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## **AFFI Commends Administration for Including All Forms of Fruits and Vegetables in New *Dietary Guidelines for Americans***

**McLean, VA** – [American Frozen Food Institute](#) (AFFI) Interim President Joseph Clayton today commended the U.S. Department of Agriculture (USDA) and U.S. Department of Health and Human Services (HHS) for recommending all forms of fruits and vegetables in the 2015 *Dietary Guidelines for Americans* (DGAs) without limiting language.

The *Dietary Guidelines for Americans* are published every five years to reflect the most current nutrition science and have an important role in guiding federal nutrition policy.

“AFFI applauds the administration for recognizing the benefits of all forms of fruits and vegetables – frozen, fresh, canned, dried and 100 percent juice – in achieving and maintaining healthy dietary patterns. The *Dietary Guidelines for Americans* have a broad reach and it is important they reflect sound science.

“As confirmed by Frozen Food Foundation-commissioned nutritional studies conducted by the Universities of Georgia (UGA) and California Davis (UC Davis), frozen fruits and vegetables are as rich in nutrients, and often more so, than fresh stored produce.

“[A recent study](#) by the Produce for Better Health Foundation found that government guidelines reinforcing the healthfulness of all forms of fruits and vegetables positively impact consumers’ perceptions of packaged fruits and vegetables, which include frozen, canned, dried and 100 percent juice products. We are pleased that the administration is encouraging Americans to utilize a full range of fruits and vegetables through inclusive language in the new DGAs.”

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*The American Frozen Food Institute is the national trade association promoting and representing the interests of all segments of the frozen food and beverage industry. AFFI works to foster industry development and growth, and advocates before legislative and regulatory entities on the industry’s behalf. More information can be found at [www.affi.org](http://www.affi.org).*