

# TAKE ACTION: Promote Fruits and Vegetables In Your Workplace and Community



**I**ncreasing the intake of fruits and vegetables is an important national goal and could help improve the quality of life of FNS program participants. Diets rich in fruits and vegetables help to promote good health and well-being, but most people do not eat enough fruits and vegetables.

State and local agency staff can make a difference by doing the things described below.

## Encourage staff to try out these ideas and share resources with FNS program participants.

- Sponsor a fruit and vegetable taste test. Offer small samples of seasonal fruits and vegetables for participants to try.
- Distribute quick and tasty recipes such as these:  
*Breakfast Parfait*   *Banana Waldorf*   *Dutch Apple Yogurt*  
*Minestrone Soup*   *Cucumber Salad*   *Cabbage Comfort*
- Encourage making fruits and vegetables available in vending machines.
- Serve fruits and vegetables at special events, and as appropriate at program outreach events.
- Create a “fruit and vegetable” corner with information on the “Fruit or Vegetable of the Month.”
- Display a bowl of fruits and vegetables (or food models).



- Create a bulletin board or exhibit that highlights the benefits of eating fruits and vegetables, using resources or ideas such as:
  - Information from *MyPyramid.gov* web site: go to the *Fruits* and *Vegetables* web pages.
  - Posters such as:  
*Sense-ational Food* (available to Team Nutrition Schools)  
*Grab Quick and Easy Snacks*
  - Materials such as:  
*Energizing Tips for a Healthier Family*, and the  
*Grab Quick and Easy Snacks* brochure.

## Vegetables in Your Community

- Promote the use of community gardens and potted herb or vegetable gardens.
- Organize hands-on fruit and vegetable activities for children. Provide *Eat Smart. Play Hard™ activity sheets* as take-away materials.
- Display fruit and vegetable promotional materials and recipes at local community events, health fairs, outreach events, and farmer's markets for WIC and seniors.
- Sponsor a healthy fruits and vegetables recipe contest or cook-off. Publish the recipes and names of winners in newsletters.
- Encourage food stores to sponsor taste tests of seasonal fruits and vegetables.
- Write an article on fruits and vegetables and provide recipes for local community association newsletters, newspapers, schools and religious institution bulletins.
- Ask food stores to play the *Eat Smart. Play Hard™ public service announcements* promoting fruits and vegetables over their public announcement system.
- Set up Farm to School projects through which local farmers teach children about how to grow and harvest fruits, vegetables and other foods. This is a great way to introduce fresh and seasonal products to children and offer small resource farmers additional markets for their produce.

