

Title Marketing produce to American consumers

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Abstract

An unhealthy food environment in the United States has contributed to a caloric imbalance which has been linked to the growing obesity problem in the United States today. During the past 20 years there has been a dramatic increase in obesity in the United States. Currently, about 65% of American adults are either overweight or obese. An increasing incidence of obesity is also seen in children and adolescents. Public health professionals have tried to address obesity problem in several ways, including efforts to promote fruit and vegetable consumption among American consumers. This presentation will provide an overview of the efforts of various groups including government, the scientific community, the food industry, and local groups to promote produce consumption. Recent trends in produce consumption in the U.S. will also be reviewed.