



REASONS TO ADD COLOR

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

1. Bountiful Benefits

Fruits and vegetables provide many important nutrients, vitamins and minerals. Include a variety of colorful choices at meals and snacks for a nutritional power boost.



2. Naturally Nourishing

Fruits and vegetables are typically free of trans fat, saturated fat and sodium. Filling at least half your plate with produce is a great first step toward creating a balanced meal.

3. First-class Fuel

Whole fruits and vegetables help keep you feeling satisfied for longer, thanks to their high fiber and water content. They also play essential roles in your everyday wellness, such as supporting digestive health.



4. Very Versatile

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

5. Whole-body Wellness

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.

