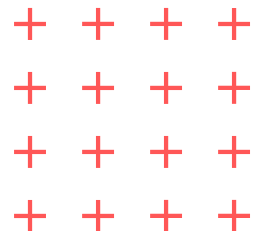



EAT THE RAINBOW TOOLKIT



Fruits and vegetables are the most colorful foods we eat! They are loaded with fiber, micronutrients, energy, and smell and taste so good. They boost our mood, help our bodies fight diseases, and feed our healthy gut bacteria. By encouraging people of all ages to consume more fruits and veggies, we improve the well-being of our communities.





**On average, Americans
eat only 1 serving of
fruit and 1.5 servings of
vegetables per day, far
less than what's
recommended.**

WHY Eat the Rainbow?

- TO REDUCE THE RISK OF CHRONIC DISEASE
- TO HELP WITH BETTER MOOD
- TO OPTIMIZE HEALTH AND FUNCTION

WHAT is a Serving Size?

- 1/2 CUP COOKED VEGETABLES
- 1 CUP RAW VEGETABLES
- 1 CUP BERRIES OR CUT FRUIT
- 1 MEDIUM WHOLE FRUIT THE SIZE OF YOUR FIST
- 1/4 CUP DRIED FRUIT
- 1 CUP (8 OZ) 100% FRUIT JUICE

HOW do we Eat the Rainbow?

- INCLUDE A FRUIT OR VEGGIE AT EVERY MEAL & SNACK
- VARY YOUR CHOICES BY CHOOSING DIFFERENT COLORS
- AIM FOR A MINIMUM OF 5 SERVINGS DAILY
- TRY A NEW COLORFUL FOOD EVERY WEEK
- BUY COLORFUL PRODUCE AT THE MARKET

WHERE can we Eat the Rainbow?

- HAVE FROZEN AND FRESH FOODS STOCKED AT HOME
- PACK COLORFUL FOODS FOR LUNCH
- ASK FOR SUBSTITUTIONS WHEN EATING OUT
- BRING WHOLESOME SNACKS WITH YOU WHEN TRAVELING

Eat the Rainbow Shopping List



American Heart Association.
Healthy for Good™

BLUE & PURPLE

blackberries
blueberries
black currants
dates
eggplants
grapes
plums
prunes
purple figs
raisins

RED & PINK

beets
cherries
cranberries
pink grapefruit
pomegranates
radicchio
red radishes
red apples
red grapes
red peppers
red potatoes
rhubarb
strawberries
tomatoes
watermelons



EAT MORE COLOR

The best way to get all of the vitamins, minerals and nutrients you need is to eat a variety of colorful fruits and veggies. Add color to your plate each day with the five main color groups.

GREEN

artichokes
asparagus
avocados
bok choy
broccoli
Brussels sprouts
celery
collard greens
cucumbers
green beans
green cabbage
green grapes
green onions
green peppers
kale
kiwis
leeks
limes
mustard greens
okra
pears
peas
romaine lettuce
snow peas
spinach
sugar snap peas
watercress
zucchini

ORANGE & YELLOW

orange peppers
papayas
peaches
pineapples
pumpkins
summer squash
sweet potatoes
tangerines
yams
yellow apples
yellow peppers
yellow squash
acorn squash
butternut squash
apricots
cantaloupes
carrots
corn
grapefruit
lemons
mangoes
nectarines
oranges

WHITE

bananas
cauliflower
garlic
Jerusalem
artichokes
mushrooms
onions
potatoes
parsnips
shallots



Red

Helps fight cancer, reduces risk of diabetes & heart disease, improves skin, and supports your joints.

Orange

Helps prevent cancer, promotes collagen growth and supports eye health.

Yellow

Supports heart health, promotes good vision, improves digestion, and helps the immune system.

Green

Detoxifies, fights free radicals, reduces cancer risk, improves immune system, and restores energy.

Blue & Purple

Fights cancer and inflammation, has anti-aging properties, and improves mineral absorption.

White

Maintains heart health, lowers cancer risk, and strengthens the immune system.

HOW MANY COLORS CAN YOU EAT TODAY?



Mon	Tue	Wed
Thu	Fri	Sat
Sun		+ + + + + + + + + + + + + + + +