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FRUITS & VEGGIES—MORE MATTERS MESSAGES HIT HOME WITH MOMS

Moms Say Fruit & Veggie Consumption Up, But There is Still Room for Improvement

Wilmington, Del. – Moms report that they are eating more servings of fruits and vegetables each day with daily consumption of fruit up by three quarters of a cup and daily consumption of vegetables up a quarter of a cup from 2006 consumption levels. However, they still reported eating fewer servings of fruits and vegetables than they should be according to increased recommendations in the *2005 Dietary Guidelines for Americans*. This indicates that there is still room to increase fruit and vegetable consumption even further.

More in-depth results are now available from the 2008 edition of Produce for Better Health Foundation's (PBH) Generation X Moms survey. The survey was designed to assess attitudes and behaviors in relation to fruits and vegetables and to track changes in these attitudes and behaviors over time. This year marks the third edition of this survey, whose preliminary results were released in late March.

The perception of fruits and vegetables as being healthy foods continues to grow year after year. Nearly all Moms surveyed say that fresh fruits and vegetables are very healthy, followed by frozen fruits or vegetables and 100 percent fruit or vegetable juice. There was also a significant jump in the number of Moms who now have dried and frozen fruit in their homes compared to 2007. This suggests that the Fruits & Veggies—More Matters message that all forms count is being received, retained, and acted on.

Moms' interest in learning new, interesting ways to prepare fruits and vegetables is up from last year, but Moms continue to feel they lack knowledge of new ways to prepare fruits and vegetables. This may indicate that their higher level of interest in serving fruits and veggies is resulting in a higher need for support. Thus, this audience is more likely to be receptive to the Fruits & Veggies—More Matters action-oriented messaging. This action-oriented messaging is available for licensed retailers and grower/shipper/processors to display as a way of connecting their products with solutions in the minds of consumers.

Moms are clear that they want to, intend to, and expect to, include more fruits and vegetables in their families' meals everyday, but they also feel that practical issues often prevent them from acting on their best intentions. They point to a family of fussy eaters, or varying family preferences (64 percent), as the largest barrier to serving more fruits and vegetables. Their other concerns include fresh produce spoiling too quickly (57 percent) and the lack of fruit and vegetable varieties in restaurants (51 percent). Fruits & Veggies—More Matters addresses all these concerns with tips and advice available directly to consumers via the Fruits & Veggies—More Matters website, and for licensed retailers and grower/shipper/processors to use in their stores and on packaging.

Moms are significantly more likely to agree that providing a greater variety of fruits and vegetables is a way to introduce new, colorful and fun ways of eating to the family. This is proof that the important Fruits & Veggies—More Matters message of variety is resonating with consumers and it suggests that Moms are looking for more ways to prepare all forms and many different varieties of fruits and vegetables. Licensed retailers and grower/shipper/processors have the opportunity to be a big help to Moms by displaying the Fruits & Veggies—More Matters logo, preparation and storage tips, and prepared materials.

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Furthermore, the new research shows that beyond the widely reported physical benefits, Moms are recognizing the positive emotional impact of eating more fruits and vegetables. A full 70 percent of Moms say they are most likely to eat healthy foods like fruits or vegetables when they experience positive emotions like happiness or contentment. On the other hand, when they are feeling negative emotions like sadness or stress, almost half of Moms say they are most likely to eat sweets and almost a quarter turn to salty snack foods and heavy foods like cheeseburgers. The same goes for their state of mind after eating. Almost half feel guilty after eating too many sweets or salty snack foods, while over half feel good about themselves after consuming a generous portion of fruits and vegetables.

Feeding their kids fruits and vegetables also gives Moms a feel good boost. Ninety six percent of Moms said they felt like a “good mother” when feeding their children fruits and vegetables – compared to only two percent for starchy foods and one percent for sweets or snacks. In contrast, Moms say they feel like a “bad mother” when they feed their kids greasy foods or sweets. Licensed retailers and grower/shipper/processors can help Moms keep this good feeling going by displaying the Fruits & Veggies—More Matters tips for overcoming objections and adding more fruits and vegetables to their families’ diets.

“The Fruits & Veggies—More Matters health initiative aims to move Gen X Moms from a state of contemplation, knowing that fruits and vegetables are healthy foods, to action, actually purchasing and serving greater amounts of fruits and vegetables,” said Elizabeth Pivonka, Ph.D., R.D., president and CEO of PBH. “Tracking data confirms a significant increase in action oriented intentions and behaviors by Moms and also indicates that specific Fruits & Veggies—More Matters messages are being heard and acted upon by Moms. The survey also indicates that brand logo awareness is rising steadily and that the website is well-received.”

Licensed retailers and grower/shipper/processors are able to tap into Fruits & Veggies—More Matters messages, access prepared materials, and use the brand logo to grow their businesses by building on the success of the health initiative. For more information becoming a licensed retailer, [contact PBH Senior Executive of Retail Marketing Bryant Wynes](#). For more information on grower/shipper/processor licensing, [contact PBH Licensing & Partnership Manager Kathleen Ruf](#).

PBH’s Generation X Moms survey was conducted using 1,000 women between the ages of 24 and 41, all of whom had at least 1 child under 18 living in their household. The survey was conducted online between January 18 and January 22, 2008 by OnSurvey. In general, a sample of this size has a margin of error of +/- 3.1 percent.

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About Produce for Better Health Foundation

Produce for Better Health Foundation is a nonprofit organization whose mission is to lead the way to achieving increased daily consumption of fruits and vegetables by leveraging private industry resources, leveraging public sector resources, influencing policy makers, motivating key consumer influencers, and promoting fruits and vegetables directly to consumers. PBH, together with CDC and other national partners, recently launched a new national health initiative- Fruits & Veggies—More Matters®, the next generation of the 5 A Day campaign. To learn more, visit www.pbhfoundation.org and www.fruitsandveggiesmorematters.org.