

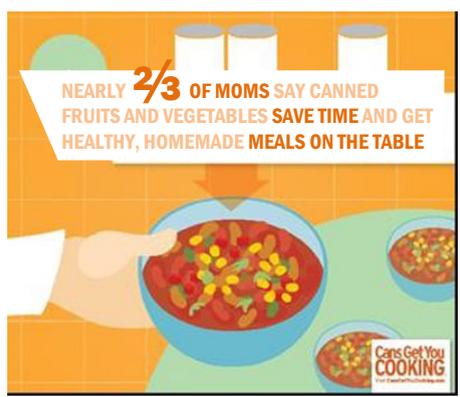
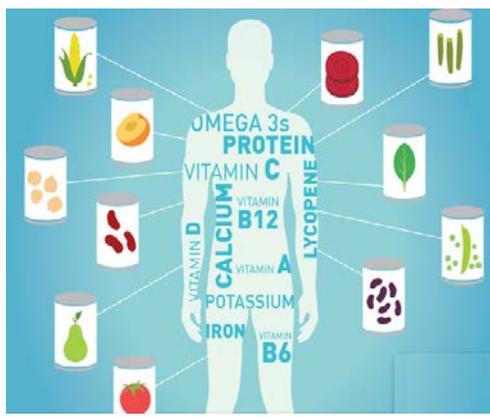
WIC participants are not getting enough fruits and vegetables in their diets. Canned fruits and vegetables offer a solution as they are as nutritious, economic and easily accessible.

CANNED FOODS Keys to Nutrition

According to the Dietary Guidelines for Americans (DGA), all forms of foods, including fresh, canned, dried and frozen, can be included in healthy eating patterns.¹⁰

When canned produce is incorporated into diets, people tend to eat more fruits and vegetables.¹¹

Children and adults who consume canned foods have overall better diet quality and greater fruit, vegetable, dairy and protein intake.



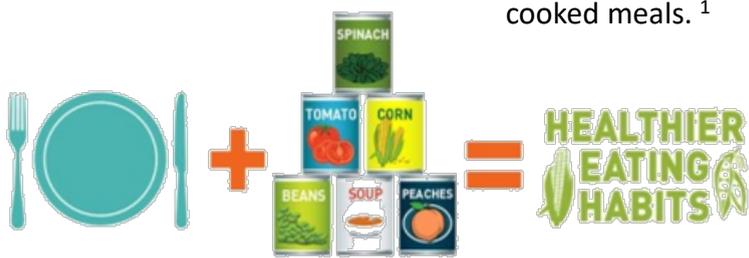
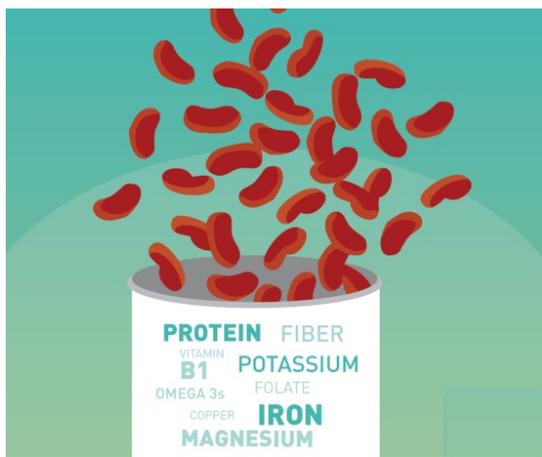
Research shows that adults and children who ate six or more canned food items over a two-week period were more likely to meet or exceed their recommended daily allowance (RDA) for 17 essential nutrients, including potassium, calcium and fiber, than those who ate one to two canned food items over the same timespan.¹²

A survey showed that nearly two-thirds of moms believe canned fruits and vegetables save time and help get a healthy, homemade meal on the table.²

Inclusion of canned legumes can increase intake of priority nutrients for WIC participants including fiber, potassium, and folate.⁶

Canned foods provide essential nutrients, and canned fruits and vegetables do not contribute high amounts of sodium and sugar to the diet.^{10,11}

Registered dietitians rate canned foods as important in helping both themselves (81%) and their clients (89%) prepare nutritious and affordable home cooked meals.¹



WIC and Canned Foods Nutritious, Economic and Accessible

CANNED FOODS Provide Key Economic Benefits

Access to affordable nutrition is vital for the 42.2 million Americans that live in food insecure households, including 29.1 million adults and 13.1 million children.⁴

Health professionals and food service workers agree canned foods play an important role in supplemental food programs, such as WIC, SNAP and snack programs for school.^{6,7}

Canned foods are an important source of key vitamins and nutrients for people who live on restricted incomes and government assistance.⁸

As some canned vegetables and fruit options are more economical than fresh, canned produce can increase the purchasing power of Cash Value Vouchers for WIC participants.

An adult woman can prepare a week's worth of healthy meals largely consisting of canned foods for \$8.29 a day, on average, which falls within the USDA's Moderate Food Cost Plan.³

CANNED FOODS Provide Accessibility

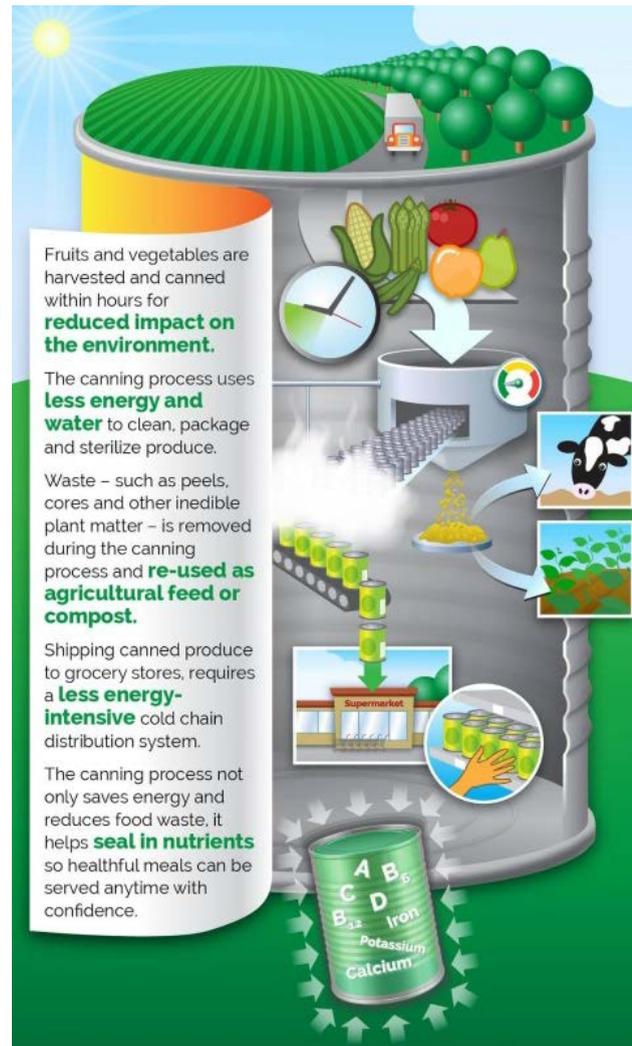
The use of canned fruits and vegetables may improve the availability of a variety of fruits and vegetables across the seasons for the nearly one in four U.S. households with children participating in the WIC program.^{6,7}

A pantry of canned fruits and vegetables can help consumers serve up the recommended 42 cups of fruit and 53 cups of vegetables a family of four needs weekly.¹⁴

Canned food is easily stored, which is important for the 19 million Americans that live in food deserts.⁵

FOR LINKS TO SOURCES GO TO

<http://www.cancentral.com/WICcannedfoodSOURCES>



Can Manufacturers Institute (CMI) is the national trade association of the metal can manufacturing industry and its suppliers in the United States. The can industry accounts for the annual domestic production of approximately 124 billion food, beverage and other metal cans; which employs more than 28,000 people with plants in 33 states, Puerto Rico and American Samoa; and generates about \$17.8 billion in direct economic activity. CMI members are committed to providing safe, nutritious and refreshing canned food and beverages to consumers.