



NEWS RELEASE

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**Statement from Tom Stenzel, President and CEO, United Fresh Produce Association
On the release of the 2015-2020 Dietary Guidelines for Americans by the U.S. Departments of Health
and Human Services and Agriculture**

“The *2015-2020 Dietary Guidelines for Americans* strongly recommends that all Americans significantly increase their consumption of vegetables and fruit to improve their health. For the first time, and to reinforce the significance of eating more vegetables and fruits, this recommendation tops the list of ways to improve eating habits and health. Decades of research indicates that a diet high in vegetables and fruit is consistently associated with positive health outcomes and a decreased risk of chronic disease. Noting that three-fourths of the U.S. population consumes a diet that is low in vegetables and fruits, the new *Dietary Guidelines* recommends that individuals shift their eating habits to eat more fruits and vegetables every day. To improve public health, United Fresh urges policy makers to align all federal nutrition programs with the *2015-2020 Dietary Guidelines* to significantly increase access to fruits and vegetables and to consider a broad range of policy changes and educational strategies to make fruits and vegetables the easy choice for all Americans and to strengthen promotion of *Choose My Plate*’s key consumer message ‘make half your plate fruits and vegetables.’”

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Founded in 1904, the **United Fresh Produce Association** brings together companies across every segment of the fresh produce supply chain, including growers, shippers, fresh-cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. We empower industry leaders to shape sound government policy. We deliver the resources and expertise companies need to succeed in managing complex business and technical issues. We provide the training and development individuals need to advance their careers in produce. Through these endeavors, we unite our industry with a common purpose – to build long-term value for our members and grow produce consumption.