TAKE THE PHYTONUTRIENT CHALLENGE

Do you get enough fruits and vegetables to support your health?
New research shows you most likely are not. The Global Phytonutrient Report released by the Nutrilite Health Institute reveals significant global gaps in fruit and vegetable consumption, which impact phytonutrient intake levels and, ultimately, optimal health.

PROBLEM

MOST ADULTS ARE **NOT** EATING **ENOUGH** OF THE RECOMMENDED AMOUNT OF FRUITS & VEGETABLES.

3 IN 4 ADULTS WORLDWIDE

do not meet the World Health Organization (WHO) recommended minimum of five servings (or 400 grams) per day.[1]

MOST ADULTS WOULD NEED TO AT LEAST

DOUBLE

THEIR CURRENT INTAKE OF FRUITS AND VEGETABLES to meet the WHO recommendation

OBSTACLE

EATING THE RECOMMENDED **QUANTITY** OF FRUITS AND VEGETABLES—AS WELL AS A **VARIETY**—IS CHALLENGING FOR MANY REGIONS OF THE WORLD.

RECOMMENDED

ACTUAL

NUTRITIONAL GAP

OBSTACLES THAT COULD AFFECT **FRUIT AND VEGETABLE CONSUMPTION** GLOBALLY:

BUSY LIVES | AVAILABILITY | COST | GEOGRAPHY | CULTURALLY-SPECIFIC FOOD

DID YOU **KNOW...**

FRUITS AND VEGETABLES CONTAIN POWERFUL PHYTONUTRIENTS—PROVIDING A RANGE OF HEALTH BENEFITS.

That's why you should eat the daily recommended quantity of fruits and vegetables and fill your plate with a colorful assortment.

PHYTONUTRIENTS, the organic components found in plants, can help promote **eye**, **bone**, **joint** and **heart** health, as well as support **immune** and **brain** function.

SOLUTION

SIMPLE STEPS TO INCREASE THE **QUANTITY** AND **VARIETY** OF PHYTONUTRIENTS IN YOUR DIET:

5 SERVINGS

1 Eat at least **five servings (400g)** of colorful fruits and vegetables per day.

2 **Power up your plate** with a variety of fruits and vegetables to get a range of health benefits.

PLANT-BASED SUPPLEMENTS

3 When diet is not enough, consider **plant-based supplements.**

** A Global Snapshot of Fruit and Vegetable Intake and Availability, and Implications for Phytonutrient Intakes* was developed by Nutrilite using results from an analysis of fruit and vegetable intakes conducted for Nutrilite by Exponent, Inc. The analysis of fruit and vegetable intakes was conducted using data from several sources: World Health Organization's (WHO) World Health Survey (WHS), the Global Environment Monitoring System - Food Contamination Monitoring and Assessment Programme (GEMS/Food) and the Food and Agriculture Organization's (FAO) Supply Utilization Accounts (SUA) and Food Balance Sheets. All implications and inferences presented in this report were prepared by Nutrilite and represent the opinions of Nutrilite.

The thirteen regions in the analysis conducted for Nutrilite by Exponent, Inc. correspond to the 2006 diet clusters identified by the WHO GEMS/Food Program and include: Americas and Australia (e.g. United States);
South/Central America (e.g. Mexico); South America (e.g. Brazil); Southern Europe/Mediterranean (e.g. Italy); Western Europe (e.g. Germany); Northern Europe (e.g. Sweden); Eastern Europe (e.g. Russia); Asia (A) (e.g. China and India); Asia (B) (e.g. Japan and Korea); Northern Africa/Middle East (e.g. Morocco); Central Africa (A) (e.g. Cameroon); Central Africa (B) (e.g. Nigeria); Southern Africa (e.g. South Africa). Both Asia and Central Africa were separated by GEMS into two clusters.

1. Hall JN, Moore S, Harper SB, Lynch JW. Global variability in fruit and vegetable consumption. Am J Prev Med. 2009; 36(5):402–409.

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