

Overview



- **Program Objective:** To promote purchasing and intake of fruits and vegetables by service and family members
- **Point of Contact:** OSD/MC&FP
- **Total Force Fitness Domains:** Nutritional, Physical

Program Description



The Fruit and Vegetable Initiative is to promote purchasing and consuming of fresh fruits and vegetables by service and family members through availability at the commissaries.

Anticipated Impact on Population Health at Installation



Eating a diet rich in vegetables and fruits is part of an overall healthy diet and may reduce obesity.

Performance Measures



- Total Fresh Fruit & Vegetables Sales \$ divided by Total Grocery Sales \$ (per fiscal year)



Additional Information