



Innovation Insights

March 2007 – “Frozen Food Month”

A monthly update to Capitol Hill provided by the American Frozen Food Institute to provide insights about the frozen food category and public policy

AFFI Hails PBH's Warm-Up to Frozen Produce

Supports inclusion of frozen fruits and vegetables in health initiative

When the Produce for Better Health Foundation (PBH) launches its new Fruits & Veggies—More Matters™ health initiative and companion Web site on March 19, it will do so with the strong backing of the American Frozen Food Institute (AFFI). The new PBH initiative will feature language that encourages greater consumption of fruits and vegetables in all forms, including frozen, in an attempt to improve Americans' health and wellness.

The new brand will replace the previous 5 A Day The Color Way campaign, reflecting an increase in the daily recommendations for fruits and vegetables in the *Dietary Guidelines for Americans*.

The Fruits and Veggies—More Matters campaign suggests that “All forms of fruit and veggies are healthy options—fresh, frozen, canned, dried, and 100% juice.” AFFI says the fact that PBH now explicitly and equally includes frozen produce in its messaging has been essential to AFFI's reinvigorated involvement in PBH.

“AFFI is pleased to be part of the Produce for Better Health Foundation's rebranding effort, and we commend PBH's vision for a new message that is nutritionally sound and consumer friendly,” said AFFI President and Chief Executive Officer Leslie G. Sarasin, who also serves as a member of the PBH Board of Directors. “The Fruits & Veggies—More Matters campaign represents a tremendous opportunity for AFFI to be part of this vital public education campaign and to continue to spread the word about the health benefits of frozen fruits and vegetables to consumers, legislators and policymakers and members of the media.”

Citing scientific evidence, the Food and Drug Administration (FDA) in March 1998 published in the *Federal Register* its ruling to allow frozen fruits and vegetables to be labeled as “healthy” according to the same protocol that applies to fresh fruits and vegetables. Likewise, in its ruling, the FDA suggested that “precluding frozen produce from bearing the term ‘healthy’ could undermine an important element of current dietary guidance as the basis for the ‘healthy’ claim is to assist consumers in constructing a diet that conforms to dietary guidelines.”



**fruits & veggies
more
matters™**

***PBH is replacing its
5 A Day theme with
a more consumer-
friendly message.***

**American Frozen Food Institute
2000 Corporate Ridge, Suite 1000 · McLean, VA 22102
Telephone (703) 821-0770 · Fax (703) 821-1350
www.affi.com**

AFFI has fought on Capitol Hill and in the media in recent years for frozen fruits and vegetables to be given recognition equal to their fresh counterparts for their nutritional value. According to Sarasin, “The inclusion of frozen fruits and vegetables in the Fruits and Veggies—More Matters campaign is a victory not only for the frozen food community, but for consumers. The science indicates that frozen fruits and vegetables can be used interchangeably with fresh fruits and vegetables from a nutritional standpoint. American families will benefit from the new initiative, which encourages increased consumption of healthy fruits and vegetables in all forms that make sense for today’s lifestyles.”

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The American Frozen Food Institute is the national trade association that promotes and represents the interests of all segments of the frozen food industry. The Institute fosters industry development and growth, advocates on behalf of the industry before legislative and regulatory entities, and provides additional value-added services for its members and for the benefit of consumers. For more information, visit www.affi.com.