to one year.

[Visit FruitsandVeggies.org](http://FruitsandVeggies.org) for pecan recipes!

PINE NUT

Pine nuts will go rancid quickly, so if selecting from a bulk bin at the store, make sure they do not smell rancid.

Nutrient Content Claims

Sodium free, High in manganese, Good source of magnesium, Good source of copper, Good source of vitamin E, Good source of vitamin K, Good source of phosphorous, Good source of zinc

Refrigerate pine nuts in a closed container for up to one month. May be frozen in an airtight container up to three months.

[Visit FruitsandVeggies.org](http://FruitsandVeggies.org) for pine nut recipes!



PISTACHIO

Nutrient Content Claims

Sodium free, Good source of manganese, Good source of copper, Good source of thiamin (vitamin B-1), Good source of phosphorous

Store unshelled nuts in airtight container up to three months in refrigerator or up to one year in freezer.

Store shelled nuts in airtight container up to three months in refrigerator.

[Visit FruitsandVeggies.org](http://FruitsandVeggies.org) for pistachio recipes!



SUNFLOWER KERNEL

Look for kernels green to grey in color. They should have a firm texture. Avoid discolored, excessively dry, or crushed kernels.

Nutrient Content Claims

High in vitamin B-1, High in vitamin B-6, High in copper, High in magnesium, High in selenium, Good source of fiber, Good source of folate, Good source of iron, Good source of zinc

Store in an airtight container at room temperature away from sunlight. Store for up to 3 months before discarding.

[Visit FruitsandVeggies.org](http://FruitsandVeggies.org) for sunflower kernel recipes!



WALNUT

Nutrient Content Claims

Contain omega 3 fatty acids, essential fats that may promote heart health

Sodium free, High in manganese, High in copper, Good source of magnesium

Store unshelled nuts up to three months at room temperature or up to one year in freezer.

Refrigerate shelled nuts in an airtight container for up to three months or freeze up to one year.

[Visit FruitsandVeggies.org](http://FruitsandVeggies.org) for walnut recipes!



Surprise Produce Group #3: Roots And Tubers As Vegetables

Both roots and tubers are classified as vegetables — both botanically and based on how they are typically eaten. Roots absorb nutrients from the ground and deliver them to the plant and tubers grow at the bottom of the roots.

ARROWROOT

Select tubers that are firm and unblemished with a slightly silky sheen.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Low in sodium, High in folate

Arrowroots can be stored for up to 2 weeks in a plastic bag in the refrigerator.

#DYK that the powder made from this tuber is one of the best food thickeners around!



BURDOCK ROOT

Choose roots that are around one inch in diameter with a brownish-red outer layer and a grayish-white flesh. Avoid roots that are rubbery or that have blemishes.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free

Refrigerate burdock root in water in a shallow dish or wrapped in damp paper towels and perforated plastic for up to 4 days.

Have you heard of the Japanese dish, Kinpira? It is a simple Japanese side dish of sautéed and braised vegetables that most commonly is made of burdock root.

Presence in Ethnic Cuisine

Japanese



GALANGAL ROOT

When ripe, galangal should be ivory white and firm with very little separation between skin and flesh. Avoid galangal that is wrinkled or shriveled.

Store galangal refrigerated, uncut and unwrapped for up to 3 weeks or, peel the root and place it in a jar of sherry and store it refrigerated for several months.

RUTABAGA

Choose rutabagas that are heavy for their size and free of soft spots or cracks.

Nutrient Content Claims

Fat free, Cholesterol free, Very low sodium, High in vitamin C

Refrigerate rutabagas in a plastic bag for up to 3 weeks.



YAM

Choose yams that are firm and are without soft spots or bruises.

Nutrient Content Claims

Fat free, Cholesterol free, High in vitamin A, High in vitamin C, Good source of fiber, Good source of potassium

Store yams in a cool, dark place away from extreme temperatures. Yams will keep fresh for up to ten days. Do not store in bags.

Visit FruitsandVeggies.org for yam recipes!



YUCCA ROOT

Look for blemish-free tubers that are firm.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Very low sodium, High in vitamin C, High in manganese

Store in a cool, dark, dry place for up to one week. Peeled yuca root can be stored in water in the refrigerator or wrapped tightly and frozen for several months.



Surprising Vegetable Group #4: Herbs And Spices

While we do not typically eat herbs and spices in the quantities that we eat other vegetables, they too hail from plants, and are considered vegetables. Leaves and soft parts of the plants are considered “herbs.” Spices are formed by grinding the harder parts including seeds, bark, or roots.

FENNEL

Choose firm, unblemished fennel bulbs with bright green leaves.

Nutrient Content Claims

Fat free, Cholesterol free, Low sodium, Good source of vitamin C, Good source of potassium, Good source of fiber

Refrigerate fennel in a plastic bag up to five days.

[Visit FruitsandVeggies.org](http://FruitsandVeggies.org) for fennel recipes!



GARLIC

Choose garlic that is plump, dry and firm. Fresh garlic should be white to off-white.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free

Garlic should be stored in a cool, dark place, but not in the refrigerator, and can be kept for several weeks. Clay garlic holders can be used as well.

[The Top 10 Ways to Enjoy Garlic](#)

[Visit FruitsandVeggies.org](http://FruitsandVeggies.org) for garlic recipes!



GINGER ROOT

Choose robust firm roots with a spicy fragrance and smooth skin. Ginger root should not be cracked or withered.

Nutrient Content Claims

Low fat, Low sodium, Cholesterol free

Store ginger root tightly wrapped in a paper towel or plastic wrap (or put into a plastic bag) in the refrigerator for 2–3 weeks.

[The Top 10 Ways to Enjoy Ginger](#)

Visit [FruitsandVeggies.org](https://www.fruitsandveggies.org) for ginger recipes!



TARRAGON

Herbs should be fresh looking, crisp and brightly colored. Avoid herbs that are wilted, have dry brown areas, or are pale or yellow in color.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free

Store in an airtight bag in the crisper section of the refrigerator. Store away from ethylene-producing fruits and vegetables like tomatoes, bananas and peppers.

Visit [FruitsandVeggies.org](https://www.fruitsandveggies.org) for [tarragon recipes!](#)



HORSERADISH ROOT

Look for well-formed, similarly shaped roots, hard and free of soft spots and bruises. The root may develop soft or moldy spots that won't affect the quality of the root; scrape them off.

Nutrient Content Claims

Cholesterol free, High in fiber

Wrap in a damp paper towel, place in a plastic bag and refrigerate for several weeks.

WASABI ROOT

Choose roots that are free from bruises and blemishes. Wasabi paste is often used in sushi bars in America.

Nutrient Content Claims

Fat free, Saturated fat free, Cholesterol free, Sodium free

Wasabi root is best if used immediately. Stems should be wrapped in a damp paper towel and placed in the refrigerator for several weeks.



Resources

Links to Commodity Boards

APPLES

California Apple Commission
Michigan Apple Committee
New York Apple Committee
Ontario Apple Marketing Commission
Washington Apple Commission

ASPARAGUS

California Asparagus Commission
Michigan Asparagus Advisory Board

Avocados

California Avocado Commission

Berries

North American Blueberry Council
Oregon Raspberry & Blackberry

Cherries

California Cherry Advisory Board
Cherry Marketing Institute
Cherry Central
Northwest Cherry Growers

Citrus



Our Purpose

The Produce for Better Health Foundation (PBH), a 501(c)3, is the only national non-profit organization committed to helping people live happier, healthier lives by eating more fruits and vegetables in all their glorious forms every day.

Through integrated communication tools, including logo applications, digital platforms, thought leadership and ambassador relationships, PBH's transformative Have A Plant® Movement will inspire people with compelling reasons to believe in the powerful role fruits and vegetables can play to create happy, healthy and active lives.

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