Messaging Related to Fruits and Vegetables: Implications from a 2018 National Survey of U.S. Adults

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Background

Just 1 in 10 American adults eat the daily recommended amount of fruits or vegetables, putting them at increased risk for chronic diseases (Lee-Kwan et al., 2017).

Effective marketing about fruits and vegetables (F&V) can help improve Americans’ consumption and health (Pollard et al. 2007; Public Health Institute 2003; Snyder 2007).

This study assessed:
• Perception of adequacy of F&V consumption
• Consumer appeal of different types of F&V
• Support for F&V policy and programs
• F&V-related motivating factors

Methods

The survey data (n=1,006) were collected from members of the Ipsos Government & Academic Omnibus, a nationally representative panel of U.S. adults.

Results

**Figure 1:** Most U.S. adults find fresh fruit and vegetables very appealing. A minority view frozen, juiced, canned, or dried/dehydrated fruit and vegetables the same way.

**Figure 2:** Factors that are likely to encourage more fruit and vegetable consumption include being able to keep them fresh longer and reducing their cost. (% who strongly or somewhat agree)

**Figure 3:** People would like to have locally sourced fruits and vegetables more available and accessible in their communities.

**Figure 4:** There is general support to make fruits and vegetables available and accessible to children and adults where they live, work, learn, and play.

Implications

When communicating about fruits and vegetables:
• Showcase fresh fruits and vegetables in communication materials.
• Include practical tips in messaging that address cost and keeping produce fresh.
• Include examples of local places where fruits and vegetables are available and accessible to children and adults.
• Stress the unique benefits of frozen and canned, like easy storage and lower cost. Additionally, highlight the nutritional comparability of these to fresh.

References


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