

American Heart Association Fruit and Vegetable Breakthrough Initiative Private and Corporate Foundation Statement of Opportunity

Overview

What we eat can shorten our lives...or prolong them. Dietary risk factors are estimated to be responsible for almost one-quarter of all deaths in the U.S. One of those dietary risks is low fruit and vegetable intake. Scientific research and economic analyses support the myriad benefits of increasing our intake of fruits and vegetables.

The American Heart Association had spearheaded initiatives to increase awareness of the important role diet plays in our health. We are now introducing the American Heart Association's **Fruit and Vegetable Breakthrough Initiative**.

What Is the Breakthrough Initiative?

The Breakthrough Initiative is an innovative systems-wide approach to improving public health, reducing healthcare costs and capitalizing on the economic potential of healthy eating by:

- Increasing the availability, access, affordability and appreciation of fruits and vegetables
- Enabling strategic cooperation between our business, health and environmental leaders
- Understanding that changing our nation's diet is an investment opportunity that yields meaningful returns for the private, public and civic sectors

The Breakthrough Initiative aims to:

- Convene a formal coalition that brings together individual leaders in public health and policy, food and agriculture systems, marketing, and healthcare and private investment
- Develop a framework for change and publicize a strategy for implementation at a seminal event, kicking off the plans to shift our dietary patterns in the U.S. towards recommended levels of fruits and vegetables (4.5 cups daily for adults), ultimately achieving a significant increase in the per capita consumption of fruits and vegetables
- Deliver benefits to public health, our environment and our economy by championing fruit- and vegetable-rich dietary patterns that reduce health care costs, improve economic productivity and mitigate the environmental impact of the food and agriculture sector

Why Partner with the American Heart Association?

As a leader in public health, the American Heart Association is uniquely positioned to convene and help lead the Breakthrough Initiative. We have a proven record of credibility, leadership and collaboration with public health and public policy leaders, but recognize that collaboration with leaders in other sectors is necessary to achieve the next increment of improvement in our diets. We also understand the need for a systems-based strategy that drives increased production, availability and access through public and private investment. The American Heart Association includes more than 22.5 million volunteers and supporters. We fund innovative research, fight for stronger public health policies and provide critical tools and information to save and improve lives.