



...AND FREE FROM THE BAD STUFF
Fruits and vegetables typically contain no trans fat, low saturated fat and very little or no sodium. The natural sugars they contain don't affect your health the same way added sugars do.

THEY'RE FULL OF THE GOOD STUFF
Fruits and vegetables provide many beneficial nutrients, including vitamins, minerals, healthy fats, protein, calcium, fiber, antioxidants and phytonutrients.

Turns out mom was right. We DO need to eat our fruits and vegetables. But why are these foods so important?

RAINBOW

LEARN TO EAT THE

WHY WE SHOULD EAT THE

RAINBOW

THEY WON'T WEIGH YOU DOWN

Fruits and vegetables tend to be low in calories, so they can help you manage your weight while still filling you up, thanks to the fiber and water they contain. Replacing higher-calorie foods with fruits and vegetables is an easy first step to a healthier eating plan.

THEY'RE SUPER FLEXIBLE SUPERFOODS

All forms of fruits and vegetables – fresh, frozen, canned, dried and 100% juice – can be part of a healthy diet. They can be eaten raw or cooked, whole or chopped, organic or not, and alone or in combination with other foods. They are among the most versatile, convenient and affordable foods you can eat.



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