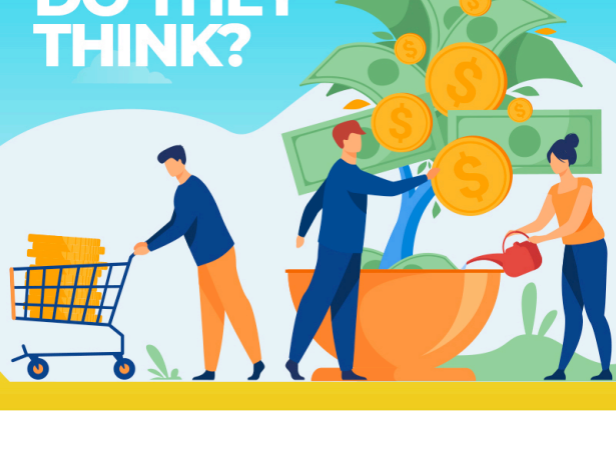


# LOW INCOME SHOPPERS & FRUITS AND VEGETABLES

## WHAT DO THEY THINK?



Peer reviewed research published in **Nutrition Today** shows fear based messaging tactics that inaccurately invoke safety concerns about **non-organic produce** may be having a negative impact on purchases of any fruits and vegetables – organic or conventional – among **low income consumers**.



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low-income shoppers were surveyed to learn about their attitudes about organic and conventional fruits and vegetables and what would happen if they were provided with information about organic and conventional growing practices from a variety of sources.



The Dietary Guidelines for Americans recommends that people consume at least **2.5 cups of vegetables** and **2 cups of fruits** daily, based on a general 2000-kcal/d diet.

The average American adult eats well below recommended intakes, and consumption is even lower among low-income populations.



**Overall**, the present research underscores the need for further research to better understand perceptions of **fruits and vegetable issues**, particularly within **low-income groups** where the barriers to intake are greater and more complex, and to use this research to inform and develop effective communication strategies consistent with promoting and achieving **public health fruit and vegetable goals**.



Learn more about this study in The Science section at:

[WWW.SAFEFRUITSANDVEGGIES.COM](http://WWW.SAFEFRUITSANDVEGGIES.COM)

