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Deborah Rhoades, MA, RD, FAND
Extension Educator, Family & Consumer Sciences

HAVE A PLANT CAMPAIGN

Nine out of 10 Americans still do not eat enough fruits and vegetables, according to the Produce for Better Health Foundation (PBHF). This is confirmed by the USDA dietary survey, “What We Eat in America.” Despite decades of consumer messaging to eat more fruits and vegetables we continue to have low intakes across all age groups.

Recognizing that it’s time to try another approach the PBHF has launched **Have A Plant™**, which replaces the Fruits & Veggies-More Matters™ public education program. Their target audience is Millennial and Gen Z consumers.

A key component of this consumer movement is a highly interactive website, [https:// fruitsandveggies.org](https://fruitsandveggies.org)

The site is fabulous with nearly 450 recipes, shopping advice, storage and handling guidelines, and nutrition information for 278 plant foods. Yes, you read that right.....278. Who knew Mother Earth gave us so many delicious foods to try. Now when you go to the farmer’s market and bring home just picked produce you have a tool at your fingertips to guide you.

The recipe section gives recipes for budget cooking, quick and easy, 30 minutes or less, and 5 ingredients or less. Smart....who in today’s 24/7 schedule has time for a dish that takes hours or has 10 ingredients? Or you can pick by recipes by Breakfast & Brunch, Lunch, Dinner, and Dessert. Say you have a vegetarian guest for dinner, recipes are also offered for vegans, vegetarians, omnivores, flexitarians, and low carb.

Produce for Better Health Foundation is a non-profit organization with more than 300 members from retailers, growers to government agencies including the U.S. Department of Agriculture. Enjoy this delicious dessert from their website!

WATERMELON FRUIT PIZZA

1 Watermelon
1 (8 ounce) package of cream cheese
1 (8 ounce) container of Cool Whip
1 cup powdered sugar
1 teaspoon vanilla
Strawberries, sliced
Kiwis, peeled & sliced or chunked
Blueberries



Slice watermelon in half horizontally. Slice two one-inch circles out of each half of the watermelon, set aside extra watermelon. Pat the top of each slice dry with paper towels.

In a bowl, beat together softened cream cheese, cool whip, powdered sugar, and vanilla until well mixed. Evenly spread mixture over both slices of watermelon.

Top with your favorite fruits, and enjoy! Serve immediately or cover and refrigerate.

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Deborah Rhoades, MA, RD, FAND, is a licensed Registered Dietitian, Fellow of the Academy of Nutrition Dietetics, and Extension Educator in Family and Consumer Sciences.

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