



NEWS RELEASE

ALABAMA DEPARTMENT OF PUBLIC HEALTH

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Initiative encourages more fruit and vegetable consumption

FOR IMMEDIATE RELEASE

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The Alabama Department of Public Health joins Produce for Better Health and the Centers for Disease Control and Prevention to unveil a new public health initiative, Fruits & Veggies—More Matters™.

While research indicates that more than 50 percent of adult consumers know they need to eat five or more servings of fruits and vegetables per day, more than 90 percent of all Americans do not eat the recommended amount. To inspire and support consumers to eat more fruits and vegetables, the Alabama Department of Public Health joins Produce for Better Health and the Centers for Disease Control and Prevention to kick off a new public health initiative, Fruits & Veggies—More Matters™.

According to Molly Pettyjohn, assistant director of the health department's Nutrition and Physical Activity Division, "This is a great opportunity to reach out to our community about this important health initiative and narrow the great consumption gap in fruits and veggies. While research found that Americans are aware of the health benefits of eating fruit and veggies, most consumers would need to at least double the amount they currently consume in order to meet the new dietary guidelines."

Displays will be set up at the following locations in Montgomery to promote the launch of the Fruits & Veggies—More Matters™ campaign: Gordon Persons Building, Richard Beard Agriculture and Industries Building, Jackson Hospital and Baptist Medical Center East. Volunteers from the Montgomery District Dietetic Association will be assisting with the promotion by handing out free materials and incentives to the public. Information will also be available at the Barbour and Pike county health departments.

Fruits & Veggies—More Matters™ was created to encourage Americans to eat more fruits and vegetables—fresh, frozen, canned, dried and 100 percent juice. A new consumer Web site, www.fruitsandveggiesmorematters.org, will offer recipes, serving ideas and shopping advice. The site will include activities and tips for getting children involved and exploring the different

varieties of fruits and veggies that the whole family loves to eat. Consumers will have the opportunity to share their own easy and fun serving ideas by submitting them online.

The Produce for Better Health Foundation and the CDC, in partnership with The Culinary Institute of America and other organizations committed to achieving increased daily consumption of fruits and vegetables, are leading the development of the initiative. More information is also available at www.cdc.gov/fruitsandveggies.

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