



FRUIT & VEGETABLE PROGRAM

What is the purpose of the program?

The program promotes increased access to and consumption of fruits and vegetables in the community, local health departments, schools, worksites and many other settings.

What does the program do?

The *Fruits & Veggies – More Matters* campaign is a national public health initiative of the Produce for Better Health Foundation, National Cancer Institute, U.S. Department of Agriculture, Centers for Disease Control and Prevention (CDC) and an expanding base of public and private partners to promote greater consumption of fruits and vegetables.

Georgia's Fruit & Vegetable Program:

- Offers the support of the Fruit and Vegetable Coordinator to promote and coordinate Georgia's Fruit & Vegetable program in partnership with Georgia's Nutrition and Physical Activity Initiative
- Provides technical assistance and educational resources to state and local agencies (health, education and community) in promoting fruit and vegetable consumption in all settings
- Emphasizes state and local partnerships and coordination of efforts
- Promotes and supports special events such as Fruit & Vegetable Month in September

How many people can be helped by the services?

Georgia's Fruit & Vegetable program is promoted statewide with the potential to reach all Georgians through schools, the Women, Infants, and Children program (WIC), health promotion programs in local health districts, worksites and other community settings.

Why is the service important?

Fruit and vegetable consumption has been linked to a lower risk of heart disease, stroke, diabetes, cancer and obesity. The general population does not consume adequate potassium, fiber and vitamins A and C, which are found in fruits and vegetables. The most recent survey of Georgians indicates that only 23% of adults and 17% of high school students consume the minimum recommended 5 or more servings of fruits and vegetables daily.

Who is eligible?

All Georgia residents.

Where are services located?

Services are located statewide.

Outcome Measures

Increase the number of Georgians consuming 5 or more servings of fruits and vegetables daily.

Legislative Authority

There is no legislative authority for *Fruits & Veggies – More Matters*. The campaign is led by the CDC and Produce for Better Health Foundation.