

How Many Cancer Cases Could Be Prevented If We Increased Produce Consumption?

From the Journal of Food and Chemical Toxicology

An analysis of the potential number of cancer cases that might be prevented if half the U.S. population increased its fruit and vegetable consumption by one serving each per day.



A Few Findings...



An estimated 20,000 cancers could be prevented if half of all Americans simply increased their consumption of fruits and vegetables by a single serving per day.

This study further substantiates decades of nutritional research which shows that eating a diet rich in fruits and vegetables improves overall health and leads to a longer life.

Because some Americans have concerns about pesticide residues on their food, the study also examined potential cancer risk from residues.

The study concluded: "The overwhelming difference between benefit and risk estimates provides confidence that consumers should not be concerned about cancer risks from consuming conventionally-grown fruits and vegetables."

Lower Consumption

Despite the recommendations of health experts, nutritionists and consumer advocates to eat more conventional and organic fruits and vegetables, consumption has stagnated in recent years.



Positive Impact

The simple and powerful message this study conveys of how important it can be to add even a single serving of produce to our diets should have a positive impact on consumers.

