

# *Fruits and Vegetables*

## **Resource Guide for WIC State and Local Agencies**



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Food and Nutrition Service  
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## Overview

This resource guide provides training and educational resources to support implementation of the new WIC food packages—specifically consumption of fruits and vegetables. Many of the resources are readily available on-line for review and downloading. The guide highlights materials that are consistent with the *2005 Dietary Guidelines for Americans* and *MyPyramid* and where to find them. Included are materials in five broad categories to reach staff, moms, caregivers and children. This guide is by no means comprehensive and may not have resources for all ethnic groups served by WIC. However, there is information on resources of many ethnic groups included in the Other Resources category.



## 1. Training Materials for WIC Staff

### Fruits and Vegetables – The Basics

The Fruits and Veggies More Matters Campaign provides a rich source of information on all aspects of fruits and vegetables. Check out available resources at:

<http://www.fruitsandveggiesmorematters.org/> The following items may be of special interest to WIC staff:

#### **Fruits and Veggie Nutrition**

[http://www.fruitsandveggiesmorematters.org/?page\\_id=115](http://www.fruitsandveggiesmorematters.org/?page_id=115)

- Provides nutrition information for some of the most common fruits and vegetables and the sources of key nutrients which may play a role in reducing the risk of certain diseases. The web page stresses the need to aim for variety --- fresh, frozen, canned and 100% juice---all forms count and colors are important.

#### **Storage 101** [http://www.fruitsandveggiesmorematters.org/?page\\_id=129](http://www.fruitsandveggiesmorematters.org/?page_id=129)

- Provides guidelines for storing fruits and vegetables in all forms—fresh, canned, frozen and dried. Also, discusses availability of fruits and vegetables at various times of the year, meal planning and shopping for fruits and vegetables.



**Diet and Exercise** [http://www.fruitsandveggiesmorematters.org/?page\\_id=48](http://www.fruitsandveggiesmorematters.org/?page_id=48)

- Provides information on role of fruits and veggies in maintaining a healthy weight—and the importance of physical activity.



**Background Information, Ready-to-Use Curricula, Lesson Plans and Fact Sheets**

The Dietary Guidelines for Americans and MyPyramid provide the primary source of dietary healthy information for policymakers, nutrition educators and health providers. For complete information, go to <http://www.mypyramid.gov/guidelines/> and <http://www.mypyramid.gov/>. The following items may be of special interest to WIC staff:

**MyPyramid Education Framework**

[http://www.mypyramid.gov/downloads/MyPyramid\\_education\\_framework.pdf](http://www.mypyramid.gov/downloads/MyPyramid_education_framework.pdf)

- Provides key concepts of the MyPyramid food guidance system. These key concepts are not intended as direct consumer messages, but rather as a framework of ideas from which professionals can develop consumer messages and materials

**MyPyramid Fruits Resources** <http://www.mypyramid.gov/pyramid/fruits.html>

- Provides comprehensive information on fruits covering such topics as: What's in the Fruits Group, How much is needed, what counts as a cup, Health benefits and nutrients and Tips to help you eat fruits.

**MyPyramid Vegetables Resources**

<http://www.mypyramid.gov/pyramid/vegetables.html>

- Provides comprehensive information on vegetables covering such topics as: What's in the Vegetables Group, How much is needed, What counts as a cup, Health benefits and nutrients and Tips to help you eat vegetables.





## Eat Smart. Play Hard.™ Lesson Plans

[http://www.fns.usda.gov/eatsmartplayhard/collection/collect\\_tools\\_3.html](http://www.fns.usda.gov/eatsmartplayhard/collection/collect_tools_3.html)



- Provides interactive, behavior-focused lessons. These plans are ready-to-go, flexible, and easy to use. Just read the entire lesson, gather the materials, and go. Two lessons focusing on fruits and vegetables for kids—"Taste the Colors for ages 3-4 and "Snack Smart" for ages 5-7 and two lessons for adults--- "Grab Quick and Easy Snacks" and "Start Smart! Eat Breakfast" are available.

## Loving Your Family Feeding Their Future Discussion Sessions

<http://www.nal.usda.gov/fsn/Loving/VegetablesAndFruits.pdf>

- Provides interactive, participant-centered and behavior-focused discussion session on fruits and vegetables specifically targeting low-income women.

## Harvest of the Month <http://www.harvestofthemonth.com/EdCorner/index.asp>

- **Harvest of the Month** is a tool kit and website that provides knowledge- and skill-based strategies that are standardized, cost-effective, replicable, and convenient. These strategies are designed to motivate and empower children to increase consumption and enjoyment of a variety of colorful fruits and vegetables and to engage in physical activity every day. Educators can access additional tools and resources to help students get even more out of Harvest of the Month.

## Team Nutrition Resources

- Nibbles for Health Leader's Guide and Newsletters were developed for parents of young children (Ages 2-5). This kit offers program staff and 41 reproducible newsletters that staff can provide to parents to address many of the challenges they face, including topics on fruits and vegetables, like juice consumption. Developed in 2003, a revised version should be available in early 2008. Go to: <http://teammnutrition.usda.gov/Resources/nibbles.html>



## Center for Disease Control and Prevention (CDC) Resources

[http://www.fruitsandveggiesmorematters.org/?page\\_id=71](http://www.fruitsandveggiesmorematters.org/?page_id=71)

- Provides helpful fact sheets including: Your Questions Answered and Test Your Fruit and Veggie IQ.

## 2. Educational Materials for WIC Moms/Caregivers

### Handouts

#### Center for Disease Control and Prevention (CDC) Resources

[http://www.fruitsandveggiesmorematters.org/?page\\_id=71](http://www.fruitsandveggiesmorematters.org/?page_id=71) and  
<http://www.fruitsandveggiesmatter.gov/publications/index.html>

- Provides more good information on how fruits and vegetables affect health—and more tips on getting them into your daily diet. Some topics of interest to WIC staff include: Three Simple Steps to Eating More Fruits & Vegetables, Choose Smart – Choose Healthy (for women), 10 Ways to Help Kids Eat More Fruits & Veggies, Entertain the Fruit & Veggie Way, Fruits & Veggies On the Go, and Save Time and Money. Some materials are available in Spanish.

#### Loving Your Family Feeding Their Future Handouts

[http://foodstamp.nal.usda.gov/nal\\_display/index.php?info\\_center=15&tax\\_level=4&tax\\_subject=261&topic\\_id=1941&level3\\_id=6322&level4\\_id=10693](http://foodstamp.nal.usda.gov/nal_display/index.php?info_center=15&tax_level=4&tax_subject=261&topic_id=1941&level3_id=6322&level4_id=10693)

- Provides handouts on fruits and vegetables designed for low-income women with low-literacy skills. Handouts are also available in Spanish and matched with available discussion sessions for educators.

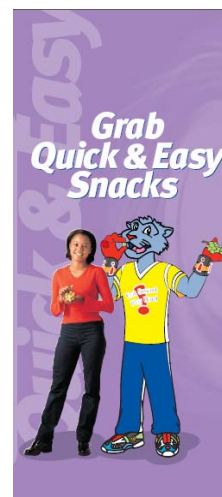
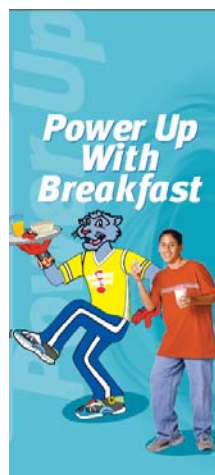


### Brochures

#### Eat Smart. Play Hard.™ Resources

[http://www.fns.usda.gov/eatsmartplayhard/collection/parent\\_broch.html](http://www.fns.usda.gov/eatsmartplayhard/collection/parent_broch.html)

- Provides brochures focusing on fruits and vegetables “Grab Quick and Easy Snacks” and “Power Up with Breakfast”. Available in English and Spanish as downloadable materials.



## Guidebooks

### Loving Your Family Feeding Their Future Resources

[http://foodstamp.nal.usda.gov/nal\\_display/index.php?info\\_center=15&tax\\_level=4&tax\\_subject=261&topic\\_id=1941&level3\\_id=6322&level4\\_id=10693](http://foodstamp.nal.usda.gov/nal_display/index.php?info_center=15&tax_level=4&tax_subject=261&topic_id=1941&level3_id=6322&level4_id=10693)

- Provides *"The Healthy Family Guidebook"* in English and Spanish that has chapters on fruits and vegetables, and 2-weeks of low-cost menus and recipes that meet the Dietary Guidelines.

## Menus and Recipes

### Eat Smart. Play Hard.™ Healthy Lifestyles web page

<http://www.fns.usda.gov/eatsmartplayhardhealthylifestyle/>

- Designed for parents and caregivers, the web page provides information on fruits and vegetables including quick, easy, and healthy recipes and menus that taste good.

WEEK ONE		
DAY 1	DAY 2	DAY 3
<b>Breakfast</b> Cornmeal with beans Low-fat milk Orange juice	<b>Breakfast</b> Wheat Flakes cereal Low-fat milk Bananas Whole Wheat Toast with PB Cranberry juice	<b>Breakfast</b> Puffed Whole Cornal Low-fat milk Lentils Whole Wheat Toast with jelly
<b>Lunch</b> Sandwiches (Turkey, Coleslaw) Cantaloupe Canned/condensed food (e.g.)	<b>Lunch</b> Turkey Sausage Whole Wheat Crackers Canned Beans Low-fat milk	<b>Lunch</b> Bean Sandwiches Whole Wheat Bread, Lettuce, Tomato, Ham, Mustard, Cheese (optional) Baked Potato Apple Low-fat milk
<b>Dinner</b> Turkey and Pot Haricots (or) Whole Wheat Couscous Fried Apple-Cheese Low-fat milk	<b>Dinner</b> Beef and Beans Egg Noodles with PB Sauce Canned Beans Apple Hot Fudge Low-fat milk	<b>Dinner</b> Baked Apple Pork Sausage Sausage Mustard, Tomato, Ham, Mustard, Cheese (optional) Canned Corn Canned Corn Low-fat milk
<b>Snack</b> Peanut Orange-Gelatin Salad	<b>Snack</b> Fruit Yogurt Lentils	<b>Snack</b> Apple Sauce Low-fat Milk Yogurt

## 3. Educational Materials for WIC Children

### Eat Smart. Play Hard.™ Resources

<http://www.fns.usda.gov/eatsmartplayhardkids/Library/actsheets.htm>

- Provides two kids activity sheets on fruits and vegetables for ages 4-6: "Lets Go on a Snack Hunt" and "Power Panther's Picnic". Also available are Power Panther accessories---downloadable gloves, mask and shoes plus songs and "power moves" that could be used in conjunction with the activity sheets and lessons. Go to: [http://www.fns.usda.gov/eatsmartplayhard/collection/collect\\_tools.html](http://www.fns.usda.gov/eatsmartplayhard/collection/collect_tools.html)

### MyPyramid for Kids Resources

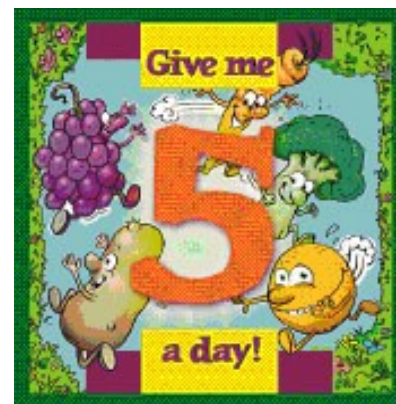
<http://teamnutrition.usda.gov/Resources/mypyramidcoloringpage.html>

- Provides a MyPyramid for Kids coloring page.

### Florida Dept. of Health, Bureau of WIC and Nutrition Services – Give Me 5 A Day! Children's book.

- "Give Me 5 A Day" is a 27 page children's book that emphasizes the importance of eating fruits and veggies. The book is written for preschoolers to 1<sup>st</sup> graders, in both English and Spanish.

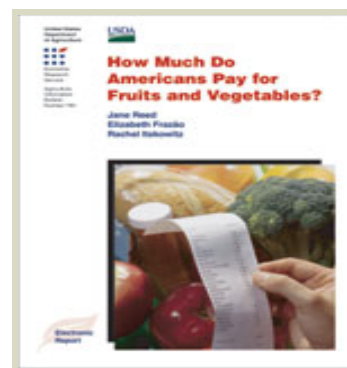
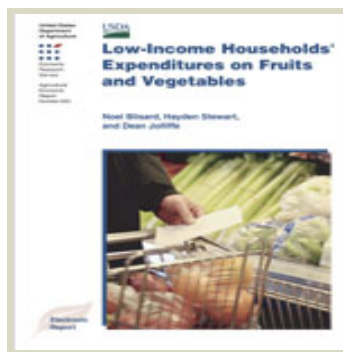
<http://www.doh.state.fl.us/>



## 4. Research Studies

### Consumer Practices and Behaviors

- CDC. Fruit and Vegetable Consumption among Adults, United States, 2005. MMWR Weekly March 16, 2007/56(10); 213-217.  
[http://www.cdc.gov/nccdphp/dnpa/publications/#MMWR\\_Nutrition](http://www.cdc.gov/nccdphp/dnpa/publications/#MMWR_Nutrition)
- Guthrie JF. Understanding Fruit and Vegetable Choices—Research Briefs Agriculture Information Bulletin No. (AIB792). November 2004. This series of research briefs provides information on the economic, social, and behavioral factors influencing consumers' fruit and vegetable choices.  
<http://www.ers.usda.gov/Publications/AIB792/>
- Blisard N, Stewart H, Jolliffe D. Low-Income Households' Expenditures on Fruits and Vegetables. Agricultural Economic Report No (AER833) 30 pp, May 2004. This report analyzes fruit and vegetable expenditures by low-income households and higher income households, and compares the sensitivity of both groups' purchases to changes in income.  
<http://www.ers.usda.gov/publications/aer833/>
- Reed J, Frazao E, Itskowitz R. How Much Do Americans Pay for Fruits and Vegetables? Agriculture Information Bulletin No. (AIB790) 39 pp, July 2004. This analysis uses ACNielsen Homescan data on 1999 household food purchases from all types of retail outlets to estimate an annual retail price per pound and per serving for 69 forms of fruits and 85 forms of vegetables.  
<http://www.ers.usda.gov/publications/aib790/>
- Lin B-H. Fruit and Vegetable Consumption, Looking Ahead to 2020. Economic Research Service. Agriculture Information Bulletin Number 792-7, October 2004.  
<http://www.ers.usda.gov/publications/aib792/aib792-7/aib792-7.pdf>
- Lin B-H, Reed J, Lucier G. U.S. Fruit and Vegetable Consumption: Who, what Where, and How Much. Economic Research Service, Agriculture Information Bulletin Number 792-2, October 2004.  
<http://www.ers.usda.gov/publications/aib792/aib792-2/aib792-2.pdf>



### Effective Behavior Change Approaches

- Grizzell J. Theories and Models of Human Behavior. This web page reviews elements of behavioral and social science theories and models.  
[http://www.csupomona.edu/~jvgrizzell/best\\_practices/bcttheory.html](http://www.csupomona.edu/~jvgrizzell/best_practices/bcttheory.html)





- Zimmerman GL, Olsen CG, Bosworth DO. A “Stages of Change” Approach to Helping Patients Change Behavior. <http://www.aafp.org/afp/20000301/1409.html>
- UCLA Center for Human Nutrition. Prochaska and DiClemente’s Stages of Change Model. [http://www.cellinteractive.com/ucla/physician\\_ed/stages\\_change.html](http://www.cellinteractive.com/ucla/physician_ed/stages_change.html)

## 5. *Other Resources*

### **Fruits and Veggies More Matters Coordinators**

[http://www.fruitsandveggiesmatter.gov/health\\_professionals/coordinator\\_contact.html](http://www.fruitsandveggiesmatter.gov/health_professionals/coordinator_contact.html)

- A listing of the national and State contacts for the Fruits and Veggies More Matters Campaign.

### **Fruits and Vegetables Resources for Various Ethnic Groups**

<http://peaches.nal.usda.gov/pubs/ethnic/NativeAmericanResources.asp>

- Provides a resource list for educators of nutrition education materials targeted to Native Americans, Africans, Latinos, Asians, Europeans and Southeast Asians. It should be noted that some of the resources were developed prior to the 2005 Dietary Guidelines; however, educators may find the background information helpful in working with these ethnic groups.

### **National Fruit and Vegetable Retail Report – Agricultural Marketing Service, USDA**

[www.marketnews.usda.gov/portal/fv](http://www.marketnews.usda.gov/portal/fv)

- Provides a snapshot of the week’s retail market trends in pricing and advertising of fruits and vegetables. The survey reports results of more than 200 retailers, comprising roughly 17,000 individual stores.