

# Why Fruits & Veggies

Looking for a brighter future? Try eating a diet rich in colorful fruits and vegetables. The potential **benefits associated with eating more fruits and vegetables** stack up quickly: Reducing your risk of certain chronic diseases is only the beginning.

Whether fresh, frozen, canned, dried or 100% juice, these 200+ taste sensations are quick, delicious and convenient, and will keep you healthy all year round.

## [Fruit & Vegetable Video Center](#)

**Selection. Storage. Preparation.** We cover it all! Let our [fruit and vegetable videos](#) help solve your fruit and vegetable dilemmas.

## [Fruit & Vegetable Nutrition](#)

Fruits and veggies provide the unrivaled combination of great taste, [nutrition](#), [abundant variety and multiple product forms](#) – nature’s perfect convenience food!

## [Top 10 Reasons to Eat MORE Fruits & Vegetables](#)

Taste. Convenience. Variety. Health. Check out the top 10 and add more fruits and vegetables to your day!

## [Storage 101](#)

Great tasting fruits and vegetables begin with [proper storage](#) at home.

## [About The Buzz: Fruits & Vegetables in the News](#)

Check here for the latest ‘buzz’ about the benefits of eating more fruits and vegetables.

## [Nut Nutrition](#)

While they are not a fruit or vegetable, nuts are important to one’s overall diet and are, therefore, included in this website. Search our [nut database](#) for nutrition, storage and handling information on a variety of nuts.

## [Diet & Exercise](#)

You can help your family be at their best by encouraging a balance of diet and exercise!

## About Us

The [Fruits & Veggies—More Matters™](#) health initiative suggests simple ways to add MORE fruits and vegetables to every eating occasion. This initiative is offered by [Produce for Better Health Foundation](#).