

---

**The 2005 Dietary Guidelines for Americans:  
Anticipated Fruit and Vegetables Recommendations**

**— Key and Supporting Media Messages —**

---

**Dietary Guidelines Release Date – Expected in January 2005**

**What's New?**

**1. *The amount of fruits and vegetables recommended has gone up for every age and gender.***

Key Messages:

- Fruits and vegetables combined equal *more than any other single food group*.
- This translates into about *half your plate*
- For most adults, it's *5 cups* of fruits and vegetables a day

Why is the fruit and vegetable recommendation being increased?

- Nutrient gap
- Strong evidence of benefit of eating a diet rich in fruits and vegetables in reducing risk of chronic diseases
- Fruits and vegetables and weight management

**2. *Fruits and vegetables play a role in weight management.***

Key Messages:

- Because fruits and vegetables are naturally low in calories and high in fiber and water, health authorities tell us that *eating a diet rich in fruits and vegetables can help prevent weight gain and even help with weight loss*.
  - How? To lose weight, you have to eat fewer calories than your body burns. And, controlling hunger is critical to your success while reducing calories. One way to do this is to eat more fruits and vegetables. Because they're rich in fiber and water, they fill you up with fewer calories. Weight management is about managing calories and enhancing satiety. Fruits and vegetables enhance satiety by helping to control hunger.
- Studies show that *when people simply start eating more fruits and vegetables, they spontaneously eat fewer calories*.
  - That's because people tend to eat similar amounts of food even when the calories in the food vary. When people eat more low-calorie foods, such as fruits and vegetables, they naturally eat fewer high-calorie foods.

- Eating more fruits and vegetables is a particularly successful weight loss strategy. People who are managing their weight are much more successful if they ***focus on eating more fruits and vegetables rather than focusing on eating less fat or smaller portions.***
  - Focusing on a positive message like “eat more fruits and vegetables” without emphasizing what you can’t eat, allows people to lower their calorie intake naturally without having to count calories.

### ***3. There is a newly identified gap in critical nutrients, including vitamins A and C, potassium, magnesium, and fiber.***

#### Key Messages:

- Americans get ***only half the amount of potassium and fiber*** they need. And, ***the majority of Americans don’t get nearly enough vitamin C, vitamin A or magnesium.*** We can close this nutrient gap with fruits and vegetables because they’re naturally rich in all of these.
- Most adults need to eat 5 cups of fruits and vegetables a day, but are only eating about half that amount. If they just add 2 more cups a day, ***they’ll meet their overall fruit and vegetable recommendation AND fill the gap for these nutrients.***
- To close the gap for vitamins A and C, potassium, magnesium, and fiber, ***focus on dark leafy greens (like spinach), dark orange vegetables (like sweet potatoes and carrots), and beans (like kidney beans and black beans).***

### ***4. Potassium plays a major role in lowering blood pressure because it blunts the effects of sodium on blood pressure.***

#### Key Messages:

- Health authorities recommend eating ***more fruits and vegetables that are rich in potassium to lower high blood pressure or keep blood pressure within normal range.***
  - 90% of Americans have a lifetime chance for developing high blood pressure and nearly 1 in 3 Americans already have it.
- Filling ***half your plate*** with fruits and vegetables every meal – ***or 5 cups a day*** – will give you the potassium you need for healthy blood pressure, along with the vitamin A, C magnesium, and fiber most people don’t get enough of.
- In addition to bananas, other great sources of potassium include spinach, sweet potatoes, cantaloupe, mushrooms, oranges, and Brussels sprouts.

## 5. *Fiber has a critical role in preventing cardiovascular disease.*

### Key Messages:

- Health authorities recommend *getting more fiber by eating fruits and vegetables (including beans) and whole grains to reduce the risk of coronary heart disease.*
  - Most adult Americans need about 30 grams of fiber a day to meet the new recommendations. Currently, Americans get only half that.
- Fiber-rich fruits and vegetables work by:
  - Helping control blood sugar.
  - Lowering bad cholesterol.
  - Lowering triglycerides (fat in the blood).
  - Displacing intake of saturated fat and cholesterol in the diet.
- Filling *half your plate* with fruits and vegetables every meal – *or 5 cups a day* – will give you the fiber you need to lower heart disease risk, along with the vitamin A, C, potassium and magnesium most people don't get enough of.

---

### **Anticipated Fruit and Vegetable Recommendation: 2000 vs. 2005 Dietary Guidelines**

Based on 2,200-calorie diet (active women, most men, teen girls, kids 7-12)

	<b>2000</b>	<b>2005</b>
Grains	4 ½ cups (6 – 11 servings)	3 ½ cups (4 – 10 servings)
<b>Fruits &amp; Vegetables</b>	<b>3 ½ cups</b> <b>(5 to 9 servings)</b>	<b>5 cups</b> <b>(10 servings)</b>
Dairy	2 to 3 cups	3 cups
Meat	6 ounces	6 ounces

---