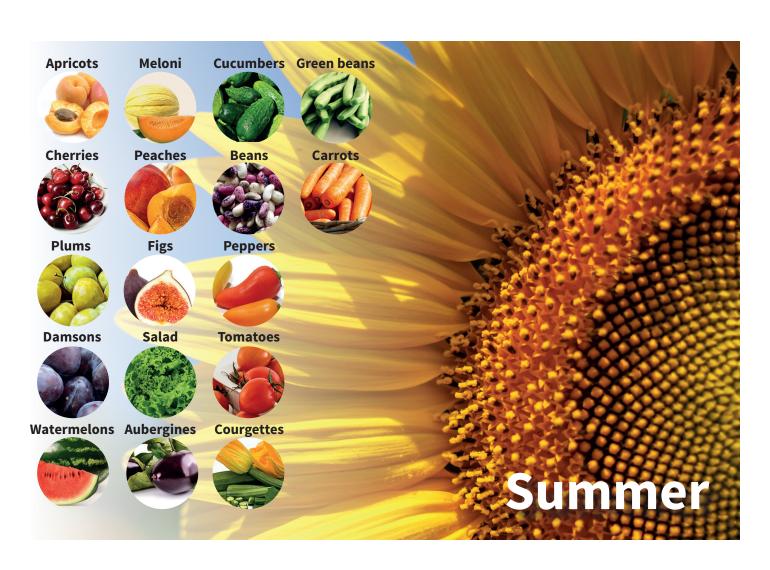
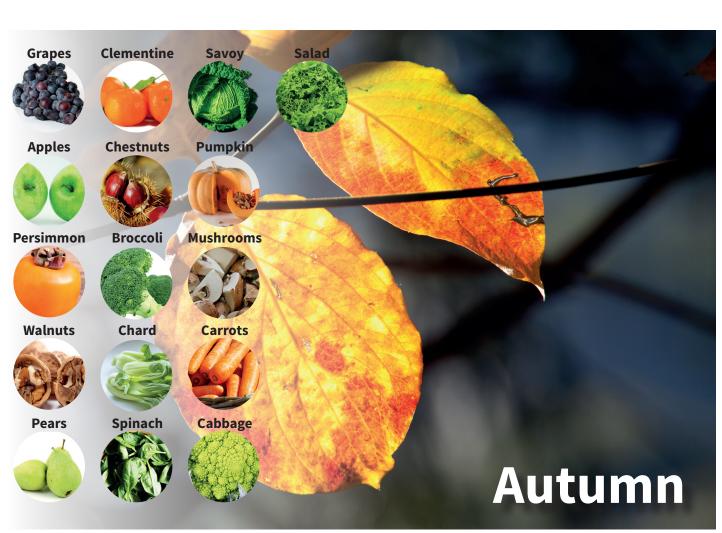


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# Why eat fruit and vegetables

Fruit and vegetables are indispensable for our body's health, so much so that they represent the food category that must be consumed more frequently during the day and in larger portions.

The nutritional properties and benefits of consuming them are:

- ▶ rich in vitamins, minerals, fibre, water and antioxidants
- ▶ protection against cardiovascular diseases, diabetes, tumours, obesity, high cholesterol
- satiety with few calories
- ▶ intestinal regularity







# How much fruit and vegetables

Each day you should eat 3 servings of fruit and 2 servings of vegetables.

### **ONE SERVING OF FRUIT MEANS:**

- ▶ 1 large fruit (such as apples, pears, oranges, bananas, peaches)
- ▶ 2-3 small fruits (such as mandarins, kiwis, apricots, plums)
- ▶ 1 cup of small fruits (such as strawberries, blackberries, raspberries, blueberries, grapes) ▶ 1 slice of watermelon, 1 slice of

pineapple or 2 slices of melon

### ▶ 1 plate of raw leafy vegetables

ONE SERVING OF VEGETABLES MEANS:

- ▶ 1-2 raw vegetables (such as tomatoes, carrots, fennel)
- ▶ **1 soup bowl** of minestrone, or vegetable, or smooth
- ▶ 1 handful of cooked vegetables (e.g. courgette, peppers, aubergines, spinach)



# When to eat fruit and vegetables



Fruit and vegetables can be eaten at any time of day; in particular, an abundant vegetablebased side dish should always accompany lunch and dinner, while fruit is very well suited as a supplement to breakfast and as a mid-morning and mid-afternoon snack. Fruit can also be eaten at the end of lunch

and dinner, as it helps to cleanse the mouth of the fats from the meal and facilitates the absorption of iron present in other vegetables (thanks to the vitamin C content).

# Why seasonality is important

### TASTE AND PROPERTY Fruit and vegetables that are grown and

**ENVIRONMENT AS WELL** 

matured in natural seasonal light are rich in taste and nutritional properties, compared to those grown in greenhouses or from other countries. LESS COSTS... MORE ADVANTAGES FOR THE

### Seasonal products travel short distances

to get from the place of production to our tables, they require less costs for growth, less pesticide treatments and storage: therefore they are cheaper and have less environmental impact.

### **VARIABILITY = MORE PROPERTIES!** Respecting the season has the advantage of

allowing a good variability in the consumption of fruit and vegetables, since each season has its own products with the best properties for our health: just think of summer watermelons, refreshing and thirst-quenching, or citrus, rich in vitamin C and therefore perfect for the cold season.



In addition to respecting the seasonality, a trick to ensure a varied supply of valuable nutrients for the body is to vary the colour of fruit and vegetables that we eat.

pressure

categories, each of which has a different substance content with protective properties for the whole body.

Fruits and vegetables are divided into 5 colour

**RED** protects blood vessels, the immune system, contains antioxidants

GREEN contributes to the normal energy metabolism, to the reduction of fatigue, to the

YELLOW/ORANGE contributes to iron metabolism and protects the skin and eyesight

functioning of the nervous and muscular systems

**BLUE/PURPLE** maintains good health of the blood system and is rich in antioxidants

**WHITE** contributes to the functioning of the nervous system, muscles, maintains normal blood