



Fruit and Veggies—More Matters Month



“Fruit and Veggies—More Matters is here to help you focus your attention on eating more fruits and vegetables! Add one more. Try something new. Educate yourself. Teach the kids. Try a new recipe.”
(Produce for Better Health, 2015)

A publication of the Center for Leadership Education in Maternal and Child Public Health

We hope you find this health observance quick-guide helpful! Roll over text to find live links to sites and materials. Most messages, materials, and facts can be adapted to fit other audiences not specifically depicted here.

Social media

Hashtag

#FVMMMonth

Facebook

Fruits & Veggies—
More Matters

Twitter

@fruits_veggies

Pinterest

Fruits & Veggies-
More Matters®

Instagram

@fruitsandveggies-
morematters

Social media can be a great tool for finding up-to-date resources and facts. Follow leading organizations to find out what they are doing, share their posts, and join in national chats.

One of the easiest ways to find more resources is to search the hashtag for this observance. This can be done on almost all social media sites. Include it in any posts you create.

Please share these documents and consider tagging the Centers: @UMN_MCH and @SahrcUMN.



Print, post, or share

Produce for Better Health Foundation

Information about the month, resources, materials, and more

Food Champs: Website just for kids!

Top ten reasons to eat more fruits and vegetables

What is in season?

In the news

How to get more fruits and veggies in your day

Happenings in your local community

Pledge to fight obesity

Coloring and activity pages

Games for kids

Vegetarian kids

Fruits and veggies on a budget

United States Department of Agriculture

Resources and materials from the USDA

HealthierUS School Challenge: Smarter Lunchrooms Resources

Professional Standards for School Nutrition Professionals

If available, use logos and other graphics to enhance your posts, emails, or websites. Visuals help catch people's attention and often have higher engagement numbers.

Use available facts from these organizations to create quick and easy posts for social media or a newsletter. Many also provide templates for press releases and other modes of communication.

Activity Pages

How much of a banana makes a one-cup serving? How many carrots or dried apricots? How much juice? Even as an adult it's hard to know.

Use these activity sheets to help you and your children visualize cup equivalents and to help motivate them to increase the number of fruits and vegetables they eat each day.



Chopped, Mashed or Sliced Cup Equivalents



Dried Cup Equivalents



Fruit Cup Equivalents



Vegetables Cup Equivalents

[Download all 4 pages](#)

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