

Half Your Plate

Background

- Most Canadians are not eating the recommended daily number of fruits and vegetables as suggested in *Canada's Food Guide*. To add to the confusion there is a lack of understanding on what a serving actually consists of.
- While Canada's Food Guide recommends that adult females consume 7-8 servings and adult males 8-10, Canadian females are only eating 4.3 servings and male only 3.5 servings.
- More than ¼ of Canadians don't believe they have enough time to prepare fresh produce to eat. This prevents them from consuming more.
- *Half your Plate* is a new healthy living initiative that empowers Canadians of all ages to eat more fruits and veggies to improve their health while providing simple and practical ways to add a variety of produce to every meal and snack.
- *Half Your Plate* is fun, practical and informative while providing tips on how to prepare fruits and veggies using different colours, flavours and textures for meals and snacks at home, at school, at work, eating out or on the go.
- For taste, for convenience, or for budget, we want to show Canadians how easy it is to fill half their plate at every meal and snack.



Slogan

Make a healthy choice! Fill half your plate with fruits and veggies.

Program key messaging

- Fill half your plate with fruit and vegetables at every meal!
- Pick a fruit or vegetable when snacking!
- Increased consumption of fruit and vegetables has been proven to reduce the risk of chronic diseases such as some cancer, heart disease and stroke.

Where can consumers find *Half Your Plate*?

- We have many retail partners rolling out in store displays, special flyers, recipes and more. These retail partners include Federated Co-op, Longo's, Metro and Walmart Canada with many more joining us in the coming months.
- Consumers can also find the Half Your Plate logo on fruit and vegetable packaging

- We also encourage consumers to visit halfyourplate.ca for shopping tips, information on specific fruits and vegetables, recipes, and more
- Half Your Plate is also active on social media under @halfyourplate on Pinterest, Facebook and Twitter.

Half Your Plate program partners

The following organizations were instrumental in helping to develop and promote the new program:

- Canadian Cancer Society
- Heart and Stroke Foundation of Canada
- Canadian Public Health Association
- Canadian Produce Marketing Association

Collateral materials:

www.halfyourplate.ca features healthy eating tips, tricks to include more fruits and veggies with every meal, recipes and nutritional facts on fruits and vegetables.

You can also find us on Twitter (@halfyourplate), facebook (halfyourplate), Instagram (@halfyourplatecanada) and Pinterest (Half Your Plate).

Contact Information:

Looking to arrange an interview? Please contact Allan Gordon, Communications Manager at agordon@cpma.ca or 613-226-4187 ext. 225.