

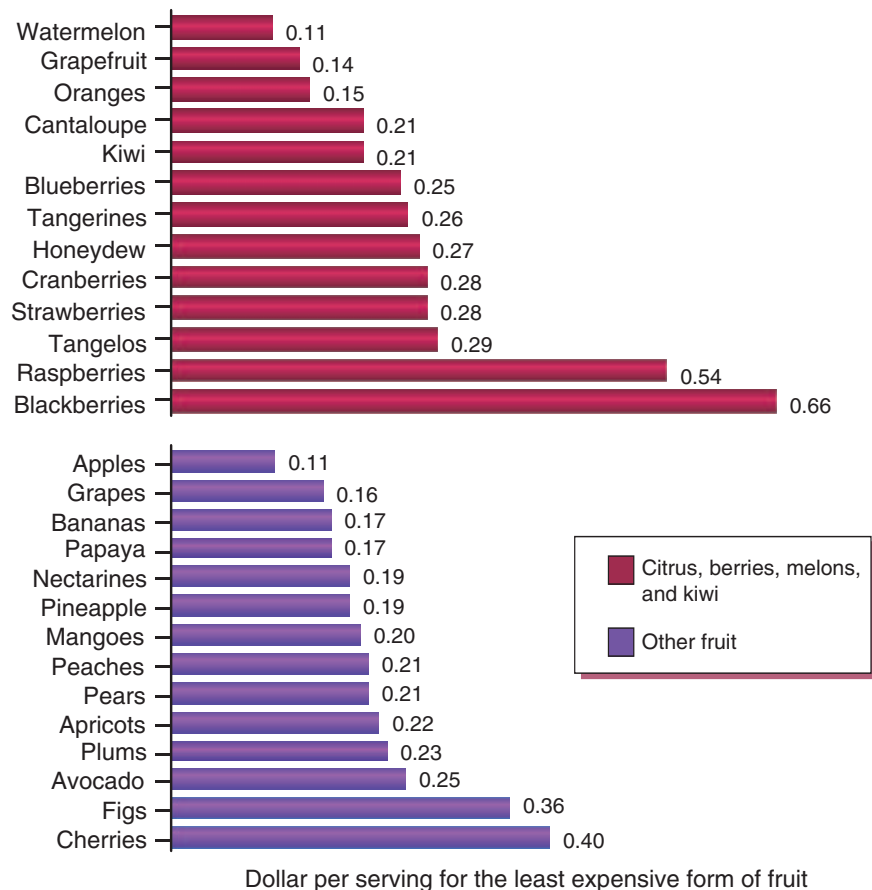
Cost of Meeting Dietary Recommendations

Dietary recommendations for an average dietary intake of 2,200 calories call for three servings of fruit daily, with consumption fairly evenly divided between (a) citrus, melons, and berries; and (b) other fruit. Dietary recommendations also call for four servings of vegetables daily, with consumption coming from (a) dark-green and leafy vegetables, (b) deep-yellow vegetables, (c) starchy vegetables, including potatoes, dry beans, peas, and lentils; and (d) other vegetables. Figures 9 and 10 show price per serving of all the fruits and vegetables in the study, based on the least expensive form for each fruit and vegetable. For example, fresh apples cost 11 cents per serving; canned apples, 20 cents; canned applesauce, 19 cents; and apple juice, 13-15 cents per serving. Therefore, we use the least expensive form for apples: fresh.

Based on Homescan data, three servings of fruit, with equal servings from the two subgroups, can cost as little as 37 cents. This includes ½ cup each of cut, fresh watermelon and apple, a little less than ½ cup of grapefruit juice, and 1/8 cup of raisins. Together, these fruits supply over 75 percent of the Daily Value for Vitamin C for 150 calories and less than 1 gram of fat.

Figure 9

Pyramid subgroups - fruit

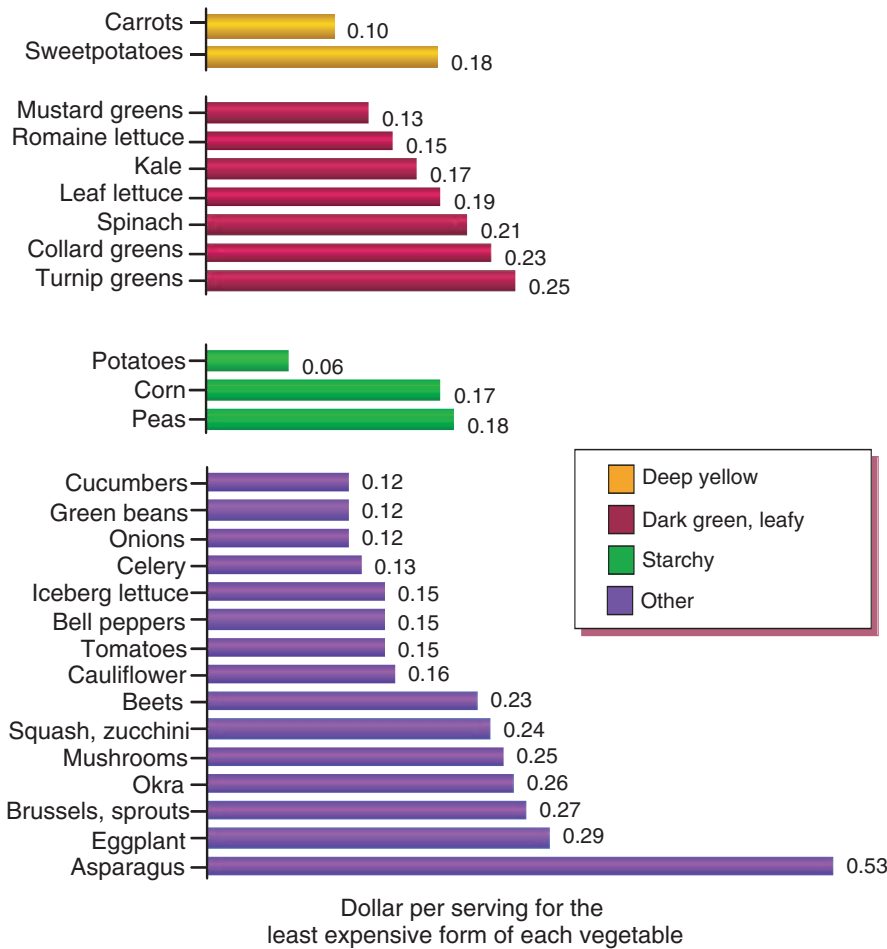


Dollar per serving for the least expensive form of fruit

Source: ACNielsen Homescan data, 1999. Converted to servings using factors obtained from *The Food Buying Guide for Child Nutrition Programs*, U.S. Department of Agriculture, Food and Nutrition Service, revised November 2001.

Figure 10

Pyramid subgroups - vegetables



Dollar per serving for the least expensive form of each vegetable

Source: ACNielsen Homescan data, 1999. Converted to servings using factors obtained from *The Food Buying Guide for Child Nutrition Programs*, U.S. Department of Agriculture, Food and Nutrition Service, revised November 2001.

Four servings of vegetables, with one serving from each of the four subgroups, can be obtained for an additional 27 cents. This includes ½ cup each of fresh carrots, broccoli fleurets, potatoes, and cabbage. Totaling just 75 calories, this combination provides 100 percent of the Daily Value for Vitamins A and C, and 15 percent of fiber.

That’s a lot of good nutrition for 64 cents, only 225 calories, and less than 1 gram of fat. According to the Consumer Expenditure Survey, in 1999 Americans spent an average of \$5.50 per person per day on food. So consumers trying to follow the Food Guide Pyramid can meet their daily recommendations for two out of the five major food groups for only 12 percent of their daily food expenditures. That leaves 88 percent of their food dollar left for the other three food groups. Even consumers from households whose income is less than 130 percent of the poverty line, and spend \$4.07 per person per day on food, have 84 percent of their food dollar left. Since consumers have different tastes and crave variety, table 5 shows seven different ways (one for each day of the week) to eat three servings of fruit and four servings of vegetables per day for a dollar or less.

Table 5--Seven ways to eat 3 servings of fruit and 4 servings of vegetables per day for a dollar or less

Item	Number of servings	Serving size	Dollars	Item	Number of servings	Serving size	Dollars
Total cost				Total cost			
1.00				0.90			
Apple juice, frozen	1	3/4 cup	0.13	Apricots, fresh	1	1/2 cup	0.25
Orange juice, frozen	1	3/4 cup	0.15	Orange juice, frozen	1	3/4 cup	0.15
Bananas, fresh	1/2	1/2 cup	0.09	Grapefruit, fresh	1/2	1/2 cup	0.09
Cantaloupe, fresh	1/2	1/2 cup	0.11	Apple, fresh	1/2	1/2 cup	0.06
Fruit				Fruit			
0.48				0.55			
Radishes, fresh	1	1/2 cup	0.11	Cabbage, fresh	1	1/2 cup	0.04
Carrots, fresh	1	1/2 cup	0.10	Sweetpotatoes, fresh	1	1/2 cup	0.18
Green peas, canned	1	1/2 cup	0.18	Potatoes, fresh	1	1/2 cup	0.06
Mustard greens, fresh	1	1 cup	0.13	Broccoli, fresh fleurets	1	1/2 cup	0.07
Vegetables				Vegetables			
0.52				0.35			
Total cost				Total cost			
1.00				0.82			
Apple juice, frozen	1	3/4 cup	0.13	Watermelon, fresh	1	1/2 cup	0.11
Raisins	1/2	1/4 cup	0.08	Peaches, fresh	1	1/2 cup	0.21
Kiwi, fresh	1/2	1/2 cup	0.11	Grapefruit juice, frozen	1/2	3/4 cup	0.07
Orange juice, frozen	1/2	3/4 cup	0.08	Raisins	1/2	1/4 cup	0.08
Fruit				Fruit			
0.40				0.47			
Green beans, canned	1	1/2 cup	0.12	Broccoli, fresh fleurets	1	1/2 cup	0.07
Sweetpotatoes, fresh	1	1/2 cup	0.18	Potatoes, fresh	1	1/2 cup	0.06
Sweet corn, canned	1	1/2 cup	0.17	Carrots, fresh	1	1/2 cup	0.10
Mustard greens, fresh	1	1 cup	0.13	Green beans, canned	1	1/2 cup	0.12
Vegetables				Vegetables			
0.60				0.35			
Total cost				Total cost			
0.99				0.64			
Banana, fresh	1	1/2 cup	0.17	Watermelon, fresh	1	1/2 cup	0.11
Apple juice, frozen	1	3/4 cup	0.13	Apple, fresh	1	1/2 cup	0.11
Cantaloupe, fresh	1/2	1/2 cup	0.11	Grapefruit juice, frozen	1/2	3/4 cup	0.07
Grapefruit, fresh	1/2	1/2 cup	0.09	Raisins	1/2	1/4 cup	0.08
Fruit				Fruit			
0.50				0.37			
Radishes, fresh	1	1/2 cup	0.11	Carrots, fresh	1	1/2 cup	0.10
Carrots, fresh	1	1/2 cup	0.10	Broccoli, fresh fleurets	1	1/2 cup	0.07
Lettuce, Romaine	1	1 cup	0.15	Potatoes, fresh	1	1/2 cup	0.06
Celery, fresh	1	1/2 cup	0.13	Cabbage, fresh	1	1/2 cup	0.04
Vegetables				Vegetables			
0.49				0.27			
Total cost				Total cost			
.96				.96			
Orange juice, frozen	1	3/4 cup	0.15	Orange juice, frozen	1	3/4 cup	0.15
Watermelon, fresh	1	1/2 cup	0.11	Watermelon, fresh	1	1/2 cup	0.11
Pears, fresh	1/2	1/2 cup	0.11	Pears, fresh	1/2	1/2 cup	0.11
Pineapple, juice	1/2	3/4 cup	0.10	Pineapple, juice	1/2	3/4 cup	0.10
Fruit				Fruit			
0.47				0.47			
Potatoes, fresh	1	1/2 cup	0.06	Potatoes, fresh	1	1/2 cup	0.06
Sweetpotatoes, fresh	1	1/2 cup	0.18	Sweetpotatoes, fresh	1	1/2 cup	0.18
Cucumbers, fresh	1	1/2 cup	0.12	Cucumbers, fresh	1	1/2 cup	0.12
Mustard greens, fresh	1	1 cup	0.13	Mustard greens, fresh	1	1 cup	0.13
Vegetables				Vegetables			
0.49				0.49			

Source: ACNielsen Homescan data, 1999.