

Mom Always Said, “Eat Your Vegetables!”

(NAPSA)—A new report reveals some interesting facts about frozen vegetables that Americans might benefit from knowing.

Nearly two-thirds of Americans do not believe or are not sure frozen vegetables are as nutritious as fresh vegetables, despite scientific research supporting that fact. That statistic is from the Green Giant Vegetable Report, a new nationwide survey that reveals the truth about America’s veggie eating habits and perceptions. The survey also found that more than half (53 percent) admit to throwing away almost \$100 a year on fresh vegetables that spoil before being used.

“By keeping a range of frozen vegetables on hand, consumers can improve their family’s nutritional outlook and widen their culinary horizons, while saving both time and money,” says Alton Brown, television chef, food science expert and author of the 2002 award-winning book “I’m Just Here for the Food” and New York Times best-seller “Alton Brown’s Gear for Your Kitchen.” “When vegetables are frozen properly, nutrients are literally locked inside. Since they’re always there when you need them, creating side dishes or making additions to entrees is a snap.”

While most adults recognize that frozen vegetables are convenient and quick to prepare, only a very few (11 percent) recognize the nutritional benefits. According to the report, more than half (58 percent) of Americans claim they would eat frozen more often if they knew they were as nutritious as fresh vegetables. Common complaints about fresh vegetables are



Getting your five servings of vegetables every day is easier if you keep frozen vegetables on hand.

that they often spoil before being used (30 percent) and are not always on hand when needed (26 percent).

When it comes to eating vegetables, the report showed that less than one-third of Americans say they meet their daily vegetable requirements, which the United States Department of Food and Agriculture’s (USDA) Food Guide Pyramid recommends as three to five servings.

To dispel confusion and assist consumers with meeting their daily vegetable goal, several varieties of Green Giant frozen vegetables will start carrying an on-pack nutrition claim. The new claim, “Frozen Vegetables Are As Nutritious As Fresh!” will remind consumers that they can easily get key nutritional benefits of fresh vegetables by selecting their favorite frozen vegetable varieties.

“In my kitchen, the freezer is always stocked with a wide range of frozen vegetables,” says Brown.

For more information and easy ways to incorporate vegetables into meals, visit www.greengiant.com.