



## Did You Know: Strive for 5

When it comes to fruits and veggies, there's no such thing as too much of a good thing. Loading up on nutrient- and fiber-packed produce gives your body what it needs—and can stave off hunger longer.

Why strive for 5? Because 5 cups of fruits and veggies is the daily quantity recommended for optimal nutrition and weight control. Sticking to this plan can also lead to lower blood pressure, a strengthened immune system, and reduced risk of diabetes, cancer and heart disease. The Strive for 5 cups principle is based on recommendations in the 2010 Dietary Guidelines for Americans ([choosemyplate.gov](http://choosemyplate.gov)). Given the growing list of health benefits, and the growing availability of more varieties of fruits and vegetables than ever, we say, why not?



Think it's too difficult or costly to strive for 5 every day? Think again! Frozen and canned produce can be less expensive and just as nutritious as their fresh counterparts. Plus you can keep them on hand longer (less waste from spoilage), and they're easy to prepare. Unless you plan on eating them raw, it makes sense to use canned or frozen veggies in cooked dishes. Most frozen varieties are recipe-ready.

Fitting 5 cups of fruits and vegetables into your day is easier than you think! Strive to include at least one cup of fruits or vegetables per meal. Cleaned and cut fresh mixes and frozen and canned produce help you add these delicious lower calorie, higher fiber ingredients to your meal conveniently.