



## Add Color On A Budget

You don't have to break the bank to get fruits & veggies on your plate – just add a little at a time and look for ways to save.

- Many fruits & veggies cost less than \$1 per serving
- Single-serving fruit & veggies can be cheaper than vending machine snacks
- Buying produce in bulk and freezing the excess can help you save in the long run



## Eat Colorful Fruits & Vegetables Every Day

Everyone knows you need to eat a few servings of fruits & veggies – but do you know what a serving means?

- One whole medium-sized fruit (like an apple, orange or banana) is a serving
- Get a whole serving of most fruits or veggies with just half a cup of fresh, frozen or canned produce
- One cup of raw leafy veggies will give you a full serving



## Feed A Crowd With Color

From tailgating to holiday potlucks, make sure you bring a helping of fruits & veggies to the table.

- Swap out chips with sweet potatoes for crowd-pleasing nachos with a healthy twist
- When cooking with canned soups, add a handful of frozen veggies for extra flavor and nutrients
- Add color to classic casseroles by sneaking shredded fruits & veggies into the recipe



## Bring On The Flavor

Cooking fruits & veggies in healthy ways brings out their natural flavors, so you won't need to overdo it on the salt or heavy sauces.

- Roast vegetables in high heat to caramelize and reduce bitterness
- Grill fruits to unlock a deeper sweetness and give your color some char
- Give your veggies a light sauté to crisp without overcooking





## Go Meatless

Salad isn't the only way to be an herbivore for a day – with these colorful substitutions, you won't even miss the meat.

- Replace ground beef in any recipe with finely diced & sautéed mushrooms
- Use thick cuts of eggplant in place of chicken with recipes like eggplant parmesan
- Omit the meat and double the veggies for a healthy, colorful stir-fry



## Eat A Rainbow

Eat healthier one plate at a time by adding a little color to every meal and snack of the day.

- Look at your plate as a whole each time you eat. If it's looking too beige, add a serving of fruits or veggies
- Add color to mainstays like mac & cheese, pasta and rice with a handful of frozen mixed veggies
- Adding color isn't all or nothing – start small, then add more as time goes by



## Axe The Added Salt & Sugar

Canned, frozen and dried fruits & veggies are just as nutritious as fresh – but they can come with some unwelcome add-ons.

- Check labels to find options with the lowest amounts of salt and added sugars
- Choose fruits & vegetables packed in their own juice or water and prepared without heavy syrups or sauces
- Drain and rinse canned produce thoroughly in a colander



## Eat With The Seasons

Seasonal fruits & veggies can make adding color more interesting. Be on the lookout for new produce when the seasons change.

- Shop your local farmers market to find seasonal fruits & veggies
- Join a CSA or community garden to add diverse color year round
- Grow your own fruit & veggie garden for DIY seasonal color