

September is Fruit and Veggies--More Matters Month



What is Fruit and Veggies – More Matters Month?

Fruits & Veggies--More Matters® is a health initiative focused on helping Americans eat more fruits and vegetables for better health. The U.S. Department of Health and Human Services (HHS) and the U.S. Department of Agriculture (USDA) jointly publish the Dietary Guidelines for Americans (Dietary Guidelines) every 5 years. The current 2015-2020 Dietary Guidelines for Americans focuses on the big picture with recommendations to help make choices that add up to an overall healthy eating pattern. A healthy eating pattern includes fruits, vegetables, protein, dairy, grains, and oils. The recommendations in the Guidelines aim to promote health, prevent chronic disease, and help people maintain a healthy weight.

What Can Eating Fruits and Vegetables Do For Me?

It's essential to get a colorful variety of fruits and vegetables into your diet every day! Why? Because colorful fruits and vegetables provide the wide range of vitamins, minerals, fiber and phytochemicals your body uses to maintain good health and energy levels, protect against the effects of aging, and reduce the risk of cancer and heart disease.* **Phytochemicals** are plant chemicals that may have health-related effects. However, they are not considered important nutrients such as proteins, carbohydrates, fats, minerals, and vitamins. Many of the phytochemicals and other compounds that make fruits and vegetables good for us also give them their color. It's important to sample the complete color spectrum every day to get the full health-promoting benefits of fruits and vegetables.

Make Colorful Food Choices

Blue/purple fruits and vegetables contain different amounts of health-promoting phytochemicals, such as **anthocyanins** and **phenolics**, currently being studied 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, and healthy aging. Get blue/purple every day with foods such as: blackberries, blueberries, black currants, dried plums, elderberries, purple figs, purple grapes, plums, raisins, purple asparagus, purple cabbage, purple carrots, eggplant, purple Belgian endive, purple peppers, and potatoes (purple-fleshed).

Green vegetables contain different amounts of phytochemicals such as **lutein** and **indoles**, which interest researchers because of their likely antioxidant, health-promoting benefits. Include GREEN in your low-fat diet to maintain: a lower risk of some cancers*, vision health, and strong bones and teeth. Go green every day with fruits and vegetables like these: avocados, green apples, green grapes, honeydew melon, kiwifruit, limes, green pears, artichokes, arugula, asparagus, broccoflower, broccoli, broccoli rabe, brussels sprouts, Chinese cabbage, green beans, green cabbage, celery, Chayote squash, cucumbers, endive, leafy greens, leeks, lettuce, green onion, okra, peas, green pepper, sugar snap peas, spinach, watercress, and zucchini.

White, tan, and brown fruits and vegetables contain different 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 maintain: heart health, cholesterol levels that are already healthy, and a lower risk of some cancers*. Get all the health benefits of white by including foods such as: bananas, brown pears, dates, white nectarines, white peaches, cauliflower, garlic, ginger, Jerusalem artichoke, jicama, kohlrabi, mushrooms, onions, parsnips, and potatoes (white-fleshed), shallots, turnips, white corn.

Yellow and orange fruits and vegetables contain different amounts of antioxidants such as **vitamin C**, as well as **carotenoids** and **bioflavonoids**, two types 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, and a lower risk of some cancers*. Choose yellow/orange fruits and vegetables like: yellow apples, apricots, cantaloupe, yellow figs, grapefruit, golden kiwifruit, lemon, mangoes, nectarines, oranges, papayas, peaches, yellow pears, persimmons, pineapples, tangerines, yellow watermelon, yellow beets, butternut squash, carrots, yellow peppers, yellow potatoes, pumpkin, rutabagas, yellow summer squash, sweet corn, sweet potatoes, yellow tomatoes, yellow winter squash.

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*, and urinary tract health. Include red fruits and vegetables in your diet such as: red apples, blood oranges, cherries, cranberries, red grapes, pink/red grapefruit, red pears, pomegranates, raspberries, strawberries, watermelon, beets, red peppers, radishes, radicchio, red onions, red potatoes, rhubarb, tomatoes.

** Low-fat diets rich in fruits and vegetables and low in saturated fat and cholesterol may reduce the risk of some types of cancer, a disease associated with many factors.*

Ways to Increase Fruit and Vegetable Intake

- Have a fruit or juice at breakfast daily.
- Have a fruit or vegetable snack each day.
- Stock up on dried, frozen, and canned fruits and vegetables.
- Make fruit and vegetables visible in your home.
- Microwave vegetables for dinner.
- Grab an apple, orange, banana, pear, or other piece of portable fruit to eat on the go.
- Snack on raw veggies like baby carrots, pepper strips, broccoli, and celery.
- Pick up ready-made salads from the produce shelf for a quick salad anytime.
- Pile spinach leaves, tomatoes, peppers, and onions on your pizza.
- Add strawberries, blueberries, bananas, and other brightly colored fruits — fresh, frozen, or canned — to your waffles, pancakes, or toast.
- Stash bags of dried fruit in your car and at your desk for a convenient snack.
- Stir fresh or frozen vegetables into your pasta, noodles, or omelet.
- Whip up smoothies made from fresh or frozen berries, ice, and yogurt.
- Jazz up your soups or sauces with a can of kidney beans, peas, corn, or green beans.



Cancer Prevention Clinical Trials

Prevention trials are research studies designed to answer important questions about the early detection and prevention of cancer. People who have certain health conditions may be able to participate in some of these trials. By finding and getting rid of abnormal cells, we may be able to prevent cancer. You can be part of our program to prevent cancer by participating in one of these trials. Participation in research studies *can* cure cancer!

If you would like further information about clinical trials for preventing cancer, please call Rutgers Cancer Institute of New Jersey at 732-235-8675. For additional information about nationwide cancer prevention trials, you can call the National Cancer Institute at 1-800-4 CANCER or visit their Web site at www.cancer.gov.

Where Can I Find Further Information?

The Resource and Learning Center

(732) 235-9639

www.cinj.org/rlc

Provides reliable, relevant and current information about all aspects of cancer.

Fruits & Veggies--More Matters

www.fruitsandveggiesmorematters.org

Nutrition.gov

www.nutrition.gov/

The American Institute for Cancer Research

(800) 843-8114

www.aicr.org



RLC website QR code.
Scan with smartphone / device.