



Dear EAT RIGHT MONTANA Friend:

Summer greetings! This packet is the sixth in **EAT RIGHT MONTANA's Real Guidelines for Real People** series. It focuses on the next Dietary Guideline: **Choose a variety of fruits and vegetables daily.**

What a wonderful time to promote produce. Supermarkets are filled with early treats like strawberries and asparagus. Farmers markets are opening up again. Home gardens are sprouting with the promise of summer bounty.

It's nearly impossible to overstate the health benefits of eating fruits and vegetables. Open any nutrition or health publication and you are likely to find more than one study about the benefits of eating produce. In fact, several groups now argue that fruits and vegetables deserve a more prominent place on the Food Guide Pyramid - and that 5 A Day is just a good start.

These three sites offer evidence for the importance of fruits and veggies - and propose new goals for produce consumption. Check them out - and see what you think. **NOTE:** Many nutrition communicators are replacing the term phytochemical with **phytonutrient**, a more positive, consumer-friendly term.

- **Produce for Better Health Foundation** advocated for "putting fruits and vegetables first" in the 2000 Dietary Guidelines. Their site provides extensive research and communications info @ www.5aday.com/
- **DASH and DASH-Sodium (Dietary Approaches to Stop Hypertension)** trials recommend 8 to 10 servings of fruits and vegetables per day @ www.nhlbi.nih.gov/hbp/prevent/h_eating/h_eating.htm
- **Oldways Preservation and Exchange Trust** is promoting a new initiative called PAX (Phytonutrients and Antioxidants) featuring a "Daily Dozen" - 12 servings of fruits, veggies, beans and nuts @ www.oldwayspt.org/

As always, we welcome your suggestions and comments.

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Colorful Eating for Better Health

BLUE: Blueberries contain **anthocyanins**, a powerful antioxidant.

Research at Tufts University indicates that blueberries can help the learning capacity and motor skills of aging rats. Although human research is still years away, the Tufts researchers recommend going for 10 servings of brightly colored produce per day. **Tufts University Health & Nutrition Letter (March 2001)** and @ www.hnrc.tufts.edu/

RED: Cranberries are a rich source of **vitamin C** and **proanthocyanidins**.

Cranberries have been shown to promote urinary health by inhibiting the attachment of *E. coli* bacteria to urinary tract cells. Studies suggest that they may also inhibit other bacteria (like those that cause gum disease) **A Taste of Life (2000)** available @ www.oceanspray.com/

Strawberries have one of the highest **total antioxidant capacities**.

Along with great taste, these sweet berries offer a powerhouse of nutrition - fiber, vitamin C, folic acid, potassium, and a whole list of phytonutrients. **Tufts Human Research Center** @ www.hnrc.tufts.edu/ and **California Strawberry Commission** @ www.calstrawberry.com/

GREEN: Green vegetables are some the best food sources of **folic acid**.

The news about folic acid keeps getting better: reduced risk of heart disease, prevention of birth defects, and now a link to Alzheimer's. One of the strongest findings in the Nun Study is the link between folic acid and mental health. Find it in broccoli, asparagus, fresh peas, Romaine lettuce, and other leafy greens. **Nun Study** @ www.mc.uky.edu/nunnet/

ORANGE: Orange produce means **vitamin C**, **beta-carotene** and **more!**

Potassium (found in cantaloupe, oranges and carrots) puts the squeeze on high-blood pressure and stroke in women. Low blood levels of vitamin C (found in citrus, papaya, and mango) increased risk of cancer death in men. Everywhere you look, orange, yellow and red produce packs a healthy nutrition punch. New Dietary Reference Intakes (DRIs) from the National Academy of Sciences note that twice as much beta-carotene is now needed based on new conversion factor for retinal, the active form of vitamin A. www.nap.edu/books/0309072794/html/

Provided by Eat Right Montana



Real Guidelines for Real People: 5 A Day is a healthy start

FOR IMMEDIATE RELEASE

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Healthy Families 2001: Choosing a rainbow of produce (6th in a series of 12)

In the food world, fruits and vegetables have it all – a huge range of flavors, a wide variety of textures, a rainbow of colors, and a list of health benefits that’s hard to beat.

“It’s nearly impossible to overstate the health benefits of eating fruits and veggies,” says Dayle Hayes, MS, RD, spokesperson for the Montana Dietetic Association. “Name a health problem in the US and produce has probably been shown to help in its prevention and/or treatment. The incredible array of phytonutrients in plant foods has been shown to reduce the risk of heart disease, high blood pressure, diabetes, macular (eye) degeneration, prostate problems, osteoporosis, and many types of cancer.”

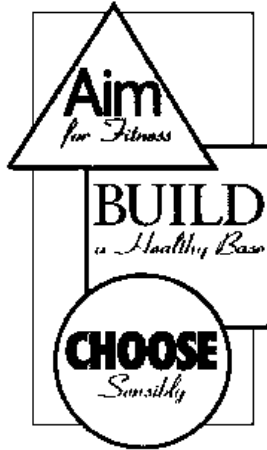
Unfortunately, we are not taking full advantage of these health benefits. Studies by the Produce for Better Health Foundation show that Americans are eating only about 3½ servings of produce per day – far short of the recommended minimum of five servings per day. Even worse, half of our intake (52 percent) comes from just three items – lettuce, canned tomato products and potatoes (as fries and chips).

According to Hayes, the best way to get the power of produce is to enjoy as many different kinds, and colors, of fruits and vegetables as possible. “Fortunately, all types of produce provide great taste – and promote good health,” she says. “Fresh, frozen, canned and dried – they all count.”

Eat Right Montana, a statewide coalition promoting healthful eating and active lifestyles, urges all Montanans to eat at least five servings of fruits and vegetables a day. It’s important to remember that five is a healthy start, but 8 to 10 servings may be needed to get the full power of produce.

The good news is that a serving is smaller than most people think. One serving can be a medium piece of fruit; ½ cup of cooked, canned, or cut-up vegetables or fruit; a cup of chopped lettuce and other raw leafy vegetables; ¾ cup (6 oz.) of 100-percent fruit or vegetable juice; ½ cup of canned legumes (beans and peas); or ¼ cup dried fruit. So, start counting your servings – and start feeling healthier!

ATTACHED: *"Eating a Rainbow of Produce"* and *"Getting Fit with 5"*



...for good health

Real Guidelines for Real People: Eating a Rainbow of Produce

Nutrition experts from around the world agree – fruits and vegetables are just what the doctor, and the chef, ordered. Produce is packed with nutrients to enhance your health and fabulous flavors to please your taste buds.

When it comes to choosing fruits and vegetables, let the rainbow be your guide. Eating many different colors is one of the best ways to get all the phytonutrients we need to stay healthy and to fight disease.

Research shows that deep rich colors of some produce items – like red tomatoes, purple plums, green broccoli, and pink grapefruit – coincide with the greatest health benefits. So, if you want to eat well, feel great, live longer, and stay stronger, make sure that you eat at least **5 A Day** – every day!!

Choose a variety of fruits and veggies.

1. Choose colorful FRESH fruits.

- ✓ The possibilities are endless! From a creamy banana on the way to work or school – to a crisp apple for an afternoon snack. Use sliced fresh fruit to brighten mealtime – like sliced strawberries in a fresh spinach salad.

2. Choose colorful FRESH vegetables.

- ✓ More options than you can count! From baby carrots (or carrot “coins”) as a crunchy snack to a sizzling stir-fry of snow peas and red peppers. Toss all your salads with deep green lettuce – like Romaine and butter.

3. Choose colorful FROZEN fruits.

- ✓ Quick, easy and delicious – and available all year round! Keep a bag of frozen berries (blueberries, raspberries or strawberries) in your freezer for special desserts or everyday toppings on pancakes and waffles.

4. Choose colorful FROZEN vegetables.

- ✓ Supermarket freezer cases are filled with delicious possibilities. Frozen veggies – from rich golden corn to bright green beans – have equal (and sometimes greater) nutrient value to their fresh cousins.

5. Choose colorful CANNED fruits.

- ✓ “Can-do” choices are as close as the canned food aisle in the grocery store. Look for fruits canned in their own juice – and check out the new combinations (tropical fruit cocktail) and shapes (pineapple stars).

6. Choose colorful CANNED vegetables.

- ✓ Canned veggies aren't what they used to be. They're a whole lot better. More variety (like new flavors of canned tomato products), still low cost with a long shelf life. Worried about sodium? Just rinse in cold water.

7. Choose colorful DRIED fruits.

- ✓ Talk about fun colors and sweet flavors – dried apricots, dried cherries, dried blueberries and raisins (dried cranberries) have plenty of both. Sprinkle them in cereal, toss them in a salad, or stir them into snack mix.

8. Choose colorful CANNED beans and peas.

- ✓ Legumes serve double-duty when it comes to nutrition. Half a cup equals a vegetable serving – with a lot more protein than most veggies. Grocery shelves are stocked with dozens of delicious beans – from black to red.

9. Choose colorful DRIED beans and peas.

- ✓ Dried beans are the best nutrition value in the food world. Low in cost, power packed with protein and phytonutrients, and low in fat. With just a little planning, you can soak them overnight and enjoy their rich flavors.

10. Choose colorful 100% fruit and vegetable JUICES.

- ✓ Boxes, cans, bottles, frozen concentrates, choices galore throughout the store. To maximize nutrient intake, choose 100% juice like deep orange and ruby red grapefruit – and look for calcium-fortified options.

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For tips on tasty ways to enjoy fruits and veggies, click on:

- **AboutProduce.com**  
<http://aboutproduce.com/>
- **National Cancer Institute 5 A Day for Better Health**  
<http://5aday.nci.nih.gov/index.html>
- **Dole 5 A Day - Nutrition for Kids, Teachers and Parents**  
<http://www.dole5aday.com/>

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**Celebrating
Healthy Families
2001**



Getting Fit with 5

Get on the fitness track with good nutrition and physical activity. Help your family:

- Enjoy at least five servings of fruits and vegetables every day.
- Enjoy at least 30 minutes of moderate activity at least 5 days a week.

Tasty Tips for 5 A Day

1. Start with shopping right.

Fresh, frozen, canned or dried – any fruit or vegetable will help you on your way to 5 A Day. Stock up and be prepared to enjoy great taste.

2. Be adventurous.

Challenge yourself to buy one new item every time you shop. Check out a new variety of apple or a tasty tropical treat like mangoes or papayas.

3. Kick start your day.

Breakfast is a great time to get a head start on 5 A Day. For a high-energy day, add fruit to cereal or yogurt – and enjoy a glass of 100% juice.

4. Toss down a salad.

Leafy greens are a tasty way to win with 5 A Day – one cup is a serving. Check out all the new varieties of the convenient salads-in-a-bag.

5. Enjoy power snacks.

Grab-and-go produce snacks are perfect for the car or at work. Try a bag of veggie slices, a handful of dried fruits bits, or your favorite apple.

5 Easy Steps to Fitness

1. Make activity FUN.

Change the “E” word from exercise to enjoyment. Choose fun activities – dancing to your favorite tunes, biking with a friend, or playing with the kids.

2. Start out slow.

Activity doesn't have to be exhausting to be effective. Start out with just a block – or a few minutes. Gradually increase, as you feel stronger.

3. Do it together.

Unglue your family from the TV and head out the door to have some fun. Kids love to imitate their parents. (And, don't forget to take the dog!)

4. Do something every day.

You'll get the biggest benefit from doing something physical every day. Get into a fitness routine by putting activity into your daily schedule.

5. Just do it.

Get active for at least 30 minutes a day and you'll see benefits right away. Look better, feel better and enjoy better health today and tomorrow.

**Celebrating
Healthy
Families 2001**



EAT RIGHT MONTANA

A coalition promoting healthy eating and active lifestyles

Getting 5 A Day is Easy and Tasty

Produce is packed with the nutrients that help us grow strong and stay healthy. Also known as “nature’s fast food,” fruits and veggies are tasty sources of vitamins, minerals, and fiber. They also have plenty of phytonutrients – to fight cancer, stroke, and heart disease. **Here’s how to pack your day with the great taste of “5 A Day.”**

Breakfast

1. Wake up to a cold glass of 100% juice – like orange, tomato, or grapefruit.
2. Slice fresh fruit – a banana, peach, or kiwi – into a bowl of cold cereal.
3. Microwave hot oatmeal with cinnamon – and dice in an apple or pear.
4. Top toaster waffles, pancakes or French toast with frozen or fresh berries.
5. Stir fresh or dried fruit (raisins or cranberries) in yogurt and sprinkle with nuts.

Lunch

1. Top off your favorite sandwich with lettuce, spinach leaves, tomatoes, or onion.
2. Serve a side of canned peaches, pineapple or baked beans with a sandwich.
3. Enjoy a bowl of vegetable soup – cold gazpacho or steamy mixed veggie.
4. Support your local salad bar and enjoy a plate with leafy greens.
5. Carry a crunchy apple or creamy banana to enjoy for dessert.

Snacks

1. Carry a bag of baby carrots with you – or serve after school with low-fat Ranch.
2. Refresh yourself with a glass (or carton) of 100% juice or juice blend.
3. Pack a bag of trail mix with dried fruit – apples, apricots or pineapple.
4. Spread a thin layer of peanut butter onto a banana or your favorite apple.
5. Enjoy a fruit topping on frozen yogurt or low-fat ice cream.

Dinner

1. Top off your pizza with onions, mushrooms, peppers, or even pineapple.
 2. Stir-fry lean beef with colorful veggies – like broccoli, red peppers, and carrots.
 3. Add a few frozen vegetables – peas, corn, or mixed – to casserole or soup.
 4. Spice up your life with a bean burrito topped with salsa, tomato, and lettuce.
 5. Serve sliced fruit, canned fruits or fruit salad as an edible garnish or dessert.
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**Celebrating
Healthy
Families 2001**



Healthy Families 2001:

Real Guidelines for Real People

January 2001

- **The New Dietary Guidelines: What's in them for you?**

February 2001

- **Aim for a Healthy Weight: Getting real about weight management**

March 2001

- **Be Physically Active Each Day: Spring into fun and fitness**

April 2001

- **Let the Pyramid Guide Your Food Choices: Build a tasty eating style**

May 2001

- **Choose a Variety of Grains: Great grains for life**

June 2001

- **Choose a Variety of Fruits and Vegetables: 5 A Day and beyond**

July 2001

- **Keep Food Safe to Eat: Putting safety first**

August 2001

- **Making Sensible Fat Choices: Straight facts on fat**

September 2001

- **Making Sensible Sugar Choices: Straight scoop on sugar**

October 2001

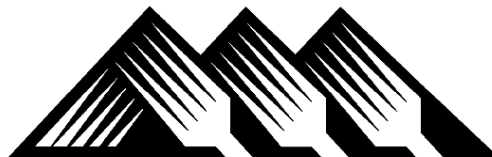
- **Making Sensible Sodium Choices: Straight shake on salt**

November 2001

- **Making Sensible Beverage Choices: A toast to your health**

December 2001

- **Year-Round Health: Real guidelines for real health**



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