

Serving sizes

One serving of fruit or vegetable is:

- 1 medium piece of fruit or 1 cup
- 1 cup of raw leafy vegetable
- 1 cup of 100% fruit or vegetable juice
- 1/2 cup cooked or canned fruit or vegetable
- 2 cups of raw leafy salad greens
- 1/2 cup cooked dry beans or peas
- 1/2 cup dried fruit

Health benefits

Eating a diet rich in fruits, vegetables, and fiber has shown to:

- Reduce the risk of heart disease, including heart attack and stroke.
- Protect against certain types of cancers.
- Aid in controlling blood sugar.
- Promote good bowel health and reduce constipation.

Remember to drink more fluid as you eat more fiber!

Buying and storage tips

- When buying fresh produce, buy what you think you can eat in a few days.
- Freeze what you can't eat now to enjoy later. Freeze produce at peak season or when it's on sale.
- Some produce can ripen at room temperature on the counter in 1-3 days like nectarines, peaches, pears, plums, avocados, and kiwis.
- To slow ripening, place in the refrigerator.
- Keep fresh foods where you will see them! If you store them in the refrigerator keep them visible when you open the door.

Sources of information

- www.dietaryguidelines.gov
- www.myplate.gov

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Fruits and Vegetables Nutrition Information



WISCONSIN DEPARTMENT
of **HEALTH SERVICES**

P-00249 (10/2024)

2020-2025 Dietary Guidelines

Your food and drink choices matter.

- Customize and enjoy food and drink choices to meet personal preferences, cultural traditions, and budget.
- Focus on meeting food group needs with nutrient-dense foods and drinks including:
 - Vegetables: focus on variety, amount, and nutrients.
 - Fruits: focus on whole fruits.
 - Grains: at least 1/2 should be whole grain and fortified cereal/ bread should include B₁₂.
 - Dairy: focus on fat-free or low-fat milk, yogurt, and cheese.
 - Protein foods: focus on lean meats, poultry, eggs, seafood, beans/peas/lentils, and nuts.
 - Oils: consider cooking oil and oil found in foods.
- Drink enough fluids to stay hydrated.
- Limit foods and drinks high in added sugar, saturated fat, and sodium, and limit alcoholic beverages.

Fruit and vegetable nutrients

Fruits and vegetables are important sources of many nutrients, including potassium, dietary fiber, vitamin A, and vitamin C.

Potassium

Diets rich in potassium may help to maintain healthy blood pressure.



Eat fruits like bananas, melon, prunes, tomatoes, and orange juice.



Eat vegetables like sweet or white potato, spinach, lentils, acorn squash, kohlrabi and beans such as kidney or lima.

Vitamin A

Vitamin A keeps eyes and skin healthy and helps to protect against infections.



Eat fruits like cantaloupe, mangos, and apricots.



Eat vegetables like green leafy vegetables, spinach, sweet potato, carrots, broccoli, and squash.

Fiber

Dietary fiber from fruits and vegetables helps reduce blood cholesterol and may lower risk of heart disease. Eating fiber along with water reduces constipation.



Eat fruits like berries, pears, and apples.



Eat vegetables like peas, corn, green leafy vegetables, broccoli, cauliflower, and carrots.

Vitamin C

Vitamin C helps heal cuts and wounds and keeps teeth and gums healthy.



Eat fruits like citrus fruit, berries, tomatoes, and fruit juices.



Eat vegetables like peppers, broccoli, kale, and spinach.