

Increasing Fruit and Vegetable Consumption through the USDA Nutrition Assistance Programs

A PROGRESS REPORT



United States Department of Agriculture
Food and Nutrition Service

Acknowledgements

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Introduction



The United States Department of Agriculture (USDA) works to improve eating and lifestyle behaviors as a preventive approach to reducing diet-related health problems among Americans. Each year, the USDA nutrition assistance programs serve one in five Americans and provide increased access to foods and nutrition education to low-income populations. These programs play a vital role in promoting dietary and physical activity behaviors that are consistent with the current recommendations of the 2005 *Dietary Guidelines for Americans* (DGAs) and the *MyPyramid* food guidance system.

The DGAs provide science-based guidelines for food policy, food benefits, and nutrition education provided through the Federal nutrition assistance programs. The 2005 DGA Advisory Committee Report stated that “greater consumption of fruits and vegetables (5-13 servings or 2¹/₂- 6¹/₂ cups per day depending on calorie needs) is associated with a reduced risk of stroke and perhaps other cardiovascular diseases,

with a reduced risk of cancers in certain sites (oral cavity and pharynx, larynx, lung, esophagus, stomach, and colon-rectum), and with a reduced risk of type 2 diabetes (vegetables more than fruit).” * Moreover, increased consumption of fruits and vegetables may be a useful component of programs designed to achieve and sustain weight loss.”*

While there appears to be some, albeit small, increase in fruit and vegetable consumption since 2002, there is still an appreciable gap between current fruit and vegetable intakes and those recommended in the 2005 DGAs and *MyPyramid* food guidance system. The 2005 DGAs increased the recommended intake of fruit and vegetable consumption to 2 cups of fruit and 2-1/2 cups of vegetables per day for a reference 2,000-calorie diet. * Research shows that average consumption of fruits and vegetables among the adult population is 2 to 2¹/₂ cup equivalents per day and among school children is approximately 2 cup equivalents per day. * The DGAs also encourage consumers to



Each year, the USDA nutrition assistance programs serve one in five Americans and provide increased access to foods and nutrition education to low-income populations.

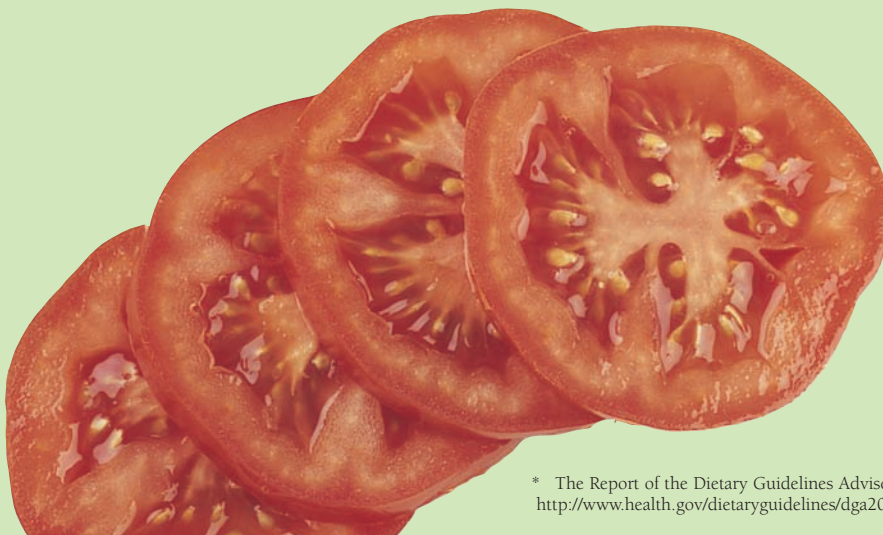
choose a variety of fruits and vegetables each day: in particular, select from all five vegetable subgroups (dark green, orange, legumes, starchy vegetables, and other vegetables) several times a week.

MyPyramid, the new interactive food guidance system released by USDA in 2005, translated the recommendations into an easy-to-use tool that consumers can use to develop an individualized plan and to track their progress. *MyPyramid* was

developed to deliver the messages of the Dietary Guidelines and to make Americans aware of the vital health benefits of simple and modest improvements in nutrition, physical activity and lifestyle behavior.

This report summarizes the actions and initiatives implemented since 2002 to increase fruit and vegetable consumption among participants in the nutrition assistance programs.

The following areas addressed are policy, guidance, and initiatives, programs, nutrition education and promotion, collaboration and coordination, grants, reports, and emerging initiatives and resources.



* The Report of the Dietary Guidelines Advisory Committee on Dietary Guidelines for Americans, 2005, <http://www.health.gov/dietaryguidelines/dga2005/report/default.htm>

Policy, Guidance, and Initiatives



With the release of the 2005 DGAs and the *MyPyramid* food guidance system, the Agency began a review of current food and nutrition policies, guidance, and initiatives in order to align them with the new recommendations. As a result, current policy and guidance documents are being updated and new initiatives are being developed, as appropriate, that promote fruits and vegetables.

MyPyramid for Kids



MyPyramid for Kids, released in 2005, and its related educational materials are designed to

help children 6 to 11 years old make healthy eating and physical activity choices. The resources include lesson plans, activities, and games that are designed to improve kids' skills and motivation to eat a variety of fruits and vegetables as a part of an overall healthy diet. One of the lessons for kids in grades 1 and 2, *Vary Your Veggies and Focus on Fruits*, includes activities that help kids identify fruits and vegetables in their diet and maintain a fruit and vegetable diary.

<http://teammnutrition.usda.gov>

Food Stamp Nutrition Education Guiding Principles



The Food Stamp Nutrition Education (FSNE) Guiding Principles, released in 2005, are the product of one of several initiatives to

strengthen nutrition education in the Food Stamp Program (FSP). The Guiding Principles encourage States to focus their FSNE efforts on three behavior outcomes including eating the recommended amounts of fruits and vegetables. Approaches for improving the overall quality and focus of FSNE are also provided.

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



Team Nutrition Guidance



Team Nutrition is an initiative that supports the Child Nutrition Programs through training and technical assistance for foodservice, nutrition education for children and their caregivers, and school and community support for healthy eating and physical activity.

Examples of Team Nutrition initiatives that encourage schools and others to promote a healthy nutrition environment can be seen at:

<http://teammnutrition.usda.gov>

HealthierUS School Challenge – Recognizing Nutrition Excellence in Schools



recognizes elementary schools that take a leadership role in helping students

learn to make healthful eating and active lifestyle choices. Elementary schools that meet the USDA criteria to improve school meals, such as increased offerings of fruits and vegetables, and to address the nutrition environment in the school can become certified as either Bronze, Silver or Gold Team Nutrition Schools. As of April 1, 2008, 172 Gold and 34 Silver awards have been given to elementary schools across the Nation. <http://teammnutrition.usda.gov/HealthierUS/index.html>

Local Wellness Policy

was established under the Child Nutrition and WIC Reauthorization Act of 2004. It requires schools to develop local wellness policies that include establishing nutrition guidelines for all foods available in schools, with the objective of promoting student health and reducing childhood obesity. The nutrition guidelines should include ways to increase access to fruits and vegetables.

<http://teammnutrition.usda.gov/healthy-schools.html>

Food, Nutrition, and Consumer Services Worksite Wellness



The Food, Nutrition, and Consumer Services (FNCS) Worksite Wellness Program, established in 2003, was designed to assist and support FNCS employees in achieving and maintaining a healthy lifestyle. It promotes healthy lifestyle behaviors including increased fruit and vegetable consumption, and preventive health screenings.

<http://home.fnsnet/OANE/wellness/default.htm>



Programs



The USDA Federal nutrition assistance programs provided about \$10 billion annually in support of fruit and vegetable consumption in Fiscal Year 2005. These funds support the purchase and distribution of fruits and vegetables by USDA to schools, food banks, and other program providers; purchase and use by program providers through the Child Nutrition Programs, and participants' purchases in the marketplace through Food Stamps, WIC, and the farmer's market nutrition programs.

Additionally, messages and materials that encourage consumption of fruits and vegetables are a part of USDA's \$600 million nutrition education and promotion effort. The following nutrition assistance programs provide access to those fruits and vegetables in various ways.

Food Stamp Program (FSP)



The Food Stamp Program is the Nation's first line of defense against

hunger and the cornerstone of all Federal nutrition assistance programs. It provides benefits to qualified low-income families and individuals of all ages for the purchase of nutritious food. Many State and local Food Stamp Nutrition Education (FSNE) efforts have resulted in creative interventions such as California's statewide fruit and vegetable promotion campaign and Iowa's Pick a Better Snack™ campaign that promotes fruits and vegetables as snacks.

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

The goal of the Food Stamp Nutrition Education



component is to improve the likelihood that persons eligible for the Food Stamp Program will

make healthy choices within a limited budget and choose active lifestyles consistent with the current Dietary Guidelines for Americans and MyPyramid. FSNE State Plan Guidance encourages States to use effective nutrition education tools and strategies, engage in cross-program collaboration, and focus their efforts on a small set of behavior outcomes that include eating fruits and vegetables.

http://www.fns.usda.gov/fsp/nutrition_education/default.htm

Venue	FY05 Support (millions of dollars)
USDA Purchases/Distribution	
Entitlement purchases for schools	\$159.1
Entitlement purchases for household programs (FDPIR, TEFAP, CSFP)	\$100.4
Bonus purchases (to all programs)	\$129.0
Department of Defense "DOD Fresh" distribution	\$53.9
Purchase and Use by Program Providers*	
School meals – Reimbursements (estimated)	\$1,823.2
School-Based Fresh Fruit and Vegetable Program	\$9.0
Child and Adult Care Food Program – Reimbursements (estimated)	\$434.2
Summer Food Service Program – reimbursements (estimated)	\$55.6
Marketplace Purchases by Participants with Program Benefits*	
Food Stamp Program (estimated)	\$6,206.4
WIC Program/WIC Farmer's Market Program/Senior's Farmer's Market Program (estimated)	\$969.1
TOTAL	\$9,932.7
*Includes a portion of administrative support funding Note: Totals include fruit and vegetable juices.	

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)

The WIC Program provides nutritious foods, nutrition education, and referrals to health and other social services to participants. WIC serves low-income pregnant, postpartum and breastfeeding women, infants, and children up to age 5 who are at nutritional risk. WIC nutrition education emphasizes the relationship between nutrition and health, and fruit and vegetable consumption are promoted as part of a complete diet. The *2005 Dietary Guidelines* and the *My Pyramid* comprise the nutrition education resource foundation used by WIC



to emphasize the importance of fruit and vegetable consumption. The WIC Works Resource System, www.nal.usda.gov/wicworks, contains State-agency developed nutrition education resources including those that encourage increased fruit and vegetable consumption.



On December 6, 2007, an interim final rule was published in the *Federal Register* that revises the WIC food packages. The revisions align the WIC food packages with the 2005 Dietary Guidelines for Americans and infant feeding practice guidelines of the American Academy of Pediatrics. Changes to the food packages include the addition of fruits and vegetables to

the food packages for women and children, and the addition of infant food fruits and vegetables to the food package for infants 6-12 months of age. State agencies must implement the provisions no later than October 1, 2009. <http://www.fns.usda.gov/wic/>

Continued

Programs

continued



WIC Farmers' Market Nutrition Program (FMNP)



provides fresh, unprepared, locally grown fruits and vegeta-

bles to WIC participants, and expands awareness, use of, and sales at farmers' markets.

Currently, 46 State agencies operate the FMNP. In fiscal year 2006, 2.5 million WIC participants received farmers' market benefits. For FY 2006 and 2007, \$19.8 million was appropriated for the FMNP.

<http://www.fns.usda.gov/wic/FMNP/FMNPfaqs.htm>

Senior Farmers' Market Nutrition Program (SFMNP)

provides low-income seniors with coupons that can be exchanged for fresh fruits, vegetables and



herbs at authorized farmers' markets, roadside stands, or through Community

Supported Agriculture organizations. In FY 2007, SFMNP operated in 35 States, 6 tribal organizations, Puerto Rico, and the District of Columbia with an appropriation of \$15 million.

http://www.fns.usda.gov/cga/Factsheets/SFMNP_Quick_Facts.htm

Child Nutrition Programs (CNP)

The Child Nutrition Programs include the National School Lunch Program (and afterschool snacks), School Breakfast Program, Summer Food Service Program, and the Child and Adult Care Food Program. The Child Nutrition Programs provide nutritionally balanced, low-cost or free meals and snacks and include a variety of fruits and vegetables as a vital component. Currently the meal patterns are being reviewed to reflect the 2005 Dietary Guidelines for Americans. Team Nutrition provides nutrition services for these programs through training and technical assistance to food services, nutrition education for children and their caregivers and school and community support for healthy eating and physical activity.

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

Fresh Fruit and Vegetable Program (FFVP)

provides free, fresh fruits and vegetables and dried fruits to children in selected schools participating in the National School Lunch Program.

Food Distribution Programs

Food Distribution Programs (FDD) provide food and nutrition assistance to eligible individuals, families, and institutions by providing USDA commodities to the



Schools/Child Nutrition

Commodity Programs, Commodity Processing, Commodity Supplemental Food Program, Food Assistance in Disaster Situations, Food Distribution Program on Indian Reservations, Nutrition Services Incentive Program, and The Emergency Food Assistance Program, as well as access to fresh fruits and vegetables through the Department of Defense Fresh Fruit Program. FNS works with USDA's Agricultural Marketing Service to purchase and distribute commodities such as fruits and vegetables to the FDD programs. Recipes using fruit and vegetable commodities can be found on the FDD website.

<http://www.fns.usda.gov/fdd/programs/default.htm>



Food Distribution Program on Indian Reservations (FDPIR)

provides commodity foods to low-income households, including the elderly, living on Indian reservations, and to Native American families residing in designated areas near reservations. Currently, there are approximately 243 tribes receiving benefits under the FDPIR through 98 Indian Tribal Organizations and five State agencies. The FDPIR package contains a wide variety of fruits and vegetables including juices. <http://www.fns.usda.gov/fdd/programs/fdpi/default.htm>

Commodity Supplemental Food Program (CSFP)

provides commodity foods to supplement the diets of low-income pregnant and breastfeeding women, other new mothers up to 1 year postpartum, infants, children up to age 6, and elderly people at least 60 years of age. The CSFP food package contains a variety of fruits and vegetables including juices. <http://www.fns.usda.gov/fdd/programs/csfp/default.htm>

Department of Defense Fresh Fruit and Vegetable Program

As part of an initiative to offer schools and Indian Tribes a wider variety of fresh produce, USDA created the Department of Defense (DOD) Fresh Fruit and Vegetable Program. Under this program, USDA uses commodity program funds to reimburse DOD for the purchase of fresh fruits and vegetables for schools and Indian Tribes. The Fresh Fruit and Vegetable Program began in 1995 as a pilot project with a small number of States, and quickly grew to \$25 million in purchases for schools and \$3 million in purchases for Indian Tribes by FY 2001. The Farm Security and Rural Investment Act of 2002 directed USDA to spend a total of \$50 million for schools through

FY 2007. In FY 2006, the program served schools in 46 States, Puerto Rico, the District of Columbia, Guam, and the Virgin Islands. An additional \$3.1 million in produce was purchased through the program for 99 Indian Tribes. Twenty States, Puerto Rico, the District of Columbia, Guam, and the Virgin Islands also used non-commodity funds provided through the National School Lunch Program to purchase an additional \$22 million in fresh produce directly from DOD. <http://www.fns.usda.gov/fdd/programs/dod/default.htm>



Nutrition Education and Promotion



To support State and local programs and to facilitate and encourage science-based approaches, FNS makes a variety of resources available. These nutrition education and promotion resources and initiatives encourage consumption of fruits and vegetables as part of an overall healthy diet.

Loving Your Family (LYF) Feeding Their Future: Nutrition Education Through the Food Stamp Program



Loving Your Family Feeding Their Future: Nutrition Education Through the Food Stamp Program, released in June 2007, provides educational and promotional

materials designed to convey the messages in the 2005 *Dietary Guidelines for Americans* (DGAs) and *MyPyramid* in a user-friendly, culturally-appropriate format that appeals to low-literate and Spanish-language audiences.

Major components of the LYF initiative are:

- Staff handbook and discussion sessions for educators including a discussion session “Fruit and Vegetable Simple Solutions.”
- English and Spanish participant education materials to reinforce the lessons (brochure, guidebook, handouts, and black and white reproducibles); and training resources for staff.

- Online education module for nutrition educators who work for the food stamp population and other similar low-income audiences. The Module features are: self paced, learning interactions, live links to Web; and audio testimonies. <http://foodstamp.nal.usda.gov/fns>

Eat Smart. Play Hard™ Materials and Resources



Eat Smart. Play Hard.™ is a cross-program campaign that provides practical suggestions to help educators motivate children ages 8 to 10 and their caregivers to eat healthy and be physically active. The campaign includes a focus on fruits and vegetables as part of a healthy breakfast and as quick, easy, and tasty snacks. The campaign resources are accessible through the website with a component for educators, parents/caregivers, and children. <http://www.fns.usda.gov/eatsmartplayhard/>



The campaign resources that focus on fruits and vegetables are:

Taste the Colors Power Plan Lesson designed for children ages 3 to 4 and exposes children to the sight, smell, taste, shape, and texture of different fruits and vegetables.



Snack Smart Power Plan Lesson targets children ages 5 to 7 and focuses on getting them to identify and prepare healthy snacks including fruits and vegetables.



Let's Go on a Snack Hunt Activity Sheet builds the skills of children ages 4 to 6 in identifying fruits and vegetables as snacks.



Eat Smart. Play Hard.™ Activity and Sticker Book is a multipurpose activity and sticker book designed to help children ages 6 to 8 develop healthy habits including eating fruits and vegetables early in life. It also helps them to develop cognitive and reading skills.



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Nutrition Education and Promotion Initiatives

continued

Team Nutrition Materials and Resources



“Eat more fruits, vegetables, and whole grains” is one of the five Team Nutrition (TN) messages.

TN promotes increased consumption of fruits and vegetables through a variety of nutrition education and technical materials for school foodservice personnel, students, and parents. They can be found on the TN website. <http://teamnutrition.usda.gov>

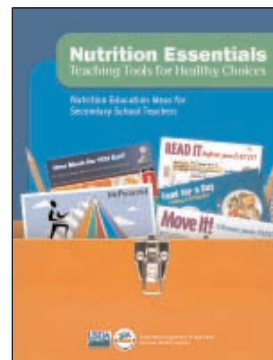
TN resources addressing fruits and vegetables include:

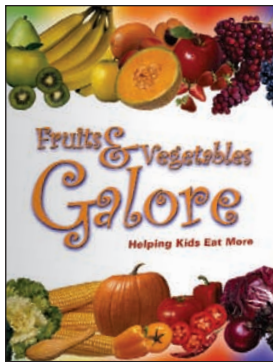
Team Up at Home: Team Nutrition Activity Booklet

(2007) is a collection of hands-on nutrition education activities for parents to use with their elementary school-age children that reflect the (DGAs) and *MyPyramid for Kids*. This 36 page activity booklet is designed for home and community use. It contains a section on “Focus on Fruits and Vary Your Veggies” with games and puzzles. <http://teamnutrition.usda.gov/library.html>



Nutrition Essentials (2007) is a series of lessons that help teens make healthful eating and physical activity choices that include fruits and vegetables. Nutrition Essentials contains five posters: *Food for a Day*, *How Much Do You Eat*, *Move It*, *MyPyramid*, and *Read It*. Nutrition Essentials also includes an interactive CD, NutritionDecision, with games and nutrition education information. <http://teamnutrition.usda.gov/library.html>





**Fruits and Vegetables Galore:
Helping Kids Eat More (2004)**

is a tool for child nutrition food-service professionals packed with tips on planning, purchasing, protecting, preparing, presenting and promoting fruits and vegetables. Schools and child care centers use *Fruits and Vegetables Galore* to help rejuvenate their cafeterias with colorful fruits and vegetables and dress up their serving lines to encourage children to make these selections. It also contains teaching tools to support classroom educational efforts.

<http://teammnutrition.usda.gov/library.html>



Partnerships and Collaborations



FNS has built and enhanced strong working relationships with partners and collaborators with the mutual goal of providing FNS program participants with increased access to, and consumption of, fruits and vegetables. These partnerships and collaborations include:

The State Nutrition Action Plans (SNAP)

process encourages and facilitates coordination and collaboration on nutrition education and promotion efforts among FNS Programs within each State. The SNAP process encourages each State to identify at least one common nutrition goal based on the four key FNS priorities that include promotion of fruits and vegetables. Sub-goals under that area include:

1) Promote consumption of fruits and vegetables through partnerships and collaborative interventions between the nutrition assistance programs and other related groups and 2) Increase awareness of the importance of fruit and vegetable consumption through social marketing campaigns targeting persons eligible for FNS Programs. Since 2003, 48 States have formulated a SNAP and 13 States identified promoting increased consumption of fruits and vegetables as one of their goals.

<http://www.fns.usda.gov/oane/SNAP/SNAP.htm>

Take Action: Promote Fruits and Vegetables in Your Workplace and Community

is a Web-based document that guides and encourages State and local agency staff to take action to increase consumption of fruits and vegetables in the workplace, community, and at home. It provides ready-to-go tips and activities that can be implemented in various settings and provide links to tested resources.

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



National Fruit and Vegetable Partnership

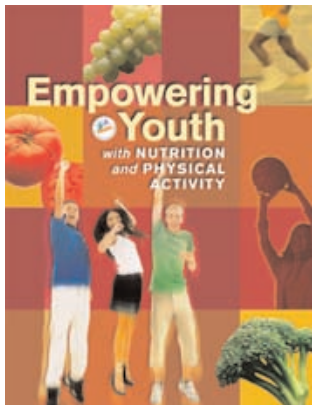


(formerly the National 5 A Day Partnership) - USDA and the

Department of Health and Human Services are engaged in an on-going collaboration with other national partners to promote the increase of fruit and vegetable consumption. In 2002, several organizations entered into a Memorandum of Understanding including USDA, the National Cancer Institute, and the Centers for Disease Control and Prevention. Staff contribute to the Partnership's Steering Committee and Sub-Committee and work as part of the Government Oversight Committee of the National 5 A Day Partnership for Better Health.

Empowering Youth with Nutrition and Physical Activity

was developed as a collaborative initiative between FNS, the Centers for Disease Control and Prevention, and 100 Black Men of America, Inc. to teach youth to act as change agents for healthier communities. First released in 2005, the curriculum includes practical strategies for adding physical activity and nutrition education into classrooms and other youth activities. It encourages youth to increase fruit and vegetable consumption through a variety of activities such as taste tests, simple food preparation, and participation in group projects and discussions. The publication was updated in 2007 for use in Child Nutrition Programs serving youth. <http://teamnutrition.usda.gov/library.html>



Grants



To encourage and test innovative, science-based approaches, FNS makes competitive grants available to States. Several of these grants have explored ways to increase fruit and vegetable consumption among program participants.

WIC Special Project Grants

provide funding for State projects of regional or national significance to improve the services of the program. These grants address issues of critical and timely importance. The results of the projects are widely disseminated so that other State and local agencies may replicate projects and use the results to improve services.

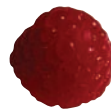
<http://www.fns.usda.gov/oane/menu/DemoProjects/WICSPG/WICSPG.htm>

The following WIC Special Project Grants address fruit and vegetable consumption. Final results of the 3-year grants are not yet available.

- **2005 – Oregon: Improving Fruit and Vegetable Consumption of Pre-school Children.** The focus of the grant is to determine whether motivational interviewing has an effect on parents offering more fruits and vegetables to their pre-school (2 to 4 year-old) WIC children.
- **2005 – Vermont: Nurturing Families' Appetite for Fruits and Vegetables.** The project developed, implemented, and evaluated a behavioral assess-

ment and counseling method to increase fruit and vegetable consumption among WIC families.

- **2005 – Washington, DC: Effectiveness of Motivational Interviewing Counseling Techniques to Increase Fruit and Vegetable Consumption.** The project explores the effectiveness of motivational interviewing counseling techniques in increasing fruit and vegetable consumption.
- **2004 – California: Implementing and Evaluating a Comprehensive Learner-Centered Program to Promote Fruit and Vegetable Intake Among WIC Children and Their Families.** The project tested the effectiveness of the learner-centered approach to WIC group education compared to the traditional, more didactic approach in increasing fruit and vegetable consumption in approximately 1,600 primary caregivers of WIC families.



Team Nutrition (TN) Training Grants for Healthy School Meals allow State agencies to establish or enhance sustainable infrastructures



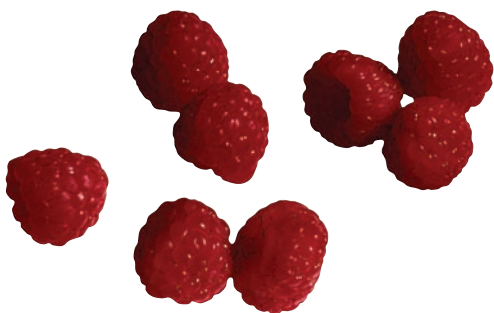
for implementing TN. Many of the grants have focused on improving fruit and vegetable

consumption of students.
<http://teamnutrition.usda.gov/grants.html>

Many grantees have included a fruit and vegetable aspect to their projects. Examples include:

- **Kentucky:** The State focused on improving child care centers' capacity in providing healthier meals and snacks by educating centers to serve more fresh fruits and vegetables.

- **Missouri:** This project addressed increasing children's consumption of fruit and vegetables, and promoting nutrition and physical activity policies at schools and child care facilities.
- **Montana:** The State supported and recognized schools and childcare programs that offered menus that include whole grains, fresh fruits and vegetables, and low-fat entrée and dairy choices.
- **Connecticut:** This State provided training to child nutrition foodservice professionals to increase the presence of fruits and vegetables in schools meals.
- **Indiana:** This project involved classroom teachers conducting classroom learning activities to study different fruits and vegetables that were served as part of the school lunch that week.
- **Kansas:** This grant provided mini-grants to 4th and 6th grade classrooms to promote students' fruit and vegetable consumption in a program called "Power Panther Pals."



Reports



FNS periodically assesses and publishes reports regarding operational practices and procedures at the federal, State, and local levels that influence or are related to fruit and vegetable consumption.

2002 - Availability of Fresh Produce in Nutrition Assistance Programs

This report describes the FNS nutrition assistance programs that provide food or benefits that supports the consumption of fruits and vegetables. It estimates the current levels of fruits and vegetables distributed through the FNS programs, as well as the percentage of the dollar value of donated commodities that are fresh. The report also examines barriers to increasing fruit and vegetable purchases through the conventional USDA commodity donation program and efforts to increase the availability of fresh fruits and vegetables to various outlets through the Department of Defense.

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

2002 – School Lunch Salad Bars

This report compares the availability of fruits and vegetables in schools with and without salad bars using data from the School Nutrition Dietary Assessment Study, Part II (SNDA-II), which were collected during School Year 1998-99. SNDA-II data examine the choice and variety of foods offered at salad bars, but not the quantity in a typical serving or the amount consumed. Key findings note that a wide range of fruits and vegetables are available in salad bars including fresh and canned products; and schools with salad bars offer a wider variety of fruits and vegetables than other schools.

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



School Nutrition Dietary Assessment Study III (SNDA III)

continues the assessment of the nutrient content of school meals including fruits and vegetables. The study was released in November 2007 and updates information in five areas of interest to policymakers: characteristics of the school environment and school food service operations; nutritional quality of meals offered and served in the school meal programs; student participation, participant characteristics, satisfaction, and related attitudes toward the school lunch and breakfast program; and student dietary intakes and the contribution of school meals to these dietary intakes.
<http://www.fns.usda.gov/oane/menu/Published/research.htm>

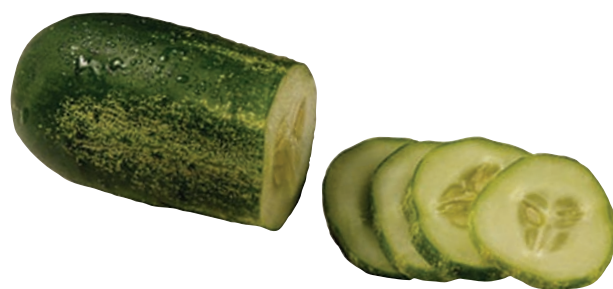


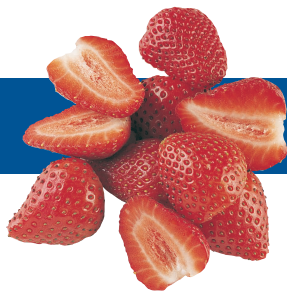
Emerging Initiatives and Resources

Initiatives are currently in development that support, promote, or encourage the consumption of fruits and vegetables:

FNS Core Messages

FNS is developing core nutrition messages that encourage the increased intake of fruits and vegetables. The target audiences for these messages are low-income mothers and school-aged children ages 8 to 10. A work-group, consisting of 14 representatives from FNS programs, government partners, and external stakeholders, is guiding the development of the core messages. The messages and supporting materials will be used, as appropriate, in the nutrition assistance programs through a variety of communication tools (e.g., print, public service announcements, electronic media and other channels).





New or Updated Team Nutrition Resources:

Grow It, Try It, Like It! Preschool Fun with Fruits and Vegetables (2005)

is a tool kit for educators to use to introduce young children (ages 3 to 5) to new fruits and vegetables. The materials focus on three fruits and three vegetables. Designed for use in child care or kindergarten, the kit contains a video; short, simple lesson plans and take-home materials with family-size recipes and parent/child activities about the food.

Eat Smart – Farm Fresh! (2005) provides school food service personnel with practical advice



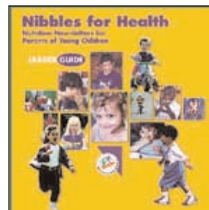
on how to buy and serve locally grown produce in school meals. The guidebook focuses on procure-

ment, types and examples of farm-to-school distribution models, how to find locally grown food and farmers, menu planning considerations, and strategies for success.

<http://www.fns.usda.gov/cnd/Guidance/default.htm>

The following publications are being revised to reflect the 2005 *Dietary Guidelines for Americans* and *MyPyramid*:

Nibbles for Health: Nutrition Newsletters for Parents of Young Children (revised 2007)



developed for child care center staff and parents of young children enrolled in child care

centers. This kit offers guidance on conducting discussions with parents in four "sharing sessions" with accompanying posters. The consumption of fruits and vegetables is encouraged in some of the newsletters, addressing issues such as snacks, beverage choices, picnic foods, and gardening.
<http://teamnutrition.usda.gov/library.html>

The Power of Choice: Helping Youth Make Healthy Eating and Fitness Decisions (revised 2007) targets after-school program



leaders working with young adolescents. Middle school teachers can use it also. The publication includes an

interactive session that focuses on choosing healthy snack options that include fruits and vegetables with tips.

<http://teamnutrition.usda.gov/library.html>

Two Bite Club; formerly Go, Glow, Grow Foods for You (will be available in 2008) is a nutrition storybook for children ages 3 to 4 for use by parents, teachers, and caregivers. The book focuses on *MyPyramid* for Kids and eating a variety of foods including fruits and vegetables.

Continued



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