#### Vote for Vitality and Good Health

#### **Return Honest Nutrition** to Your Dinner Table

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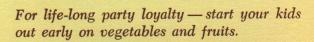
#### Consider These Unmatched Qualifications

- LOW in calories
- HIGH in Vitamin C
- **TOPS** in Vitamin A
- PROVEN WINNER in Iron
- **GOOD SOURCE of Thiamine and** Niacin
- RICH in Appetite Appeal
- **WIDE VARIETY of Textures**
- **▶ BEAUTIFUL** colors, shapes, and sizes
- AVAILABLE year round fresh, canned, frozen, dried
- **ECONOMICAL** for the budget
- QUICK AND CONVENIENT to prepare
- **EASY** to eat

Where else can you get so much vitality and good health and satisfaction for your money? The choice is yours!

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Elect Vegetables and Fruits!



### WHAT THE POLLS SAY

- \*American families picked up some bad food habits in the last ten years. Despite higher income and a wider variety of nutritious foods, family diets were not as good in 1965 as they were 10 years earlier.
- \*Fewer diets in 1965-66 met the allowances for calcium, Vitamin A, and ascorbic acid (Vitamin C).
- \*Americans ate less of these nutrients plus less iron because they were eating less milk and milk products. (Calcium sources) and fewer fruits and vegetables (Vitamin A and C and iron sources).
- \*Both low and high income families lack these nutrients in their diets—calcium, Vitamin A, and Vitamin C.
- 5. \*\*Families throughout the country enrolled in the "Expanded Nutrition Program" were judged to be consuming too few fruits and vegetables as compared to meat.
- \* 1965-66 USDA Family Food Consumption Survey.
- \*\* 1969 Program Evaluation of the Expanded Food and Nutrition Education Program January July 1969, Datagraphics, Inc.

### Why Lower Consumption of Vitamins A and C?

- 1. Fewer home gardens.
- Lower consumption of fruits and vegetables (major sources of these vitamins).
- 3. Less consumption of potatoes and sweet potatoes.
- 4. More consumption of low-fat milk products. (Shifts from whole milk, evaporated milk and cream to skim milk, low-fat milk, and nonfat dry milk — much of it not fortified with Vitamin A.)
- More consumption of new nondairy food products including coffee whiteners in liquid, powder and frozen forms and dessert toppings in liquid, frozen and dried forms.
- Shifts from butter and shortening to margarine and oils. Oils and cooking fats generally do not furnish Vitamin A.

# The Vegetable-Fruit Platform

Vegetables and Fruits will supply less than 10% of the Calories you consume.¹ Vegetables and Fruits will supply more than 90% of the Vitamin C needed. Vegetables and Fruits will supply more than 50% of the Vitamin A needed. Vegetables and Fruits will supply 20% of the iron needed. Vegetables and Fruits will supply 20% of the thiamine needed. Vegetables and Fruits will supply 20% of the niacin needed. Vegetables and Fruits will supply 20% of the niacin needed. Citrus fruits supply 23% of the Vitamin C and yield only 0.6% of the calories. Dark green and deep yellow vegetables supply 28% of the Vitamin A value and almost 10% of the Vitamin C and yield only 0.6% of the calories.

fruits to deliver Past performance shows these are not empty promises. You can count on vegetables and

## **Vegetables and Fruits Offer Something For Everyone**

- 1. SATISFACTION 3. VARIETY 5. YEAR-ROUND SUPPLY OF NUTRIENTS
- 2. QUALITY 4. ECONOMY 6. CONVENIENCE

## MAKE YOUR VOTE COUNT!

What you can do to get results!

Every day eat a total of four or more servings of vegetables and fruits. Include:

- CITRUS FRUIT or other fruit or vegetable important for Vitamin C at least one serving each day. The body does not store this vitamin.
- DARK-GREEN OR DEEP YELLOW Vegetable for Vitamin A one serving at least every
- Count as one: one medium or 1/2 cup of fruit or vegetable. Smaller servings for children — but not fewer. OTHER VEGETABLES AND FRUITS, including potatoes — two or more servings a day.

Don't be a poor diet statistic in the 1970's! Win with vegetables and fruits!

<sup>1963—</sup>Percent of Calories and Nutrients supplied by vegetable-fruit group of foods.