



NEWS RELEASE

ALABAMA DEPARTMENT OF PUBLIC HEALTH

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Celebrate National Fruits & Veggies – More Matters Month in September

FOR IMMEDIATE RELEASE

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September is National Fruits & Veggies—More Matters® Month! To help kick off this observance, the Alabama Department of Public Health is supporting the nationwide health campaign which includes a pledge to fight obesity and a community interactive element that contains resources for consumers.

Only about one in 10 adults in Alabama responding to a 2009 telephone survey said they ate more than two servings of fruit and three servings of vegetables per day. Furthermore, two out of three American adults and one in every three children is overweight or obese. Thirty-one percent of Alabama adults are obese.

“Healthful, affordable and tasty food choices that include fruits and vegetables must be available for Alabamians at home, work and school,” said Molly Killman, MS, RD, LD, assistant director of the Nutrition and Physical Activity Division. “We encourage environmental and policy changes in our communities so that fruits and vegetables can be purchased more easily as components of a good diet.”

To celebrate the month, the Alabama Department of Public Health is disseminating educational materials encouraging greater food and vegetable consumption to food assistance offices and schools across the state.

Fruits and vegetables not only provide valuable nutrients to fight disease, but they are critical in the fight against obesity. Eating fruits and vegetables is a sound investment in long-term health, and can be a very inexpensive part of a healthy lifestyle. All product forms count – fresh, frozen, canned, dried and 100 percent juice.

“Most people don't eat the recommended servings of fruit and vegetables each day, said Ms. Killman, “Every step taken toward eating more fruits and vegetables and getting more physical activity helps everyone feel their best, so join America’s More Matters Pledge: Fruits & Veggies...Today and Every Day!”

Ideas, tips, news, meal solutions and more about America’s More Matters Pledge and community interactive events and programs are available on the Fruits & Veggies—More Matters Web site, www.FruitsAndVeggiesMoreMatters.org. Updates and information can also be found on Facebook, <http://www.facebook.com/#!/pages/Fruits-VeggiesMore-Matters> or on Twitter, http://twitter.com/Fruits_Veggies. For user-friendly advice on how to add more fruits and

vegetables to your diet; including recipes, nutrition information, tips for getting kids to eat fruits and vegetables, and videos, visit www.FruitsAndVeggiesMoreMatters.org.

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