

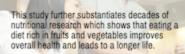
From the Journal of Food and Chemical Toxicology

An analysis of the potential number of cancer cases that migh 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.



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

The study conducted: "The overwhelming difference between benefit and risk estimates provides confidence that consumers should not be bencemed about cancer risks from consuming conventionally gittern fruits and uncestables."

Lower Consumption

Despite the recommendations of health experts, nutritionists and consumer advocates to eat more conventional and organic fruits and vagetables, 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 consumer.

