



---

---

FOR IMMEDIATE RELEASE

CONTACT

Monday, April 2, 2006

Mary Howell  
Public Information Officer  
Office: 208-239-5288  
Cell: 208-243-1086

**The Southeastern District Health Department Encourages Idahoans to  
Eat More Fruits & Veggies, Because More Matters!**

Are you having a hard time eating your fruits and vegetables? Well, you are not alone, since the majority of Americans are not getting enough fruits and vegetables in their daily diets. But the good news is there is help. The Produce for Better Health Foundation (PBH) and the Center's Disease Control and Prevention (CDC) has recently released a new program, *Fruits & Veggies—More Matters*, which is replacing the "5 a Day for Better Health." The new program will provide simple suggestions on ways to add more fruits and vegetables to every eating occasion. The program was officially launched on March 19<sup>th</sup>, 2007.

To provide assistance to the public in increasing their fruit and vegetable consumption, PBH and the CDC have also developed a user friendly interactive website, [www.fruitsandveggiesmorematters.org](http://www.fruitsandveggiesmorematters.org), which will offer recipes, serving ideas, and shopping advice. It also includes activities and tips for getting children involved and gives consumers the opportunity to share their own easy and fun serving ideas by submitting them online.

Also highlighted on the new website is the Fruits & Veggies—More Matters challenge, which is an 11 week contest that invites families to submit a favorite recipe or preparation tip involving, fruits and vegetables. Participants may win the opportunity for their family to learn easy, healthy cooking methods directly from an expert chef from the Culinary Institute of America.

According to Produce for Better Health Foundation and the Center's Disease Control and Prevention, consumers will soon start to see Fruits & Veggies—More Matters on packaging and in stores nationwide: 21,000 supermarkets and 170 companies are licensed to participate. In addition, consumer outreach at both the state and local government levels will aim to help make healthy food choices the easy choices.

To assist in the launch of the Fruits and Veggies—More Matters Campaign, and to encourage people in southeast Idaho to eat more fruits and vegetables the Southeastern District Health Department's Physical Activity and Nutrition program will be distributing healthy recipe ideas, Healthy Living Calendars and Healthy Living for Kids Magazines from the Idaho Department of Health & Welfare,

and additional information on the importance of eating right and exercising, during Public Health Week, April 2-9, at the following locations:

Place: Walmart in Chubbuck  
Date: Thursday, April 5, 2007  
Time: 4:00 pm- 6:00 pm

Place: Ridleys in Pocatello  
Date: Friday, April 6, 2007  
Time: 4:00 pm-6:00 pm

For more information about the events or the Physical Activity & Nutrition Program, contact Tracy McCulloch at 239-5250.

###