Top 10 Reasons to Eat MORE
Fruits & Vegetables

10. **Color & Texture.** Fruits and veggies add color, texture… and appeal… to your plate.

9. **Convenience.** Fruits and veggies are nutritious in any form—fresh, frozen, canned, dried, and 100% juice, so they’re ready when you are!

8. **Fiber.** Fruits and veggies provide fiber that helps fill you up and keeps your digestive system happy.

7. **Low in Calories.** Fruits and veggies are naturally low in calories.

6. **May Reduce Disease Risk.** Eating plenty of fruits and veggies may help reduce the risk of many diseases.

5. **Vitamins & Minerals.** Fruits and veggies are rich in vitamins and minerals that help you feel healthy and energized.

4. **Variety.** Fruits and veggies are available in a wide variety… there’s always something new to try!

3. **Quick, Natural Snack.** Fruits and veggies are nature’s treat and easy to grab for a snack.

2. **Fun to Eat!** Some crunch, some squirt, some you peel… some you don’t, and some grow right in your own backyard!