



EAT WELL FOR LIFE: WEEK 5

EATING BY COLOR

To feel and look your best, include the colors of the rainbow on your plate. We're talking about fruits and vegetables, whose health benefits are indisputable. The list of health-promoting paybacks of eating fruits and vegetables is impressive:

- **Lowers risk of certain cancers**
- **Decreases risk of heart disease**
- **Reduces risk of stroke**
- **Reduces high blood pressure**
- **Helps with weight loss and management**

As part of an active lifestyle, eating plenty of fruits and vegetables can also help improve your quality of life by giving you sustained energy and vitality to perform well and feel even better.

The next time you sit down to a meal, make your plate as colorful as possible. You'll never get the same benefits from taking vitamins or other supplements. Fruits and vegetables deliver vitamins, minerals, fiber and disease-fighting phytochemicals that work as a team to give them their health-promoting properties. There's no replacement for nature's perfect goodness found in fruits and vegetables. Choose 5-10 servings from the colors of the rainbow.



CHOOSE FROM THE COLORS OF THE RAINBOW

REACH FOR RED!

tomatoes
marinara sauce
red peppers
apples
pink grapefruit
cherries
watermelon
raspberries
strawberries
kidney beans
red lentils

OPT FOR ORANGE AND YELLOW!

carrots
sweet potatoes
butternut squash
winter squash
oranges
nectarines
peaches
cantaloupe
orange
yellow peppers

GO FOR GREEN!

leafy greens
green peppers
broccoli
green beans
peas
green apples
green grapes
kiwifruit
honeydew

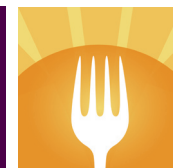
BOOST UP WITH BLUE AND PURPLE!

eggplant
purple grapes
plums
raisins
blueberries
blackberries
black currants
purple figs

WIN WITH WHITE!

cauliflower
mushrooms
garlic
onions
shallots
turnips
bananas
parsnips

MAKE IT COLORFUL AND FRESH

THE COLORS OF YOUR HEALTH
THE ROLE OF PHYTOCHEMICALS

WHAT ARE PHYTOCHEMICALS?

It's a well-known fact that fruits and vegetables are packed with vitamins and minerals. But, did you also know that fruits and vegetables contain an extraordinary wealth of health-promoting and disease-preventing properties in the form of phytochemicals?

Phytochemicals are not nutrients. Phytochemicals (*phyto* is Greek for plant) are the compounds in fruits and vegetables that appear to promote better health, slow the aging process, prevent cancer and reduce disease risk.

Plants produce phytochemicals to protect themselves from disease via a protective coloring, odor, texture or taste. Researchers have identified thousands of phytochemicals in plant foods, and many appear to play a role in protecting humans against disease. Population studies have shown that people who eat more plant foods have less cancer. In addition, laboratory studies have shown how chemical compounds in plants affect the progression of cancer and other chronic diseases.

Some nutrition experts suggest that phytochemicals are to the 21st century what vitamins were to the 20th century. The research on phytochemicals has been one of the driving forces in the movement of prevention through diet. For example, the *World Cancer Research Fund* and the *American Institute for Cancer Research* estimate that consuming at least five servings of fruits and vegetables daily (i.e. consuming a diet rich in phytochemicals) can reduce cancer risk by 20 percent.

HOW DO PHYTOCHEMICALS WORK?

The role of phytochemicals in health and metabolism has not been precisely defined. Each phytochemical works differently, and most researchers believe that they work in a highly interactive fashion. Some of the evidence points to the following possible functions:

- **ANTIOXIDANT ACTIVITY**-Most phytochemicals have antioxidant activity. Antioxidants, such as isothiocyanates found in cruciferous vegetables like cabbage and broccoli, diallyl disulfides found in garlic and onions, and phenolic compounds found in berries, protect cells against the oxidative damage of free radicals. Free radicals are unstable by-products of cellular metabolism and are implicated in the development of cancer, atherosclerosis, macular degeneration and other chronic diseases.
- **HORMONAL ACTION**-Isoflavones, found in soy foods, imitate human estrogens and may help to reduce menopausal symptoms and osteoporosis. Their potential role in inhibiting cancer cell growth and division is controversial.
- **STIMULATION OR INTERFERENCE OF ENZYMES**-Some phytochemicals, which stimulate enzymes that make estrogen less effective, may reduce the risk for breast cancer. Other phytochemicals may interfere with enzymes to potentially lower cancer risk.
- **INTERFERENCE WITH DNA REPLICATION**-Saponins, found in beans and legumes, and capsaicin, found in hot peppers, may prevent cancer cells from multiplying by influencing the replication of DNA (genetic material) in the cells.
- **ANTI-BACTERIAL EFFECT**-Allicin, the phytochemical found in garlic, has anti-bacterial properties.
- **PHYSICAL ACTION**-Some phytochemicals bind physically to cell walls, influencing the inflammatory response. Research shows that many chronic diseases begin with the inflammatory process.

The overwhelming evidence of health benefits has rushed many phytochemicals to our stores shelves in the form of pills, powders, drinks and potions. However, most experts agree that it's more effective to get these important health-promoting compounds by eating the whole food. In fact, some research has shown that supplement forms are ineffective and may even be harmful.

Stop looking for health in a bottle and look for the perfect package from nature.

MAKE IT COLORFUL AND FRESH



COLOR YOUR PLATE

You can reduce your risk for chronic disease by eating a variety of fruits and vegetables each day. Here's how:

- Start your day with a banana, a handful of berries or a fruit smoothie.
- Snack on fruit throughout the day.
- Enjoy a big salad for lunch, topped with beans and peas.
- Add fresh or frozen vegetables to pasta, sauces and meals.
- Keep chopped veggies and low-fat dip on hand for quick snacks.
- Mix dried fruit with whole grain cereal and nuts for an easy trail mix.
- Add fresh, colorful fruit to your cereal each morning.
- Top your sandwiches with greens, tomatoes and fresh peppers.

Visit www.fruitsandveggiesmatter.gov to learn more.

COLOR MAKES A DIFFERENCE
THE "TOP 20" ANTIOXIDANT FOODS

Eating by color is a good way to ensure you are getting plenty of health-promoting foods. Colorful foods are good sources of disease-fighting compounds known as antioxidants. Antioxidants fight damage to cells caused by free radicals and also give many foods their bright colors. Experts believe that free radicals may fuel the aging processes and the development of chronic diseases such as heart disease and cancer.

To get your daily dose of disease-fighting antioxidants, choose from these "Top 20" foods that fall highest on the list of the most antioxidant-rich foods, as ranked by nutrition scientists at the U.S. Department of Agriculture.

small red beans (dried)	wild blueberries	artichokes (cooked)
red kidney beans	pinto beans	plums
blueberries	cranberries	black beans (dried)
gala apples	blackberries	black plums
prunes	raspberries	sweet cherries
strawberries	red delicious apples	pecans
Granny Smith apples	russet potatoes (cooked)	

Whether a food is eaten fresh, frozen, processed or cooked can affect its antioxidant potency—sometimes for good and sometimes for worse. While blueberries are best when eaten fresh rather than cooked, the antioxidant power of tomatoes is actually raised by gentle cooking.

Don't get hung-up on the details. Simply focus on eating generous daily servings of a variety of fruits, vegetables and other wholesome foods with all the colors of the rainbow. For example, make an antioxidant-rich "Power Salad" by tossing together some dark leafy greens, dried cranberries or blueberries, red beans and chopped pecans. Toss with olive oil and balsamic vinegar.

BE BOLD WITH BLUE

Blueberries have more antioxidants than most other fruits and vegetables and contain over 40 compounds that are thought to have cancer-preventive properties.

Add blueberries to salads, cereals and yogurt.



MAKE IT COLORFUL AND FRESH



MORE TIPS FOR INCREASING FRUIT & VEGGIE INTAKE

AT BREAKFAST

- Top your favorite hot or cold cereal with fresh or dried fruit.
- Make a fruit-yogurt parfait.
- Keep frozen fruit on hand to make a fruit smoothie for a quick breakfast.



- Drink a glass of tomato or vegetable juice. Or keep six-ounce cans in your refrigerator to grab and go.
- Choose only pasteurized 100% fruit juice, but watch portions. Use a six-ounce juice glass.
- Top toast, pancakes or waffles with fruit sauces made from rhubarb, apples, pears, peaches or mangoes. Cook fresh or frozen fruit for 20 to 30 minutes, uncovered, over medium heat. Sweeten as desired using a sugar substitute or a small amount of sugar and flavor with ground cinnamon, allspice, ginger or nutmeg.
- Make a vegetable omelet or a vegetable breakfast wrap. Sauté your favorite chopped vegetables (onions, peppers, mushrooms, etc.),

scramble an egg or egg substitute and roll up in a whole-grain wrap for a homemade version of fast food.

- Toast a whole-grain pita half and stuff with peanut butter, a sliced banana and dried cranberries. Delicious!
- Add great flavor and texture, plus boost the nutritional value of a muffin mix by adding 1/2 cup shredded carrot, 1 mashed banana, 1/3 cup raisins and 1/2 cup fresh cranberries. Follow remaining package directions.

AT LUNCH

- Pack a variety of finger-food fruits and vegetables, such as apple wedges, orange segments, grapes, baby carrots, broccoli spears, sugarsnap peas or cherry tomatoes.
- Take advantage of seasonal produce for cost savings.
- Put several layers of tomatoes, lettuce and other vegetables on your favorite sandwich and open wide!
- Stuff a pita sandwich with sliced cucumbers, tomatoes, alfalfa sprouts and greens.

- Ask for all the available veggies—lettuce, tomatoes, onions, peppers, yellow peppers, etc.—at your favorite sub shop. Tell them to add extras.
- Spin some extra lettuce at dinner time to save for a lunch salad.
- Ask for a side salad or fresh fruit in place of other sides when eating out.
- Fill up a fruit basket for your desk, rather than a candy jar. Be sure to include fruits at varying degrees of ripeness.
- Every Monday, take an entire week's worth of fruit into the office for snacks.
- Stock your desk drawer with a variety of dried fruit.
- Keep a 6-pack of unsweetened fruit cups or fruit sauce in your desk for emergencies.
- Speak with the vending company about stocking fresh or dried fruit in the vending machines.
- Ask the employee cafeteria to fill half your plate with vegetables.
- Add a can of vegetables to your can of soup.
- Bring a piece of fresh fruit to eat along with your frozen dinner.

(Continued on page 5.)



MAKE IT COLORFUL AND FRESH

MORE TIPS FOR INCREASING FRUIT & VEGGIE INTAKE *(Continued from page 4.)*

AT DINNER

- Begin your meal with a large salad.
- Prepare enough vegetables to fill half your plate with salad or cooked vegetables.
- Fresh, frozen, cooked, raw, canned or salad versions...they're all good. Use a variety to prevent "veggie" boredom.
- To prevent salad burnout, change salad dressings frequently and use different varieties of lettuce.
- Learn how to caramelize vegetables to take them from humdrum to fabulous.
- Add more vegetables to your favorite entrees, such as lasagna, casseroles and pasta dishes. Keep your freezer stocked with diced onions, peppers and carrots for quick preparation.
- Take advantage of pre-prepped shredded, cut and diced fresh vegetables available in the produce section of your favorite grocery store.
- Save time chopping vegetables for soups, casseroles and garnishes by purchasing mirepoix vegetables sold in the produce section. Mirepoix is a mixture of finely chopped onions, peppers, celery and carrots used in recipes.
- Cut up a fresh fruit salad to serve with dinner.
- Serve sweet potatoes, winter squash, turnips, rutabaga, jicama, red potatoes and other vegetable roots and tubers instead of pasta, rice and other refined starchy sides.
- Bake apples, peaches, pears or bananas for dessert. Sweeten as desired using a sugar substitute, maple syrup or a small amount of brown sugar. Sprinkle with ground cinnamon, allspice, ginger or nutmeg.

- Experiment with new recipes that emphasize fruits and vegetables or, renovate your old recipes to boost the fruit and vegetable content.
- Discover some of the many cookbooks that specialize in fruits and vegetables to help you reach your goal of five to ten servings a day.
- Request an extra serving of vegetables in place of bread, rice or potato as a side dish when dining out.

ON THE GO

- In place of candy, choose dried fruit, which you can easily pack in a bag and take on the road.
- Make a trail mix from your favorite bite-size whole-grain cereal, assorted dried fruit and nuts. Make sure you use equal amounts of each ingredient to ensure you get a full serving (or two) of fruit.



- If you must eat fast food, get a basic sandwich and ask to add extra lettuce, tomato slices, pickles and onions.
- If you can pay 65 or 75 cents for a candy bar at the local convenience store, paying 50 cents for a banana or apple is a nutritional bargain!

MAKE IT COLORFUL AND FRESH



BUILDING A BETTER DIET: STEP 5

Use this tool to help you keep track of weekly key points, develop weekly goals and create a specific action plan for building a better diet to eat well for life.

KEY POINTS FOR WEEK 5:

1. Fill half your plate with fruits and vegetables.
2. A meal is not balanced unless it contains one to two servings of fruit and/or vegetables.
3. Keep your kitchen well-stocked with fresh fruits for quick snacks.
4. Stock your refrigerator, freezer and pantry with a variety of vegetables.
5. Plan your meals with a visual, colorful appeal.

GOALS FOR WEEK 5:

1. Refer back to the lifestyle changes that you need to improve (as identified on the "Are You Eating Well for Life?" introduction survey) to establish your weekly goals.
2. Plan meals to include at least one serving of fruit and/or a vegetable.
3. Snack ONLY on fruits and/or vegetables for the next week. Forego other types of snacks.
4. Continue writing entries in your Food Journal to notice any changes from week to week. Track your fruit and vegetable intake for three days to see how close you come to the goal of five to 10 servings per day.
5. _____
6. _____

MY ACTION PLAN TO ACHIEVE THESE GOALS:

ACCOMPLISHMENTS
& CHALLENGES:

My accomplishments this week:

The challenges I faced this week:

How I overcame these challenges
or plan to overcome them:

How I celebrated my success!

MAKE IT COLORFUL AND FRESH



WEEK 5 RECIPE: CHILLED GRAPEFRUIT SALAD

A perfect complement to spicy Mexican dishes, this refreshing salad features three healthful citrus fruits--grapefruit, oranges, and lemons. You get segments of grapefruit, the phytochemical-rich zest of the orange, and the juice of the lemon—an exceptional source of vitamin C.

2 large pink grapefruits, peeled and cut into small pieces

1 medium red onion, thinly sliced, separated into rings

Thinly slivered zest of half an orange

1 clove garlic, minced

1/2 teaspoon salt

1 teaspoon Dijon mustard

2 tablespoons fresh lemon juice

1/4 cup olive oil

2 tablespoons orange juice

Freshly ground black pepper, to taste

1. Place grapefruit in a non-metallic serving dish. Top with onion rings. Sprinkle with orange zest.
2. In a small bowl, mash garlic and salt together. Whisk in mustard and lemon juice. Very slowly whisk in oil. Thin with orange juice. Pour dressing over salad and sprinkle with pepper. Chill until serving time. Makes 4 servings.

**Nutritional Facts per Serving:**

178 calories, 14g total fat, 1.9g saturated fat, 10g monounsaturated fat, 1.2g polyunsaturated fat, 2.3g dietary fiber, 1g protein, 14g carbohydrate, 0mg cholesterol, 324mg sodium.

Good Source of:

lycopene, quercetin, vitamin C

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BLUE & BERRY SHAKE

2 cups plain or lite vanilla yogurt

1 cup non-fat milk or vanilla soymilk

1 cup blueberries, fresh or frozen

1 cup raspberries or strawberries, fresh or frozen

Honey or sweetener, to taste

Place all ingredients in a blender and blend at high speed until smooth. Makes 4 servings.

Nutritional Facts per Serving:

110 calories, 6g protein, 18g carbohydrates, fat trace, 2g dietary fiber

Good Source of:

calcium, vitamin A, vitamin C, vitamin E, beta-carotene, potassium, manganese, magnesium, anthocyanins

FOOD JOURNAL



Directions: Record keeping has been shown to be one of the most effective tools for lifestyle change and weight management. Keep a food journal to record your meal and snack intake. Check off the food group(s) that the food belongs to and see where you need to improve. How close do you come to achieving a balanced diet? Consider keeping a food journal throughout the entire eight-week *Eat Well for Life* campaign. Make copies of this food journal to record your daily food intake.

DATE:		GRAINS & STARCHES	MEAT, DAIRY & PROTEIN	FRUITS & VEGETABLES	ADDED FATS	EXTRAS
MY GOAL FOR TODAY:						
BREAKFAST						
LUNCH						
DINNER						
SNACKS						
WATER						
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						