

INCREASING CASH BENEFIT REDEMPTION WITH ALL FORMS OF FRUITS & VEGETABLES

Emma Gregory, RD

FoodMinds, on behalf of the Can Manufacturers Institute

About us

- The Can Manufacturers Institute (CMI) is the national trade association of the metal and composite can manufacturing industry and its suppliers in the United States
- CMI values federal feeding programs as they promote affordable, accessible and nutritious foods
- The organization funds and produces nutrition research and resources
- CMI is passionate about connecting with key public health educators and practitioners to impact positive change





Today's Presentation

- Discuss WIC's role in increasing fruit & vegetable consumption
- Explore the perceived barriers to consumption & strategies to overcome them
- Discuss how WIC staff and all forms of fruits and vegetables can increase consumption
- Provide resources and materials to consider using in counseling

What's the Problem?

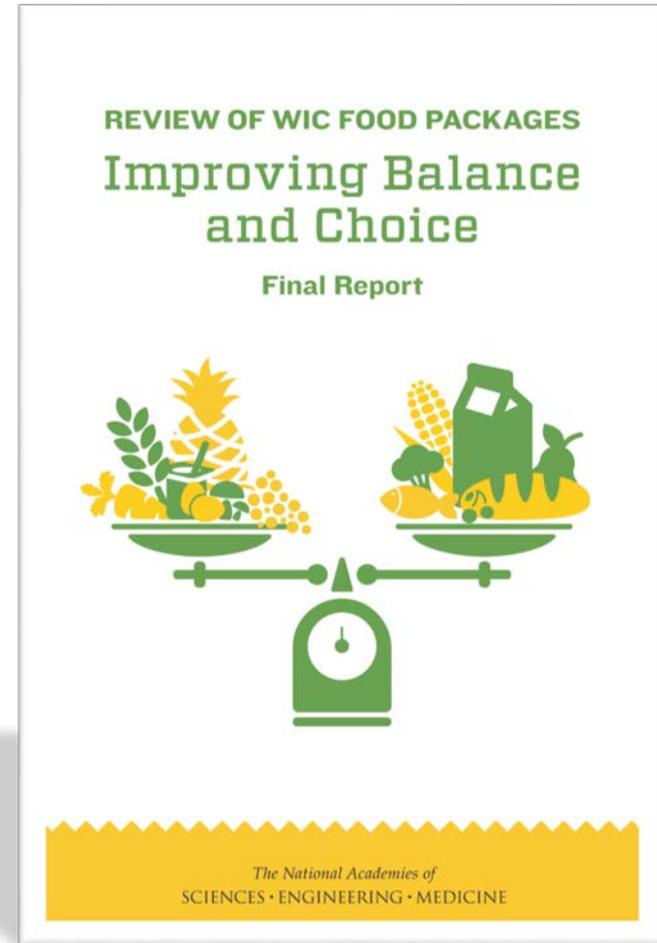
- Fruit and vegetable consumption is low.
- Cash benefit redemption is low.
- Frozen, canned, and dried fruits and vegetables aren't often included as part of the solution.

TABLE 3 Food Groups with Evidence of Intakes Below and Above Amounts Recommended in the DGAC 2015 Report in the Diets of WIC Participant Subgroups

Food Group	P, BF, or PP Women, 19 to 50 years ^a	Children 2 to Less than 5 years ^b
Intakes Below Recommended Amounts		
Total fruit	✓	
Total vegetables	✓	✓
Dark green	✓ ^c	✓
Total red and orange	✓	✓
Beans and peas	✓	✓
Total starchy	✓	✓
Other vegetables	✓	✓
Total grains	✓	
Whole grains	✓	✓
Total protein foods	✓	✓
Seafood	✓	✓
Nuts, seeds, and soy	✓	✓
Total dairy	✓	✓
Oils	✓	✓
Intakes Above Recommended Amounts^d		
Solid fats	✓	✓
Added sugars	✓	✓

Potential Changes to WIC Food Packages

- Increase cash benefits amount.
- Offer additional cash benefit options:
 - Cash benefits in place of juice
 - Additional form (frozen, canned or dried)



Barriers are in the Eye of the Beholder

“Canned or frozen fruits and vegetables aren’t as healthy as fresh”



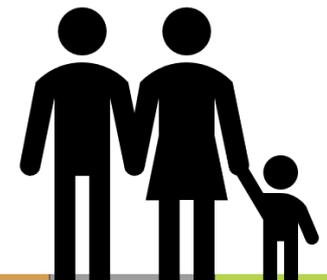
“I feel guilty serving my family canned fruits and vegetables”

“Fruits and vegetables cost too much”



“I don’t know how to prepare fruits and vegetables in different ways”

“It is hard to find fruits & vegetables that everyone in my household likes”



BARRIER: Perceived nutritional inferiority

Even when a product is nutritionally identical, consumers are almost **5 TIMES** as likely to believe fresh products are healthier than canned & **4 TIMES** as likely to believe fresh is healthier than frozen

- When people eat all forms of fruits and vegetables, they eat more fruits and vegetables overall, and often have higher intakes of key nutrients overall
- Fresh produce can lose vitamins over time, while freezing and canning may preserve them

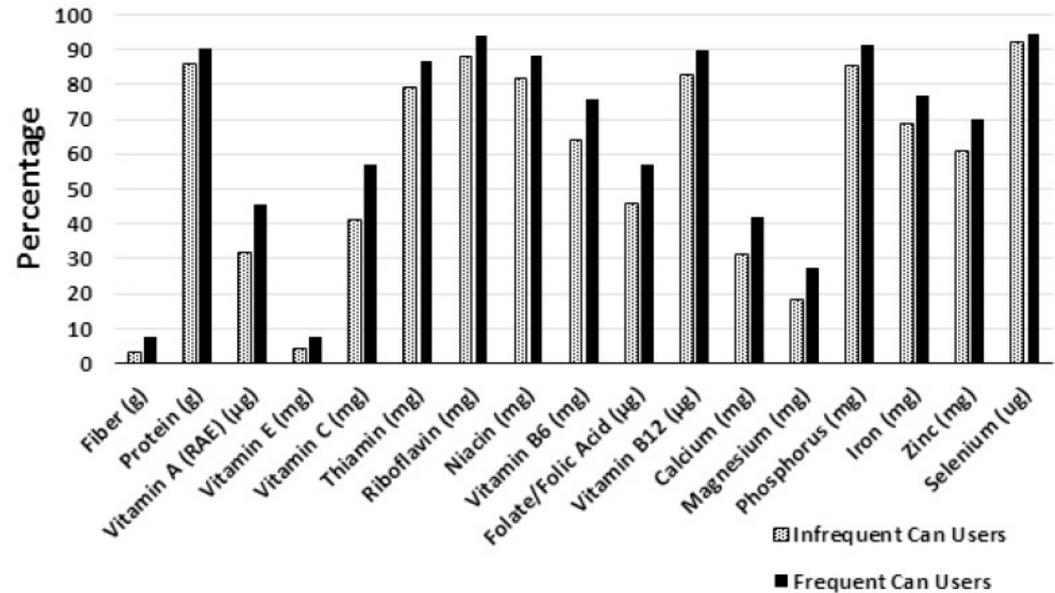


BARRIER: Perceived nutritional inferiority

81 PERCENT rate fresh as extremely healthy, but only **32 PERCENT** when it comes to frozen and only **12 PERCENT** when it comes to canned



Percentage of Days in which the RDA for a Nutrient was Met or Exceeded



**FREQUENT CAN USERS HAVE
HIGHER NUTRIENT INTAKES
THAN INFREQUENT CAN
USERS**

BARRIER: Perceived nutritional inferiority

Despite consumer perceptions frozen fruits and vegetables are **EQUAL** in nutritional value to fresh



- Only 11% of sodium in the diet comes from vegetables, *including* canned and frozen
- Only 2% of added sugar in the diet comes from fruits and vegetables, including canned and frozen
 - In the store, look for nutritionally sound products:
 - Canned fruit with no added sugar
 - 100% fruit and vegetable juice

STRATEGY: Use inclusive language when recommending fruits & vegetables

Exposure to recommendations promoting all forms increased consumers' intent to purchase packaged fruit and vegetables, without decreasing their intent to purchase fresh produce

- Feature pictures of all forms of fruits and vegetables in your office



- Provide resources that feature a variety of forms of fruits and vegetables





Which statement do you think would most empower your clients to purchase more fruits and vegetables?

- Include more fruits and vegetables (without added salt or fat) and fruits (without added sugars) in your diet
- Include canned or frozen fruits and vegetables only when fresh produce is not available
- When including more fruits and vegetables in your diet, all forms of fruits and vegetables matter— fresh, frozen, canned and dried.



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BARRIER: Perceived level of processing

Consumers believe that packaged fruits & vegetables contain added preservatives & artificial ingredients

- Frozen and canned fruits and vegetables are harvested at the peak of ripeness and frozen or canned within hours of being picked
- Canning and freezing fruits and vegetables does not use preservatives



Peaches, Peach Juice, Pear Juice, Natural Flavor, Ascorbic Acid

STRATEGY: Clarify the canning/freezing process

40 PERCENT of consumers have very little knowledge of how the fruits and vegetables go from the field to the can

HARVEST

Only the highest quality produce is picked at the peak of ripeness.



WASH AND PREPARE

Directly from the field, produce is thoroughly washed and vegetables are blanched. Excess trimmings from preparation are collected and recycled for animal feed.



FREEZE

Produce is flash frozen within hours of harvest, locking in key vitamins and minerals and preserving taste.



PACKAGE

Fruits and veggies are conveniently packaged allowing for consumers to reduce waste by preparing only what's needed and storing the rest for later use.



Life Cycle of a Pea*

**and other canned fruits and vegetables*

Canned foods are a nutritious, fresh and flavorful option because fruits and vegetables are harvested at their peak of ripeness and canned within hours, making the can one of the best ways to get food from its source to your family table. Consumers can rely on cans for consistency and taste because the food that comes out is just as good as the day it went in. Here's a basic overview of the canning process for fruits and vegetables (including beans), using the popular pea as an example.

Available to you!

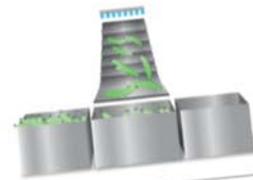
Step 1: Harvest

The pea is harvested at the peak of ripeness and sent to a cannery.



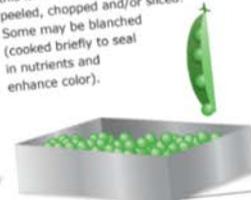
Step 2: Washing, Sorting, Grading

The peas are washed, sorted and graded according to quality standards.



Step 3: Prepare for Canning

Depending on the type of food or end use, this is when the fruit or vegetable is cored, peeled, chopped and/or sliced. Some may be blanched (cooked briefly to seal in nutrients and enhance color).



Step 4: Filling

The peas are placed in cans, and water or other liquids are added.



Step 5: Sealing and Sterilization

Sterilization destroys any existing microbes, and proper sealing prevents any new bacteria from getting in.



Step 6: Cooling

After heat sterilization, cans are cooled in a water bath.



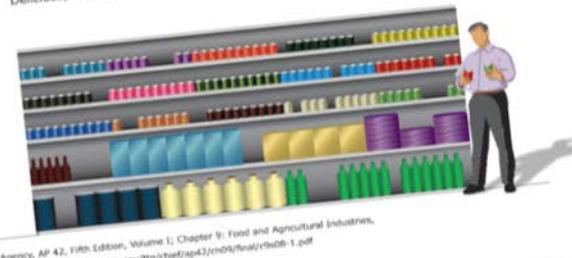
Step 7: Labeling and Shipping

Manufacturers' labels are added to the canned products before shipping to retailers and placed on store shelves.



Step 8: Ready for Use

Delicious, nutritious canned foods are waiting for you!



*Adapted from The U.S. Environmental Protection Agency, AP 42, Fifth Edition, Volume 1; Chapter 9: Food and Agricultural Industries, canned fruits and vegetables, Supplement A, August 1995. <http://www.epa.gov/ttn/air/a32/ch09/food/1990B-1.pdf>

BARRIER: Cost

Only **30 PERCENT** of low income shoppers are satisfied with the price of food

Available to you!

Cost and Safety: Canned Beans

Why Canned?

A new majority of Americans need to eat more fruits and vegetables. One-third of Americans are not eating enough fruits and vegetables. Canned beans are a great source of fiber, protein, and other nutrients.

Experts agree that eating more fruits and vegetables is an essential part of a healthy diet. Canned fruits and vegetables are on par nutritionally with fresh and frozen vegetables, and in some cases even better!

More Affordable and Convenient

Choosing canned foods can help families stretch their grocery budgets and easily fit in to their busy schedules.

Cost Savings:

- **Save Money** – Up to half the cost of frozen and 20 percent of the cost of fresh.
- **Save Time** – Less preparation and year-round availability makes healthy, homemade meals a reality more often.
- **Reduce Waste** – Eliminates unappetizing fresh produce or spoiled meat.



**15-20%
THROWN AWAY**

- Clients may perceive fruits and vegetables to be expensive, but recommended daily amounts can be purchased for \$2.50 per day or 50 cents per cup.
- A family of four wastes 25% of the food they buy – resulting in a loss of \$1,350 – \$2,275 each year
- Focusing on reducing food waste could be one strategy to cut costs and ensure benefits aren't wasted
- A combination of fresh, frozen and canned fruits and vegetables cuts back on food waste, yields the lowest price and maximizes benefits

STRATEGY: Demonstrate how to stretch their food dollar

- Remind clients of what can be purchased with cash benefits
- Advise clients to shop for seasonal fresh fruits and vegetables and eat soon after purchase
- Stock up on non-perishables with any remaining benefits to store in pantry when supplies run low
- Reduce food waste by storing food properly
- Compare the cost of one serving of fruit and vegetables across forms



DYK: Most Americans throw away approximately 15 to 20% of the fresh fruits and vegetables they purchase every year.



**\$0.50/1
serving**



**\$0.42/1
serving**



**\$2.24/1
serving**



**\$0.78/1
serving**

BARRIER: Difficult to Prepare

1 IN 2 families are interested in learning more about cooking healthy meals

- Perception of “perfect” preparation may be the enemy of “good”
- Higher preparation of all forms of fruits and vegetables in the home is associated with greater intake of fruits and vegetables
- Those who shop with a grocery list are most successful at making meals at home



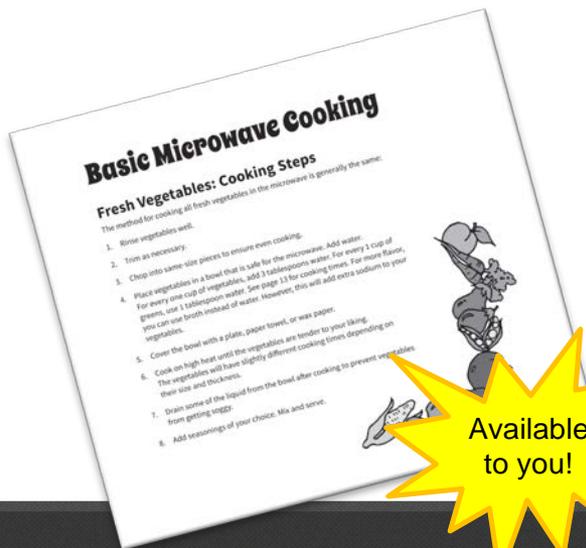
BARRIER: Difficult to prepare

- **34 moms received a “Cantry” and a recipe booklet in the mail and were asked to keep diary entries about their experiences**
- Children increased the consumption of fruit and veggies and moms intended to serve more after the study
- Overall, over the 2-week test period, moms perceived level of difficulty in feeding their kids both fruit and vegetables was greatly decreased



STRATEGY: Suggest simple meals paired with grocery lists

- Create a grocery list while in session incorporating their favorite fruits and vegetables
- Write down some ideas for how to combine those foods
- Share recipes featuring all forms of fruits and veggies with 5 steps or less, that harness the power of the microwave



Available
to you!



Available
to you!

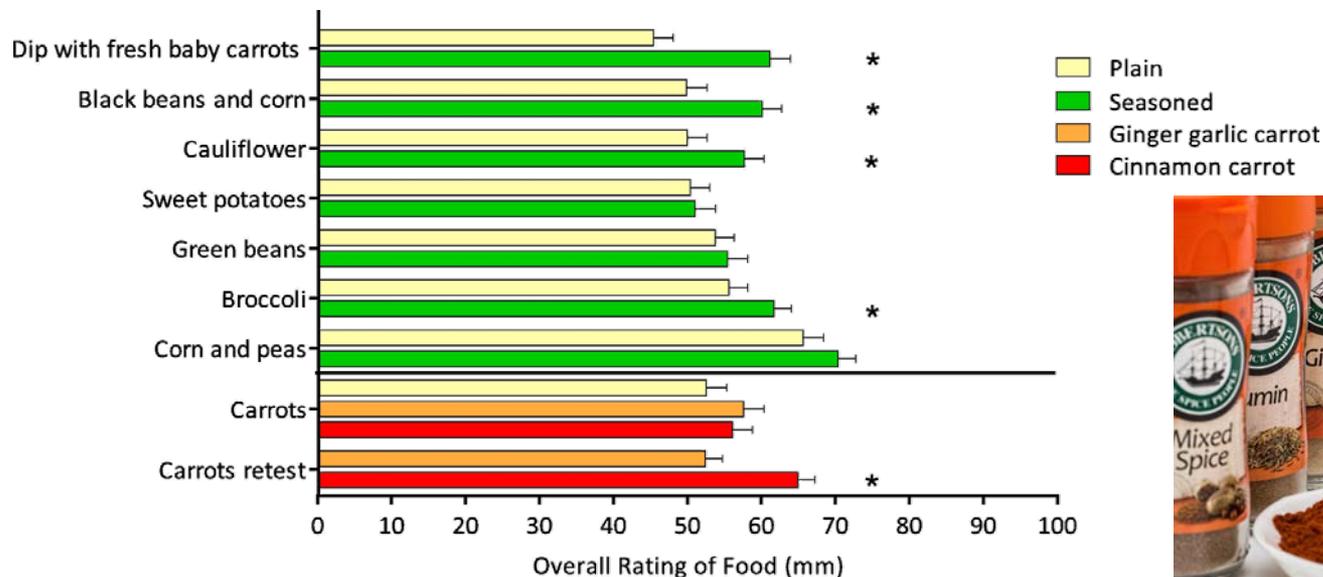


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to you!

BARRIER: Taste

Moms show consistent interest in knowing how to prepare fruit and vegetables in different ways

- Vegetables sometimes contain bitter or sour undertones and are not sweet - a key predictor for liking in kids
- A 2018 study showed that seasoned vegetable recipes were preferred to recipes with oil and salt alone



STRATEGY: Recommend specific spice pairings

Pair this.....

Fruit

Green Beans

Broccoli

Carrots

Cucumber

Peas

Potatoes

Tomatoes



With this!

Allspice, cinnamon, cloves, ginger, mint, nutmeg

Dill, marjoram, nutmeg, oregano

Mustard, nutmeg, sage

Dill, nutmeg, parsley, rosemary, thyme

Basil, dill, parsley

Marjoram, mint

Chives, cumin, dill, garlic, rosemary

Basil, cloves, cumin, marjoram, oregano



STRATEGY: Recommend familiar flavors

- **Chinese seasonings:** aniseed, bean paste, chile oil, garlic, green onions, sesame oil and seeds, soy sauce
- **Mexican seasonings:** Peppers, chiles, cilantro, coriander and cumin seeds, garlic, lime, onion, oregano
- **Indian seasonings:** Aniseed, cardamom, coriander, cumin, mustard and sesame seeds, cilantro, cinnamon, cloves, curry powder, garlic, nutmeg, saffron, turmeric
- **Caribbean seasonings:** Allspice, cinnamon, coriander, curry, garlic, lime, hot sauce, onions, oregano
- **North African seasonings:** cilantro, cinnamon, coriander and cumin seeds, garlic, mint, saffron, turmeric

Flavor And Food Combinations



The following flavor and food combinations, adapted from information provided by the National Heart, Lung and Blood Institute (www.nhlbi.nih.gov), have the added benefit of making meat, poultry, fish and vegetables tasty without adding salt.

For **meat, poultry and fish**, try one or more of these combinations:

- **Beef:** Bay leaf, marjoram, nutmeg, onion, pepper, sage, thyme
- **Lamb:** Curry powder, garlic, rosemary, mint
- **Pork:** Garlic, onion, sage, pepper, oregano
- **Veal:** Bay leaf, curry powder, ginger, marjoram, oregano
- **Chicken:** Ginger, marjoram, oregano, paprika, poultry seasoning, rosemary, sage, tarragon, thyme
- **Fish:** Curry powder, dill, dry mustard, marjoram, paprika, pepper

For **vegetables**, experiment with one or more of these combinations:

- **Carrots:** Cinnamon, cloves, dill, ginger, marjoram, nutmeg, rosemary, sage
- **Corn:** Cumin, curry powder, onion, paprika, parsley
- **Green Beans:** Dill, curry powder, marjoram, oregano, tarragon, thyme
- **Greens:** Onion, pepper
- **Potatoes:** Dill, garlic, onion, paprika, parsley, sage
- **Summer Squash:** Cloves, curry powder, marjoram, nutmeg, rosemary, sage
- **Winter Squash:** Cinnamon, ginger, nutmeg, onion
- **Tomatoes:** Basil, bay leaf, dill, marjoram, onion, oregano, parsley, pepper

The flavor of certain spices and herbs has been associated with different cultures, for example:

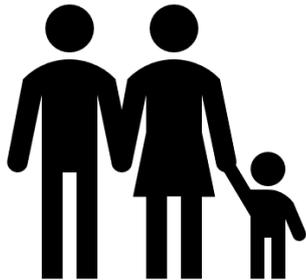
- Oregano with Italian cooking
- Cilantro with Mexican cooking
- Ginger with Chinese cooking
- Marjoram with French cooking

Available to you!

BARRIER: Picky eaters

OVER HALF of mothers surveyed find it more difficult to get their children to eat vegetables than fruit.

“Bananas used to be Matt’s favorite food, but now he won’t even touch them”



- Picky eating is common between 2 and 5 years old
- Children “eat with their eyes” – look and color rankings tend to correlate with taste and liking rankings
- Poor appearance and texture are barriers to acceptance – both known to be influenced by cooking method or form

“Michael won’t eat anything green, just because of the color.”



STRATEGY: Overcome picky eating

- Involve kids in the cooking process
 - Let children wash the vegetables, mix the bean salad, peel the orange or serve the fruit cocktail
- Offer new foods first
- Start with small portions
- Allow kids to choose meals or pick out produce at the store
- Try, try again!
- If that doesn't work, try a new way!



Phrases that HINDER

INSTEAD OF ...

Eat that for me.
If you do not eat one more bite, I will be mad.

Phrases like these teach your child to eat for your approval and love; your child will have unhealthy behaviors, attitudes, and beliefs about food as a result.

INSTEAD OF ...

You're such a big girl; you finished all your peas.
Jenny, look at your sister. She ate all of her bananas.
You have to take one more bite before you leave the table.

Phrases like these teach your child to ignore fullness. It is better for learning when full or satisfied than when all of the food has been eaten.

INSTEAD OF ...

See, that didn't taste so bad, did it?

This implies to your child that he or she was wrong to refuse the food, and that you have unhealthy attitudes about food as well.

INSTEAD OF ...

No dessert until you eat your vegetables.
Stop crying and I will give you a cookie.

Offering some foods, like dessert, in reward for finishing others, like vegetables, teaches your child that he or she was wrong to refuse the food, and that you have unhealthy attitudes about food as well.

Trying new foods

Your child may not want to try new foods. It is normal for children to be picky eaters. Here are some tips to help your child try new foods.

- **Start with small portions.** Let your kids try small amounts of new foods that you enjoy. Give them a small taste at first and work with them. When they develop a taste for some types of foods, you can offer them more. You can also try to mix new foods into meals that your child already likes.
- **Offer one new food at a time.** Serve something that you know your child likes along with the new food. Offering many new foods all at once could be too much for your child.
- **Be a good role model.** Try new foods yourself. Describe their taste, texture, and smell to your child.
- **Offer new foods first.** Your child is most hungry at the start of a meal.
- **Offer new foods many times.** Sometimes, new foods take time. Kids don't always take to new foods right away. It may take up to a dozen tries for a child to accept a new food.

Make food fun!

Help your child develop healthy eating habits by getting him or her involved in making food fun! Get creative in the kitchen with these cool ideas. Check the ones you try at home, and be sure to add your own ideas, too!

- Cut a food into fun and easy shapes with cookie cutters.**
- Encourage your child to invent and help prepare new snacks!** Create new tastes by mixing two or more food groups together to make interesting pairings.
- Name a food your child helps create.** Make a big deal of serving "Mom's Salad" or "Dad's Sweet Potatoes" for dinner.
- Our family ideas to make food fun:**

For more great tips on these and other subjects, go to: ChooseMyPlate.gov/prechoculers/



Simple next steps

Available
to you!

Check out [this collection](#) of resources

Maximize time with clients with few pointed questions:

- Are you using your cash benefits every month?
- Are you using your cash benefits to buy fresh, frozen, or canned fruits and vegetables?
- What gets in your way?

Maryland WIC

Better Nutrition Brighter Future



Share your Success Stories

THANK YOU