

**Dear Employer,**

The *Paint Your Plate! Create a Masterpiece Workplace Vegetables and Fruit Action Guide* was developed by a team of public health dietitians working together as the Northern Healthy Eating Project (NHEP). This guide contains practical information and tools that will assist your workplace in the promotion of vegetables and fruit. Promoting healthy eating at work can make a difference in your employees' energy, productivity and overall health.

Vegetables and fruit are excellent sources of vitamins, minerals and dietary fibre that protect against diseases such as heart disease, cancer and obesity. Unfortunately, 53.4 per cent of Ontario residents aged 12 and over do not eat the minimum number of servings of vegetables and fruit as recommended by *Canada's Food Guide*<sup>1</sup>. Employees spend a large amount of time at work. Your workplace can play a key role in promoting healthy eating activities that focus on vegetables and fruit.

Employees will find the *Paint Your Plate! Challenge* to be an enjoyable way to increase their own vegetable and fruit intake. It encourages your entire workplace to eat seven to 10 servings of vegetables and fruit each day as well as offering practical information and tools to help you, the employer, increase the availability of vegetables and fruit in the workplace.

By implementing this guide, you will help your employees "Paint their Plates", and watch them create their own healthy masterpieces!

Yours in Health,

Public Health Dietitian/Nutritionist  
Member, NHEP

## References

<sup>1</sup> Statistics Canada, Canadian Community Health Survey (CCHS 2.2.), 2005.



# ***Paint Your Plate! Create a Masterpiece***

## ***Vegetables and Fruit Action Guide for Workplaces***

**Developed by the following Northern Healthy Eating Project (NHEP) partners:**

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North Bay Parry Sound District Health Unit  
Simcoe Muskoka District Health Unit  
Sudbury & District Health Unit  
Timiskaming Health Unit  
Thunder Bay District Health Unit

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# Action Guide Overview

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**Paint your plate.  
Create a masterpiece.**







## **1.1 Welcome**

Welcome to the *Paint Your Plate! Create a Masterpiece* Vegetables and Fruit Action Guide for Workplaces. This guide contains practical information and tools to help workplaces increase the amount of vegetables and fruit employees eat at work and at home.

## **1.2 Why Vegetables and Fruit?**

Vegetables and fruit have many benefits. They are excellent sources of vitamins and minerals, phytochemicals and dietary fibre. Research shows that eating seven to 10 vegetables and fruit a day can help employees to reduce their risk of developing heart disease, stroke, diabetes and some types of cancer<sup>1</sup>.

## **1.3 How are Northern Ontario Residents Doing?**

Unfortunately, the statistics on the current intake of vegetables and fruit by Northern Ontario residents is a concern. *Canada's Food Guide* recommends a minimum of 7 servings of vegetables and fruit a day for women and 8 servings for men. Fifty-three per cent of Ontarians aged 12 and over consume vegetables and fruit less than five times per day<sup>2</sup>. Men and women who ate vegetables and fruit less than three times a day were more likely to be obese than were those who consumed such foods five or more times a day<sup>3</sup>.

## 1.4 Why Promote Healthy Eating in the Workplace?

The evidence is clear. Employers pay for the cost of unhealthy employees – through higher insurance premiums, absenteeism and decreased productivity. Employees who work in an environment that supports healthy eating have increased energy, better stress management skills and higher productivity. The employer is key to promoting this healthy eating environment<sup>5</sup>.

The average adult spends approximately 60 per cent of his or her waking hours at work, making it the perfect setting to promote healthy eating and nutrition<sup>6</sup>.

Workplaces can take action to improve the physical health of their employees by developing a healthy work environment. Using the *Paint Your Plate! Create a Masterpiece* Vegetables and Fruit Action Guide for Workplaces is a great first step for any employer who wants to promote healthy eating behaviours in a fun and interesting way and, in turn, reap the benefits of a more productive workplace.

### Did You Know?

One Canadian study showed that worksite disease prevention programs provided a return of \$1.75 to \$6.85 for every corporate dollar, based on reduced employee turnover, greater productivity, and decreased medical claims by participating employees<sup>4</sup>.

## 1.5 Why Paint Your Plate?

Vegetables and fruit are rich sources of phytochemicals – compounds in plant-based foods that protect the body from diseases such as heart disease, stroke and cancer. Many phytochemicals give vegetables and fruits their colour. Reds, oranges and yellows, greens, blues and purples – the more colours on your plate, the more health-promoting properties in your diet<sup>7</sup>.

Eating at least one vegetable or fruit from each colour group is one way to reach the seven to 10 a day goal, the colourful way, while adding variety to the diet. *Paint Your Plate!* for good health.

<b><i>Paint Your Plate! Colours</i></b>	<b><i>Vegetables and Fruit</i></b>	<b><i>Phytochemical Health Promoting Properties<sup>8</sup></i></b>
<b>Red</b>	Cherries, red apples, red cabbage, cranberries, red grapes, red onions, pink/red grapefruit, watermelons, red peppers, beets, red tomatoes, tomato juice, raspberries, radishes, rhubarb, spaghetti sauce	Vegetables and fruit in the red group contain phytochemicals like lycopene and anthocyanins. These compounds are being studied for their potential role to reduce some types of cancers and delaying several diseases associated with aging.
<b>Yellow, Orange</b>	Apricots, oranges, papayas, sweet potatoes, cantaloupes, peaches, lemons, yellow peppers, yellow squashes, carrots, mangoes, nectarines	Vegetables and fruit in this group contain phytochemicals like beta carotene and flavonoids which are being studied for the role they may play in reducing the risk of heart disease, some cancers and slowing aging.
<b>Green</b>	Avocados, limes, cucumbers, artichokes, green beans, green apples, asparagus, green cabbage, green grapes, broccoli, green peppers, brussels sprouts, peas, kiwis, spinach	Vegetables and fruit in the green group contain phytochemicals like lutein, which is under study for a role in maintaining good vision, and indoles for reducing the risk of certain cancers.
<b>Blue, Purple</b>	Blackberries, plums, prunes, blackcurrants, blueberries, eggplants, figs, raisins, purple grapes, purple endive	Vegetables and fruit in this group contain phytochemicals like anthocyanins and phenolics, which are being studied for their potential to reduce the risk of some cancers and heart disease and to slow down the aging process.
<b>White, Tan, Brown</b>	Bananas, garlic, onion, brown pears, parsnips, turnips, ginger, mushrooms, cauliflower	Vegetables and fruit in the white/tan/brown group contain phytochemicals like allyl sulfides and polyphenols, which are under study for their potential role in reducing the risk of heart disease.



## 1.6 Who Should Use This Guide?

The Action Guide can be used by anyone with an interest in promoting healthy eating in the workplace, including:

- wellness committees,
- occupational health nurses,
- managers,
- health and safety staff,
- public health staff, and
- employees.

### References

<sup>1</sup> The Heart and Stroke Foundation. Vegetables and Fruit: Simple Steps to Making Healthy Choices. Healthy Living: Finding Answers. For Life Series. Item No. 44815 Cat 33020312

<sup>2</sup> Statistics Canada, Canadian Community Health Survey (CCHS 2.2), 2005. Statistics Canada. 2006 Nutrition Findings from the Canadian Community Health Survey Cat. No. 82-620-MWE

<sup>3</sup> Adult obesity in Canada: Measured height and weight by Michael Tjepkema, Statistics Canada 2005)

<sup>4</sup> Guide to Nutrition Promotion in the Workplace, Nutrition Resource Centre, 2002

<sup>5</sup> Sudbury District Health Unit, Heart Healthy Workplaces Guide

<sup>6</sup> Guide to Nutrition Promotion in the Workplace, Nutrition Resource Centre, 2002

<sup>7</sup> Food and Agriculture Organization of the United Nations. 2003. Colour is the key. Available at: [www.fao.org/english/newsroom/focus/2003/fruitveg3.htm](http://www.fao.org/english/newsroom/focus/2003/fruitveg3.htm). Accessed 01 March 2006.

<sup>8</sup> 5 to 10 a day for better health. Unlock Your Colours! The Colour Key to Healthy Eating. Available at: [www.5to10aday.com](http://www.5to10aday.com)



# *Key Vegetables and Fruit Messages*

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***Paint your plate.  
Create a masterpiece.***





## 2.1 *Rationale For Key Messages*

The *Paint Your Plate!* Action Guide is organized according to nine main messages – key pieces of information that employers can use to help employees learn the vegetable and fruit basics! The key messages include:

1. Eat seven to 10 servings of vegetables and fruit every day.
2. Enjoy the many health benefits of vegetables and fruit.
3. Choose a variety of colours and tastes.
4. Choose fresh, frozen, canned and dried – there is always something available.
5. Vegetables and fruit are safe to eat.
6. Vegetables and fruit are affordable.
7. Discover fast and easy ways to prepare vegetables and fruit.
8. There are simple solutions to storing vegetables and fruit.
9. Help children to enjoy vegetables and fruit.

The messages also help employees to overcome common barriers to eating more vegetables and fruit, such as the misconception that ‘they cost too much.’ Men, in particular, tend to believe that it takes too much time and effort to prepare vegetables and fruit. The Action Guide gives employers the facts to help them correct these misconceptions.

## 2.2 Key Messages Background Information

The following chart expands on some of the key messages.

Key Message	What You Need to Know
Eat seven to 10 servings of vegetables and fruit every day	<p><b>Number of servings needed:</b></p> <ul style="list-style-type: none"><li>Seven to 10 daily servings of vegetables and fruit supports guidelines set by <i>Canada's Food Guide</i>.</li><li>A minimum number of servings is recommended for each age and sex group for people 2 years of age and up.</li><li>Children aged 2-3 need a minimum of 4 servings, those aged 4-8 need 5 servings and 6 servings for children 9-13 years. Adults and teens need a minimum of 7 servings for females and 8 servings for males.</li></ul> <p><b>What is One Serving?</b></p> <ul style="list-style-type: none"><li>1 medium vegetable or fruit,</li><li>250 mL (1 cup) salad,</li><li>125 mL (½ cup) raw, cooked, frozen or canned vegetables or fruit,</li><li>60 mL (¼ cup) dried fruit, or</li><li>125 mL (½ cup) 100 per cent unsweetened vegetable or fruit juice.</li></ul>
Enjoy the many health benefits of vegetables and fruit	<p><b>Vegetables and fruit play a critical role for good health:</b></p> <ul style="list-style-type: none"><li><b>Cancer:</b> More than 4,500 studies from around the world agree that eating lots of vegetables and fruit reduces the risk of many types of cancer. In fact, if the only thing people did was eat five or more servings of vegetables and fruit each day, cancer rates could drop by at least 20 per cent<sup>1</sup>. A diet rich in vegetables and fruit can reduce the risk of lung, colorectal, mouth, stomach and a number of other cancers<sup>2</sup>.</li></ul>

## Key Message

### Enjoy the many health benefits of vegetables and fruit (cont'd)

## What You Need to Know

- **Weight Management:** Most vegetables and fruit are naturally low in calories and fat, and many contain water and fibre to give a feeling of fullness. Combined with an active lifestyle and a healthy diet, eating greater amounts of vegetables and fruit and fewer high-energy/high-fat foods at meals and snacks can help people achieve and maintain a healthy weight.
- **High Blood Pressure/Heart Disease/Stroke:** A diet that puts emphasis on vegetables and fruit (plus whole grains and lower-fat milk products) as well as being low in saturated fat, cholesterol and total fat, is beneficial for people wishing to prevent these conditions. Eating a healthy diet rich in vegetables and fruit is associated with a lower risk of having a stroke.
- **Diabetes:** Obesity and diet are strong risk factors for developing type 2 diabetes. It is important to maintain a healthy weight by getting enough physical activity and eating a healthy diet that includes the recommended servings of vegetables and fruit.

### Choose a variety of colours and tastes

*Eat at least one dark green and one orange vegetable each day. Eating a variety of colourful vegetables and fruit provides the wide range of nutrients necessary for good health.*

- **Vitamins:** vitamin A, vitamin C and folate, and
- **Minerals:** iron, potassium and magnesium.

#### *Vegetables and fruit also provide:*

**Phytochemicals** ('fight'-o-chemicals): natural, disease-fighting components of plants. These non-nutrient substances enhance health and protect against diseases such as heart disease and cancer. Examples include carotenoids in red and yellow-orange vegetables and fruit, lycopene in tomato-based foods, lutein in leafy greens, and flavonoids in brightly coloured vegetables and fruit such as blueberries, cherries and strawberries.

## Key Message

**Choose a variety of colours and tastes**  
(cont'd)

## What You Need to Know

- **Antioxidants:** compounds that protect cells from changes that may lead to heart disease and some cancers. More information is available at [www.5to10aday.com](http://www.5to10aday.com)

**Choose fresh, frozen, canned and dried - there's always something available**

***Frozen, canned and dried vegetables and fruit are just as nutritious as fresh vegetables and fruit.***

- Studies comparing fresh cooked vegetables with canned and frozen products show very few differences in most nutrients.
- Fresh produce often has the best flavour and texture. In the summer and fall, farmers' markets and pick-your-own farms offer good selections. Large amounts can be purchased in season and frozen or canned for future use.
- Frozen vegetables are a convenient, nutritious and often less costly choice during the winter when there may be less fresh produce available.
- Frozen, canned and dried vegetables and fruit are packed and processed shortly after they are picked when the nutrients are at their peak. Freezing or canning helps to preserve the nutritional quality of vegetables and fruit.
- Dried fruit, such as raisins, apricots, cranberries, apples and sun-dried tomatoes, are tasty and popular choices when added to many recipes.
- Salt is often added to canned vegetables, so they should be rinsed with water or the 'lower salt' brands should be chosen when possible.
- Frozen vegetables packed in butter or cream sauces are higher in added fats and salt than frozen plain vegetables.
- Fruits are often canned in syrup. Canned fruit that is packed in its own juice or water is a better choice.

## Key Message

**Vegetables and fruit are safe to eat**

## What You Need to Know

*The safety of vegetables and fruit is closely monitored. Concerns related to the use of pesticides and wax coatings, as well as the merits of organic produce:*

- **Pesticides** are chemicals used to control insects on vegetables and fruit. Pesticides used on produce sold in Canada undergo strict testing before being approved for use. The amount of pesticide residue that remains on food is small. Cancer experts say the cancer risk from such small amounts is low. Smoking, inactivity, unhealthy eating and exposure to sun are bigger risks. The health benefits of eating more vegetables and fruit outweigh any health risks from pesticide residue.
- **Wax coatings** are used to increase freshness and appearance on some vegetables and fruit. Apples, oranges, melons, peppers, cucumbers and turnips are a few examples of the foods that may have wax-type coatings. These coatings are safe; however, if desired, washing vegetables and fruit in warm water will remove most of the coating. Peeling before eating will remove all of the coating. More information on wax coatings is available on the Canadian Food Inspection Agency website at [www.inspection.gc.ca](http://www.inspection.gc.ca)
- **Organic food** - Many people are looking to buy organic food in an effort to protect the environment. If you purchase organic it is still important to wash well with water to remove bacteria etc. Whether you eat organic or not it is important to eat lots of vegetables and fruit. More information on organic foods is available on the Organic Agriculture Centre of Canada website at [www.organiccentre.ca](http://www.organiccentre.ca).

*To reduce your intake of residues on vegetables and fruit:*

- Choose local produce whenever you can. These foods do not need as many of the pesticides, waxes and other anti-spoilage chemicals as imported vegetables and fruit.
- Wash vegetables and fruit well under running water. Pre-rinsed packaged and bagged items still need to be washed before eating.
- Remove the outer leaves from celery, lettuce, cabbage and other leafy vegetables, and trim the tip and ends off.

## Key Message

### Vegetables and fruit are affordable

## What You Need to Know

It doesn't have to cost a lot to eat seven to 10 servings of vegetables and fruit each day. Here is an example, and the *Will Eating More Vegetables and Fruit Cost Me More Money?* fact sheet provides a more complete comparison:

### Snacks:

Pop (per 200 mL)  
\$0.47

Juice box (per 200 mL)  
\$0.30

Chocolate bar (45-65 g)  
\$1.09

Canned fruit cocktail (1/2 cup)  
\$0.47

Bag of chips (80 g)  
\$0.83

Bag of baby carrots (1/2 cup)  
\$0.35

### Discover fast and easy ways to prepare vegetables and fruit

Vegetables and fruit do not have to be difficult to prepare or take too much time to prepare:

- Check out the e-bulletins, newsletter inserts and recipes for lots of easy, quick vegetable and fruit preparation ideas.

## References

<sup>1</sup> World Cancer Research Fund and the American Institute for Cancer Research. 1997. Food, Nutrition and the Prevention of Cancer: A Global Perspective. American Institute for Cancer Research.

<sup>2</sup> Cancer Care Ontario, Canadian Cancer Society, Heart and Stroke Foundation. 2002. Take Five: 5-10 a day ... your way! Leaders Guide. Cancer Care Ontario. Toronto, Ontario.

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# Paint Your Plate! Workplace Campaign

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### **3.1 What is the *Paint Your Plate!* Workplace Campaign?**

The *Paint Your Plate!* Campaign is a series of activities you can offer in the workplace to raise employee awareness about the importance of eating enough vegetables and fruit. Usually a campaign runs for a few weeks and consists of promoting vegetables and fruit in many different ways and at many different times (eg, in newsletters, posters, recipes, contests). The action guide includes all the tools that you will need to run your own workplace campaign. Section 3.2 provides more ideas to use when planning the *Paint Your Plate!* Campaign in your workplace.

## 3.2 *Tips to Help Make the Paint Your Plate! Campaign a Success*

Do you have to be reminded to do something more than once? Of course you do. Learning to eat well is no different than learning other healthy habits that take practice and frequent reminders. Your employees are more likely to adopt healthy eating behaviours if they hear the same healthy eating message... over and over!

Tips that will help to make your campaign a success include:

- ***Involve the workplace management*** early on in the development of the campaign. Their involvement and enthusiasm are key to success. They can show their support by:
  - promoting participation in the campaign to employee health reps, department heads, employees and other workplace staff,
  - allowing time for workplace-wide events or activities, and
  - providing a small budget for prizes or agreeing to other incentives (eg, special privileges) to encourage employee involvement.
- ***Set a timetable*** and tasks that fit with your workplace needs.
  - The longer you run a campaign (eg, two weeks or one month) or the more frequently you run it (eg, every year) the more likely you will be to build support. Consider making your activity an annual event that runs at approximately the same time in the year. Soon it will become an automatic part of your workplace life and you will have more chance of getting employee participation.
  - For your first time, start with a shorter, more manageable program (eg, one week), review the campaign for successes and challenges and make improvements for the next time.
  - Recognize that certain campaign themes make more sense depending on the time of year. A healthy eating theme might be a great way to kick off the New Year. 'Piggyback' on national campaigns to benefit from the increased attention on nutrition issues, eg, run your campaign in March, which is also National Nutrition Month.
  - Share the workload - aim to have a number of people take on small chunks of the work rather than expecting a couple of people to organize and run all the activities.



- Remember the Rule of 6s! Research suggests that the more times we hear a message, the more likely we are to pay attention to it. Try to promote the *Paint Your Plate!* vegetable and fruit information in many different ways within the same time frame. Aim to do at least six of the following campaign activities to make your campaign a success!
  - Meet with your local public health dietitian to become familiar with the materials prior to launching the campaign.
  - Have the public health dietitian/staff person provide a healthy eating 'lunch and learn' prior to the *Paint Your Plate!* Challenge on the benefits of eating vegetables and fruit and ways to eat more vegetables and fruit. Stress the skills that employees need to learn and orient them to the Challenge.
  - Display colourful vegetables and fruit posters in the halls, in the lunchroom or cafeteria, in meeting rooms and at the entrance to the workplace. To order colourful posters that focus on 'portion distortion' and 'colour' concept, visit the 5 to 10 a day website: **[www.5to10aday.com/uploads/5%20to%2010%20Order%20Form.pdf](http://www.5to10aday.com/uploads/5%20to%2010%20Order%20Form.pdf)**.
  - Display vegetable and fruit brochures at the main entrance and in the lunchroom or cafeteria. Send copies home with employees. To order healthy eating brochures, visit the 5 to 10 a day website: **[www.5to10aday.com/uploads/5%20to%2010%20Order%20Form.pdf](http://www.5to10aday.com/uploads/5%20to%2010%20Order%20Form.pdf)** or contact your local public health unit for Paint Your Plate! brochures or recipe cards.
  - Read a daily vegetable and fruit morning announcement over the intercom, send through a group e-mail or distribute with cheques (See Section 3.3).
  - Include newsletter inserts in your workplace newsletters or publications to promote the benefits of vegetable and fruit consumption (See Section 3.4).
  - Send recipes to employees or feature new vegetables and fruit recipes in your workplace cafeteria (See Section 3.5).
  - Remember, many employees are also parents. As you educate them, you also help their families by providing them with practical tips and ideas, eg, fast and easy ways to include more vegetables and fruit in packed lunches. Provide employees with copies of the fact sheets found in section 3.6. Vegetables and Fruit Fact Sheets for Workplaces.
  - Give employees the opportunity to choose more vegetables and fruit while at work. Add a vegetable soup or a new salad to the cafeteria menu. Offer 100 per cent unsweetened fruit juice in the vending machines instead of sweetened fruit drinks or soft drinks. See Section 3.7 to promote vegetables and fruit consumption at your workplace tuck shops, celebrations, events and workplace-sponsored meetings.

- Remember the Rule of 6s! Research suggests that the more times we hear a message, the more likely we are to pay attention to it. Try to promote the *Paint Your Plate!* vegetable and fruit information in many different ways within the same time frame. Aim to do at least six of the following campaign activities to make your campaign a success!  
**(cont'd)**
  - Run the *Paint Your Plate!* Challenge in your workplace to encourage employees to eat seven to 10 servings of vegetables and fruit each day.
  - Send a letter to the media to promote the activities. This is especially useful if you have a special event and a guest speaker that would offer a good photo opportunity, eg, a vegetables and fruit recipe demonstration and taste-testing event. Take pictures of the event and share with the media or post on an employee bulletin board.
  - Promote the campaign to your business's head office or share your successes at management meetings and in company newsletters.



## 3.3 E-Bulletins/Cheque Inserts

The following e-bulletins/cheque inserts have been grouped together either based on a key message focus or a seasonal focus. Pick and choose the bulletins that work best for your workplace and the time of year for your promotion. Other ways to use these bulletins include:

- workplace announcements,
- messages on an electronic or paper workplace calendar, and
- bulletin board displays.

### 3.3.1 Key Message E-Bulletins/Cheque Inserts

#### **1** *Eat seven to 10 servings of vegetables and fruit every day*

Canada's Food Guide recommends that we eat seven to 10 servings of vegetables and fruit a day. A common question is 'What is a serving of vegetables and fruit?' The size of each serving in the guide is based on nutrient values and not on what we might spoon onto our plate or pour into a glass. For example, just 125 mL (1/2 cup) of 100 per cent juice counts as one serving. This means the average 100 per cent juice box counts as two serving of fruit. On the other hand, a stir fry with 10 different vegetables does not mean you have 10 servings. A serving of vegetables is 125 mL (1/2 cup). If you eat 500 mL (2 cups) of vegetable stir fry, then you are really getting four servings of vegetables. Here are some examples of one serving:

- 1 medium vegetable or fruit,
- 250 mL (1 cup) salad,
- 125 mL (1/2 cup) raw, cooked, frozen or canned vegetables or fruit,
- 60 mL (1/2 cup) dried fruit, or
- 125 mL (1/2 cup) 100 per cent unsweetened vegetable or fruit juice.

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#### ***Eat seven to 10 servings of vegetables and fruit each day. What's one serving?***

Enjoy one cup of tossed green salad at lunch, snack on a crisp apple, or start dinner with a 1/2 cup of chilled tomato juice.

*Paint Your Plate... every day!*

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#### ***Eat seven to 10 servings of vegetables and fruit each day. What's one serving?***

It's as little as a 1/2 cup of grab-and-go dried fruit such as raisins, apricots or cranberries.

*Paint your plate... every day!*



For more information  
contact your local health unit

## **1** *Eat seven to 10 servings of vegetables and fruit every day* (cont'd)

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### ***Eat seven to 10 servings of vegetables and fruit each day. What's one serving?***

Toss whole grain cereal with one sliced banana or ½ cup of fresh berries. Crunch a handful of baby carrots at lunch or microwave a small baked potato and top with salsa at dinner.

*Paint your plate... every day!*

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### ***What's one serving of vegetables and fruit?***

Use these easy ways to estimate one serving: a tennis ball equals one piece of fruit; a computer mouse equals ½ cup of vegetables; a closed fist equals one cup of salad, a golf ball equals ½ cup of dried fruit.

*Paint your plate... every day!*

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## **2** *Enjoy the many health benefits of vegetables and fruit*

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### ***Discover the benefits of vegetables and fruit!***

Eat seven to 10 servings of vegetables and fruit each day to reduce your risk of heart disease, stroke and some types of cancers.

*Paint your plate... every day!*

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### ***Discover the benefits of vegetables and fruit!***

Eat seven to 10 servings of vegetables and fruit each day to keep your immune system strong and healthy.

*Paint your plate... every day!*

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***Discover the benefits of vegetables and fruit!*** Eat seven to 10 servings of vegetables and fruit each day to reduce your risks for cataracts and macular degeneration (a disease that affects the centre of the retina at the back of the eye).

*Paint your plate... every day!*

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***Discover the benefits of vegetables and fruit!*** Eat seven to 10 servings of vegetables and fruit each day to help you have a healthy baby. Health Canada recommends that pregnant women eat foods rich in folate (eg, leafy green vegetables, orange juice) early in the pregnancy to protect their babies from birth defects.

*Paint your plate... every day!*

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### ***Discover the benefits of vegetables and fruit!***

Eat seven to 10 servings of vegetables and fruit each day to help you achieve a healthy weight – and stay there! Vegetables and fruit are low in fat but high in nutrition.

*Paint your plate... every day!*

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***Think oranges and grapefruit are the only foods that are high in vitamin C?***

Think again. Try broccoli, brussels sprouts, kiwi fruit, cantaloupe, papaya, peppers and strawberries.

*Paint your plate... every day!*

***Looking for good sources of beta carotene?***

Choose orange vegetables and fruit such as apricots, cantaloupe, carrots, mangoes, pumpkin, squash and sweet potatoes.

*Paint your plate... every day!*

***Has your doctor advised you to eat more fibre?***

Vegetables and fruit are great sources of fibre. Go for berries, broccoli, brussels sprouts, kiwi, mango, papaya, pears, peas, prunes and pumpkin.

*Paint your plate... every day!*

***Are you pregnant and trying to eat foods that are rich in folate?***

Include beets, broccoli, brussels sprouts, cauliflower, corn, cantaloupe, romaine lettuce, spinach, oranges and peas in your menu planning.

*Paint your plate... every day!*

***Worried about gas?***

If you notice that cruciferous veggies such as broccoli, brussels sprouts, cabbage and cauliflower cause gas, try these tips. Start by eating small amounts and gradually increase the amount you eat. Your body will soon adjust. Be sure to drink plenty of fluids.

*Paint your plate... every day!*

***Have you ever wondered why apples float?***

Apples float because they contain 25 per cent air. Apples also contain fibre.

It is important to eat seven to 10 servings of vegetables and fruit daily to reach your fibre needs. Fibre helps keep your blood healthy and gives your digestive system a workout!

*Paint your plate...every day!*

### 3 *Choose a variety of colours and tastes*

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#### *Which food group has all the colours of health?*

Vegetables and fruit! These nutritious foods come in a rainbow of colours. Try to eat vegetables and fruit from the five colour groups every day to keep your heart healthy. Go for green peas or beans, yellow-orange squash or peaches, red peppers or pink grapefruit, blueberries, and white cauliflower or pears. How many colours can you add to your meals and snacks?

*Paint your plate...every day!*

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#### *Think oranges are just for breakfast?*

Think again. Slice oranges into wedges and enjoy them after a hockey practice. Section them and add to a salad made with fresh baby spinach or romaine lettuce for dinner. Put a box of clementines in the coffee room for break and watch them disappear!

*Paint your plate...every day!*

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#### *Did you know that a strawberry has about 200 seeds and is the only fruit that has its seeds on the outside?*

Strawberries are a great source of vitamins and minerals, including vitamin C. Strawberries make a delicious and healthy snack, and can be served plain or on top of cereal or yogurt.

*Paint your plate...every day!*

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#### *Have you enjoyed a tomato lately?*

Tomatoes are the third most popular vegetable in Canada after potatoes and lettuce. Eat tomatoes in ketchup, pasta sauces and soups. Layer them with other vegetables, like lettuce or cucumber, on a ham and cheese sandwich. Pack a few cherry or grape tomatoes in your lunch for a juicy burst of flavour. Do you have a tomato in your lunch today?

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#### *Did you know that green peppers have twice as much vitamin C as oranges?*

Red and yellow peppers have four times more vitamin C than oranges. Vegetables and fruit are a great source of vitamin C. Vitamin C may help protect the cells in your body from cancer, colds and infection. Choose seven to 10 servings of vegetables and fruit each day to be sure you get enough vitamin C.

*Paint your plate...every day!*

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#### *Tired of frozen green peas?*

Put a bowl of fresh sugar snap peas in their pod on your table and, like magic, they are gone. Crisp and delicious!

*Paint your plate...every day!*

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For more information  
contact your local health unit

## 4

### ***Choose fresh, frozen, canned and dried - there is always something available***

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#### ***Worried about the nutritional value of canned or frozen vegetables and fruit?***

No need to be! Nutrients are “locked in” when produce is frozen or canned.

*Paint your plate... every day!*

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#### ***Choose plain frozen vegetables when your favourite vegetable is out of season.***

Avoid vegetables packed in rich sauces, as these are higher in fat.

*Paint your plate... every day!*

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#### ***Did you know that frozen, canned and dried vegetables and fruit are just as nutritious and healthy as fresh?***

So *paint your plate* with fresh, frozen, canned or dried vegetables and fruit... every day!

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#### ***Choose canned or frozen vegetables when your favourite vegetables are out of season.***

Remember canned vegetables contain added salt, so look for brands that have ‘No Added Salt.’

*Paint your plate...every day!*

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#### ***Choose canned, frozen or dried fruits when your favourite fruits are out of season.***

Buy canned fruit that is packed in its own juice or water, and avoid ones packed in heavy sugar syrup.

*Paint your plate...every day!*

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## 5

### ***Vegetables and fruit are safe to eat***

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#### ***Do pesticides make vegetables and fruit unsafe to eat? Absolutely not!***

The amount of pesticide left on food is small. The benefits of eating vegetables and fruit outweigh any risks from pesticides. To make sure they are clean, wash vegetables and fruit very well and remove the outer leaves of lettuce and cabbage.

*Paint your plate... every day!*

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#### ***Are organic vegetables and fruit safer and healthier?***

No, organic food has no more nutrition than regular food. Organic foods help to protect the environment but may cost more than non-organic produce. Buy local produce when you can – it often requires fewer pesticides and doesn’t contribute to environmental pollution by travelling long distances. For more information on organic foods, visit [www.organiccentre.ca](http://www.organiccentre.ca).

*Paint your plate... every day!*

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For more information  
contact your local health unit

## 5 **Vegetables and fruit are safe to eat** (cont'd)

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### ***Is the wax coating on vegetables and fruit safe to eat?***

Yes. Health Canada monitors the amount left on produce, and makes sure these amounts are at safe levels. Wax coatings are used on apples, oranges, peppers, cucumbers and turnips to keep them fresh. Wash vegetables and fruit well to remove any remaining wax.

*Paint your plate... every day!*

## 6 **Vegetables and fruit are affordable**

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### ***Think it costs a lot to eat seven to 10 servings of vegetables and fruit each day?***

Think again. Buy fresh local produce when in season and choose frozen or canned varieties in the winter months.

*Paint your plate... every day!*

### ***Do you like being fooled ... tricked ... taken?***

Snacks such as Fruit Roll-ups, Fruit Snacks and Fruit by the Foot are candy in disguise. They may contain a very small amount of fruit, but not enough to count as a serving. Instead, you are eating sugar, artificial flavours and colours and preservatives.

Don't be fooled by fancy packaging with pictures of fruit and words such as 'real fruit' on the label. Know what you are eating. Enjoy fruit every day, and save the candy for a special 'sometimes' treat.

*Paint your plate...every day!*

### ***Looking to get the best bang for your 'nutritional buck'?***

Foods such as pop, chips or cookies may seem cheap but they offer no nutrition. Vegetables and fruit are packed with nutrients and, compared to a chocolate bar, a banana, carrot or apple costs little.

*Paint your plate... every day!*

## Discover fast and easy ways to prepare vegetables and fruit

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### ***Looking for a fast and easy dinner solution?***

Keep bags of frozen green veggies such as green beans, asparagus tips or broccoli florets on hand. Steam them as side dishes or add them frozen to soups, stews and casseroles.

*Paint your plate... every day!*

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### ***Think it takes too much time to eat seven to 10 servings of vegetables and fruit each day?***

Not so. Veggies and fruit can be fast and easy! Layer thinly sliced avocado, tomato and cucumber and tangy mustard between two slices of bread for an easy packed lunch.

*Paint your plate... every day!*

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### ***Do you enjoy dipping veggies and fruit?***

Mash together one avocado, 2 teaspoons lemon or lime juice and 1 minced garlic clove for an easy guacamole. Serve with baked pita or nacho chips for a tasty and easy workday snack.

*Paint your plate... every day!*

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### ***Need a fast and easy vegetable side dish?***

Steam or microwave fresh cauliflower or use frozen during the winter months.

Then for a quick flavour boost, top with shredded low-fat cheese.

*Paint your plate... every day!*

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### ***Tired of eating the same, boring canned creamed corn at dinner?***

Try this zesty corn mix: cook 250 mL frozen corn. Mix with 1 chopped red pepper, 2 sliced green onions and 30 mL of low-fat Italian dressing.

*Paint your plate... every day!*

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### ***Short on time?***

Three bean salad coming right up. Combine a can each of drained and rinsed kidney beans and chick peas, and add a can of drained green beans. Mix together 45 mL vegetable oil, 45 mL vinegar, 5 mL dried basil and 2 mL garlic powder. Pour over beans. Mix well and chill for an easy packed lunch.

*Paint your plate... every day!*

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### ***Why not wok your dinner?***

Stir fry a package of frozen vegetable mix (eg, cauliflower, broccoli, carrots) with a chopped onion, strips of lean meat and stir fry sauce. Serve over brown rice.

*Paint your plate... every day!*

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## Discover fast and easy ways to prepare vegetables and fruit (cont'd)

### ***Looking for a quick and hearty meal?***

Add canned or fresh diced tomatoes, onions, mushrooms and sweet peppers to scrambled eggs or omelettes. Good for breakfast, lunch or supper.

*Paint your plate... every day!*

### ***Looking for adventure?***

Try a grilled cheese and apple sandwich. Spread a slice of whole grain bread with Dijon mustard. Cover with thin slices of apple. Top with your favourite lower-fat cheese.

Broil until the cheese melts.

*Paint your plate ... every day!*

### ***Short on time?***

Pack spring mix salad greens along with cubes of cheese or last night's leftover chicken for a fast, colourful lunch for work.

*Paint your plate... every day!*

### ***Why not wake up with a peach smoothie?***

In a blender, mix 125 mL canned or fresh peaches, 250 mL peach-flavoured yogurt and 125 mL of orange juice until smooth. Pour into a portable cup to drink on your way to work.

*Paint your plate... every day!*

## There are simple solutions to storing vegetables and fruit

### ***Fruits produce ethylene gas which causes vegetables to ripen, then spoil.***

Keep your vegetables and fruit fresh by storing them in separate compartments in your fridge.

*Paint your plate ... every day.*

### ***Ripen fruits such as peaches, kiwi fruit, mangoes, pears and avocados on the counter and then store them in the refrigerator.***

Fruit is ripe if it gives to gentle pressure when squeezed and smells sweet.

*Paint your plate ... every day.*

### ***Berries, cherries and grapes do not ripen once they are picked, so eat them as soon as possible.***

*Paint your plate ... every day.*

**Raw vegetables such as potatoes, winter squash, sweet potatoes and onions can be stored at cool room temperatures.**

Refrigerate other raw vegetables for best quality. After cooking, all vegetables need to be refrigerated.

*Paint your plate... every day*

**Do you have a picky family when it comes to eating veggies and fruit?**

Avoid dinner time power struggles... encourage but don't force children to try vegetables and fruit.

*Paint your plate... every day!*

**Find yourself becoming a short order cook?**

Don't. Offer everyone the same foods with no pressure. Children gradually learn to accept vegetables and fruit if they are a normal and expected part of each meal.

*Paint your plate... every day!*

**Think you don't influence your children's eating habits?**

Think again. Children learn from watching their parents' eating behaviours. Be a good role model and eat a variety of vegetables and fruit.

*Paint your plate... every day!*

**Tired of your children's refusals to eat vegetables and fruit?**

Try. Try. Try again! A new food may need to be seen and sampled up to 15 times before children decide they like it. Patiently offer with no pressure.

*Paint your plate... every day!*

**Do you try to sneak vegetables and fruit into a meal?**

Instead, dress up vegetables and fruit but don't hide them. Add grated lower-fat cheese to cauliflower, a brown sugar glaze to carrots or a flavoured yogurt to peaches.

The vegetable and fruit is visible but the flavour enhanced.

*Paint your plate... every day!*

**Wondering how you can influence your children's eating habits?** Enjoy eating together as a family – a proven way to increase the amount of vegetables and fruit your children will eat.

*Paint your plate... every day!*

***Looking to make vegetables and fruit easy to eat?***

Place baggies of washed, ready-to-eat vegetables and fruit front and centre on the refrigerator shelf so children can't miss them when searching the refrigerator for something fast to eat.

*Paint your plate... every day!*

***Are your children turned off by vegetables and fruit?***

Too big a portion size can often be the cause. Serve small portions, encourage a couple of bites and let children come back for seconds.

*Paint your plate... every day!*

***Wondering how to get your children to enjoy vegetables and fruit?***

Take fun, family trips to farmers' markets or pick-your-own farms. This helps children learn where their food comes from and gives them incentive to eat what they have picked or purchased.

*Paint your plate... every day!*

***Do you Paint Your Plate! with vegetables and fruit?***

All Canadians are encouraged to eat more vegetables and fruit each day, but most children and adults do not eat enough. Help your children to enjoy more veggies and fruit by offering kid friendly favourites – sweet, cold, crisp, raw, fresh juicy and easy to manage.

***Paint Your Plate! are your children getting enough vegetables and fruit?***

Children are more likely to eat two halves or four quarter pieces of fruit than one whole piece, especially oranges which can be a hassle to peel and pears which may be too big for small hands to hold. Offer veggies and fruit sliced, chopped or diced for an enticing after school snack.

***Paint Your Plate! are your children getting enough vegetables and fruit?***

Children who eat a lot of veggies and fruit when they are young tend to continue this eating habit when they're adults. You can help – pack school lunches with portable fruits such as apples, pears, bananas, clementines, or individual servings of unsweetened applesauce.



***Paint Your Plate! are your children getting enough vegetables and fruit?***

You might puzzle over how to get your children to eat more of these nutritious foods. One way is to be a great role model by eating plenty of veggies and fruit yourself! Children are more likely to eat a disliked vegetable or fruit when they see one of their friends or family members eating it.

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***Paint Your Plate! are your children getting enough vegetables and fruit?***

Serve bit-sized vegetables with a nutritious dip such as hummus, bean dip or yogurt. Try baby carrots, cherry tomatoes, celery sticks, bell pepper strips, zucchini or cucumber slices, and broccoli or cauliflower trees.

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***Paint Your Plate! are your children getting enough vegetables and fruit?***

Blast off with a breakfast that features veggies and fruit. Toss fresh, canned or dried fruit onto hot or cold cereals. Add sliced or grated vegetables to breakfast sandwiches or eggs. Zap a slice of leftover vegetable pizza for a tasty morning treat.

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***Paint Your Plate! are your children getting enough vegetables and fruit?***

All vegetables and fruit are healthy choices – any colour, shape, texture. Enjoy them fresh, frozen, canned or dried. Serve them raw, cooked, steamed, boiled, microwaved, stir-fried or roasted. Try to include different coloured vegetables and fruit at every meal and snack.

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***Paint Your Plate! are your children getting enough vegetables and fruit?***

Are you worried about the nutritional value of canned or frozen vegetables and fruit? They are just as nutritious as fresh because the vegetable or fruit is picked at its peak ripeness, and nutrients are 'locked in' when the produce is frozen or canned. Choose plain frozen vegetables and avoid ones packed in rich sauces. Canned vegetables contain added salt, so look for brands that have 'No Added Salt.' Buy canned fruit that is packed in its own juice or water, and avoid ones packed in sugar syrup.



### 3.3.2 Seasonal E-Bulletins/Cheque Inserts

#### Winter

#### *Have the winter blahs got you down?*

Paint your plate with orange winter squash such as pepper, acorn, buttercup or butternut. Make a squash and red pepper soup, freeze in single servings and enjoy a no-hassle lunch at work. *Paint your plate... every day!*



For more information  
contact your local health unit



Winter #1 File name: winter\_1.pdf

#### *Did you know that a pineapple can weigh up to 9 kg?*

Pineapples are part of a healthy diet and are full of vitamins and minerals. In the winter, try juicy canned pineapple – in spears or chunks. Buy canned pineapple packed in its own juice. Eating less sugar helps to keep your teeth healthy. *Paint your plate...every day!*



For more information  
contact your local health unit



Winter #2 File name: winter\_2.pdf

#### *Who doesn't like green beans?*

During the winter throw a handful of frozen green beans into your favourite soup. Garnish with grated lower-fat cheese and serve with crusty, whole grain buns for an easy meal. *Paint your plate... every day!*



For more information  
contact your local health unit



Winter #3 File name: winter\_3.pdf

## ***Did you know that a clementine orange has been called the 'zipper orange' because it is so easy to peel?***

Clementine oranges are a good source of vitamin C. Vitamin C keeps your bones, teeth and gums healthy and helps your body to fight infections such as colds. Kiwis, strawberries and cantaloupe also have vitamin C. Pack a couple of clementine oranges in your lunch for a fast and tasty mid-morning snack. *Paint your plate...every day!*



For more information  
contact your local health unit



**Winter #4** File name: winter\_4.pdf

## ***Did you know that bananas are eaten more than any other fruit in the world?***

There are over 500 different types of bananas in the world. If you eat a different kind every day, it could still take you almost a year and a half to try every banana. Enjoy them at meals or for a quick snack on the run. One of the tastiest ways to enjoy bananas is in a fruit smoothie. Blend one banana, a small container of yogurt, and a 1/2 glass of 100 per cent unsweetened orange juice for a lip-smacking drink. *Paint your plate...every day!*



For more information  
contact your local health unit



**Winter #5** File name: winter\_5.pdf

## ***Wondering about a winter dessert?***

Bags of unsweetened, frozen red, purple and blue berries make winter desserts easy. Mix with apples for a brown betty, purée and use as toppings with ice cream, meringues, pudding or yogurt. *Paint your plate... every day!*



For more information  
contact your local health unit



**Winter #6** File name: winter\_6.pdf

### 3.3.2 Seasonal E-Bulletins/Cheque Inserts (cont'd)

#### Spring

#### How can you celebrate spring?

Enjoy the new crop of seasonal vegetables and fruit. Steam crisp green asparagus or toss chunks of tart rhubarb into a muffin mix. *Paint your plate... every day!*



For more information  
contact your local health unit



**Spring #1** File name: spring\_1.pdf

#### How can you celebrate spring?

Celebrate spring by enjoying fresh, delicious seasonal fruits such as rhubarb with apples. *Paint your plate... every day!*



For more information  
contact your local health unit



**Spring #2** File name: spring\_2.pdf

#### How can you celebrate spring?

Try something new tonight. Roast, boil, steam, stir fry, mash or stew rutabagas. Cook them with potatoes and mash together. Quarter them and roast along with potatoes. Enhance the flavour of stews with chopped or quartered rutabagas. Dice them and add to soups. Stir fry with onions. *Paint your plate... every day!*



For more information  
contact your local health unit



**Spring #3** File name: spring\_3.pdf

### 3.3.2 Seasonal E-Bulletins/Cheque Inserts (cont'd)

#### Spring (cont'd)

#### How can you celebrate spring?

Spring is the beginning of barbecue season. Grilling vegetables in foil packets with olive oil and herbs is a simple yet delicious way to enjoy vegetables. *Paint your plate... every day!*



For more information  
contact your local health unit



Spring #4 File name: spring\_4.pdf

### 3.3.2 Seasonal E-Bulletins/Cheque Inserts

#### Summer

#### What makes summertime so enjoyable?

Maybe it's the host of fresh, seasonal vegetable and fruit choices. Pick up bright yellow corn on the cob from a roadside stand on the way home from work. Cook it up as the main course or side dish. *Paint your plate... every day!*



For more information  
contact your local health unit



Summer #1 File name: summer\_1.pdf

#### What makes summertime so enjoyable?

Juicy, dripping Ontario peaches for one thing! Pick up a basket for great grab-and-go snacking, cut them up into salads, or grill golden peach halves on the barbecue and serve over ice cream for a tasty cookout dessert. *Paint your plate... every day!*



For more information  
contact your local health unit



Summer #2 File name: summer\_2.pdf



## Which fruit is 88 per cent water and chock full of nutrients?

Watermelon... the perfect treat on a hot summer day. Watermelon is an excellent source of both vitamins A and C. So eat or drink up, and *paint your plate... every day!*



For more information  
contact your local health unit



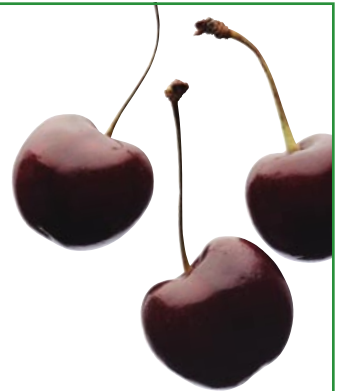
**Summer #3** File name: summer\_3.pdf

## Who doesn't like to snack?

It is just part of the summer ritual while enjoying warm weather on the deck, the dock or the beach. Serve bowls of chilled, plump red cherries instead of the traditional salty snacks. Of course, the hidden perk is the pit-spitting contest! *Paint your plate... every day!*



For more information  
contact your local health unit



**Summer #4** File name: summer\_4.pdf

## When is the best time to enjoy salads?

Summer offers great variety and prices for crisp salad greens. Added marinated and grilled meat, fish or poultry and it becomes an easy main course on a hot summer evening. *Paint your plate... every day!*



For more information  
contact your local health unit



**Summer #5** File name: summer\_5.pdf

### 3.3.2 Seasonal E-Bulletins/Cheque Inserts (cont'd)

#### Summer (cont'd)

## Did you know that early settlers in North America made grey paint by boiling blueberries and milk together?

Well, you would not want to snack on that but, eaten separately, blueberries and milk make a great snack. For breakfast, add blueberries to pancake or muffin mix, or enjoy blueberries on your cereal. This adds a colourful start to your day and puts you well on your way to getting seven to 10 servings of vegetables and fruit. Paint your plate...every day!



For more information  
contact your local health unit



Summer #6 File name: summer\_6.pdf

### 3.3.2 Seasonal E-Bulletins/Cheque Inserts (cont'd)

#### Fall

## Looking for fall freshness?

Look no further than the baskets of juicy, bright red tomatoes. Pack cherry tomatoes to snack on at your desk, serve sliced beefsteak tomatoes drizzled with olive oil and fresh basil for an easy supper salad. Paint your plate... every day!



For more information  
contact your local health unit



Fall #1 File name: fall\_1.pdf



## Want to start off the fall in a healthy way?

Aim to eat seven to 10 servings of vegetables and fruit every day. What's a serving you ask? Crunch a juicy apple, munch on a handful of baby carrots or yummy grapes, eat a cup of salad greens, or enjoy a small glass of 100 per cent unsweetened fruit juice. Vegetables and fruit are filled with vitamins and minerals that keep your brain alert and your body working well. Paint your plate...every day!



For more information  
contact your local health unit



Fall #2 File name: fall\_2.pdf

## Which do you think is healthier? Peeled baby carrots or regular ones?

Baby carrots pack the same nutritional punch as the bigger version. Both are an excellent source of beta carotene and vitamin A, which are good for your eyes, skin and growing bones. Do you have some carrots in your lunch today? *Paint your plate...every day!*



For more information  
contact your local health unit



Fall #3 File name: fall\_3.pdf

## Looking for fall freshness?

Crisp green Granny Smith, Golden Delicious and red Mac apples are in all the produce section and farmers' markets come fall. Purchase the smaller sizes – perfect for small appetites and packed lunches. *Paint your plate... every day!*



For more information  
contact your local health unit



Fall #4 File name: fall\_4.pdf

## Think orange pumpkins are just for jack-o'-lanterns?

Not so. Cook and mash smaller pie pumpkins to make pumpkin filling. Easier and just as healthy is opening a can of pure pumpkin purée (not pie filling). Add to pumpkin muffins, pumpkin custard or a graham crust pumpkin pie to celebrate Thanksgiving. *Paint your plate... every day!*



***Paint your plate.  
Create a masterpiece.***

For more information  
contact your local health unit



**Fall #5** File name: fall\_5.pdf

## Looking for fall freshness?

Gigantic heads of creamy white cauliflower are plentiful during the fall season. Roast cauliflower florets in the oven or on the barbecue, add lower-fat cheese to steamed cauliflower or freeze cauliflower pieces for use in winter soups. *Paint your plate... every day!*



***Paint your plate.  
Create a masterpiece.***

For more information  
contact your local health unit



**Fall #6** File name: fall\_6.pdf





## 3.4 Newsletter Inserts

The following newsletter inserts have been grouped according to the key message focus for vegetables and fruit. These inserts can be used in a staff newsletter or on a vegetable and fruit promotion staff bulletin board.

### **Key Message #1**

***Eat seven to 10 servings of vegetables and fruit every day***

### ***Vegetables and Fruit for Health***

Canada's Food Guide recommends that we eat seven to 10 servings of vegetables and fruit a day. A common question is, 'What is a serving of vegetables or fruit?' The size of each serving in the Guide is based on nutrient values and not on what we might spoon onto our plate or pour into a glass. For example, just 1/2 cup of juice counts as one serving. This means the average juice box counts as two servings of fruit. On the other hand, a stir fry with 10 different vegetables does not mean you have 10 servings. A serving of vegetables is 1/2 cup. If you eat two cups of stir fry, then you are really getting four servings of vegetables. Here are some examples of one serving: one medium vegetable or fruit, 1/2 cup of raw, cooked, frozen or canned vegetables or fruit, one cup of salad, 1/2 cup of dried fruit, 1/2 cup 100 per cent unsweetened vegetable or fruit juice.



For more information  
contact your local health unit



**Newsletter Insert #1** File name: newsletterinsert\_1.jpg

Paint Your Plate! Create a Masterpiece  
Vegetable and Fruit Action Guide for Workplaces  
NHEP ©2007



## **Key Message #2**

***Enjoy the many health benefits of vegetables and fruit***

### ***Make Veggies and Fruit a Lifetime Habit***

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Most people know that vegetables and fruit are good for you. The fact is, eating more vegetables and fruit is a key dietary change needed to improve health and reduce the risk of many chronic diseases. Start your children off on the right path. A lifetime habit of eating seven to 10 servings of vegetables and fruit can help protect against:

- heart disease,
- some forms of cancer,
- overweight and obesity, and
- constipation and other bowel disorders.

Unfortunately, many children do not eat enough vegetables and fruit needed to grow, play, learn and stay healthy. They need a wide variety of nutritious foods every day including whole grain breads and cereals, legumes, milk products, lean meats and alternatives, but it's also important to paint their plate with plenty of colourful veggies and fruit! *Paint your plate...everyday!*

For more seasonal recipes, visit Foodland Ontario's website at ***[www.foodland.gov.on.ca/recipes.html](http://www.foodland.gov.on.ca/recipes.html)***.

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For more information  
contact your local health unit



### **Key Message #3**

**Choose a variety of colours and tastes**

### ***Paint Your Plate! With Seven to 10 a Day***

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Of course, we all know we should be eating seven to 10 servings of vegetables and fruit each day. So why is it important to eat a colourful variety of vegetables and fruit? With vegetables and fruit, the colour is often a sign of the nutrients they contain. A rainbow of vegetables and fruit provides the host of vitamins, minerals and phytochemicals needed for good health and optimal energy. The best advice is to eat a variety, including green, yellow/orange, white, red and blue/purple choices. Don't let the winter months be a barrier to getting your seven to 10. Choose local produce such as cabbage, carrots, parsnips and turnips when in season. Select from the many frozen options such as winter squash, green beans, strawberries, blueberries... the list is endless. Think colour when planning family meals, work lunches or meeting menus to *paint your plate... every day!*

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**Newsletter Insert #3** File name: newsletterinsert\_3.jpg

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### **Key Message #3**

***Choose a variety of colours and tastes***

### ***Choose Vegetables and Fruit from all Five Colour Groups***

Phytochemicals are compounds in plant-based foods that are thought to slow the aging process and protect against cancer, heart disease and stroke. Since many phytochemicals give vegetables and fruit their colour, you can use colour as the key to getting a wider range of phytochemicals and nutrients in your diet. Vegetables and fruit can be arranged in five colour groups: red, yellow/orange, green, blue/purple and white/tan/brown. Each group provides a different selection of phytochemicals such as lutein, flavonoids, carotene, lycopene and indoles. You do not have to remember them all (there are several hundred phytochemicals!) but, by selecting many colours of vegetables and fruit during the day, you will benefit from a wide variety of vitamins, minerals and phytochemicals in your diet. *Paint your plate... every day!*



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**Newsletter Insert #4** File name: newsletterinsert\_4.jpg

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### **Key Message #3**

***Choose a variety of colours and tastes***

### ***Mix Your Colours!***

Brighten your salad with dark green broccoli, red peppers, yellow baby corn, red tomatoes, white pears, cauliflower, mandarin orange sections, red onion, strawberries, mango or nectarine slices. Be creative and *paint your plate...every day!*



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**Newsletter Insert #5** File name: newsletterinsert\_5.jpg

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#### **Key Message #4**

***Choose fresh, frozen, canned and dried – there is always something available***

#### ***Enjoy vegetables and fruit in many forms!***

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Don't forget that different forms of vegetables and fruit all count - fresh, frozen, canned and dried. For fresh, consider seasonal produce like apples, squash, carrots, tomatoes and turnips. Frozen fruit is great in a smoothie or on cereal in the morning, and frozen vegetables are very convenient to add to soups or stir fries at lunch or dinner.

Canned fruit comes individually packaged for a workday snack. Or, you can add canned vegetables like baby corn, water chestnuts or mushrooms to a lettuce salad for ease and variety. Have you tried dried cranberries and raisins in your oatmeal?

They add a delicious gourmet touch. Dried apricots make a nutritious snack, and sun-dried tomatoes can add flavour to a pizza. And, if you are running short on time, don't forget that juice counts, too. A 250 mL (8-oz) tetra-pack of 100 per cent unsweetened juice equals two servings of vegetables or fruit. Mix and match apple, grapefruit, pineapple and tomato along with the all-time favourite, orange juice.

*Paint your plate...every day!*

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#### **Key Message #4**

***Choose fresh, frozen, canned and dried – there is always something available***

#### ***Take the Seven to 10 a Day Challenge***

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Do you have a plan in place to make sure you eat at least seven servings of vegetables and fruit a day? Do you have a menu drawn up? Did you add anything new to your shopping list? Now is the time to plan for success.

- Don't forget that a variety of different forms of vegetables and fruit all count - fresh, frozen, canned, dried.
- For fresh, consider seasonal produce like apples, squash, carrots, tomatoes and turnips. Frozen fruit is great in a smoothie or on cereal in the morning, and frozen vegetables are very convenient to add to soups or stir-fries at lunch or dinner.
- Canned fruit comes individually packaged for an easy workday snack. Or, you can add canned vegetables like baby corn, water chestnuts or mushrooms to a lettuce salad for ease and variety.
- Have you tried dried cranberries and raisins in your oatmeal? They add a delicious gourmet touch. Dried apricots make a nutritious snack, and sun-dried tomatoes can add flavour to a pizza.
- Running short on time? Don't forget that juice counts, too. A 250 mL (8-oz) tetra-pack of 100 per cent pure unsweetened juice equals two servings of vegetables or fruit. Mix and match apple, grapefruit, pineapple and tomato along with the all-time favourite, orange juice.



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**Newsletter Insert #7** File name: newsletterinsert\_7.jpg

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### **Key Message #5**

#### ***Vegetables and fruit are safe to eat***

### ***Pesticide Use on Vegetables and Fruit***

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Pesticides are used in the farming of most vegetables and fruit. So, is it safe to eat vegetables and fruit? Yes, it is safe. Pesticides used on produce must pass government safety inspections. The amount of pesticides left on produce is closely monitored and must remain below acceptable levels. The health benefits of eating more vegetables and fruit still outweigh any potential health risks from pesticides. Experts say that the risks from smoking, inactivity, unhealthy diets and exposure to the sun are much greater than the risk from small amounts of pesticide residue on vegetables and fruit.

To eat the safest vegetables and fruits, be sure to use the following cleaning tips:

- Wash all produce under running water – even those that are pre-rinsed and packaged or bagged.
- Do not use soaps or bleach when washing vegetables and fruit.
- Remove the outer leaves of lettuce and cabbage.
- Be sure to thoroughly scrub edible peels such as apple and potato skins.
- Wash vegetables and fruit in warm water to remove any remaining wax coatings.

*Paint your plate...every day!*

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**Key Message #6**  
**Vegetables and fruit are affordable**

***Organic Vegetables and Fruit: Are they Worth the Cost?***

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Organic produce can be more expensive. The answer to whether organic vegetables and fruit are worth the cost depends on why you are buying organic. Some consumers think that organic produce is more nutritious, but this is not true. It is difficult to compare nutrient content in organic produce to regular produce because so many factors impact this. Factors may include the type of soil, temperature and light during the growing season, and the type of seed used.

Some consumers think that organic produce is safer. It is safe, but natural does not mean risk-free. Both organic and regular produce need to be carefully washed. Organic produce may be chosen for environmental or ethical reasons. One of the goals of organic farming is to help protect the environment and this includes not using chemical pesticides or synthetic fertilizers. Organic farmers also use other methods to help protect the land. Organic produce grown in California, for example, must be picked early so it can ripen during transportation. Not only does it have less nutrition (because of not fully ripening naturally), but also the gas emissions from the transport truck pollute our environment.

Some consumers prefer the taste of organic produce and feel that the flavours are more intense. Since taste is a matter of personal preference, you'll have to decide this one for yourself.

Now that you have the facts, you can decide if organic produce is worth the cost for you. Remember that what is most important is that you enjoy seven to 10 servings of vegetables and fruit every day. *Paint your plate...every day!*



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### **Key Message #7**

***Discover fast and easy ways to prepare vegetables and fruit***

### ***Cooked or Raw, Vegetables and Fruit are Healthy Choices***

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Although cooking may cause some vitamin loss in vegetables and fruit, the amount is usually small. Vitamin C and some B vitamins are lost on prolonged heating and exposure to water. To minimize this loss, use quick cooking methods like stir-frying, microwaving and steaming. When boiling, use just a little water and try not to overcook.

For some nutrients like the carotenoids (beta-carotene and lycopene), cooking the vegetable actually makes the nutrients more available to the body. For example, the crisp fibre of raw carrots locks nutrients inside. Cooking softens the fibre, making the nutrients more available. And cooked tomato sauces are associated with greater health benefits compared to raw tomatoes, because the heating process makes the lycopene (a phytochemical believed to reduce the risk of prostate cancer and heart disease) more easily absorbed by the body.

For higher fibre, raw is the preferred form. For example, a raw apple with the skin on it has 2.6 grams of fibre; a 1/2 cup serving of applesauce has 1.9 grams of fibre; and 250 mL of apple juice only has 0.3 grams of fibre.

Whether they are cooked or raw, any vegetable or fruit choice is a healthy one!  
Choose a variety of both cooked and raw vegetables and fruit for the most benefit.  
*Paint your plate...every day!*

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**Newsletter Insert #10** File name: newsletterinsert\_10.jpg

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**Key Message #7**

***Discover fast and easy ways to prepare vegetables and fruit***

***Quick Ways to get More Produce on Your Plate!***

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Many people feel that vegetables and fruit are difficult to prepare and take too much time. Ways to enjoy these healthy foods without much time and effort include:

- buying pre-cut vegetables and salad mixes to reduce preparation time (remember these still need to be washed),
- using frozen mixed oriental vegetables in a stir-fry,
- cooking vegetables in a microwave,
- cutting carrots, red and green peppers and celery into sticks as soon as you get home from the store,
- choosing canned fruit for an easy dessert,
- packing 100 per cent fruit juice boxes in your lunch, and
- keeping a fruit bowl on the counter for a quick and easy snack.

*Paint your plate...every day!*

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**Newsletter Insert #11** File name: newsletterinsert\_11.jpg

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### **Key Message #7**

***Seven to 10 a day can be easy, even during the workday!***

### ***Are you too tired to prepare a nutritious meal to take to work the next day?***

Healthy eating doesn't have to take a lot of time or cause a lot of stress but it does involve some planning. Try these tips to paint your plate with seven to 10 servings of vegetables and fruit:

- Take advantage of leftovers. When making dinner, make a little more to take to work the next day. Whole wheat pasta with a tomato sauce reheats easily at work. Add mushrooms, red peppers and diced carrots to increase the vegetable content.
- Buy vegetables that require little preparation. Wash-and-go ideas include cherry tomatoes, baby carrots and cut-up broccoli or cauliflower.
- Buy dried fruit. Try dried cranberries, apricots, raisins and apples to store at your desk. They are a great snack and add the benefit of fibre and iron to your day.
- Buy bagged lettuce and salads. Choose darker green varieties such as spinach, romaine or mixed greens. Rinse lettuce and salad, then add your favourite veggies and your salad is ready.
- Take along portable fruit such as apples, bananas, pears, clementines or oranges.
- Start an office fruit bowl to replace the office candy jar. Each worker can bring in two or three pieces of fruit to share for the week.

*Paint your plate...every day!*



For more information  
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**Key Message #7**

***Seven to 10 a day can be easy, even during the workday!***

***Is the closest you ever get to eating vegetables dining on greasy French fried potatoes?***

---

If you are lunching out, here are some hints on making more nutritious choices and adding vegetables and fruit to your day:

- Submarine shops: Along with lean meats, choose veggies such as green peppers, lettuce, cucumber and tomato more often. Pile them on!
- Pizza places: Choose a vegetarian slice or add pineapple for a change. Add a side salad to your meal. The choices are endless!
- Burger places: Try one of the new salads instead of the usual burger and fries. Just go easy on the salad dressing.
- Craving a sweet dessert? Choose fruit. Most local grocery stores now sell individual portion, ready-to-eat fruit packs. Or keep containers of applesauce fruit blends or fruit cups packed in their own juice at your desk for a tasty finish to any meal.

*Paint your plate...every day!*

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**Newsletter Insert #13** File name: newsletterinsert\_13.jpg

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### **Key Message #8**

***There are simple solutions to storing vegetables and fruit.***

### ***Storing Vegetables and Fruit***

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Get the most from fresh vegetables and fruit by following a few simple storage guidelines:

- Keep vegetables and fruit in separate compartments in your fridge. Fruits produce ethylene gas, which causes vegetables to ripen and spoil.
- Ripen fruits such as peaches, kiwifruit, mangoes, pears and avocados on the counter and then store them in the refrigerator. Fruit is ripe if it smells sweet and gives to gentle pressure when squeezed.
- Berries, cherries and grapes do not ripen once they are picked, so eat them as soon as possible.
- Some dense raw vegetables such as potatoes, winter squash, sweet potatoes and onions can be stored at cool room temperatures. Refrigerate other raw vegetables for optimal quality. After cooking, all vegetables must be refrigerated.

*Paint your plate... every day!*

Here is a guide from the Ontario Ministry of Agriculture and Food for storing fresh vegetables and fruit for optimal flavour and nutritional value:

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**Newsletter Insert #14** File name: newsletterinsert\_14.jpg

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## Storing Vegetables and Fruit

### Fresh Ripe Fruit

Apples	2 months
Apples, purchased Feb - July	2 weeks
Apricots*	1 week
Blueberries*	1 week
Cherries	3 days
Cranberries*	5 days
Grapes	1 week
Peaches*	1 week
Plums	5 days
Pears*	1 week
Raspberries*	2 days
Rhubarb	1 week
Strawberries*	2 days



### Fresh Vegetables

Asparagus (upright in water)	3 days
Beans (green, wax)	5 days
Beets (green tops removed)	3-4 weeks
Broccoli	3 days
Brussels sprouts	1 week
Cabbage	2 weeks
Celery	2 weeks
Carrots (green tops removed)	several weeks
Cauliflower	10 days
Corn	1-3 days
Cucumber	1 week
Lettuce	1 week
Mushrooms (in paper bag)	5 days
Sprouts	2 days
Onions (green)	1 week
Parsnips	several weeks
Peas	1-3 days
Peppers (green, red)	1 week
Potatoes (new)	1 week
Spinach	2 days
Squash (summer)	1 week

\* store uncovered



For more information  
contact your local health unit

## **Key Message #9**

***Help children to enjoy vegetables and fruit***

### ***The Family Meal... is it a Lost Art?***

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More and more family members are eating separately at mealtimes. Different work, school and play schedules often interfere with family mealtime. It may seem like a simple and old-fashioned activity; however, taking time to enjoy meals as a family has many benefits. Studies show that family dinners mean children eat more vegetables and fruit and less fried food, and drink less pop. Eating together helps children to learn key social skills and feel a sense of belonging.

What can a family do?

- Set a pattern of family dinners when children are young so it becomes a habit.
- Make family mealtime a priority, whether it is at breakfast, lunch or dinner.
- Involve each family member in the planning, purchasing and preparing of meals.
- Cherish the time you spend sharing with your children over a tasty meal.

*Paint your plate...every day!*

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**Newsletter Insert #16** File name: newsletterinsert\_16.jpg

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**Key Message #9**  
**Help children to enjoy vegetables and fruit**

**Liven Up Lunch!**

It's that time of year again! With children heading back to school, parents are again faced with the important question: What's for lunch? Since many Canadian children are not eating the recommended number of servings of vegetables and fruit each day, make these foods a key group when preparing lunches and snacks. Vegetables and fruit are packed with fibre, vitamins and minerals. You can help your child to eat more vegetables and fruit by making them fun and easy to eat. Think variety in colours, shapes and textures!

- Always pack carrot, cucumber, celery or zucchini sticks. Add a mini-container of lower-fat ranch dressing or hummus for an easy and tasty dip children will love.
- Add 1/2 cup of shredded carrots or finely chopped red or green peppers to tuna or egg salad sandwich mixtures.
- Stuff a whole wheat pita with apple slices, lower-fat shredded cheese and romaine lettuce.
- Include at least two servings of easy-to-eat fruit in every lunch, eg, grapes, apples, pears, bananas, peaches and melon chunks. Between meals, children need snacks to give them energy and help them concentrate.

*Paint your plate...every day!*



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**Newsletter Insert #17** File name: newsletterinsert\_17.jpg

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## **Key Message #9**

### **Help children to enjoy vegetables and fruit**

## **Meal Appeal!**

Are you looking for easy and tasty ways to add meal appeal to vegetables and fruit? Try the following ideas to liven up your veggie side dishes:

- Add fresh herbs (eg, thyme, tarragon, rosemary, dill, parsley or basil).
- Toss with a low-fat vinaigrette salad dressing, lemon juice or grated orange peel.
- Serve with a side of salsa.
- Toss with grated lower-fat cheese.
- Add raisins, toasted sliced almonds or pine nuts.
- Mix equal parts of honey and lemon juice (about 2 tbsp of each). Add to cooked, drained vegetables such as carrots, broccoli or green beans. Heat over medium-heat until glazed - about two minutes.
- Add a sprinkle of brown sugar, orange juice, nutmeg and cinnamon to mashed squash, sweet potatoes or canned pureed pumpkin.

*Paint your plate...every day!*



For more information  
contact your local health unit



**Newsletter Insert #18** File name: newsletterinsert\_18.jpg

## **References**

Adapted from materials produced by the City of Hamilton Public Health and Community Services Department, Toronto Public Health and Regional Niagara Health Department.

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North Carolina 5 A Day. Nutrient Information, Preparation Tips, and Recipes for Fruits and Vegetables. Available at: [www.nc5aday.com/recipes.htm](http://www.nc5aday.com/recipes.htm). Accessed May 2006.



### **3.5 Recipe Inserts**

The following recipes are to help promote vegetables and fruit. They feature the Top Ten Vegetable and Fruit All-Stars, as well as promoting the Paint your Plate! theme. They are all simple to prepare and full of flavour and will make mealtime a pleasure! They can be used as:

- inserts for your workplace newsletter,
- reproducible handouts for staff, or
- meal ideas to be prepared and featured at a staff meeting or for a taste-testing event during the Challenge.





### 3.5.1 Vegetables and Fruit All-Star Recipe Series

## Vegetables and Fruit All-Stars

All vegetables and fruit are packed with goodness. The 'all-stars' are rich sources of vitamin C, folate, beta-carotene and phytochemicals. They can protect you from heart disease, some kinds of cancers and other illnesses. Enjoy this fast and easy recipe featuring one of the top ten!

### Broccoli Frittata

#### Ingredients:

8		lightly beaten eggs
5 mL	(1 tsp)	baking powder
250 mL	(1 cup)	grated cheese (20% MF or less)
1		head broccoli, chopped
125 mL	(1/2 cup)	flour
500 mL	(2 cups)	cottage cheese (2% MF or less)



#### Preparation:

1. Mix together all ingredients. Pour into a lightly greased deep baking dish.
2. Bake at 180°C (350°F) until golden brown (35 to 40 minutes).

Broccoli is full of cancer-fighting chemicals like all members of the cabbage family. Also, broccoli is extra special because it has more calcium than most vegetables. *Paint your plate... every day!*

For more seasonal recipes, visit Foodland Ontario's website at [www.foodland.gov.on.ca/recipes.html](http://www.foodland.gov.on.ca/recipes.html).

**Makes 4 servings.**

#### References

Adapted from *Take Five; 5-10 a day...your way!* Cancer Care Ontario, 2002.



For more information  
contact your local health unit

### The Top 10

Broccoli  
Sweet potatoes  
Tomatoes  
Dark leafy greens  
Cantaloupe  
Squash and pumpkin  
Carrots  
Brussels sprouts  
Berries  
Oranges

Recipe Insert #1 File name: recipe\_1.jpg

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## Vegetables and Fruit All-Stars

All vegetables and fruit are packed with goodness. The 'all-stars' are rich sources of vitamin C, folate, beta-carotene and phytochemicals. They can protect you from heart disease, some kinds of cancers and other illnesses. Enjoy this fast and easy recipe featuring one of the top ten!



### Baked Sweet Potatoes

Try baking a sweet potato instead of a white potato. Scrub and clean one sweet potato. Prick the potato all over. Microwave it on high for 10 to 12 minutes, turning the potato over part way through. Let it sit for two minutes before peeling. Mash and serve.

Sweet potatoes sound like dessert but they are low in fat and high in fibre. Enjoy dark orange sweet potatoes for a great source of beta-carotene. *Paint your plant... every day!*

For more seasonal recipes, visit Foodland Ontario's website at [www.foodland.gov.on.ca/recipes.html](http://www.foodland.gov.on.ca/recipes.html).

*Makes 1 serving.*

### References

Adapted from *Take Five; 5-10 a day...your way!* Cancer Care Ontario, 2002.



For more information  
contact your local health unit

### The Top 10

Broccoli  
Sweet potatoes  
Tomatoes  
Dark leafy greens  
Cantaloupe  
Squash and pumpkin  
Carrots  
Brussels sprouts  
Berries  
Oranges

## Vegetables and Fruit All-Stars

All vegetables and fruit are packed with goodness. The 'all-stars' are rich sources of vitamin C, folate, beta-carotene and phytochemicals. They can protect you from heart disease, some kinds of cancers and other illnesses. Enjoy this fast and easy recipe featuring one of the top ten!

### Quick Chicken Cacciatore

#### Ingredients:

796 mL (28 oz)	1 can stewed tomatoes with juice
500 mL (2 cups)	sliced tomatoes
4	4 oz chicken breast, skinless
1	green pepper, diced

#### Preparation:

1. In a saucepan combine the first two ingredients. Bring to a boil.
2. Add the chicken breasts. Reduce the heat and simmer covered for 30 minutes. Turn the chicken.
3. Add diced green pepper and continue cooking for 10 minutes.
4. Take out the chicken.
5. Boil the sauce uncovered until it is thick. Pour over chicken.

For more seasonal recipes, visit Foodland Ontario's website at [www.foodland.gov.on.ca/recipes.html](http://www.foodland.gov.on.ca/recipes.html).

**Makes 4 servings.**

#### References

Adapted from *Take Five; 5-10 a day...your way!* Cancer Care Ontario, 2002.



For more information  
contact your local health unit



### The Top 10

Broccoli  
Sweet potatoes  
Tomatoes  
Dark leafy greens  
Cantaloupe  
Squash and pumpkin  
Carrots  
Brussels sprouts  
Berries  
Oranges

## Vegetables and Fruit All-Stars

All vegetables and fruit are packed with goodness. The 'all-stars' are rich sources of vitamin C, folate, beta-carotene and phytochemicals. They can protect you from heart disease, some kinds of cancers and other illnesses. Enjoy this fast and easy recipe featuring one of the top ten!

### Spice up Your Carrots

Try adding these flavour boosters to steamed or boiled carrots:

- Sprinkle with 5 to 10 mL (1 to 2 tsp) of thyme, oregano, basil, dill weed or cumin.
- Toss with non-hydrogenated margarine and brown sugar or honey.
- Glaze with non-hydrogenated margarine and brown sugar, orange juice and curry.

For more seasonal recipes, visit Foodland Ontario's website at [www.foodland.gov.on.ca/recipes.html](http://www.foodland.gov.on.ca/recipes.html).

### References

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### The Top 10

*Broccoli*  
*Sweet potatoes*  
*Tomatoes*  
*Dark leafy greens*  
*Cantaloupe*  
*Squash and pumpkin*  
*Carrots*  
*Brussels sprouts*  
*Berries*  
*Oranges*

**Recipe Insert #4** File name: recipe\_4.jpg

## Vegetables and Fruit All-Stars

All vegetables and fruit are packed with goodness. The 'all-stars' are rich sources of vitamin C, folate, beta-carotene and phytochemicals. They can protect you from heart disease, some kinds of cancers and other illnesses. Enjoy this fast and easy recipe featuring one of the top ten!



### Mango Salsa

#### Ingredients:

1	ripe mango	30 mL	(2 tbsp)	sugar
250 mL (1 cup)	strawberries	60 mL	(1/4 cup)	fresh lime juice (2 limes)
125 mL (1/2 cup)	red onion	45 mL	(3 tbsp)	fresh coriander, chopped

#### Preparation:

1. Peel mango and remove pit. Cut mango into small cubes.
2. Slice the strawberries and finely chop the red onion
3. In a bowl, mix mango, strawberries, red onion, sugar and lime juice. Stir gently until well blended. Cover and let stand at room temperature for 20 minutes.
4. Stir in coriander.
5. Serve this quick and easy salsa with baked tortilla chips or as a side dish with chicken or fish.

Mangoes and berries are high in antioxidant vitamins, beta-carotene and vitamin C - super nutrients that help to fight against diseases such as cancer and heart disease. Ripe mangoes have a sweet smell and feel slightly soft.

For more seasonal recipes, visit Foodland Ontario's website at [www.foodland.gov.on.ca/recipes.html](http://www.foodland.gov.on.ca/recipes.html).

**Makes 2 cups.**

#### References

Adapted from *Take Five; 5-10 a day...your way!* Cancer Care Ontario, 2002.



For more information  
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### The Top 10

Broccoli  
Sweet potatoes  
Tomatoes  
Dark leafy greens  
Cantaloupe  
Squash and pumpkin  
Carrots  
Brussels sprouts  
Berries  
Oranges

### 3.5.2 Paint Your Plate! Recipe Series



#### Corn Cajun Style

##### Ingredients:

4	ears of corn
60 mL (1/4 cup)	melted butter or non-hydrogenated margarine
0.5 mL (1/8 tsp)	hot pepper flakes

##### Preparation:

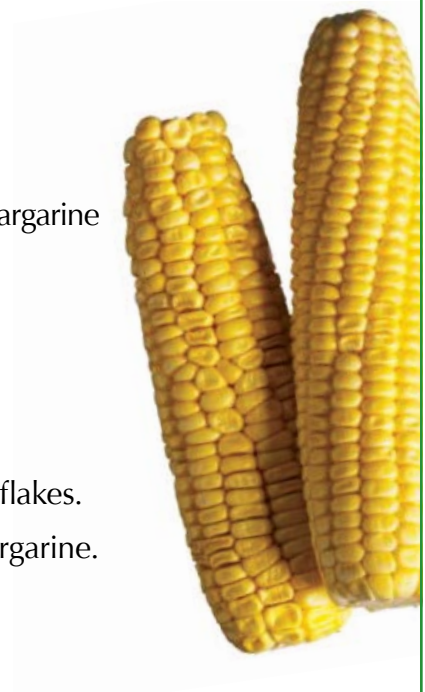
1. Husk ears of corn and cover.
2. Microwave on high for 5 minutes.
3. Stir together melted butter or margarine with hot pepper flakes.
4. Unwrap corn and spread with the seasoned butter or margarine.

**Makes 4 servings.**

For more seasonal recipes, visit Foodland Ontario's website at [www.foodland.gov.on.ca/recipes.html](http://www.foodland.gov.on.ca/recipes.html).

##### References

Adapted from *Take Five; 5-10 a day...your way!* Cancer Care Ontario, 2002.



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Recipe Insert #6 File name: recipe\_6.jpg



## Pumpkin Berry Pancakes

### Ingredients:

500 mL (2 cups)	all purpose/whole wheat flour
10 mL (2 tsp)	packed brown sugar
15 mL (1 tbsp)	baking powder
6 mL (1 1/4 tsp)	pumpkin pie spice
5 mL (1 tsp)	salt
425 mL (1 3/4 cup)	milk (2% MF or less)
125 mL (1/2 cup)	canned pumpkin
1	egg
15 mL (1 tbsp)	vegetable oil
175 mL (3/4 cup)	fresh or frozen berries (eg, blueberries, cranberries or goseberries)



### Preparation:

1. In a medium bowl, combine flour, brown sugar, baking powder, pumpkin pie spice and salt. Set aside.
2. In a small bowl, mix together milk, pumpkin, egg and vegetable oil. Add to flour mixture. Stir just until moistened; batter may be lumpy. Stir in berries just before cooking.
3. Heat a small amount of vegetable oil in a non-stick griddle or frying pan over medium heat. Pour about 60 mL (1/4 cup) of the batter to form each pancake. Cook, turning once, for about 1 to 2 minutes on each side or until golden.

### Kid-Friendly Recipes:

Kids will love these orange-coloured, 'jack-o'-lantern pancakes.' After pouring batter into the pan, make happy or scary faces with raisins on the top side of the pancakes.

### Makes 10 pancakes.

For more seasonal recipes, visit Foodland Ontario's website at [www.foodland.gov.on.ca/recipes.html](http://www.foodland.gov.on.ca/recipes.html).

### References

Adapted from *Take Five; 5-10 a day...your way!* Cancer Care Ontario, 2002.



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### The Top 10

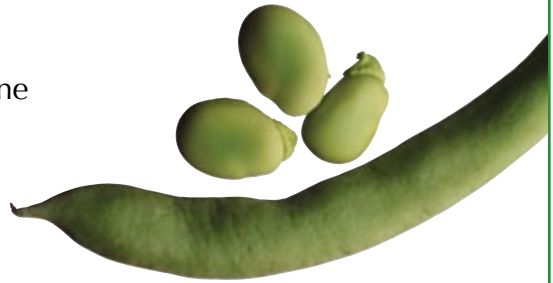
Broccoli  
Sweet potatoes  
Tomatoes  
Dark leafy greens  
Cantaloupe  
Squash and pumpkin  
Carrots  
Brussels sprouts  
Berries  
Oranges

## Spicy Sesame Green Beans

These beans, dressed with warm sesame oil and soy sauce, are tangy and full of flavour. If you don't like spicy foods, cut down on the hot pepper flakes or don't use any at all.

### Ingredients:

250 g	(1/2 lb)	green beans, trimmed
5 mL	(1 tsp)	non-hydrogenated margarine
2 cloves		garlic, minced
5 mL	(1 tsp)	light soy sauce
1 mL	(1/2 tsp)	hot pepper flakes
1 mL	(1/2 tsp)	sesame oil



### Preparation:

1. In a medium saucepan, cook green beans in boiling water until tender crisp, about 6 minutes. Drain.
2. Meanwhile, in a large skillet over medium-low heat, melt margarine. Sauté garlic about 2 minutes. Do not allow garlic to burn.
3. Add beans, soy sauce, hot pepper flakes and sesame oil. Toss well to fully coat beans.
4. Serve immediately.

**Makes 4 servings.**

For more seasonal recipes, visit Foodland Ontario's website at [www.foodland.gov.on.ca/recipes.html](http://www.foodland.gov.on.ca/recipes.html).

### References

Adapted from *Take Five; 5-10 a day...your way!* Cancer Care Ontario, 2002.



For more information  
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## Strawberry and Spinach Salad

### Ingredients:

#### Salad:

1.5 L	(6 cups)	spinach
1/2		small onion, finely chopped
250 mL	(1 cup)	strawberries, sliced
125 mL	(1/2 cup)	slivered almonds

#### Poppy Seed Dressing:

60 mL	(1/4 cup)	vegetable oil
60 mL	(1/4 cup)	apple cider vinegar
50 mL	(3 tbsp)	sugar
5 mL	(1 tsp)	Worcestershire sauce
15 mL	(1 tbsp)	poppy seeds

### Preparation:

1. Wash spinach well. Tear into bite-sized pieces and toss with onion, strawberries and almonds.
2. In a small bowl, whisk together vegetable oil, vinegar, sugar, Worcestershire sauce and poppy seeds. Pour onto salad. Toss gently.

**Makes 4 servings.**

For more seasonal recipes, visit Foodland Ontario's website at [www.foodland.gov.on.ca/recipes.html](http://www.foodland.gov.on.ca/recipes.html).

### References

Adapted from *Take Five; 5-10 a day...your way!* Cancer Care Ontario, 2002.



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### The Top 10

Broccoli  
Sweet potatoes  
Tomatoes  
Dark leafy greens  
Cantaloupe  
Squash and pumpkin  
Carrots  
Brussels sprouts  
Berries  
Oranges

**Recipe Insert #9** File name: recipe\_9.jpg

## Sweet Potato Baked Fries

### Ingredients:

4	sweet potatoes
30 mL (2 tbsp)	vegetable oil
125 mL (1/2 cup)	Parmesan cheese (optional)
	salt and pepper to taste



### Preparation:

1. Heat oven to 230° C (450° F).
2. Peel sweet potatoes. Rinse and dry well. Cut into wedges or small sticks. Put sweet potatoes in a bowl and coat well with vegetable oil.
3. Arrange potatoes on a baking sheet. Bake for 15 minutes. Turn the fries over and bake for another 15 minutes until slightly crispy.
4. Season to taste with salt and pepper and Parmesan cheese if you wish.

**Makes 4 servings.**

For more seasonal recipes, visit Foodland Ontario's website at [www.foodland.gov.on.ca/recipes.html](http://www.foodland.gov.on.ca/recipes.html).

### References

Adapted from *Take Five; 5-10 a day...your way!* Cancer Care Ontario, 2002.



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## The Top 10

Broccoli  
Sweet potatoes  
Tomatoes  
Dark leafy greens  
Cantaloupe  
Squash and pumpkin  
Carrots  
Brussels sprouts  
Berries  
Oranges

**Recipe Insert #10** File name: recipe\_10.jpg

## Out of This Whirled Shake

### Ingredients:

1/2	banana, peeled and sliced
250 mL (1 cup)	unsweetened frozen berries (eg, strawberries, blueberries, blackberries)
125 mL (1/2 cup)	low-fat (1 per cent) milk or soft tofu
125 mL (1/2 cup)	frozen 100 per cent unsweetened orange juice concentrate

### Preparation:

1. Place all ingredients in a blender container. Cover tightly.
2. Blend until smooth. If mixture is too thick, add 1/2 cup cold water and blend again.
3. Pour into two glasses and serve.

### Makes 4 servings.

For more seasonal recipes, visit Foodland Ontario's website at [www.foodland.gov.on.ca/recipes.html](http://www.foodland.gov.on.ca/recipes.html).

### References

North Carolina 5 A Day. Nutrient Information, Preparation Tips, and Recipes for Fruits and Vegetables.  
Available at: [www.nc5aday.com/recipes.htm](http://www.nc5aday.com/recipes.htm). Accessed May 2006.



For more information  
contact your local health unit



## The Top 10

Broccoli  
Sweet potatoes  
Tomatoes  
Dark leafy greens  
Cantaloupe  
Squash and pumpkin  
Carrots  
Brussels sprouts  
Berries  
Oranges

Recipe Insert #11 File name: recipe\_11.jpg

## Sesame Chicken with Peppers and Snow Peas

### Ingredients:

15 mL	(1 tbsp)	sesame seeds
		non-stick cooking spray
1 kg	(2 lb)	boneless, skinless chicken breasts, cut into strips
500 mL	(2 cups)	snow peas, trimmed
1 each		medium red and green bell pepper, cubed
45 mL	(3 tbsp)	low-sodium soy sauce
30 mL	(2 tbsp)	water
7 mL	(1 1/2 tsp)	brown sugar
1 mL	(1/2 tsp)	ground ginger
2		green onions, sliced

### Preparation:

1. Place sesame seeds in a large non-stick skillet; cook for 2 minutes over medium-high heat until lightly browned.
2. Remove from skillet and set aside.
3. Spray same skillet with non-stick cooking spray.
4. Add chicken; cook for 10 minutes or until cooked through.
5. Add snow peas and bell peppers; stir-fry for 3 to 4 minutes, until vegetables are tender-crisp.
6. In a small bowl, combine soy sauce, water, brown sugar and ginger; add to skillet.
7. Cook for 5 minutes over medium-high heat.
8. Garnish with green onions.

**Makes 4 servings.**

For more seasonal recipes, visit Foodland Ontario's website at [www.foodland.gov.on.ca/recipes.html](http://www.foodland.gov.on.ca/recipes.html).

### References

North Carolina 5 A Day. [Nutrient Information, Preparation Tips, and Recipes for Fruits and Vegetables](http://www.nc5aday.com/recipes.htm). Available at: [www.nc5aday.com/recipes.htm](http://www.nc5aday.com/recipes.htm). Accessed May 2006.



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## Chicken Tortas

### Ingredients:

500 mL (2 cups)	chicken, cooked, shredded
5 mL (1 tsp)	chili powder
500 mL (2 cups)	romaine lettuce, shredded
2	thin white onion slices
125 mL (1/2 cup)	shredded low-fat Monterey Jack cheese
4	French rolls, cut in half lengthwise
2	radishes, sliced
500 mL (2 cups)	prepared fresh salsa

### Preparation:

1. In a medium bowl, combine chicken, chili powder and 250 ml (1 cup) of salsa.
2. In a second bowl, combine lettuce, onion, radishes and cheese.
3. Place equal amounts of chicken and lettuce mixtures inside of each roll.
4. Spoon 60 mL (1/4 cup) fresh salsa over lettuce and close sandwich.

**Makes 4 servings.**

For more seasonal recipes, visit Foodland Ontario's website at [www.foodland.gov.on.ca/recipes.html](http://www.foodland.gov.on.ca/recipes.html).

### Reference

North Carolina 5 A Day. Nutrient Information, Preparation Tips, and Recipes for Fruits and Vegetables.

Available at: [www.nc5aday.com/recipes.htm](http://www.nc5aday.com/recipes.htm). Accessed May 2006.



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### The Top 10

Broccoli  
Sweet potatoes  
Tomatoes  
Dark leafy greens  
Cantaloupe  
Squash and pumpkin  
Carrots  
Brussels sprouts  
Berries  
Oranges

**Recipe Insert #13** File name: recipe\_13.jpg

## Piazza's Powerhouse Pizza

### Ingredients:

4		whole wheat pita breads
60 mL	(1/4 cup)	spaghetti sauce or pizza sauce
1 mL	(1/2 tsp)	dried oregano
250 mL	(1 cup)	red or green bell pepper, chopped
375 mL	(1 1/2 cups)	canned pineapple chunks*, drained
60 mL	(1/4 cup)	lean ham, chopped
175 mL	(3/4 cup)	lower-fat cheddar cheese, shredded

\* packed in 100 per cent unsweetened fruit juice or water



### Preparation:

1. Heat oven to 200° C (400° F).
2. Place pita breads on baking sheet. Spread each pita with 15 mL (1 tablespoon) spaghetti sauce. Sprinkle with oregano.
3. Top each pita with pepper, pineapple, ham and cheese.
4. Bake until hot and cheese bubbles, about 5 minutes.
5. Remove pizzas from baking sheet. Place each pizza on a dinner plate and serve.

**Makes 4 servings.**

For more seasonal recipes, visit Foodland Ontario's website at [www.foodland.gov.on.ca/recipes.html](http://www.foodland.gov.on.ca/recipes.html).

### References

North Carolina 5 A Day. [Nutrient Information, Preparation Tips, and Recipes for Fruits and Vegetables](http://www.nc5aday.com/recipes.htm). Available at: [www.nc5aday.com/recipes.htm](http://www.nc5aday.com/recipes.htm). Accessed May 2006.



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## Olympian Fruit Freeze

### Ingredients:

250 mL (1 cup)	non-fat lemon yogurt
500 mL (2 cups)	seedless watermelon, cubed
500 mL (1 pint)	basket fresh strawberries, tops removed
1	medium banana, peeled and sliced
8	paper cups
8	plastic spoons

### Preparation:

1. Place yogurt and fruit in a blender container. Cover tightly.
2. Blend until smooth. Pour into paper cups.
3. Freeze until thick and slushy, about 1 hour. Insert one spoon, handle up, into each cup of frozen fruit mixture. Return to freezer and freeze until solid, at least 2 hours.
4. To serve, remove from freezer and let sit for about 10 minutes. Peel paper cup off each treat and eat, holding the spoon as a handle.

**Makes 8 servings.**

For more seasonal recipes, visit Foodland Ontario's website at [www.foodland.gov.on.ca/recipes.html](http://www.foodland.gov.on.ca/recipes.html).

### References

North Carolina 5 A Day. [Nutrient Information, Preparation Tips, and Recipes for Fruits and Vegetables](http://www.nc5aday.com/recipes.htm). Available at: [www.nc5aday.com/recipes.htm](http://www.nc5aday.com/recipes.htm). Accessed May 2006.



For more information  
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## The Top 10

Broccoli  
Sweet potatoes  
Tomatoes  
Dark leafy greens  
Cantaloupe  
Squash and pumpkin  
Carrots  
Brussels sprouts  
Berries  
Oranges



## Curried Butternut Squash and Apple Soup

### Ingredients:

125 mL (1/2 cup)	non-hydrogenated margarine
500 mL (2 cups)	onion, chopped
1	celery stalk, chopped
20 mL (4 tsp)	curry powder
2	medium butternut squash peeled, seeded, and cut into 1" cubes
3	medium apples, peeled, cored, and chopped
750 mL (3 cups)	water (chicken stock or vegetable broth)
250 mL (1 cup)	pasteurized apple cider



### Preparation:

1. In a saucepan, combine onions, celery, margarine and curry powder. Cover and cook over low heat until vegetables are tender.
2. Add cubed squash, chopped apples and liquid (water, stock or broth) and bring to a boil. Reduce heat and simmer 20 to 30 minutes or until squash and apples are cooked thoroughly. Strain liquid and set aside.
3. Purée the apple-squash mixture with one cup of the strained liquid. Add cider and remaining liquid to reach desired consistency.
4. Season to taste with salt and pepper. Garnish with grated apple, yogurt or low-fat sour cream.

**Makes 8-10 servings.**

For more seasonal recipes, visit Foodland Ontario's website at [www.foodland.gov.on.ca/recipes.html](http://www.foodland.gov.on.ca/recipes.html).

### References

North Carolina 5 A Day. [Nutrient Information, Preparation Tips, and Recipes for Fruits and Vegetables](#).  
Available at: [www.nc5aday.com/recipes.htm](http://www.nc5aday.com/recipes.htm). Accessed May 2006.



For more information  
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### The Top 10

Broccoli  
Sweet potatoes  
Tomatoes  
Dark leafy greens  
Cantaloupe  
Squash and pumpkin  
Carrots  
Brussels sprouts  
Berries  
Oranges

Recipe Insert #16 File name: recipe\_16.jpg



### **3.6 Vegetables and Fruit Fact Sheets for Workplaces**

This section of the Vegetables and Fruit Action Guide includes six fact sheets that can be reproduced and offered to employees. These sheets cover a variety of practical ways that employees and their families can increase the amount of vegetables and fruit they eat each day. Use these fact sheets in combination with the *Paint Your Plate: Seven to 10 a Day Challenge* to maximize impact of the vegetable and fruit messaging.





## Paint Your Plate!... at Breakfast

***Both you and your children benefit when you keep vegetables and fruit in sight and easy to eat. To include veggies and fruit in the all-important breakfast meal:***

- Serve a variety of 100 per cent unsweetened fruit juice or 100 per cent fruit juice blends, eg, apple, grapefruit, cranberry, orange, berry or prune. Limit serving sizes to 125 to 250 mL (½ to 1 cup) portions. Try to include a serving of whole fruit as well as juice.
- Offer colourful fresh fruit in season – chopped the night before to save time.
- Top whole grain cereal with sliced bananas, kiwi or fresh berries. Toss dried fruit like raisins and apricots on hot oatmeal.
- Top fresh cut-up fruit or canned fruit (packed in its own juice or water) with low-fat vanilla yogurt.
- Have washed fresh fruit such as apples, peaches and plums in a bowl near the door for children to grab on the way out.
- Add 250 mL (1 cup) of fresh or frozen berries or mashed bananas to pancake batter or top pancakes and waffles with sliced peaches or fresh berries.
- Top half a whole grain bagel with apple slices, a sprinkle of cinnamon and a slice of low-fat cheese. Broil until the cheese melts.
- Spread peanut butter on a slice of whole wheat toast. Heat half a banana in the microwave for 30 seconds. Mash the banana with a fork and spread on top.
- Shake up the morning with a breakfast fruit smoothie. Mix 250 mL (1 cup) of fresh, frozen or canned fruit with 125 mL (½ cup) low-fat yogurt and 125 mL (½ cup) 100 per cent unsweetened fruit juice in a blender. Drink up and smile.
- Add frozen or fresh vegetables such as bell peppers, broccoli, spinach, mushrooms or tomatoes to your eggs and omelettes.



### ***A serving of vegetables or fruit is equal to:***

- 1 medium vegetable or fruit,
- 250 mL (1 cup) salad,
- 125 mL (½ cup) raw, cooked, frozen or canned vegetable or fruit,
- 60 mL (¼ cup) dried fruit, or
- 125 mL (½ cup) 100 per cent unsweetened vegetable or fruit juice.



For more information  
contact your local health unit



## Paint Your Plate!... at Lunch

***Veggies and fruit...don't leave home without them! Pack lunches that include at least two servings of vegetables and fruit for lunch and another two servings of vegetables and fruit for snacks. Use the following ideas to help you and your children eat more vegetables and fruit – at work and at school:***

- Keep the fridge and cupboards stocked with easy-to-pack choices such as apples, pears, bananas, clementines, canned fruit cups, baby carrots, cherry tomatoes, dried fruit, grapes and 100 per cent unsweetened juice boxes.
- Pack assorted veggies (eg, carrot sticks, red or green pepper strips, florets of broccoli or cauliflower, mushroom caps) with a tasty dip such as a low-fat creamy salad dressing.
- Apples, pears and berries are also great for dipping. For a fast and tasty dip use a low-fat fruit-flavoured yogurt or milk pudding.
- Make a nutritious snack with pretzels, nuts, whole grain cereal and dried fruit such as raisins, apricots, figs or prunes. Check if your school has a nut allergy policy before sending.
- Pack a container of tomato-packed salsa with baked tortilla chips for tasty snacking.
- Pack a frozen fruit smoothie. Blend whole fruit, yogurt, skim milk and ice cubes. Freeze overnight and pack in lunches the next morning.
- Pack vegetable, tomato or minestrone soup if your child's school has a microwave. Include a whole grain roll and add grated cheese for a tasty garnish.
- Keep a fridge shelf stocked with ready-to-go choices that are easy to pack. Train your children (and yourself!) to always add vegetables (eg, carrot, cucumber, celery or zucchini sticks) and fruit (eg, grapes, a banana or a canned fruit cup) for dessert.
- Pack sliced tomatoes, cucumbers and dark leafy greens in a separate container to keep sandwiches from getting soggy.
- Stuff a whole wheat pita pocket with apple slices, low-fat shredded cheese and romaine lettuce.
- If having lunch at home, fill a whole wheat pita pocket with peanut butter, banana slices and a handful of broccoli sprouts. For a change of pace, enjoy a peanut butter and banana sandwich on raisin bread.



Paint your plate.  
Create a masterpiece.



For more information  
contact your local health unit

## ***Paint Your Plate!... at Lunch (cont'd)***

***A serving of vegetables or fruit is equal to:***

- 1 medium vegetable or fruit,
- 250 mL (1 cup) salad,
- 125 mL (½ cup) raw, cooked, frozen or canned vegetable or fruit,
- 60 mL (¼ cup) dried fruit, or
- 125 mL (½ cup) 100 per cent unsweetened vegetable or fruit juice.



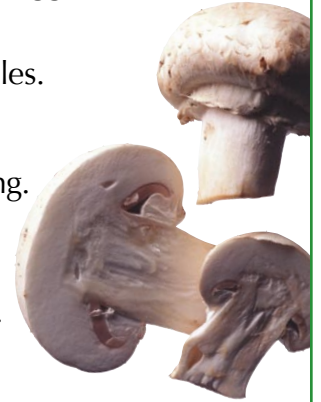
For more information  
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**Fact sheet #2-2 of 2** File name: factsheet\_2\_2.pdf

## ***Paint Your Plate!... at Dinner***

***For good health, it's recommended you eat seven to 10 servings of veggies and fruit every day. To get an extra serving at dinner:***

- Aim to have at least half of the dinner plate covered with vegetables.
- Serve soup - tomato, vegetable, minestrone.
- Save time with salad-in-a-bag. Remember to wash it before serving.
- Instead of serving fries, dip slices of sweet potatoes in a mixture of egg whites and nutmeg and bake on a lightly greased pan in a 220° C (425° F) oven for 20 minutes for tasty sweet potato fries.
- Add sides salads - bean, coleslaw or leafy greens are all great.
- Stir fry peppers, sugar snap peas, broccoli and cauliflower and serve with brown rice, whole grain bulgur or couscous. Add fruits such as raisins, pineapple, mango or kiwi for a tasty twist.
- Get grilling! Use firm, ripe produce such as eggplant, leeks, green and red peppers, mushrooms, squash or corn on the cob. To prevent sticking, lightly baste with vegetable oil or a non-stick spray.
- Top your homemade pizza with zucchini or squash slices, mushrooms, onions, green or red pepper strips, marinated artichoke hearts, broccoli florets, shredded carrots, fresh tomato slices, chopped spinach, or even fruit, like pineapple.
- Add extra fresh or frozen veggies to your favourite spaghetti sauce, chili, lasagna, casserole or stew.
- Extend lean ground beef in meatloaf or shepherd's pie by adding finely chopped veggies such as carrots, peppers, onion, celery and mushrooms.
- Go Mexican! Serve lots of shredded carrots, cabbage, lettuce, chopped tomatoes and green and red pepper strips with tacos, burritos or fajitas.
- Add chopped broccoli, carrots or frozen mixed veggies to cooked rice or pasta, including macaroni and cheese. Serve hot or cold.
- Try a black bean, corn and bell pepper salad seasoned with cilantro and balsamic vinegar.
- Toss a handful of beans on your salad or, if you have a sweet tooth, add chopped apples, raisins or dried cranberries.
- Try vegetable instead of meat lasagna or add vegetables to your meat sauce.



For more information  
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## *Paint Your Plate!... at Dinner (cont'd)*

*A serving of vegetables or fruit is equal to:*

- 1 medium vegetable or fruit,
- 250 mL (1 cup) salad,
- 125 mL (½ cup) raw, cooked, frozen or canned vegetable or fruit,
- 60 mL (¼ cup) dried fruit, or
- 125 mL (½ cup) 100 per cent unsweetened vegetable or fruit juice.



For more information  
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**Fact sheet #3-2 of 2** File name: factsheet\_3\_2.pdf



## ***Tips for Getting Children to Eat More Vegetables and Fruit***

***Add to your enjoyment of family meals by using these tried and true methods for getting children to eat more vegetables and fruit.***

***Trying is believing.*** It may take two, three or even 10 tries before a child gets used to the taste of a new item. Offer small servings of a new vegetable or fruit and encourage your child to try one bite. Don't give up if your child does not like it immediately.

***Seeing is believing.*** Children learn by watching others. Be a positive role model by sharing your enjoyment of vegetables and fruit... then watch your children mimic your actions and words. For example, the next time you take a bite of sweet potato, comment on how you love the texture and taste.

***Offer choices.*** Children value independence and will accept foods if given the chance to make a choice. Offer two or three varieties of vegetables and fruit at a meal and let children decide which ones and how much they will eat. Involve children in decisions and they will feel that their opinions matter.

***Make it easy.*** Anyone can be tempted by unhealthy choices when hungry. Place veggies and fruit in easy-to-find spots for those after-school refrigerator raids. Keep a large basket or bowl with fresh fruit on the kitchen counter or table. Have 'grab-and-go' snacks in small plastic bags (eg, cut-up raw vegetables, peeled and segmented oranges, seedless grapes, etc) ready and waiting in your refrigerator.

***Make it fun.*** Involve and entertain children to make eating vegetables and fruit more exciting. Let children make their own fruit kabobs or arrange them in funny shapes on their plate. Use assorted dips to make them enticing. Involve children at the grocery store and let them pick their favourite vegetables and fruit, or suggest new ones to try. Children like to eat what they make, so let them help with the cooking.

***Crunchy and sweet cannot be beat.*** There's no doubt about it—children love bite-size pieces of vegetables and fruit. Crunchy, raw vegetables with dip are always a hit, and sweet pieces of ready-to-eat fruit make great snacks.

***Add vegetables and fruit to favourite foods.*** Adding vegetables and fruit to favourite foods is an easy way to get a child to eat more vegetables and fruit. Put sliced bananas on top of cereal. Add slices of green and red pepper to cheese pizza. Make strawberry milkshakes with frozen strawberries, low-fat frozen yogurt and milk. Put some shredded carrots and lettuce on a turkey sandwich. The possibilities are endless.



*Paint your plate.  
Create a masterpiece.*



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## ***Tips for Getting Children to Eat More Vegetables and Fruit (cont'd)***

***Remember to offer your child four to eight servings a day. A serving is:***

- 1 medium vegetable or fruit,
- 250 mL (1 cup) salad,
- 125 mL (½ cup) raw, cooked, frozen or canned vegetable or fruit,
- 60 mL (¼ cup) dried fruit, or
- 125 mL (½ cup) 100 per cent unsweetened vegetable or fruit juice.

### **References**

Fun with Fruits and Vegetables Kids Cookbook. Fruit and Vegetable Recipe Resources.



For more information  
contact your local health unit

**Fact sheet #4-2 of 2** File name: factsheet\_4\_2.pdf

## Will Eating More Vegetables and Fruit Cost Me More Money?

The benefits of eating the recommended seven to 10 servings of vegetables and fruit are endless. Eating these foods is associated with a reduced risk for heart disease, stroke and some cancers, and also contributes to achieving and maintaining a healthy body weight. Vegetables and fruit are great sources of vitamins, minerals, phytochemicals and antioxidants and fibre. The high fluid content in these foods helps to meet your body's need for fluids.

An easy way of ensuring you eat the minimum number of servings is to include one or more servings at every meal and enjoy vegetables and fruit between meals as snacks. But does incorporating these nutritional powerhouses mean less money in your wallet? Not necessarily. The following price comparison may surprise you:

### Snacks:

Pop (per 250 mL)	<b>\$0.47</b>	<b>\$0.30</b>	Juice box (per 250 mL)
Chocolate bar (45-55 g)	<b>\$1.09</b>	<b>\$0.47</b>	Canned fruit cocktail (per 125 mL)
Bag of chips (80 g)	<b>\$0.83</b>	<b>\$0.35</b>	Baby carrots (80 g or 1/2 cup)

### Meals:

Breakfast bar	<b>\$0.50</b>	<b>\$0.13</b>	Banana
Frozen french fries (per 100 g)	<b>\$0.17</b>	<b>\$0.09</b>	Potatoes (per 100 g)
Chicken noodle soup (1/2 can)	<b>\$0.87</b>	<b>\$0.59</b>	Vegetable soup (1/2 can)
Long grain white rice (per 125 mL)	<b>\$0.29</b>	<b>\$0.17</b>	Frozen mixed vegetables (per 125 mL)
Ice cream (per 250 mL)	<b>\$0.62</b>	<b>\$0.95</b>	Canned fruit cocktail (per 250 mL)

### Eating Out:

Hamburger, french fries and pop			Hamburger, salad and juice
Fast food	<b>\$4.89</b>	<b>\$4.89</b>	Fast food
Family Restaurant	<b>\$10.59</b>	<b>\$10.98</b>	Family Restaurant

<b>Average price</b>	<b>\$7.74</b>	<b>\$7.98</b>
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### The Bottom Line?

Sometimes choosing the healthy option does cost you a little more. It is important to remember that we eat food to keep our bodies well-nourished and healthy, among other things. Consider all the nutrition and health benefits you will be getting from the vegetable and fruit items. It may cost you a little more now, but it will save you lots in the future!

Adapted from *Take Five; 5-10 a day...your way!* session five handout: Sample Costing Information Does Eating Vegetables and Fruit Cost Too Much? Cancer Care Ontario, 2002.

Note: Examples given are representative of foods priced in North Bay, Ontario in June/July 2006.



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## ***Eat Vegetables and Fruit Throughout the Day!***

### ***A Great Start to the Day!***

- Toss fresh, canned or dried fruit onto hot or cold cereals or toasted waffles.
- Make fast smoothies. Pre-bag individual portions of fruit and store in the freezer. Blend the bag's contents with a serving of yogurt, some milk, soy beverage or 100 per cent unsweetened fruit juice.
- Send the children off with portable fruit such as apples, pears, bananas, individual servings of applesauce or canned fruit (packed in fruit juice).
- Add sliced or grated vegetables to breakfast sandwiches or eggs.
- Serve leftover vegetable pizza.

### ***Make Lunches Fun!***

- Add apricots, peppers, dried cranberries or a combo of your favourite veggies to salads.
- Try cottage cheese and fruit. Mix in pineapple or canned mandarins.
- Mix shredded carrots, celery, apples, zucchini or minced peppers into tuna or chicken salad.
- Pack frozen 100 per cent unsweetened fruit juice boxes in the lunch bag.
- Make wraps or pita pockets filled with veggies.

### ***Evening Meal!***

- Purée berries, apples, peaches or pears for a thick, sweet sauce on grilled or broiled fish or poultry.
- Grate your way! Add grated, shredded or chopped vegetables (such as zucchini, spinach, peppers, carrots, sweet potato) to lasagna, meatloaf, mashed potatoes, casseroles, pasta and one-dish meals.
- Add a dollop of yogurt to baked apples, fruit cobblers and crisps or fruit cocktail for a great dessert.

### ***Savoury Snacks!***

- Use yogurt, hummus or bean dip for dunking melon chunks, cucumber slices, pepper strips, peeled oranges, baby carrots, cherry tomatoes, celery, zucchini, broccoli and cauliflower.
- Keep canned fruit or applesauce on hand for busy days. Buy single-serving portions or pre-pack in reusable containers.



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## ***Eat Vegetables and Fruit Throughout the Day! (cont'd)***

***Get Seven to 10 Servings a Day! A serving is:***

- 1 medium vegetable or fruit,
- 250 mL (1 cup) salad,
- 125 mL (½ cup) raw, cooked, frozen or canned vegetable or fruit,
- 60 mL (¼ cup) dried fruit, or
- 125 mL (½ cup) 100 per cent unsweetened vegetable or fruit juice.



For more information  
contact your local health unit

Need some recipes or more information? Visit [\*\*\*www.foodland.gov.on.ca/recipes.html\*\*\*](http://www.foodland.gov.on.ca/recipes.html).

**Fact sheet #6-2 of 2** File name: factsheet\_6\_2.pdf



## **3.7 Paint Your Plate! Throughout the Workplace**

Are you looking for easy and enjoyable ways to encourage healthy eating? Offer employees the option to enjoy vegetables and fruit choices wherever food is served and/or sold in the workplace.

Give these ideas and suggestions a try and help employees to paint their plate!

### **3.7.1 Workplace Tuck Shops**

#### **Menu Ideas**

- Festive salads - Greek, fruit, chef, potato, mandarian, coleslaw, etc.
- Snazzy smoothies - fresh or frozen fruit like bananas and berries blended with yogurt or milk
- Punchy pops - frozen 100 per cent unsweetened fruit juice like peach mango mix
- Tasty tornadoes - two kinds of 100 per cent unsweetened fruit juice blended together
- Unsweetened fruit cups, applesauce or applesauce blends
- Catchy combos - veggies and lower-fat dip or salsa, fruit chunks with lower-fat yogurt dip or milk pudding
- Fruit and/or vegetable leathers with no added sugar
- Snappy sandwiches made with vegetable or fruit fillings - grated apples or mashed bananas on fruit bread, grated vegetables like carrot or zucchini with a sprinkle of cheese on whole wheat, pita pockets with Greek or potato salad
- Crunch and munch bowls - raw vegetables chopped into easy bite-sized pieces
- Finger salads - chopped vegetables such as carrot, celery and bell pepper with snow peas and cherry tomatoes, wrapped in cling wrap or a sealed plastic bag, or served in a plastic cup with some vegetable dip in the bottom
- Pizza with pizzazz - with added vegetables such as bell peppers, mushrooms, grated carrots or zucchini, sliced tomatoes and broccoli
- Super soup - vegetable soups (eg, tomato) or soups with added mixed frozen vegetables, sold as part of a 'meal deal' along with a whole grain roll and a piece of fruit

#### **Promotional Tips for Terrific Tuck Shops**

Have a 'construct a lunch' day. Provide a range of healthy sandwich fillings and whole grain breads for employees to make their own delicious sandwiches.

- Provide fast, easy and healthy vegetable and fruit recipes for employees to take home.
- Organize vegetable and fruit displays around the workplace and hang colourful posters in the tuck shop/cafeteria.
- Conduct daily taste-testing of cut vegetables and fruit with healthy dips.
- Run a vegetable and fruit 'meal deal.' Offer a range of delicious and healthy vegetables and fruit menu items at a special price, eg, buy two, get a third one free.
- Hold a 'design a salad' or 'healthy sandwich filling' competition.

### ***Promotional Tips for Terrific Tuck Shops (cont'd)***

- Invite members of the workplace to suggest new items to add to the tuck shop/canteen menu. Conduct a competition to collect ideas.
- When a new food is offered by the canteen, conduct a competition to name it. Exciting, enticing and creative names for new foods help to increase their appeal and popularity.
- Conduct a 'name the canteen' competition. Staff could be involved in making a sign of the canteen name and designing artwork to display in or around the canteen.
- Promote a vegetable or fruit of the week (or a combination food that includes veggies and fruit). Promote vegetables and fruit that are local and in season and offer them in a variety of ways, for example, offer whole grain pumpkin muffins. Offer tickets to enter a draw for employees who order this food.

### **3.7.2 Workplace Celebrations**

Add a healthy twist to workplace celebrations. Instead of cakes, cookies, doughnuts and pop, promote vegetables and fruit. Celebrations are a great way to promote new vegetables and fruit prepared in different ways including:

- fresh fruit with low-fat yogurt or cottage cheese,
- clementines,
- 100 per cent unsweetened vegetable or fruit juice,
- veggie sticks with lower-fat dip or salsa,
- veggie and fruit kabobs,
- apple wedges sprinkled with cinnamon,
- frozen yogurt with fresh or frozen unsweetened berries,
- ethnic vegetable stir-fries or soups,
- fruit crisps (eg, apple, rhubarb, strawberry, berry) made with fresh or frozen fruit, and
- various salads (eg, Greek, mandarin, fruit, pasta with veggies).



### 3.7.3 Workplace Events

**Note:** before holding any food event, check with your local public health unit to ensure that your event will meet safe food handling standards.

Show employees that your organization values healthy eating. Feature vegetables and fruit at your next event by trying the following fun ideas:

- Host a harvest cornfest. Serve fresh corn on the cob, hamburgers and mixed green salads.
- Celebrate Hallowe'en. Have a costume parade and serve scary 'bloodsicles' made of 100 per cent unsweetened frozen juice (eg, tomato juice).
- Run a chilifest where employees purchase tickets to judge donated homemade chili recipes that contain at least 1/2 cup of vegetables and fruit per serving.
- Offer boxes of clementines or serve festive vegetable or fruit kabobs at your holiday parties.
- Offer a pasta dinner with a mixed green salad and fruit crisp for dessert.
- Try an 'Around the World' potluck where co-workers gather together to share different ethnic dishes that incorporate vegetables and fruit.
- Serve fresh veggies, fruit and dips at team meetings.
- Incorporate salads and fresh vegetables and fruit into workplace barbecue menus.

### 3.7.4 Workplace Cafeterias - Salad Bars

Workplace cafeterias can influence the variety and the amount of vegetables and fruit employees eat by offering salad bars.

#### **Benefits of a Salad Bar**

- Helps employees eat seven to 10 servings of vegetables and fruit a day
- Provides employees with the option of choosing what and how much they eat
- Provides all employees with a variety of fresh, healthy food choices with lots of vegetables and fruit, whole grains and legumes
- Supports local food producers by using locally grown produce
- Encourages employees to try something new

### References

Cancer Care Ontario, Canadian Cancer Society, Heart and Stroke Foundation. 2002. Take Five; 5-10 a day ... your way! Leaders Guide. Cancer Care Ontario. Toronto, Ontario.

Canadian Produce Marketing Association. Available at: [www.cpma.ca/en\\_home.asp](http://www.cpma.ca/en_home.asp)

Adapted from materials produced by City of Hamilton Public Health and Community Services Department, Toronto Public Health and Regional Niagara Public Health Department



# Paint Your Plate! Seven to 10 a Day Challenge

4.0

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***Paint your plate.  
Create a masterpiece.***







## 4.1 What is the Challenge?

The Challenge is a ready-to-use healthy eating contest to motivate employees to eat seven to 10 servings of vegetables and fruit each day. The Challenge goal is to raise employees' awareness about their consumption of vegetables and fruit and inspire them to make improvements.

Employees use the Challenge scorecard to track the number of servings of vegetables and fruit they eat at each meal or snack and to find their total daily intake. At the end of each week of the Challenge, the scorecard is handed in and employees' names are entered in a draw for healthy prizes (eg, fruit basket, office vegetable and fruit tray, cookbook). A new form is provided for each week of the Challenge. During the Challenge, workplaces can use resources from the *Paint Your Plate! Action Guide*, such as the newsletters and recipes, to provide employees with practical ways to eat more vegetables and fruit.

## 4.2 Why do a Challenge?

The Challenge is a core activity to the workplace *Paint Your Plate!* campaign as it:

- provides a fun and easy way to reach a large number of employees,
- raises employees' interest in and commitment to increasing their vegetable and fruit consumption,
- helps employees to learn more about their vegetable and fruit intake and take concrete steps to increase their vegetable and fruit consumption to the recommended daily intake,
- shows that the employer supports a healthy workplace, and
- extends into the home and may encourage employees' families to eat healthier!

## 4.3 What is the Suggested Time for the Challenge?

Although the Challenge is meant to be a temporary commitment, it may lead to more permanent dietary changes. A four-week Challenge is recommended, to allow time for new increased levels of vegetable and fruit consumption to become a regular part of everyone's daily diet. Remember, the longer a new habit is practised, the easier it is to maintain.

### *How Can the Challenge be Promoted to Employees?*

Creative promotions of the Challenge should help to get many employees involved in the Challenge. Organizers will want to consider a variety of ways to recruit participants, including:

- prior to the Challenge, announcing it through staff newsletters or handouts, e-mail, pay stub inserts, cafeteria displays or bulletin boards,
- adding it to meeting agendas under 'new business,'
- naming department contacts to lead the Challenge in different areas of the workplace, and
- holding a prize draw for each week of the Challenge for participants and promoting these draws to employees.



## 4.4 *How does a Workplace do the Challenge?*

### Phase One: *Prepare for the Challenge*

- Decide who will coordinate the Challenge. Ask for volunteers in the workplace. Depending on the size of the workplace, different coordinators may be needed for different areas.
- Decide whether or not to form teams who compete against each other and motivate each other to take part in the Challenge; consider having team captains.
- An optional activity is to collect prizes. This can be financed with 50/50 draws or by partnering with another business. The occupational health and safety or workplace wellness committees may have a small budget to purchase incentives which encourage involvement in the Challenge. Check with the local health units/departments or heart health project for ideas as well.
- Refer to Section 3.7 ***Paint Your Plate! Throughout the Workplace*** to promote vegetable and fruit consumption in workplace tuck shops, celebrations, events and cafeteria by making vegetables and fruit more available in your workplace.
- Post the *Paint Your Plate! Challenge Promotional Flyer* in the halls, in the lunchroom or cafeteria, in meeting rooms and at the entrance to the workplace to inform staff of the upcoming challenge.

### Phase Two: *Promote the Challenge*

- Make the ***Paint Your Plate! Challenge Seven to 10 a Day Scorecard*** available to employees through e-mail, intranet and handouts, or include with pay stubs, newsletters - whatever works best.
- Another option is to make the Scorecard available in a common workplace area, beside a basket of fruit (eg, apples, clementines, bananas) to encourage employees to get started on the Challenge by eating a piece of fruit.
- Promote the challenge using promotional messages #1 to 3 (see section 4.5.1).
- Post the ***Paint Your Plate! Challenge Information Flyer*** at your workplace entrance to inform visitors that your workplace is running the *Paint Your Plate! Challenge* and show the employer's commitment to health and wellness.

### Phase Three: *During the Challenge*

- Consider having a launch event such as an onsite cooking demonstration or taste-testing of one of the vegetable and fruit recipes featured in the Action Guide. Public health staff may be available to do a healthy eating presentation focusing on vegetables and fruit.
- Send out promotional message #4 and 5 (see section 4.5.1) to encourage employees to get involved and stay on track with healthy eating.
- Send out e-bulletins/cheque inserts from Section 3.3, newsletter inserts from Section 3.4 and recipes from Section 3.5 to keep staff motivated.
- Encourage other activities during the week that will continually promote the message of vegetables and fruit such as a potluck salad day where everyone brings in a salad to share with co-workers for lunch. Refer to Section 3.7 ***Paint Your Plate! Throughout the Workplace*** for possible ideas.

### Phase Four: *After the Challenge*

- Participants' ballots should be collected by the coordinator or placed in drop boxes located in central areas throughout the workplace.
- Send out promotional message #6 (see section 4.5.1) to encourage employees to continue to eat seven to 10 servings of vegetables and fruit each day and to hand in their ballots.
- The coordinator can total the number of participants. In some communities the public health unit/department might coordinate a city or district-wide Challenge which encourages workplaces to compete against each other. If this is the case, the coordinator will need to complete a summary ballot to enter his or her workplace for a chance to be the district-wide champion.
- If the workplace is offering individual prizes, the coordinator can also select draw prize winners.
- Announce the results through a posting on the healthy workplace board, e-mails, intranet or whatever works best.
- Distribute the ***Paint Your Plate! Challenge Certificate*** to all employees who participated in the challenge.



## 4.5 *Paint Your Plate! Challenge Tools and Resources*

### 4.5.1 *Paint Your Plate! Challenge Promotional Messages*

- Inform staff through e-bulletins or cheque inserts.
- Conduct announcements in mornings or at meetings.
- Place messages on the workplace electronic or paper calendar.
- Create bulletin board displays.

#### *Message 1*

*(Send a couple weeks prior to the Challenge start date)*

It's coming! The *Paint Your Plate!* Seven to 10 a Day Challenge, \_\_\_\_\_ (enter date)

You probably know that you should be eating more vegetables and fruit, but maybe you have had a hard time doing so. You are not alone. Only 53 per cent of Ontario residents eat enough servings of vegetables and fruit a day as recommended by *Canada's Food Guide*. It is time to change the statistics and here is the opportunity. You can start to make changes by participating in the four-week workplace *Paint Your Plate!* Seven to 10 a Day Challenge.

It is easy to participate! For each of the four weeks, track the number of servings of vegetables and fruit you eat each day. You can pick up a *Paint Your Plate!* Seven to 10 a Day Challenge Scorecard from \_\_\_\_\_ (enter name of coordinator of challenge/or location).

At the end of the Challenge, the only thing you need to share is the fact that you participated. On the Scorecard, you will find a ballot to fill in and give to your area coordinator.



**Message #1** File name: PYPmessage\_1.doc

## Message 2

*(Send to employees one week prior to the Challenge start date)*

The *Paint Your Plate! Seven to 10 a Day* Challenge is fast approaching - it's starting on \_\_\_\_\_ (enter date). You may be wondering why *Canada's Food Guide* recommends seven to 10 servings of vegetables and fruit a day. You will be surprised to learn that eating well can make a substantial difference in your health and daily life! Research has shown that, if people were to eat five or more servings of vegetables and fruit a day, cancer rates could drop by at least 20 per cent. Eating plenty of vegetables and fruit decreases the risk of developing cancer, heart disease and stroke. It also helps people to achieve and maintain a healthy weight.

Do you think that seven to 10 servings sounds like a lot of food? It is important to know what a serving size is. One serving is:

- 1 medium vegetable or fruit,
- 250 mL (1 cup) salad,
- 125 mL (1/2 cup) raw, cooked, frozen or canned vegetables or fruit,
- 60 mL (1/4 cup) dried fruit, or
- 125 mL (1/2 cup) 100 per cent unsweetened vegetable or fruit juice.



Message #2 File name: PYPmessage\_2.doc

## Message 3

*(Send to employees the Friday before the Challenge begins)*

Don't forget – on Monday we launch the *Paint Your Plate! Challenge*. To get started, do you know how many servings of vegetables and fruit you should eat every day? If you said seven to 10 ... you were right! One serving is equal to one whole fruit like an apple or pear, or half a juice box of 100 per cent unsweetened fruit juice, or one large serving spoon of cooked vegetables. Get ready to *Paint Your Plate!*



Message #3 File name: PYPmessage\_3.doc



## Message 4

*(Send to employees during the Challenge to keep them motivated)*

How are you doing with the *Paint Your Plate! Seven to 10 a Day Challenge*? Don't forget to complete the Challenge Scorecard. Try eating one or more servings of vegetables or fruit at each meal and for a snack to reach your goal of seven to 10 servings each day. Here are some quick and easy tips to keep you going.

- Switch up your sandwich. Try adding sliced tomatoes and leafy greens such as spinach or romaine lettuce for added flavour and extra nutrients.
- Add raisins and other dried fruits such as apricots or cranberries to your favourite hot or cold cereal.
- Keep pre-packaged fruit cups in a desk drawer for easy snacking.
- Toss frozen berries into muffins, pancakes or smoothie mixes.



Message #4 File name: PYPmessage\_4.doc

## Message 5

*(Send to employees during the Challenge to keep them motivated)*

Are you remembering to *Paint Your Plate!* with vegetables and fruit? Take the Challenge. Veggies and fruit give you the energy to work, play and stay healthy. Stay alert on the job with healthy snacks. Fill your lunchbox with choices such as mini carrots with dip, vegetable juice boxes, individual fruit cups, grapes or apples. Don't forget to fill out your Scorecard every day.



Message #5 File name: PYPmessage\_5.doc

## Message 6

*(Send to all employees at the end of the Challenge)*

Thanks to everyone who took the *Paint Your Plate!* Challenge. Please hand in your completed ballot to \_\_\_\_\_ (name, location) or place in one of the drop boxes by \_\_\_\_\_ (date).

For great health throughout your life, continue to eat seven to 10 servings of colourful vegetables and fruit every day. For the greatest benefit, your healthy eating should last a lifetime. Healthy eating may take a little more planning, but you are worth it! Key points to remember include:

- Quantity – Enjoy seven to 10 servings of vegetables and fruit each day. Your body will thank you for it.
- Colour – Go for colours – green, orange, red, blue/purple, white/brown/tan. Choosing a variety of colours provides the right combination of needed nutrients.
- Variety – Be adventurous. Keep meals interesting by trying a new vegetable or fruit at least once a month. Check out new recipes and share your favourite ones with family and friends so that everyone can enjoy the benefits of healthy eating.

*Remember to get your ballots in – you could be the grand prize winner!*



**Message #6** File name: PYPmessage\_6.doc

#### 4.5.2 Paint Your Plate! Challenge Promotional Flyer

## Paint Your Plate! Challenge



**Paint your plate.  
Create a masterpiece.**

**Attention All Employees!**

***Paint Your Plate! Vegetables and Fruit Challenge  
is coming to our workplace  
and we encourage you to participate in your home as well!***

The *Paint Your Plate!* Challenge encourages you to eat seven to 10 servings a day of vegetables and fruit now and for the rest of your life as recommended by *Canada's Food Guide*.

Join the fun. Make it a family event!  
Be a great role model... enjoy eating veggies and fruit with your children!

***Paint Your Plate! with brightly coloured vegetables and fruit to create  
a masterpiece and achieve good health.***



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## 4.5.3 Paint Your Plate! Seven to 10 a Day Scorecard

Week of: \_\_\_\_\_







































































Keep track of the vegetables and fruit you eat each day. Can you meet the seven to 10 a day goal? Each time you eat one serving, check it off. Add up the number you eat each day in the right-hand column. Double your fun by challenging others in your family to track their vegetables and fruit intake, too!

### What's a serving?

- 1 medium vegetable or fruit,
- 250 mL (1 cup) salad,
- 125 mL (½ cup) raw, cooked, frozen or canned vegetable or fruit,
- 60 mL (¼ cup) dried fruit, or
- 125 mL (½ cup) 100 per cent unsweetened vegetable or fruit juice.

### What's my goal?

- Seven to 10 servings per day!

<i>Date</i>	<i>Vegetables</i> (eg, carrots, broccoli, salad, tomato juice, potatoes...)	<i>Fruit</i> (eg, grapes, oranges, melons 100 % unsweetened juice, bananas...)	<i>Daily Total</i>
	    	    	
	    	    	
	    	    	
	    	    	
	    	    	
	    	    	
	    	    	

Name: \_\_\_\_\_

Department: \_\_\_\_\_

Telephone/Ext: \_\_\_\_\_

### How did you score?

7-10 servings a day – Awesome  
3-6 servings a day – Good Start  
0-2 servings a day – Keep Trying



For more information  
contact your local health unit





#### 4.5.4 Paint Your Plate! Challenge Informational Flyer

## Paint Your Plate! Challenge

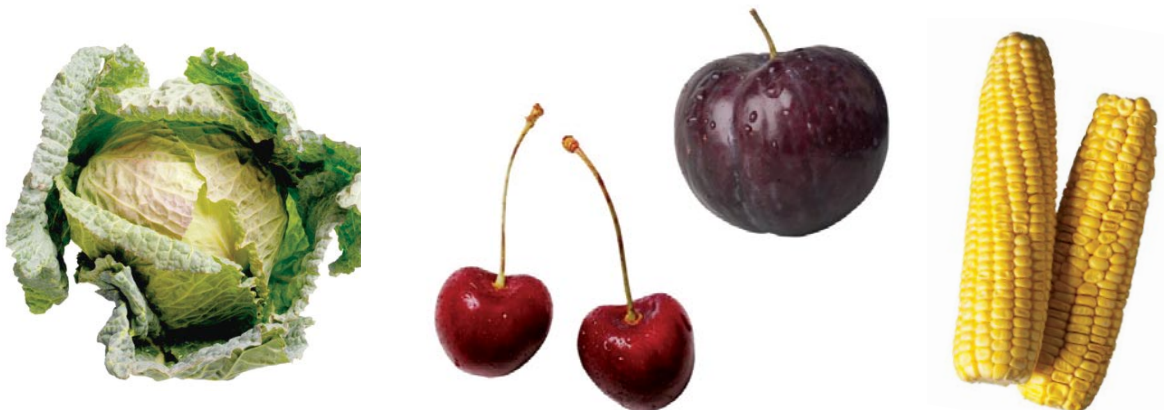


*Paint your plate.  
Create a masterpiece.*

***Attention All!  
Our workplace is running a Paint Your Plate!  
Vegetables and Fruit Challenge.***

*The Paint Your Plate! Challenge encourages you to eat seven to 10 servings of vegetables and fruit each day, now and for the rest of your life, as recommended by Canada's Food Guide.*

The *Paint Your Plate!* Challenge encourages you and your family to enjoy brightly coloured vegetables and fruit to create a healthy masterpiece and achieve good health.



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#### 4.5.5 Paint Your Plate! Challenge Certificate

# Paint Your Plate! Challenge Certificate

## Congratulations!

\_\_\_\_\_  
(name)

*You have successfully completed the Paint Your Plate! Challenge.*

*For great health throughout your life, continue to eat seven to 10 servings of colourful vegetables and fruit every day.*



**Paint your plate.  
Create a masterpiece.**

\_\_\_\_\_  
(date)

\_\_\_\_\_  
(signature)



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