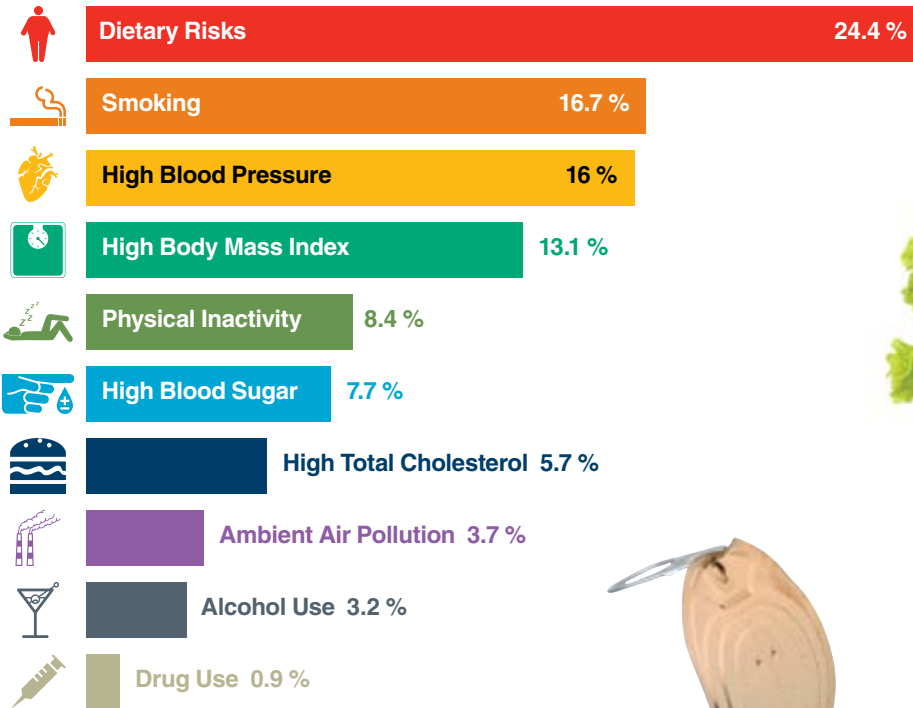


# A Breakthrough Movement Partnering to Increase Fruits and Vegetables in the American Diet!

## Poor Diet is the #1 Health Problem in the United States\*



\* A measure of related deaths by percentage for men and women combined, 2010.



## Recommendation is to Eat 4-5 Servings Each of Fruits and Vegetables Daily

Fruits and Vegetables are Important  
 for Heart and Brain Health



20% Lower Risk of  
 Coronary Heart  
 Disease & Stroke



42% Reduced  
 Risk of Death



Lowers Health  
 Care Costs  
 \$17 Billion Annually

Eating the Right Amounts of Fruits and  
 Vegetables is the Key to our Overall Well-Being



Plant-based



Sustainable



Less Carbon Footprint



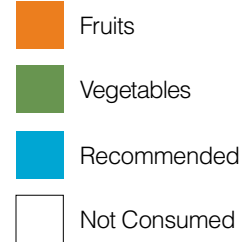
# Over 30 Years of Education on Fruits and Vegetables, Yet We Fall Short of Our Consumption Goals

Average Daily Fruit & Vegetable Consumption per Capita (Cups/Day)

Recommended Amount = 4.5 total cups



4.5 total cups



NHANES 2009-2010



1.09 cups

1.06 cups

**Daily Consumption**  
2.15 total cups

**Falling Short**  
2.35 total cups

## We Need a New Norm!

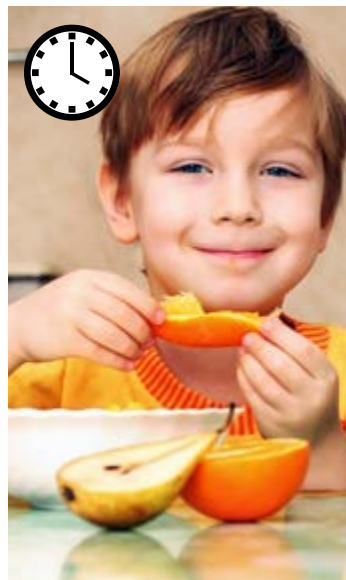
Creating a Culture of Health with Fruits & Vegetables at All Times of the Day



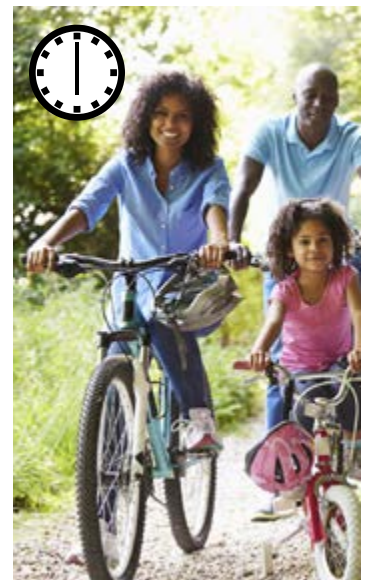
**7:00 am**  
Breakfast at Home



**11:00 am**  
School Lunch



**4:00 pm**  
After School



**6:00 pm**  
Family Time

A truly effective and sustainable improvement in the nation's health will require a multi-sector approach that applies the social-ecological model to improve the food and physical activity environment.

Dietary Guidelines for Americans 2010



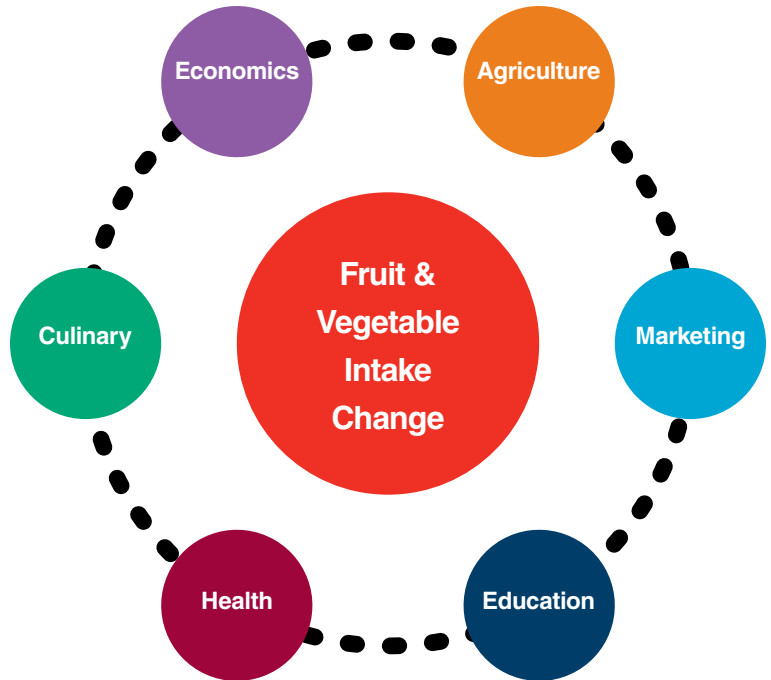
## The Solution

### Make the Healthy Choice the Easy Choice

**Our future together, where the healthy choice is the easy choice...**

We will build a solution that uses a system-wide approach and co-lead with multiple sectors as partners.

Using our skill and expertise, we are convening the public health community, technical experts and thought leaders to identify and facilitate meaningful and lasting changes driving toward the creation of a national blue-print for mapping our future. This is a future where fruits and vegetables are abundant, affordable and accessible, and included automatically as a part of every meal and snack we eat for our health and well-being.



**For example, here is a glimpse at some possible solutions within key sectors:**



#### Supply

- **Culinary:** For chefs enhancing recipes, explore ways to improve taste and reduce the bitterness in the vegetable supply
- **Agriculture:** To provide consumers with better quality taste at purchase, explore more efficient harvesting technologies for labor intensive fruits and vegetables
- **Marketing:** To minimize processing, improve quality and extend shelf-life and appearance, explore innovative packaging technologies



#### Channels

- **Health:** Improve storage technologies that preserve structure, nutrients, and taste of fruits and vegetables
- **Economics:** Explore issues related to infrastructure for local farmers to have access to technology, extension services and the market
- **Economics:** Improve shipping logistics for fresh produce that reduces waste



#### Economics & Policy

- **Agriculture:** Examine how incentive programs could transform row crop acreage to fruits and vegetables
- **Marketing:** Explore partnerships for technology transfer to share cost and provide risk education
- **Education:** Shift education policy to drive rewards for schools with school garden initiatives



#### Consumer

- **Marketing:** Improve or make more efficient, centralized fruit and vegetable category-wide promotion campaign
- **Education:** Explore scalability of school gardens and integrate them with school feeding programs
- **Marketing:** Explore ways to engage entertainment industry to drive fruit and vegetable norms
- **Health:** Explore ways to improve awareness, develop culinary literacy and include fruits and vegetables in cooking at home



# The American Heart Association is Uniquely Positioned



The fact is a comprehensive national implementation plan does not exist



Improving fruit and vegetable consumption is central to AHA 2020 Goals



We bring proven public health leadership and catalyst credentials



Our track record shows we can work outside marketplace dynamics



Our partnership model will fill a gap where leadership is needed. It's time to bridge the gap between recommended and actual fruit and vegetable intake in the U.S.

