

# Vote for Vitality and Good Health

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## Return Honest Nutrition to Your Dinner Table

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Home and Family Series  
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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!*

*For life-long party loyalty — start your kids out early on vegetables and fruits.*



## WHAT THE POLLS SAY

1. \*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.
2. \*Fewer diets in 1965-66 met the allowances for calcium, Vitamin A, and ascorbic acid (Vitamin C).
3. \*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).
4. \*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.
2. 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.)
5. 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.
6. 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.<sup>1</sup>  
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.  
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.

<sup>1</sup>1963—Percent of Calories and Nutrients supplied by vegetable-fruit group of foods.

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

### 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 other day.
- OTHER VEGETABLES AND FRUITS, including potatoes—two or more servings a day. Count as one: one medium or ½ cup of fruit or vegetable. Smaller servings for children—but not fewer.

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