



STRATEGIES, TOOLS, AND RESOURCES FOR PARENTS & GUARDIANS

Display and Setting Tools

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MAKE FRUIT AND VEGETABLES THE DEFAULT

- ▶ Set a goal to include fruit and vegetables in every family meal and snack occasion.
- ▶ As a guideline, fill half your plate with fruits and veggies. To see a picture of what your plate should look like, go online to [Fill Half Your Plate](#).
- ▶ Find tips on how to prepare healthier versions of family food favorites using fruit and vegetables at [Healthy Food Substitutions](#).
- ▶ Unsure how to cook fruits or vegetables or looking for a new, healthy recipe to try? Look no further . . . the [Fruit & Vegetable Recipe Search](#) has more than 1,000 recipes—you're sure to find the perfect fruit and veggie entrée, side dish, soup, salad, drink, or snack.
- ▶ Make sure your child eats fruit and vegetables at lunch. Find easy-to-pack lunches that your child will love at [Back to School with Fruit and Vegetables](#).

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INCREASE THE PROMINENCE OF FRUIT AND VEGETABLES

- ▶ Keep fruit and vegetables top of mind by always serving them at meal and snack time, including lunch boxes.
- ▶ Place fruit in a colorful or transparent bowl on the kitchen counter and cut-up vegetables in the fridge so that family members will see these items first when they look for a snack.
- ▶ Read online posts with more ideas for making snacks easily available in the refrigerator or cupboard/pantry at [Healthy Snacks at Kid Eye-Level](#).
- ▶ Use nature's fast foods when on the go. Think apples, bananas, plums, raisins, oranges, dried fruit, and 100% juice for gym bags, backpacks, and car rides. Find more ideas at [Eating Fruits & Vegetables On the Go](#).

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INCREASE FRUIT AND VEGETABLE OPTIONS

- ▶ Introduce different forms of fruit and vegetables in the home—fresh, frozen, dried, canned, and 100% juice. A child who does not like the taste of apples may eat all-natural, unsweetened applesauce, for example, or drink 100% apple juice.
- ▶ When it comes to good nutrition, there are many healthy fruit and veggie varieties and forms to choose from. For ways to incorporate more fruit and vegetables into your meal planning, visit [All Forms of Fruits & Veggies Matter](#).
- ▶ For great food preparation tips and ideas using all forms of fruit and vegetables, watch online videos with Michael Marks, Your Produce Man. He'll show you how to use [Canned Fruits & Vegetables for Lunch](#); make [Trail Mix with Fruits and Nuts](#); [Store and Use Grapes](#), and [How to Juice Oranges](#). For other meal preparation tips using frozen food products, see our [Recipes Using Frozen Fruits & Vegetables](#).
- ▶ Put a [Magnetic Grocery Notepad](#) on your refrigerator as a handy reminder to add fruit and veggies to your shopping list.
- ▶ While grocery shopping, let children select a new fruit or vegetable to try . . . or several! Find other ways to introduce new fruit and vegetables to your children at [Top 10 Ways to Get Kids Involved in Healthy Cooking and Shopping](#).

- ▶ To get or share ideas about ways to include more fruit and veggies at home, participate in the [Fruit & Vegetable Blog: Stem and Stock . . . Let's Talk](#).
- ▶ Want to make sure your kids are eating the right things? Find the information you need at [Frequently Asked Questions](#). If you don't see the answer you are looking for, post your question at [Ask the Expert](#).
- ▶ Need some help adding fruit and vegetables to everyday meals and snacks? Get quick and easy tips at [Healthy Meal Planning](#).
- ▶ Find easy-to-make recipes online at [Top Ten Healthy Ways to Cook Fruits & Vegetables](#).

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DECREASES NON-FRUIT AND VEGETABLE ALTERNATIVES

- ▶ Limit the amount and types of unhealthy food choices you purchase at the grocery store and bring into your home. Before you shop, write a shopping list to avoid last-minute, unhealthy impulse purchases. Use the [Let's Move Grocery List](#) to help you select healthier items for your family, starting with fruit and vegetables.
- ▶ Learn how to make smart food choices with the [Go, Slow, and WHOA Foods](#) chart. It features "Go Foods" you can eat anytime (like fruit and vegetables); "Slow Foods" to eat sometimes or less often; and "WHOA Foods" that should be limited to special occasions or eaten only once in a while.
- ▶ Make your family's food favorites more nutritious by adding fruit and vegetables, using tips at [Family Meal Makeovers](#).
- ▶ At home, substitute higher-calorie and higher-fat foods with fruit and vegetables. Choose a fruit smoothie instead of a milkshake or use puréed vegetables as a thickener for soups or gravies. For other great ideas, go online to [Healthy Food Substitutions](#).
- ▶ Check our list of [Fruit and Veggie Vending in Schools](#) to see if your school is participating. If your school has not joined this effort, talk to the principal about offering healthy vending machine options as a nutritious alternative for students and staff.
- ▶ Get more information about offering single-serve, fresh-cut fruit and vegetables in your school at [Del Monte Fresh Produce Fresh Fruit and Vegetable Vending Line](#). Their products include specially packaged bananas, as well as single-serve, fresh-cut fruit and vegetables, some of which are paired with a healthy, low-fat dip.
- ▶ Find out if your school is part of the [Fresh Fruit and Vegetable Program](#), a nationwide, federally-assisted program that provides free fruit and vegetables to students in elementary schools. If this program is available at your school, talk to your child about choosing fruit and veggies for lunch.
- ▶ Encourage your child to pick healthy fruit and veggie products from school vending machines and the school cafeteria.

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INCREASE THE CONVENIENCE OF FRUIT AND VEGETABLES WITH SINGLE SERVINGS

- ▶ Make it easy for yourself and your kids—precut and pack several baggies of fruit and veggies to eat at school, at home, or anywhere on the go.
- ▶ For other healthy options, include single-serve prepackaged fruit and vegetables, including salads, dried fruits, fruit cups, and 100% juice.

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PROVIDE TIMELY REMINDERS

- ▶ Make sure that fruit and vegetables are available at meal time and for snacks, while at home or eating out.

Incentive and Price Tools

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TAKE ADVANTAGE OF DISCOUNT PRICES

- ▶ Look at store circulars and plan meals around fruit and veggies that are on sale.
- ▶ Stock up on discounted or sale items of fruit and vegetables. Remember, all forms are nutritious (fresh, canned, frozen, dried, and 100% juice), so there are likely to be sale items of fruit and vegetables available each time you shop!
- ▶ Teach children how to look for sales and ways to save money on everyday items, especially how to shop for healthy foods like fruit and vegetables.

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MAKE TRADEOFFS AND BUY MORE FRUIT AND VEGGIES

- ▶ Save money and add more fruit and vegetables. An adult on a 2,000-calorie diet can satisfy recommendations for fruit and vegetables for an average of \$2 to \$2.50 per day, or about 50 cents per one-cup serving. See how affordable it can be to add more fruit and vegetables with our [Money-Saving Tip Sheet](#).
- ▶ For ways to include more fruit and vegetables in meals and make the most of your family's budget, check out the meal planning, shopping, storing, and preparing tips available online at [Fruit and Veggies on a Budget](#).
- ▶ Buy in season when some fresh fruit and vegetables are less expensive. For information on seasonal fruit and vegetables and which ones are available year round, take a look online at [What Fruits & Vegetables are in Season](#).
- ▶ Try our [30 Ways in 30 Days: Menu a Day](#) for complete menus that feed up to 4 for less than \$10 (that's hard to beat!).

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BUY IN BULK

- ▶ Stock up on healthy fruit and vegetables, in all forms, when companies have two-for-one sales and volume discounts, so you will always have healthy foods quickly available when preparing meals and snacks.

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USE SMALL MONETARY INCENTIVES

- ▶ Try offering your children a small amount of money to see if incentives increase their interest in eating more fruit and veggies.

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USE SOCIAL REWARDS

- ▶ Establish goals for eating fruit and vegetables—help your children track their progress and congratulate them for doing a good job when goals are met.
- ▶ Use tangible rewards (stickers) and social rewards (verbal praise) when children taste/eat fruit and vegetables. Find inexpensively priced products that are perfect to give as small rewards in the [PBH Catalog](#), such as temporary fruit and veggie tattoos that kids just love, and pens, pencils, and sticky notes that are perfect for school use.

Incentive and Price Tools

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CREATE

PRE-COMMITMENT TOOLS

- ▶ Teach children how to plan healthy meals by showing them how to prepare a grocery list that includes nutritious fruit and vegetables.
- ▶ Keep [A Well-Stocked Pantry](#) with fruit and veggies so you always have what you need on hand to prepare healthy meals.

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CREATE SIMPLE
TRACKING TOOLS

- ▶ Download charts from the [Take Your Child to the Supermarket Kit](#). The *Eat Your Colors Everyday* chart encourages children to find and record 5 different fruit and vegetables in each of the 5 color groups. Another fun activity, *I'm Stuck on Fruits & Veggies*, can be used to collect PLU stickers for each fruit or veggie eaten at home.
- ▶ Encourage your child to keep a record of the number of fruit and veggies eaten each day by using the [Kids' Fruit & Veggie Tracking Sheet](#) available for purchase online from PBH.

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CREATE PERSONAL
STRATEGIES

- ▶ Teach children how to plan their food purchases to make healthy food choices and avoid impulse purchases near the checkout counter that tend to be not as healthy.
- ▶ School-aged children learn mainly by observing others. Model good eating habits by including more fruit and vegetables in everyday meals, including times when you are eating out. Set a good example because [actions can sometimes speak louder than words!](#)

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PROMOTE
HABIT-STARTING
OPPORTUNITIES

- ▶ Initiate family discussions about starting healthy eating habits and think about ways to include more fruit and vegetables in family meals. Good eating habits that begin when children are young can last into adulthood.
- ▶ Think about starting good eating habits while on vacation. Pizza can be a healthy choice when loaded with your favorite veggies. For dinner, dress up a salad for your main meal by adding slices of grilled chicken or fish and top with mandarin oranges. For more tips on adding fruit and vegetables when eating out, visit [Eating Fruits and vegetables on the Go](#).
- ▶ For special occasions with family, friends, or at a party, think about cutting calories while keeping the flavor, with tips you'll find online at [Entertaining and Healthy Cooking with Fruit and Veggies](#).

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ENCOURAGE ONLY FRUIT
& VEGETABLE SNACKING
WHILE WATCHING TV

- ▶ Establish a family rule that fruit and veggies are the only snacks that can be eaten during TV time.
- ▶ Model good habits for your children by avoiding unhealthy snacks when you're watching TV.

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FACILITATE PREFERENCE
CHANGE

- ▶ Introduce new flavors to children with currently liked flavors: add small amounts of broccoli to their macaroni and cheese.
- ▶ Hide the taste of veggies by serving them as a purée.
- ▶ If your child does not seem to like the taste of a specific fruit or vegetable, introduce it several times. Research has shown that up to ten taste tries may be needed to acquire a taste preference for new foods.
- ▶ Dealing with a picky eater? Find [We Can!® Parent Tips](#) to help your child become a healthy eater.

Messaging Tools

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USE NUTRITION
LABELING

- ▶ Read the nutritional information found on product labels while grocery shopping, and teach your children the importance of evaluating nutritional information when making purchases. For advice and tips on how to determine and compare the nutritional contents of food items, visit [Understanding Food Labels](#).
- ▶ Look for the Fruits & Veggies—More Matters® logo on product packaging while shopping—it's your assurance that the product meets strict nutrition guidelines.

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PROMOTE NATURALNESS

- ▶ Plant a garden at home with family favorites, and add some new fruit and vegetables to try, too. For more information and tips, read [Gardening Gets Kids to Try New Fruits and Vegetables](#), [4 Steps to Your Vegetable Garden](#), and [Gardening Can Improve Your Health](#).
- ▶ Teach your child about the joy of gardening with the *Growing Vegetable Soup* book available at [PBH Catalog](#). This colorful paperback comes with a seed packet and recipe to make soup with your homegrown vegetables.
- ▶ Help your child understand how fruit and veggies are grown, with a colorful book featuring the Fruit & Veggie Color Champions called the [Farm to Fork Activity Book](#). It's available in English and Spanish versions.

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HIGHLIGHT SOCIAL
NORMS

- ▶ To prevent obesity, reinforce healthy eating as everyday norms for your family. Specifically, talk about the importance of eating more fruit and veggies; avoiding junk food; limiting unhealthy snacks, etc. Positive behaviors started early in life help to shape healthy habits as adults.
- ▶ Join other Americans in taking the [More Matters Pledge](#) and increase your family's goals and expectations for eating more fruit and vegetables for good health.
- ▶ Participate in [Fruit & Veggie Happenings in Your Community](#) to reinforce the idea that it is “cool” to eat healthy!

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DON'T MISS OUT ON THE
HEALTH BENEFITS OF
FRUIT AND VEGETABLES

- ▶ Obesity among children in the U.S. is at an all-time high . . . and growing. Learn the facts about childhood obesity and its associated risks at [Let's Move.gov](#). For 10 ways you can help your child be healthier, read the [Childhood Obesity Task Force Recommendations](#).

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USE STRONG, APPEALING
BRANDING

- ▶ Help kids get excited about fruit and veggies! Introduce them to the Fruit & Veggie Color Champions at [FoodChamps.org](#), a website featuring 5 colorful cartoon characters that teach kids about fruit and vegetables and healthy eating, using games, activities, coloring sheets, and recipes.
- ▶ Use our Color Champs Puppet and Music CD Kit available at [PBH Catalog](#) to entertain your child with a puppet and groovy songs about fruit and veggies, and have fun learning about healthy eating.