



12 chunks of  
canned pineapple



7 cherry tomatoes



1 medium pear



1 medium apple



1 cereal bowl of  
mixed salad



2 halves of canned  
peaches



2 satsumas



1 tablespoon of  
raisins



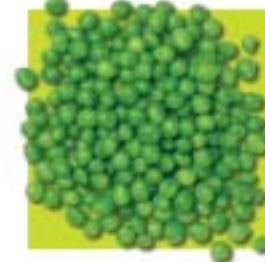
1 handful of  
vegetable sticks



1 handful of grapes



1 medium banana



3 heaped table-  
spoons of peas



2 medium plums



2 broccoli florets



3 heaped table-  
spoons of sweetcorn



1 medium glass of  
orange juice



7 strawberries



3 whole dried apri-  
cots



**Remember to eat a wide variety of fruit  
and vegetables ...**

**and aim for at least 5 A DAY.**

**Just Eat More  
(fruit & veg)**

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**Just Eat More  
(fruit & veg)**



3 heaped table-  
spoons of cooked  
kidney beans



16 okra



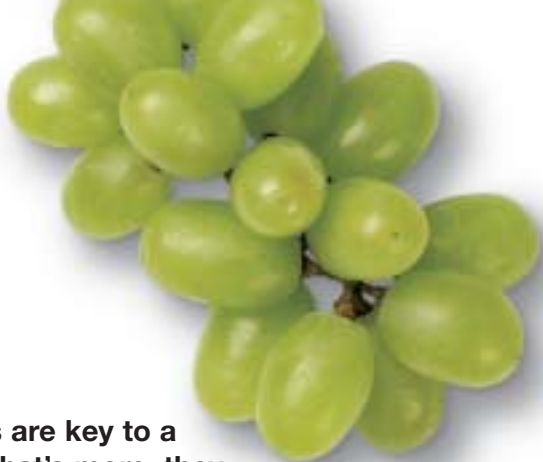


Just Eat More  
(fruit & veg)



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## 5 A DAY: what's it all about?



**Fruit and vegetables are key to a healthier lifestyle. What's more, they taste great and add variety to any meal...**

■ Eating a variety of fruit and vegetables will give you plenty of vitamins and minerals. For example, many are naturally high in folic acid, vitamin C and potassium. Fruit and vegetables are also a good source of fibre and other substances, such as antioxidants. All these nutrients are important for your health.

■ Fruit and vegetables are generally low fat, low calorie foods. So eating fruit and vegetables instead of foods that are high in fat and added sugars may help you achieve or keep to a healthy weight.

■ Eating more fruit and vegetables may help reduce the risk of the two main killer diseases in this country – **heart disease and some cancers.**

**... so many tastes, colours and textures to choose from.**



### **A smoother way to healthy eating**

Try making a smoothie by blending together your favourite fruits with fruit juice – a great way to use over-ripe fruit.

## With just a few simple steps anyone can make it to 5 A DAY



### **5 A DAY logo and portion indicator**

See pages 4 and 5 which may help you make it to 5 A DAY.



### **Take the test**

See page 7 to work out how many portions you are eating.



### **It really is easier than you think**

Find out more on page 9 or try just one of the ideas on page 15.



### **Just eat more**

Try the ideas on pages 15 and 17.



### **How to maintain eating at least 5 A DAY**

See page 17 for tips on how to keep it up.



### **5 A DAY is great for kids**

Try the tips on page 19 to get them into the 5 A DAY habit.



## Look out for the 5 A DAY logo

The advice in this leaflet is based on research from some of the world's leading experts, including the World Health Organization.

The Government and the NHS have been working with nutritionists, farmers, the food industry, including manufacturers and retailers, to develop the 5 A DAY logo. Use of the the logo and portion indicator will have to comply with strict nutrition criteria which takes into account portion size, as well as fat, sugar and salt levels.

You might see the **5 A DAY logo** on promotional materials such as leaflets, website information, point of sale materials and carrier bags. You might also see it on food packets. When you see the logo on the packet you can be confident that it gives you at least one portion of fruit and vegetables.

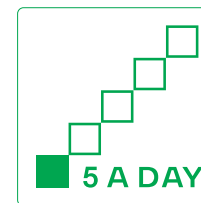


**Just Eat More**  
(fruit & veg)

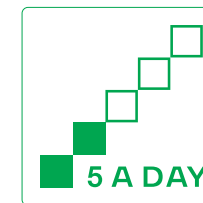
## Look out for the 5 A DAY portion indicator in supermarkets and food stores

On some food packets you may see a **5 A DAY portion indicator**. This shows you how many portions of fruit and vegetables a typical serving of the food contains – check the label for a typical serving.

Each filled in square of the portion indicator represents 1 portion. So for example, if you see a portion indicator like the one below on the left, you will know that 1 serving of the food counts as 1 portion towards your 5 A DAY target. If 2 squares are filled in (below on the right), 1 serving of the food counts as 2 portions.



**1 portion**



**2 portions**

The 5 A DAY logo and portion indicator will help you choose a diet with plenty of different fruit and vegetables. But remember that not all foods containing fruit and vegetables will carry the logo or portion indicator. This is because some products may not comply with criteria for use of the logo and portion indicator or because the food manufacturer or retailer has not applied for use.

### Add zing to your meals

Vegetables are at their most delicious when they're lightly cooked to keep their natural crunch. You could try using lemon juice, garlic or spices like ginger for extra flavour?



2 portions



## Take the test



**1. How many portions of fruit\* – of any kind – do you eat on a typical day?**

Portions of fruit:

**2. How many portions of vegetables\* do you eat on a typical day?**

Portions of vegetables:

### Scoring

Add up the numbers you gave in your answers to questions 1 and 2:

If the total is 5 or more, well done. You are probably meeting the 5 A DAY target.

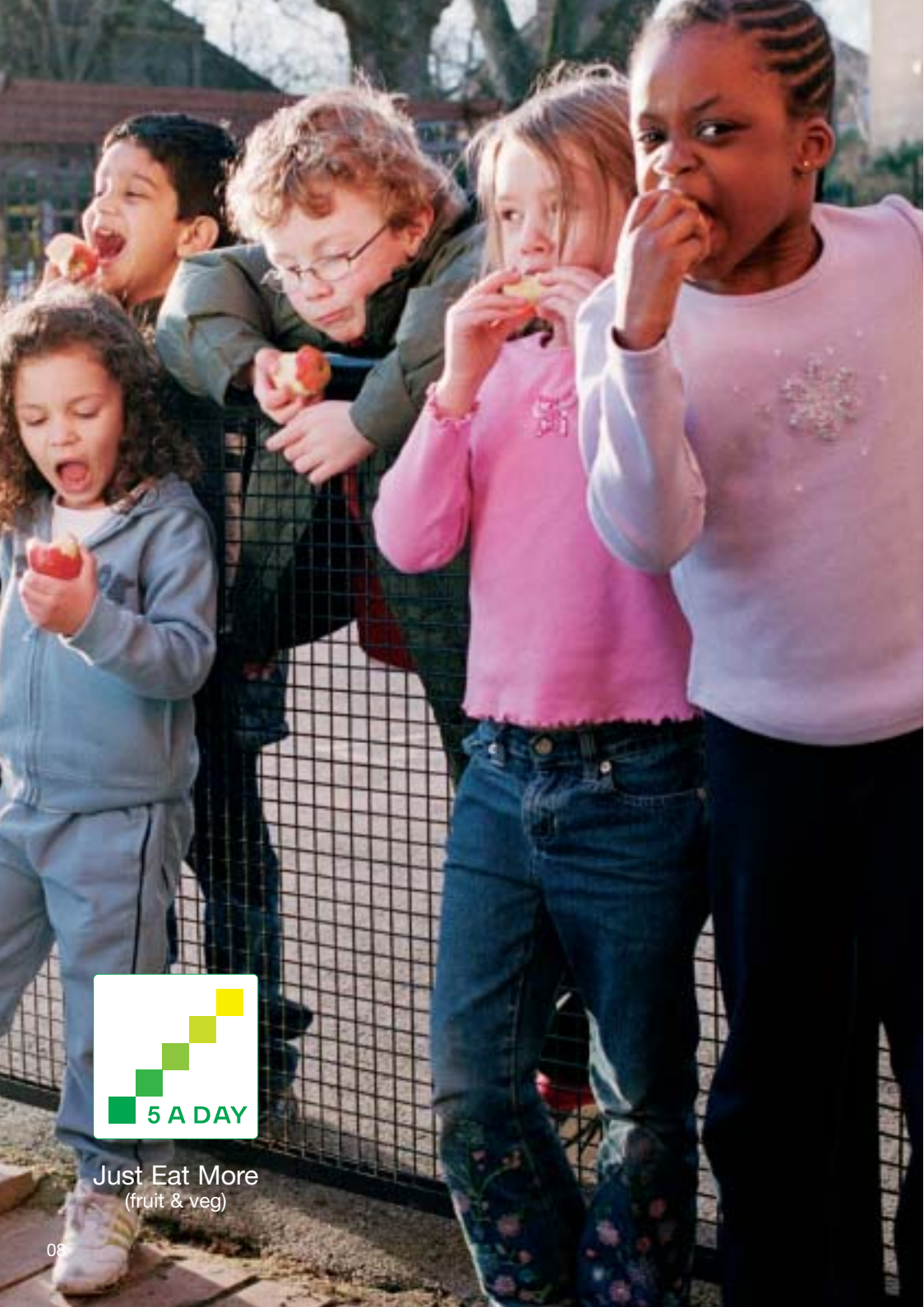
If the total is less than 5, try some of the ideas in this booklet to increase the amount of fruit and vegetables you eat.

\*A portion of fresh, frozen or canned fruit or vegetables is roughly 80 grams (about 3 ounces). Dried fruit counts and a portion is about the same as you would eat if it were fresh – eg 3 apricots, 2 figs. Juice can only count as 1 portion a day, however much you drink.

Potatoes don't count towards 5 A DAY.

There are more examples of a portion on the cover of this booklet and on pages 20 and 21.

This page is based on work carried out by Professor Wardle and Professor Steptoe as part of their research.



## Fresh – and the rest!



**Aim for at least 5 portions of a variety of fruit and vegetables a day.**

**Fresh, frozen, chilled, canned, 100% juice, and dried fruit and vegetables all count.**

- The fruit and vegetables contained in convenience foods – such as ready meals, pasta sauces, soups and puddings – can contribute to 5 A DAY.
- But convenience foods can also be high in added salt, sugar or fat – which should only be eaten in moderation - so it's important always to check the nutrition information on food labels.

### Sweet tooth?

For extra sweetness chop fruit onto cereal, or blend it into desserts.



Just Eat More  
(fruit & veg)

### Multi-coloured mealtime

Ratatouille – a classic combination of mixed vegetables in a tomato sauce – is a simple way to add variety to meals.

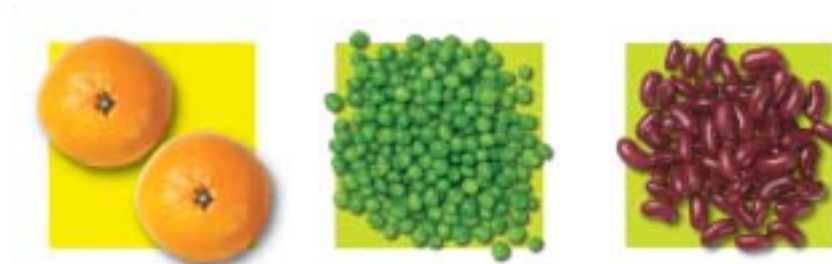


## Tasty, affordable, fun...

Frozen, canned, 100% juice and dried fruit and vegetables all count towards 5 A DAY. They're versatile, easy to store and affordable, particularly if you look out for supermarket 'value' ranges or stock up on special offers.

Buying fresh fruit or vegetables when they are in season means that eating 5 A DAY is not only cheaper, but tastier and more varied too.

For a modern twist on a fruit salad, thread bite-sized chunks of fruit such as apples, pears, strawberries and pineapple on to wooden skewers to make fruit kebabs. You can either eat them raw or warm them under a grill or even on the barbeque!





### Pack a lunch with crunch

Add some extra colour and crunch to your sandwiches with lettuce, tomatoes, cucumber, or grated carrots.



## Sweet, colourful, convenient, juicy...



There are so many different types of fruit and vegetables that there's something for everyone.



And they're even easy to eat when you're on the move.

Need to fill a gap before dinner? Have a piece of fruit or if you prefer savoury snacks, try some refreshing celery or a crunchy carrot.

If you need to fix dinner in a hurry, frozen, canned or pre-packed vegetables are quick and easy to cook.

Stir fries take only a few minutes to prepare, and make a tasty meal.

Microwaving is a quick and easy way to cook and helps to preserve vitamins.



### Time for a change?

Try new ways of cooking vegetables. Tomatoes, onions and courgettes taste great when they've been grilled, baked or roasted.

## Five easy ways to 5 A DAY

If you – and your family – have decided you want to eat more fruit and vegetables, here are some simple ideas that may help.

- Think about the fruit and vegetables you enjoy eating.
- Decide what simple steps you can take to eat more.
- Aim to eat a bit more, more often.

### Just one of these ideas will get you started...

**Breakfast:** Have fruit juice or fruit, or both, with your breakfast every day.

**Mid-morning:** Keep a well-stocked fruit bowl at home and at work so you can eat fruit during the day.

**Lunch:** Try taking an extra serving of vegetables or a side salad with your lunch. If lunch means fast food, try a vegetable chilli with a baked potato. The potato doesn't count towards 5 A DAY (find out why on page 21), but the vegetable chilli will.

**Mid-afternoon:** Snack on some fruit or sticks of raw vegetables like celery, carrots or peppers.

**Evening meal:** Serve 2 types of vegetables with your dinner, and make the portions a bit bigger than usual.





## Just eat more



- Keep a note of how many portions of fruit and vegetables you eat each day. If you count your portions it might help you to increase the amount you eat.
- Avoid wastage by buying fresh fruit and vegetables in varying degrees of ripeness – so that some ripen earlier and some ripen later.
- Add extra vegetables to your takeaway, ready meal or homemade dishes. A salad makes a refreshing accompaniment to an Indian meal, or if you're having a pizza, add some extra vegetables. 3–4 tablespoons of mushroom slices, half a pepper or two pineapple rings would each give you one portion.
- Try adding canned tomatoes to a homemade casserole.
- Mix fruit juice half and half with water – either ordinary water or mineral water – for a tasty, cheap alternative to bought fizzy drinks.



Just Eat More  
(fruit & veg)



## 5 A DAY for kids



Get them started on the 5 A DAY habit early.

Bite-size pieces of fruit and vegetables are perfect for small hands, and make great party food.

If cooked vegetables aren't popular with your children, try blending them into casseroles, soups and sauces, or see if they prefer their vegetables raw.

The natural sweetness in sweetcorn, carrots and cherry tomatoes make these vegetables popular with children.

The portion sizes in this guide are for adults – children may eat smaller portions.



### Colour for kids

Liven up school lunch boxes with brightly coloured vegetables such as carrots or treat your kids to bite size fruits like grapes or strawberries instead of sweets.

Give a jelly extra bite by adding fresh or canned fruit.



Just Eat More  
(fruit & veg)

## Just Eat More – your questions answered



### Does it have to be fresh fruit and vegetables?

**No.** Fresh, frozen, chilled, canned and dried fruit and vegetables, and 100% juice, all count. Aim for at least 5 portions of a variety of fruit and vegetables each day.



### How much is 1 portion of fruit?

One portion of fruit, which is equivalent to 80 grams (about 3 ounces), could be half a large grapefruit, or a slice of melon, or 2 satsumas. One portion of dried fruit counts (for example, 1 portion could be 3 dried apricots or 1 tablespoon of raisins), but other types of fruit and vegetables should be eaten to meet the rest of the 5 A DAY target. Take another look at the cover of this booklet for more examples.

A glass of 100% juice (fruit or vegetable juice) counts as 1 portion. But you can only count fruit juice as 1 portion, however much you drink. This is because it has very little fibre. Also, the juicing process ‘squashes’ the natural sugars out of the cells that normally contain them, which means that drinking juice in between meals isn’t good for your teeth.



### Do the fruit and vegetables in takeaways count towards 5 A DAY?

**Yes.** But some of these foods may be high in added fat, salt and/or sugar, so you should only eat them in moderation.

## Just Eat More – your questions answered



### How much is 1 portion of vegetables?

One portion of vegetables, which is equivalent to 80 grams (about 3 ounces), could be 3 heaped tablespoonfuls of cooked carrots or peas or sweetcorn, or 1 cereal bowl of mixed salad. More examples can be seen on the cover of this booklet. These portion sizes are for adults, portion sizes for children may be smaller.

Beans and other pulse vegetables – such as kidney beans, lentils and chick peas – count only once a day, however much you eat. This is because pulses contain fibre, but they don’t give the same mixture of vitamins, minerals and other nutrients as fruit and vegetables.

Because they are considered a ‘starchy’ food, potatoes don’t count towards 5 A DAY (starchy foods are foods like potatoes, rice, pasta and bread). But starchy foods are still an important part of a balanced diet.



### Vitamin pills or other dietary supplements give me just the same benefits, don’t they?

**No.** Dietary supplements do not have the same benefits as eating more fruit and vegetables, because fruit and vegetables contain additional beneficial substances, such as fibre. Some people are advised to take a supplement, by their doctor, as well as eating a varied, balanced diet. For example, women who are trying to conceive or who are likely to become pregnant are advised to take a daily 400 microgram supplement of folic acid until the 12th week of pregnancy.

## Just Eat More – your questions answered



### **Can't I just eat 5 portions of my favourite fruit (or vegetable)?**

To get the maximum benefits, you need to eat different types of fruit and vegetables. This is because fruit and vegetables all contain different combinations of fibre, vitamins, minerals and other nutrients. So aim to include a variety of fruit and vegetables in your 5 A DAY to get the most benefit.



### **Can I give my baby fruit and vegetables during weaning?**

Pureed fruit and vegetables make ideal weaning foods and are easy to prepare. Weaning is an ideal time to introduce your baby gradually to a variety of fruit and vegetables so that by the age of one year their diet is mixed and varied.

### **Eating more fruit and vegetables as part of a balanced diet**

All adults and children over five years of age are encouraged to eat a varied, balanced diet that is low in fat, salt and added sugars. This means a diet which includes a wide variety of foods, plenty of fruit and vegetables and starchy foods (such as bread, rice, potatoes and pasta), moderate amounts of meat and/or alternatives, and moderate amounts of milk and dairy products. Children under 5 should be given a mixed and varied diet that includes a variety of fruit and vegetables.

## Need more information about 5 A DAY?

### **Department of Health**

Telephone: 020 7210 4850  
[www.doh.gov.uk/fiveaday](http://www.doh.gov.uk/fiveaday)

### **NHS Direct**

Telephone: 0845 4647  
[www.nhsdirect.nhs.uk](http://www.nhsdirect.nhs.uk)

### **Food Standards Agency**

Telephone: 020 7276 8000  
[www.food.gov.uk](http://www.food.gov.uk)



# Just Eat More

Use this diary to count whether you're getting your 5 A DAY every day.

	Total/day
Monday	<input type="text"/>
Tuesday	<input type="text"/>
Wednesday	<input type="text"/>
Thursday	<input type="text"/>
Friday	<input type="text"/>
Saturday	<input type="text"/>
Sunday	<input type="text"/>