



REASONS TO ADD COLOR

Colorful, delicious and nutritious foods help keep our bodies and minds healthier, longer.

1. Lots of the Good

Fruits and vegetables provide many beneficial nutrients. Add fruits and vegetables to meals and snacks for a nutritional power boost.



2. Less of the Bad

Fruits and vegetables are typically free of trans fat, saturated fat and sodium. Load up!

3. Won't Weigh You Down

Fruits and vegetables are low in calories. They fill you up thanks to the fiber and water they contain, which can help manage your weight.



4. Super Flexible Super Foods

All forms of fruits and vegetables — fresh, frozen, canned and dried — can be part of a healthy diet. They are among the most versatile, convenient and affordable foods you can eat. Choose those with little or no added salt or sugar.

5. A Whole Body Health Boost

A healthy eating plan full of fruits and vegetables can help lower your risk of many serious and chronic health conditions, including heart disease, obesity, high blood pressure, diabetes and some types of cancer. They're also essential to your everyday health.

