



## National Fruits & Veggies Month Social Media Toolkit

September is National Fruits & Veggies Month (NFVM), meaning it’s the perfect time to promote the benefits of fruits and vegetables. In this document, the American Frozen Food Institute (AFFI) provides fast facts about frozen fruits and veggies, helpful links and easy-to-use social media content. Get engaged! Use the content below and #nfvm2024 to join the conversation. You can also find us on [X](#) and [LinkedIn](#).

### Contents

Fast Facts: .....	2
Links: .....	3
Social Media Content: .....	4

## National Fruits & Veggies Month - September 2024

### Key Facts About Frozen Fruits and Vegetables, Social Media Content and Graphics

#nfvm2024

#### Fast Facts:

- There is a produce consumption crisis in the United States. Only [one in 10](#) adults are eating the recommended servings of fruits and vegetables a day and nearly half of all children ages 1-5 don't eat a [single vegetable](#) on a daily basis.
- Frozen food makes consumption easier! [Research finds](#) that consumers who eat frozen fruits and vegetables eat more total fruits and vegetables than others.
- Frozen produce comes peeled and chopped, making it even easier for families to add in fruits and vegetables at mealtime.
- The [vast majority](#) (86%) of U.S. households agree that having frozen fruits and vegetables on hand makes it easier to eat more produce.
- Frozen fruits and vegetables have a long shelf life, thus reducing the risk for spoilage and food waste. This provides both environmental and financial benefits.
- Frozen fruits and vegetables have the [same nutrition](#) as fresh produce. Fruits and vegetables are frozen within hours of harvest and the quick-freezing process locks in nutrients.

## **National Fruits & Veggies Month - September 2024**

### **Key Facts About Frozen Fruits and Vegetables, Social Media Content and Graphics**

**#nfvm2024**

#### Links:

Visit [www.frozenadvantage.org](http://www.frozenadvantage.org) for a library of information on how frozen fruits and vegetables help increase produce consumption. Specific resources include:

- How Frozen Food Supports Produce Consumption - <https://frozenadvantage.org/benefits/produce-consumption/>
- How Frozen Food Supports Food and Nutrition Equity - <https://frozenadvantage.org/benefits/nutrition-equity/>
- How Frozen Food Reduces Food Waste - <https://frozenadvantage.org/benefits/less-waste/>
- Survey on Fruit and Vegetable Consumption - <https://frozenadvantage.org/consumers-agree-its-easier-to-eat-more-produce-and-reduce-food-waste-with-frozen-fruits-and-vegetables-on-hand/>

## National Fruits & Veggies Month - September 2024



### Key Facts About Frozen Fruits and Vegetables, Social Media Content and Graphics

#nfvm2024

#### Social Media Content:

Throughout September, we encourage you to repurpose the below draft social media posts with the hashtag #nfvm2024.

**FIND ALL DOWNLOADABLE ASSETS BY [CLICKING HERE.](#)**

ACCESS	
<p>This #NationalFruitsandVeggiesMonth, remember to turn to the frozen food aisle to help bump up produce consumption. Access to multiple formats of fruits and veggies can make produce consumption easier. Learn more: <a href="https://frozenadvantage.org/benefits/nutrition-equity/">https://frozenadvantage.org/benefits/nutrition-equity/</a> #nfvm2024</p>	 <p>Did You Know?</p> <p><b>Access to multiple formats of fruits and vegetables can help increase produce consumption.</b></p> <p>Image link: <a href="https://www.dropbox.com/scl/fi/v46c95cptrclrohs0qv9c/Did-You-Know-Access.jpg?rlkey=835p3kumivd8cvk93bsp36nbw&amp;st=jh531nke&amp;dl=0">https://www.dropbox.com/scl/fi/v46c95cptrclrohs0qv9c/Did-You-Know-Access.jpg?rlkey=835p3kumivd8cvk93bsp36nbw&amp;st=jh531nke&amp;dl=0</a></p>
<p>You can celebrate National Fruit and Veggies Month year-round with frozen food. Frozen produce is as rich in nutrients as non-frozen, available 365 days a year and easy to prepare! #nfvm2024 <a href="https://frozenadvantage.org/benefits/nutrition-equity/">https://frozenadvantage.org/benefits/nutrition-equity/</a></p>	 <p><b>Only 1 in 10 Americans</b> eat the recommended number of servings of fruits and vegetables.</p> <p><b>Increased access to frozen produce can help.</b></p> <p>Image link: <a href="https://www.dropbox.com/scl/fi/ioegp6jrtukt7jp2g2q7g/Produce-Consumption-Crisis-Graphic.jpg?rlkey=kttbaj69qwpvnhfm1bbtnb6el&amp;st=pvym5kjb&amp;dl=0">https://www.dropbox.com/scl/fi/ioegp6jrtukt7jp2g2q7g/Produce-Consumption-Crisis-Graphic.jpg?rlkey=kttbaj69qwpvnhfm1bbtnb6el&amp;st=pvym5kjb&amp;dl=0</a></p>

## National Fruits & Veggies Month - September 2024

### Key Facts About Frozen Fruits and Vegetables, Social Media Content and Graphics

#nfv2024

Fruit and Veggie Fact: Frozen fruits and vegetables make it easier for SNAP-eligible families to eat more produce. #nfv2024

<https://frozenadvantage.org/benefits/produce-consumption/>



Image link:

<https://www.dropbox.com/scl/fi/h33lfxu9l7dmquvzdkga7/SNAP-Access.jpg?rlkey=3k6bxgk2ny4gm8hvl9whuolcm&st=0gm8hrkp&dl=0>

## National Fruits & Veggies Month - September 2024

### Key Facts About Frozen Fruits and Vegetables, Social Media Content and Graphics

#nfvm2024

FIND ALL DOWNLOADABLE ASSETS BY [CLICKING HERE](#).

#### NUTRITION

Quick Tip: You can celebrate National Fruits and Veggies Month year-round with frozen food. They're as rich in nutrients as non-frozen, available 365 days a year and easy to prepare! Learn more:

<https://frozenadvantage.org/benefits/produce-consumption/> #nfvm2024



Image link:

<https://www.dropbox.com/scl/fi/enneaexj3hkInt0grljl/365-Nutrition.jpg?rlkey=351y3kdnqit55u6qao0x5dg3&st=tmv85frd&dl=0>

MYTH ❌ Frozen fruits and veggies aren't as nutritious as fresh.

FACT ✅ There is no nutritional difference between frozen produce and non-frozen, plus it lasts longer! Enjoy your frozen produce during National Fruits and Veggies Month!

<https://frozenadvantage.org/benefits/produce-consumption/> #nfvm2024



Image link:



<https://www.dropbox.com/scl/fi/c24b2vxm5dqtnvg2sidxdu/Myth-Vs-Fact-Nutrition.jpg?rlkey=7ko9v28hr27xkeeaj0jwnfc8a&st=tnhb8pnh&dl=0>

# National Fruits & Veggies Month - September 2024

## Key Facts About Frozen Fruits and Vegetables, Social Media Content and Graphics

#nfv2024

FIND ALL DOWNLOADABLE ASSETS BY [CLICKING HERE](#).

FOOD WASTE	
<p>Looking to cut down on costs while enjoying more produce? #Frozenfood helps families save money thanks to the reduced risk of spoilage. Consider frozen during National Fruits and Veggies Month. Learn more: <a href="https://frozenadvantage.org/benefits/less-waste/">https://frozenadvantage.org/benefits/less-waste/</a> #nfv2024</p>	 <p>86% of SNAP-eligible shoppers said they cannot afford to waste food. <i>Frozen food helps them save money thanks to reduced risk of spoilage.</i></p> <p>Image link: <a href="https://www.dropbox.com/scl/fi/o0hg3i29d0t3inyam49mj/SNAP-Food-Waste.png?rlkey=dkzzpnyti522ggdce0xtexk0y&amp;st=1jl3csis&amp;dl=0">https://www.dropbox.com/scl/fi/o0hg3i29d0t3inyam49mj/SNAP-Food-Waste.png?rlkey=dkzzpnyti522ggdce0xtexk0y&amp;st=1jl3csis&amp;dl=0</a></p>
<p>Fruit and Veggie Hack: Struggling to cut back on #foodwaste but still eat more fruits and veggies? Frozen food locks in the nutrition and quality of your favorite produce, reducing spoilage and waste opportunities. Discover the facts: <a href="https://frozenadvantage.org/benefits/less-waste/">https://frozenadvantage.org/benefits/less-waste/</a> #nfv2024</p>	 <p><b>FROZEN FIGHTS FOOD WASTE</b></p> <p>Turn to the freezer to fight food waste! <b>Freezing is nature's pause button.</b> It keeps food from spoiling and can prevent food from being thrown away.</p> <p>frozenadvantage.org   #FrozenAdvantage</p> <p>Image link: <a href="https://www.dropbox.com/scl/fi/bafqm922mimd n9zpuxr5m/Nature-s-Pause-Button.png?rlkey=vmsdd62prswrk4561efgu5xs3&amp;st=fpbt51bx&amp;dl=0">https://www.dropbox.com/scl/fi/bafqm922mimd n9zpuxr5m/Nature-s-Pause-Button.png?rlkey=vmsdd62prswrk4561efgu5xs3&amp;st=fpbt51bx&amp;dl=0</a></p>