Navigating the Supermarket: Produce

Use this guide to find the most nutritious choices in the supermarket.

Eat a multi-color diet everyday. Choose a variety of different colored fruits and vegetables because each color supplies different nutrients called phytochemicals. For example, tomatoes are rich in the red phytochemical lycopene. Carrots are rich in the orange phytochemical beta-carotene. Choose from red, orange, yellow, green, blue, purple, white and brown.

Choose fresh produce. Choose ripe produce that can be eaten right away, such as berries, peaches, or leafy greens. Save hardier varieties such as apples, sweet potatoes, and winter squash for later in the week. Leave the edible peels on whenever possible because they contain many nutrients. Also be sure to eat fresh produce promptly because some nutrients are destroyed over time.

Choose frozen produce. Frozen produce is a great time saver. It is usually flash frozen just after picking which helps to preserve nutrients. Choose frozen fruits without added sugar. Choose frozen vegetables without added salt, butter, or sauces.

Choose canned produce. Canned produce can help you to meet your daily quota for fruits and vegetables. Choose canned vegetables that have no salt added. Look for fruits that are canned in their own juices rather than syrup.

Choose dried produce. Enjoy a variety, such as dried apricots, apples, plums, raisins, dates, or figs. Keep in mind that dried fruits and vegetables are more concentrated so they are higher in calories than their fresh counterparts.

Choose 100% juices. Juices are a convenient way to obtain many nutrients found in fruits and vegetables. Since, juices contain more calories and less fiber than the whole food, consider limiting yourself to 4-8 ounces per day. Look for 100% fruit juice rather than fruit drink or fruit punch. Choose varieties without added salt, sugar, or high-fructose corn syrup.

Choose local, seasonal, and organic produce whenever possible.

By: Kelly Frazier, M.A., ACSM, Furman University.
How Can I Eat More Fruits & Vegetables?

Stock up! Buy many kinds of fruits and vegetables when you shop so you have plenty of choices and don’t run out. Buy fresh, frozen, canned, and dried.

Think variety! Serve a variety of fruits and vegetables at once, such as a vegetable medley or fruit salad.

Have them ready! Keep a bowl of cut up vegetables on the top shelf of the refrigerator. Keep another bowl of ready-to-eat fruit on the counter for quick snacks.

Use shortcuts! Use the salad bar to buy cut-up fruit and vegetables. Look for pre-washed and pre-cut items in the produce section.

Pack it for later! Pack a piece of fruit or some cut up vegetables in your briefcase or backpack.

Stir it in! Add extra vegetables to soup, sauces, casseroles, pizzas, and lasagnas. Try increasing the amount that the recipe recommends.

Get a head start! Order vegetable soup or a salad before your meal.

Double up! Double or triple your vegetable serving size at supper.

Make it special! Have a special fruit dessert after dinner. Try baked cinnamon apples or a berry parfait.

Try something new! Each time you visit the supermarket, try one new produce item. You won’t believe what you have been missing!
Enjoy a Variety of Fruits and Vegetables Everyday

Fruits and vegetables offer many nutrients that your body needs to stay healthy. Unfortunately, the average American only eats three servings per day—potatoes, tomatoes, and iceberg lettuce.

Scan through the lists below and check off your favorite fruits and vegetables or the varieties that you have never tried. Make an effort to incorporate them into your diet regularly. This Healthy Living Guide will provide you with many recipes to get you started.

**Vegetables**

- □ Artichokes
- □ Arugula
- □ Asparagus
- □ Avocado
- □ Beets
- □ Bell peppers
- □ Bok choy
- □ Broccoli
- □ Brussels Sprouts
- □ Cabbage
- □ Carrots
- □ Cauliflower
- □ Artichokes
- □ Cucumbers
- □ Eggplant
- □ Endive
- □ Celery
- □ Chard
- □ Collard Greens
- □ Corn
- □ Escarole
- □ Fennel
- □ Garlic
- □ Jicama
- □ Kale
- □ Lettuce
- □ Leeks
- □ Mushrooms
- □ Mustard Greens
- □ Okra
- □ Onions
- □ Peppers
- □ Potatoes
- □ Radicchio
- □ Radishes
- □ Romaine
- □ Rutabaga
- □ Scallions
- □ Snow peas
- □ Spinach
- □ Squash, summer
- □ Squash, winter
- □ Sugar snap peas
- □ Sweet potatoes
- □ Tomatoes
- □ Turnips
- □ Turnip Greens
- □ Watercress
- □ Zucchini

**Fruits**

- □ Apples
- □ Apricots
- □ Bananas
- □ Blackberries
- □ Blueberries
- □ Cantaloupe
- □ Cherries
- □ Cranberries
- □ Currants
- □ Dates
- □ Figs
- □ Grapefruit
- □ Grapes
- □ Honeydew Melon
- □ Kiwi
- □ Lemons
- □ Limes
- □ Mangoes
- □ Nectarines
- □ Oranges
- □ Papaya
- □ Passion fruit
- □ Pears
- □ Persimmons
- □ Plums
- □ Pomegranate
- □ Prunes
- □ Raisins
- □ Rhubarb
- □ Strawberries
- □ Tangerines
- □ Watermelon

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