



Nutrition Program
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FOR IMMEDIATE RELEASE

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HEALTH FAIR HELPS FAMILIES EAT RIGHT WHEN FOOD DOLLARS ARE TIGHT
Retailers throughout California hold Fruit and Veggie Fests during May to promote fruit and vegetable consumption

Fontana, California – The need for good nutrition is high, even when food dollars are low. The Fruit and Veggie Fest Health Fair will help families and the community to be Champions for Change and continue to eat plenty of fruits and vegetables, even as food dollars dwindle. The fair will offer healthy cooking demonstrations, store tours, fun physical activities, and free health screenings. Cardenas Market in Fontana joins the Network for a Healthy California—Desert Sierra Region Retail Program to provide the health fair on May 16th, 2009, 10:00 am – 2:00 pm, at Cardenas Market in Fontana, 16721 Valley Boulevard, Fontana, CA 92335.

“I find that simple habits, such as keeping ready to be eaten fruits and vegetables at my kids’ eye level in the refrigerator, help my family eat right, even though money is tight,” said Brenda Parker, Champion Mom for the Desert Sierra Region. Brenda appears in the national commercial for the Champions for Change Campaign and is featured on the homepage of the Champions for Change website: www.cachampionsforchange.net. It is important for parents to role model healthy habits by eating fruits and vegetables themselves and continuing to offer fruits and vegetables at meal and snack time. The Champions for Change website offers Mom tested tips to help families and children eat more fruits and vegetables.

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According to the California Health Interview Survey 2007, the percentage of adults (18 years or older) who are overweight or obese in Riverside and San Bernardino County is greater than the state average, with 61.9% and 57.4% respectively. In San Bernardino County, only about half of children eat at least five servings of fruits and vegetables per day. Parents and children who eat the recommended amount of fruits and vegetables are more likely to be of optimal weight and have a decreased risk of chronic disease, such as heart disease, diabetes, and certain types of cancer. Fruits and vegetable help children grow and develop a strong body and may even help them concentrate and do better in school.

Fruits and vegetables may be more expensive than some ready made items, but they offer more bang for the buck in terms of vitamins, minerals, fiber, and antioxidants. And, they have an additional bonus of being naturally low in sodium and calories. In general, growing children need 1-2 cups of fruit, 1.5 – 3 cups of vegetables, and 60 minutes of physical activity every day. Adults need to eat 3½ to 6½ cups of colorful fruits and vegetables and at least 30 minutes of physical activity every day. Choose all forms of fruits and vegetables like fresh, frozen, canned, dried, and 100 percent juice — they all count toward the recommended amount. The number of cups of fruits and vegetables that is right for each person depends on gender, age, and physical activity level. To find out how many cups each person needs for good health, visit www.mypyramid.gov.

During the month of May, retailers throughout California will be hosting Fruit and Veggie Fest events sponsored by the *Network for a Health California—Retail Program*. The *Retail Program* facilitates partnerships between neighborhood stores and community health agencies to help increase the consumption and purchase of fruits and vegetables among food stamp eligible Californians. For food stamp information, call 877-847-3663. Funded by the USDA Supplemental Nutrition Assistance Program, an equal opportunity provider and employer.

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