5 a Day The Color Way

Talking Points
Benefits of Eating at Least 5 Servings of Vegetables and Fruits Every Day

- Cuts risk of cancer.
- Helps in maintaining a healthy body weight.
- Tastes and smells great.
- Helps promote healthy looking skin.
- Good for your immune system - fewer colds and flu.
- Helps lower blood pressure.
- Reduces risk of blindness.
- Reduces risk of Alzheimer's disease.
- Adds color to your plate and your life.
- Fruits and vegetables are a good source for energy.
- Fruits and vegetables make great snacks.
- Fruits and vegetables are low in calories, fat, and sodium, and are good sources of fiber, folate, potassium, vitamin A, and vitamin C.
- Fruits and vegetables are important not only in reducing the risk of developing certain types of cancer, but also in reducing the risk of heart disease, diabetes, stroke, obesity, birth defects, high blood pressure, cataracts, and osteoporosis.
- Most fruits and vegetables are available year-round, and they're all easy to enjoy.
- Fruits and vegetables give you fuel for physical activity. They provide carbohydrates, the body's number one source for energy, with very little fat.
- Folic acid contained in some fruits and vegetables (green leafy vegetables, oranges, orange juice, and dried beans) can play a vital role in meeting folic acid recommendations to prevent birth defects.
- 5 A Day looks good on you! Fruits and vegetables contain vitamins good for clear skin, shiny hair, and bright eyes. They are low in calories, so they help in obtaining a trim body.
5 a Day Serving Sizes

- 1 medium-sized fruit or vegetable
- 3/4 cup (6 ounces) of 100% fruit or vegetable juice
- 1/2 cup cooked, frozen or canned vegetables or fruit in 100% juice
- 1 cup of raw leafy vegetables
- 1/2 cup cooked dry peas or beans
- 1/4 cup dried fruit

Wondering how many servings you really need each day?

Children (2-6 yrs.), women, and others who typically need about 1,600 calories to reach or maintain a healthy weight:

5 servings – 2 fruits, 3 vegetables

Older children, teen girls, active women, and most men who typically need 2,200 calories to reach or maintain a healthy weight:

7 servings – 3 fruits, 4 vegetables

Teen boys and active men, who typically need about 2,800 calories to reach or maintain a healthy weight:

9 servings – 4 fruits, 5 vegetables

Shopping: Fresh, Canned, or Frozen—They All Count Towards 5 a Day

- As you are shopping for fresh produce, think about color. Select fruits and vegetables in a wide variety of colors and try to get at least seven different colors for the week.

- Pick brightly colored fruits and vegetables in dark greens, oranges, yellows, reds, blues and purples, and whites and tans. These tend to have more antioxidants and other good-for-you nutrients than their less colorful counterparts.

- Select fruits at different ripeness levels ... some ready to eat immediately and some ready in 3-4 days.

- Stock up on dried fruits, such as raisins, dried cherries, apricots, and prunes. They keep a long time and are a quick pick-me-up.

- Don't forget about canned fruits and vegetables. Choose those canned in 100 percent juice.

- Stock your freezer with assorted frozen vegetables, in plain and mixed packages, for those hectic days when you have to pull dinner together in a hurry.
Make it a point to try one new fruit or vegetable each time you visit the supermarket. With hundreds of different fruits and vegetables available, you're bound to discover a new favorite.

**Easy Ways to Add Vegetables and Fruit to Your Diet**

- Start the day off with a 12-ounce glass of 100% fruit or vegetable juice. This counts as two servings and is an easy way to get you to five.*

- Fill half of your plate with vegetables first, then add the other foods.

- Do you have family members who aren’t big fans of fruits or vegetables? Make it a family game to see who can be the first to eat 5 servings of fruits or vegetables within a day. Friendly competition may spur them on and everybody wins.

- Offer cut-up raw vegetables and low fat dip for an afternoon snack. You can cut them yourself or buy the pre-packaged ones. Broccoli, carrots, and cauliflower are nutritious choices.

- One day a month, have a family tasting party to try new fruits and vegetables, or seasonal varieties that are available during different seasons of the year.

- Have a "build your own pizza" party with a variety of toppings, including red, green, and yellow bell peppers, pineapple cubes, spinach, zucchini, and broccoli.

- Keep a basket with ripening fruit on the kitchen table or counter for easy picking and as a reminder to eat more fruits and vegetables.

- Make eating fruits and vegetables fun for kids! Decorate dishes with fruit and vegetable pieces that look like animals, bugs, flowers, etc.

- Make your own smoothies by blending together frozen fruit, such as sliced bananas or strawberries, and milk and/or 100 percent fruit juice.

- Top off a bowl of frozen yogurt or low-fat ice cream with berries or sliced fresh fruit. They add flavor and texture and are an easy way to meet your 5 A Day goal.

- Drink 100 percent fruit and vegetable juices in place of high-calorie drinks, such as soft drinks. Remember, one serving is 6 ounces or 3/4 of a cup.*

- Add raisins, berries, and other fresh or dried fruits to your cereal.

- Include a mixed green salad or a vegetable soup with your lunch or dinner.

- Snack on the perfect grab-n-go foods: fresh apples, ripe plums, pears, carrots, and celery. Have these foods washed and ready for eating on your refrigerator shelf.

*Limit toddlers’ juice intake to 4 to 6 ounces per day.
Colorful fruits and vegetables provide the wide range of vitamins, minerals, fiber and phytochemicals your body uses to maintain good health and energy levels to protect against the effects of aging and reduce the risk of cancer and heart disease.

Many of the phytochemicals and other compounds that make fruits and vegetables good for us also give them their color. That’s why it’s essential to sample the complete color spectrum every day to get the full preventive benefits of fruits and vegetables.

**BLUE/PURPLE**

Blue/purple fruits and vegetables contain varying amounts of health-promoting phytochemicals such as anthocyanins and phenolics, currently being studies for their antioxidant and anti-aging benefits. Include BLUE/PURPLE in your low-fat diet to help maintain:

- A lower risk of some cancers
- Urinary tract health
- Memory function
- Healthy aging

Get blue/purple every day with foods such as:

<table>
<thead>
<tr>
<th>Fruits</th>
<th>Vegetables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blackberries</td>
<td>Purple asparagus</td>
</tr>
<tr>
<td>Blueberries</td>
<td>Purple cabbage</td>
</tr>
<tr>
<td>Black currants</td>
<td>Purple carrots</td>
</tr>
<tr>
<td>Dried plums</td>
<td>Eggplant</td>
</tr>
<tr>
<td>Elderberries</td>
<td>Purple Belgian endive</td>
</tr>
<tr>
<td>Purple figs</td>
<td>Purple peppers</td>
</tr>
<tr>
<td>Purple grapes</td>
<td>Potatoes (purple fleshed)</td>
</tr>
<tr>
<td>Plums</td>
<td></td>
</tr>
<tr>
<td>Raisins</td>
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</tbody>
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**GREEN**

Green vegetables contain varying amounts of phytochemicals such as lutein and indoles, which interest researchers because of their potential antioxidant, health-promoting benefits. Include GREEN in your diet to maintain:

- a lower risk of some cancers
- vision health
- strong bones and teeth

Go green every day with fruits and vegetables like these:

<table>
<thead>
<tr>
<th>Fruits</th>
<th>Vegetables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avocados</td>
<td>Green pepper</td>
</tr>
<tr>
<td>Green apples</td>
<td></td>
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<tr>
<td>Green grapes</td>
<td></td>
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<tr>
<td>Honeydew melon</td>
<td></td>
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<tr>
<td>Kiwifruit</td>
<td></td>
</tr>
<tr>
<td>Limes</td>
<td></td>
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<tr>
<td>Green Pears</td>
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**Vegetables**

<table>
<thead>
<tr>
<th>Artichokes</th>
<th>Green pepper</th>
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<tbody>
<tr>
<td>Asparagus</td>
<td>Leafy Greens</td>
</tr>
</tbody>
</table>
Arugula               Leeks
Broccoflower         Lettuce
Broccoli            Okra
Brussels sprouts    Peas
Chinese cabbage     Sugar snap peas
Celery              Spinach
Cucumbers           Watercress
Chayote squash      Zucchini
Endive
Green onions

**WHITE**

White, tan and brown fruits and vegetables contain varying amounts of phytochemicals of interest to scientists. These include allicin, found in the garlic and onion family. The mineral selenium, found in mushrooms, is also the subject of research. Including WHITE in your low-fat diet helps

- heart health
- cholesterol levels that are already healthy
- a lower risk of some cancers

Get all the health benefits of white by including foods such as:

**Fruits**
Bananas
Brown pears
Dates
White nectarines
White peaches

**Vegetables**
Cauliflower         Kohlrabi         Potatoes (white flesh)
Garlic              Mushrooms        Shallots
Ginger              Onions           Turnips
Jerusalem artichoke Parsnips        White corn
Jicama

**YELLOW/ORANGE**

Yellow and orange fruits and vegetables contain varying amounts of antioxidants such as vitamin C as well as carotenoids and bioflavonoids, two classes of phytochemicals that scientists are studying for their health promoting potential. Including YELLOW/ORANGE in your low-fat diet helps maintain:

- a healthy heart
- vision health
- a healthy immune system
- a lower risk of some cancers

Choose yellow/orange fruits and vegetables like:

**Fruits**
Yellow apples        Oranges
Apricots            Papayas
Cantaloupe          Peaches
**Vegetables**

<table>
<thead>
<tr>
<th>Yellow beets</th>
<th>Rutabagas</th>
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<tbody>
<tr>
<td>Butternut squash</td>
<td>Yellow summer squash</td>
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<tr>
<td>Carrots</td>
<td>Sweet corn</td>
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<tr>
<td>Yellow peppers</td>
<td>Sweet potatoes</td>
</tr>
<tr>
<td>Yellow potatoes</td>
<td>Sweet tomatoes</td>
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<tr>
<td>Pumpkin</td>
<td>Yellow winter squash</td>
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</tbody>
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**RED**

Specific phytochemicals in the red group that are being studied for their health-promoting properties include lycopene and anthocyanins. Include a variety of RED fruits and vegetables in your low-fat diet to help maintain:

- a healthy heart
- memory function
- a lower risk of some cancers
- urinary tract health

Include red fruits and vegetables in your diet, such as:

**Fruits**

<table>
<thead>
<tr>
<th>Red apples</th>
<th>Red pears</th>
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</thead>
<tbody>
<tr>
<td>Cherries</td>
<td>Pomegranates</td>
</tr>
<tr>
<td>Cranberries</td>
<td>Raspberries</td>
</tr>
<tr>
<td>Red grapes</td>
<td>Strawberries</td>
</tr>
<tr>
<td>Pink/Red grapefruit</td>
<td>Watermelon</td>
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</tbody>
</table>

**Vegetables**

<table>
<thead>
<tr>
<th>Beets</th>
<th>Red onions</th>
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</thead>
<tbody>
<tr>
<td>Red peppers</td>
<td>Red potatoes</td>
</tr>
<tr>
<td>Radishes</td>
<td>Rhubarb</td>
</tr>
<tr>
<td>Radicchio</td>
<td>Tomatoes</td>
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