

September is Fruits & Veggies—More Matters™ Month | beyondbreakfast.org

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The month of September marks [Fruits & Veggies—More Matters](#) month, a partnership initiative led by the [Centers for Disease Control and Prevention](#) (CDC) and the [Produce for Better Health Foundation](#) (PBH). The goal of the initiative is to achieve increased daily consumption of fruits and

vegetables.

This new campaign is the extension and redesign of the 5 A Day awareness program, building upon and leveraging the success of 5 A Day to inspire and support consumers to eat more fruits and vegetables, as well as build upon the body of science which indicates increased daily consumption of fruits and vegetables may help prevent a host of chronic diseases. Fruits & Veggies—More Matters will showcase the great taste, nutrition, variety and the various forms (fresh, canned, dried, frozen, and 100% juice) that fruits and vegetables offer.

The Fruits & Veggies—More Matters website offers a host of excellent resource material about the benefits of adding more fruits and vegetables to our diets, including this fun [Top 10](#) list:

Top 10 Reasons to Eat More Fruits and Veggies

10. Fruits and vegetables add **color** and **texture**—and appeal—to your plate!
9. Fruits and veggies are nutritious and **convenient** to eat in any form: fresh, frozen, 100% juice, canned or dried.
8. Fruits and vegetables provide **fiber** to fill us up and keep our digestive system happy.
7. Fruits and vegetables are naturally low in **calories**.
6. Eating fruits and vegetables may lower the risk of many chronic illnesses, including heart disease, high blood pressure, and some cancers.
5. Full of **vitamins and minerals**, fruits and vegetables help you feel healthy and energized.
4. There is always something new to try—fruits and vegetables offer **variety** in our diets.
3. Fruits and vegetables are a **quick, natural** snack.
2. They are **fun to eat!**
1. Fruits and vegetables are **nutritious** and **delicious!**

The Fruits & Veggies—Matter More website is chock full of great resources to help you increase your family's consumption of fruits and vegetables. Don't miss their educational sections on [Fruit & Vegetable Storage 101](#), [Nut Nutrition Database](#), and [Diet & Exercise: The Role of Fruits & Vegetables](#). There is also a section dedicated to [Getting Kids Involved](#) in shopping, cooking, and eating more fruits and veggies!

For more information on Fruits & Veggies—More Matters month, visit the [Fruit & Vegetable blog](#), and follow them on [Twitter](#).