

EASY WAYS TO WORK WITH SUPERMARKETS to Celebrate National 5 A Day Week

- Take 5 A Day to school. Ask a produce manager or consumer affairs manager to speak at a school to talk about fruits and vegetables. Offer children fruits and vegetables in a variety of shapes, colors, and sizes. Or challenge children to find out where each fruit or vegetable is grown.
- Encourage local schools to take a tour of the produce department to learn more about fruits and vegetables. Offer 5 A Day stickers to children.
- Work with a local supermarket to conduct food tastings and demonstrations throughout the store, with each demonstration highlighting the 5 A Day message. For example, provide a "how to eat a kiwi" demonstration in the produce department, a stir fry recipe sample in the grocery department using tofu and canned vegetables, and a "taste our new juice" in the dairy or frozen department.
- Distribute consumer columns from the <http://www.5aday.com/> website to your local media.
- Work with your local supermarket to place the 5 A Day consumer columns and recipes in the store's circular or newsletter.
- Suggest that your local supermarket incorporate more fruits and vegetables into the ready to eat section of the store.
- Encourage consumers to take the 5 A Day Challenge by signing a pledge card to strive to eat 5 or more servings of fruits and vegetables a day for better health. Please see the <http://www.5aday.com/> website for pledge card information.
- Encourage children to write to Produce Man on the <http://www.5aday.com/> website.