

# Fruits & Vegetables—More Matters

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Fruits and vegetables contain essential vitamins, minerals, and fiber that may help protect you from chronic diseases. Compared with people who consume a diet with only small amounts of fruits and vegetables, those who eat more generous amounts as part of a healthful diet are likely to have reduced risk of chronic diseases, including stroke and perhaps other cardiovascular diseases, and certain cancers.

## **The Magic Number**

How many fruits and veggies do you need each day? The answer is clear—MORE! The 1990's mantra of "5-A-Day" is being replaced by a new slogan, "Fruits & Veggies—More Matters". Why? Growing awareness that 5 servings a day of fruits and vegetables may not be enough— adults need anywhere from 7 to 13 cups of produce a day to get all the health benefits fruits and veggies have to offer.

## **Pigment Power**

The natural plant pigments that make cherries red and blueberries blue do double duty as disease fighters. Current research is focusing on the ability of plant chemicals to fight cancer, improve heart health, boost immunity and even tackle problems related to aging. For instance, anthocyanins that give blueberries their deep blue color are being studied for their anti-cancer potential and their ability to decrease levels of LDL (the "bad) cholesterol. The pigment lycopene that makes tomatoes bright red may also reduce the risk of heart attack and certain cancers including breast and prostate. Sample the spectrum—eat red, orange, yellow, green, blue and purple—just for the health of it! And remember to keep those colorful skins on whenever possible. The skins of fruits and veggies are a good source of both fiber and antioxidants.

## **"Farmer's Market Fare"**

Farmer's Markets are alive and thriving all across America—from the Greenmarket at Union Square in New York City to Seattle's famous Pike Place Public Market. The nation's oldest publicly-owned, continuously-operating farmer's market is located in Lancaster, PA. Lancaster's beloved Central Market comes alive every Tuesday, Friday and Saturday. The Romanesque Revival style building was built in 1889, but the "market" has been held at the same site, in Lancaster City's Central Square, since the 1730's. Everything from asparagus and rhubarb to plump, juicy tomatoes to snowy white cauliflower and snappy green beans—farmer's markets provide a rainbow of fresh veggies and fruits.