

why do
fruits & vegetables
matter to men?



BECAUSE YOUR
FAMILY AND FRIENDS
ARE COUNTING ON YOU



your family and friends are counting on you to be there

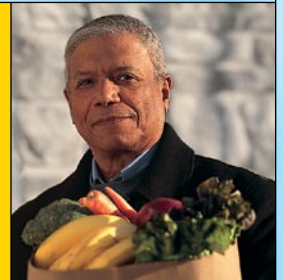
Black men are more likely to have high blood pressure than white men. They are also at higher risk for suffering from a stroke or dying from heart disease. In addition, they are more often diagnosed with some cancers.

Compared to people who eat only small amounts of fruits and vegetables, those who eat more generous amounts — as part of a healthful diet — are likely to have reduced risk of chronic diseases. Depending on age and level of physical activity, men should eat between 2 to 2½ cups of fruit and 2½ to 4 cups of vegetables every day.

Eating more fruits and vegetables is a smart thing you can do for your health.

"My uncles died in their 50s from high blood pressure. It's a wake-up call for me to eat more fruits and vegetables. I want to be there for my family."

— Ben, 58, Baltimore, MD



good health is your birthright — protect it



get the right amounts each day

Go to the charts below and choose your age range.

Choose your level of physical activity. Use these definitions to determine your lifestyle physical activity that is above the light activity of everyday life:

Less Active: You average less than 30 minutes a day.

Moderately Active: You average 30 to 60 minutes a day.

Active: You average more than 60 minutes a day.

Your physical activity level and age determine how many calories you need each day and your calorie needs determine how many fruits and vegetables you should eat.

MEN AGE: 19 – 30

	Fruits	Vegetables
Less Active	2 cups	3 cups
Moderately Active	2 cups	3½ cups
Active	2½ cups	4 cups

MEN AGE: 31 – 50

	Fruits	Vegetables
Less Active	2 cups	3 cups
Moderately Active	2 cups	3 cups
Active	2½ cups	3½ cups

MEN AGE: 51+

	Fruits	Vegetables
Less Active	2 cups	2½ cups
Moderately Active	2 cups	3 cups
Active	2 cups	3 cups

Visit www.fruitsandveggiesmatter.gov to find the amount that's right for other members of your family. You will also find more examples of what counts as 1 cup and ½ cup.

SIMPLE WAYS TO ENJOY FRUITS AND VEGETABLES THROUGHOUT YOUR DAY:

MORNING

½ cup



1 small banana

1 cup



1 small apple

MID-DAY

1 cup



1 cup of lettuce* and
½ cup of other vegetables

1 cup



12 baby carrots

EVENING

1 cup



½ large sweet potato and
½ cup of green beans

½ cup



½ cup of
fresh mixed fruit

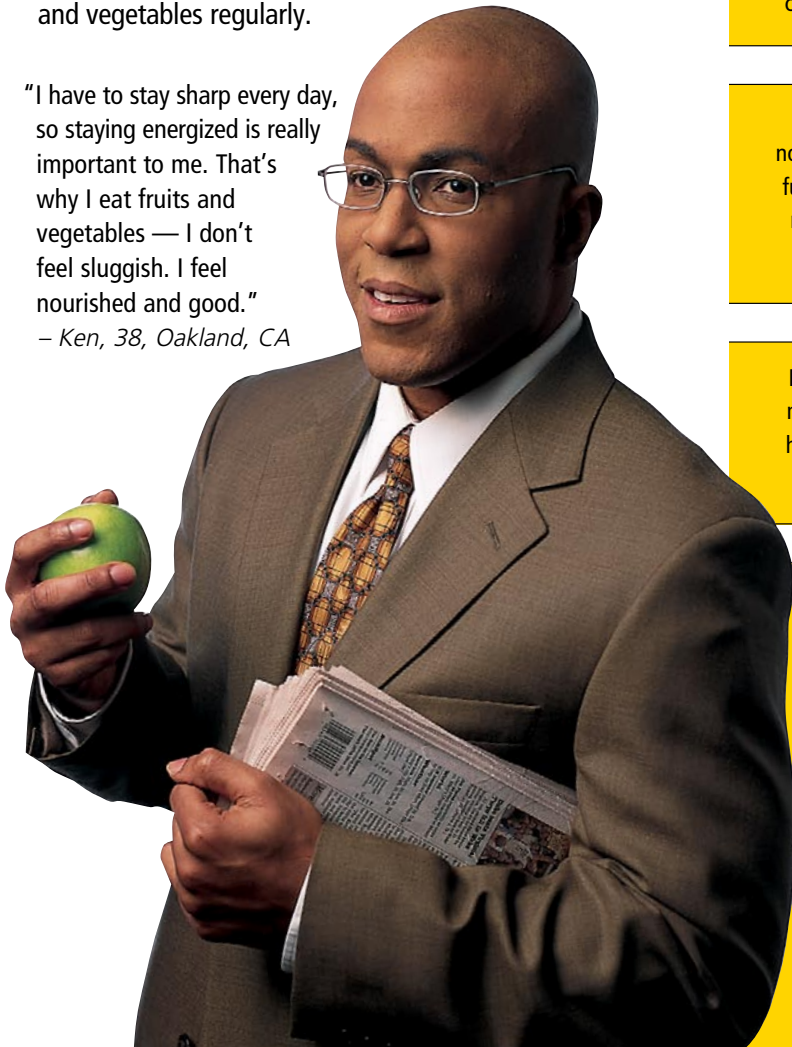
In addition to fruits and vegetables, a healthy diet also includes whole grains, fat-free or low-fat milk products, lean meats, fish, beans, eggs, and nuts, and is low in saturated fats, *trans* fats, cholesterol, salt, and added sugars.

* 1 cup of lettuce counts as ½ cup of vegetables.

fill up, not out

As part of a healthy diet, eating fruits and vegetables instead of high-fat foods may make it easier to control your weight. You may also feel full on fewer calories. That's because most are also lower in calories and higher in fiber than other foods. To get a healthy variety, think color. Eating fruits and vegetables of different colors gives your body a wide range of valuable nutrients, like fiber, folate, potassium, and vitamins A and C. Some examples include green spinach, orange sweet potatoes, black beans, yellow corn, purple plums, red watermelon, or white onions. For more variety, try new fruits and vegetables regularly.

"I have to stay sharp every day, so staying energized is really important to me. That's why I eat fruits and vegetables — I don't feel sluggish. I feel nourished and good."
— Ken, 38, Oakland, CA



TAKE A HEALTHY BITE

Fruits and vegetables are great sources of many vitamins, minerals and other natural substances that may help protect you from chronic diseases. Some of these nutrients may also be found in other healthy foods. Eating a balanced diet and making other lifestyle changes are key to defending your body's good health.

FIBER

Diets rich in dietary fiber have been shown to have a number of beneficial effects, including decreased risk of coronary heart disease.

Excellent fruit and vegetable sources: navy beans, kidney beans, black beans, pinto beans, lima beans, white beans, soybeans, split peas, chick peas, black eyed peas, lentils, artichokes

MAGNESIUM

Magnesium supports normal muscle and nerve function, a steady heart rhythm, and a healthy immune system.

Good fruit and vegetable sources: spinach, soybeans, white beans, black beans, artichokes, lima beans, beet greens, navy beans, okra, black eyed peas, great northern beans

POTASSIUM

Diets rich in potassium may help to maintain a healthy blood pressure.

Good fruit and vegetable sources: sweet potatoes, tomato paste, tomato puree, beet greens, white potatoes, white beans, lima beans, cooked greens, carrot juice, prune juice

VITAMIN A

Vitamin A keeps eyes and skin healthy and helps to protect against infections.

Excellent fruit and vegetable sources: sweet potatoes, pumpkin, carrots, spinach, turnip greens, mustard greens, kale, collard greens, winter squash, cantaloupe, red peppers, Chinese cabbage

VITAMIN C

Vitamin C helps heal cuts and wounds and keeps teeth and gums healthy.

Excellent fruit and vegetable sources: red and green peppers, kiwi, strawberries, sweet potatoes, kale, cantaloupe, broccoli, pineapple, Brussels sprouts, oranges, mangoes, tomato juice, cauliflower

easy ways to eat more fruits and vegetables as part of a healthy diet

Eat fruits and vegetables of different colors — red, dark green, yellow, blue, purple, white, and orange — to get the broadest range of nutrients.



- Add fruit to your cereal, low-fat or fat-free yogurt, or oatmeal.
- Snack on fruit during the day. Grab an apple, banana, or some grapes on your way out the door.

- Make fruits and vegetables about half your plate.
- Eat a colorful salad at lunch. Try mixed greens with tomatoes, carrots, broccoli, and bell peppers.



- Munch on raw vegetables with a healthy low-fat or fat-free dip.
- Enjoy your favorite beans and peas. Add them to salads and low-fat dips.
- Have fruit for dessert.

