



FROZEN FOOD
FOUNDATION

FROZEN FRUIT *and* VEGETABLE FACTS



Know the *facts*

Are you looking for healthy, affordable and convenient food choices? All of this can be found with frozen fruits and vegetables.

If you're like most Americans, you're eating less than half of your recommended daily amount of fruits and vegetables.

Knowing the facts about frozen fruits and vegetables may help clear up some common misperceptions and help you increase your fruit and vegetable consumption.

Nutrition

Frozen fruits and vegetables are packed within hours of harvest, so their peak flavor and nutritional value are preserved.

The Facts: Frozen fruits and vegetables contribute a number of nutrients that are under-consumed in the United States, help reduce the risk of chronic diseases and are relatively low in calories. Frozen fruits and vegetables provide the unrivaled combination of great taste, nutrition, abundant variety and multiple product forms. From a nutrition and sensory standpoint, recipes prepared with frozen ingredients have been rated as comparable to those prepared with cooked fresh ingredients.

Convenience

Frozen fruits and vegetables are often available in easy-to-open resealable packaging allowing for longer storage and portion control without waste. New steam-in-bag technology also provides added convenience by allowing frozen vegetables to be cooked right in the package.

The Facts: Frozen fruits and vegetables come peeled, pre-cut and ready to cook or eat. No washing or cutting is required, which saves time and reduces waste. It's easy to toss your favorite frozen vegetables in with chicken and rice, or to pack a frozen fruit cup with a brown bag lunch.

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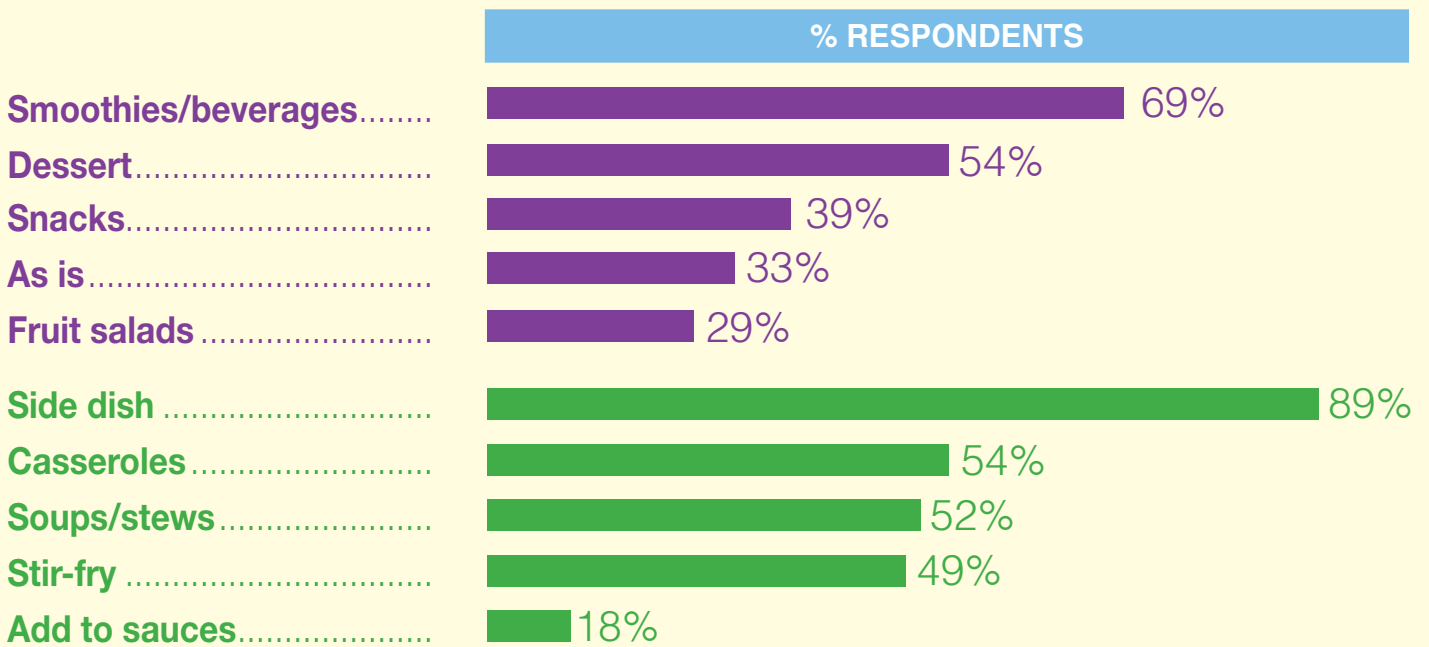
Multiple forms of fruits and vegetables mean added convenience and optimal nutrition

Why All Forms Matter

Did you know that Produce for Better Health Foundation and the U.S. Department of Agriculture recommend making half your plate fruits and vegetables? It's easy to add more fruits and vegetables to your diet when you include frozen, fresh, canned, dried or 100% juice products.



Mom's Reported Top Five Uses of Frozen Fruits and Frozen Vegetables



Produce for Better Health Foundation supports the inclusion of frozen fruits and vegetables in a healthy diet, reminding us that when it comes to good nutrition, all forms count!

Know the *facts*

Fruits and vegetables do not contribute significantly to Americans' sugar or sodium intake, regardless of the form in which they are consumed. In fact, all frozen, canned and dried fruits contribute less than 2 percent of the added sugar in most Americans' diets, and vegetables add less than 1 percent of the sodium.



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To learn more about the Frozen Food Foundation including research, facts and tips on preparing frozen fruits and vegetables, visit FrozenFoodFacts.org.