

Would you like some more?

For more information about this campaign, please contact:

5 a day

Krebsliga Schweiz

Effingerstrasse 40, Postfach, 3001 Bern, Switzerland

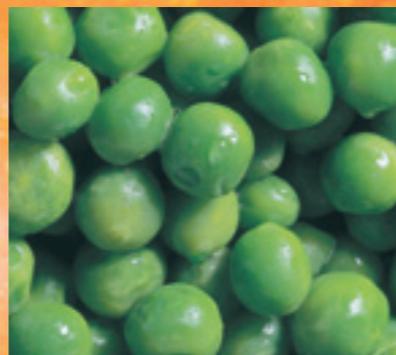
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5 a day – a campaign to promote eating more vegetables and fruits – brought to you by the Swiss Cancer League – Health Promotion Switzerland – Federal Office of Public Health



How much fruit and veg do you eat?

You're on board with just 5 portions of fruit and vegetables a day!

For more free flyers please contact:

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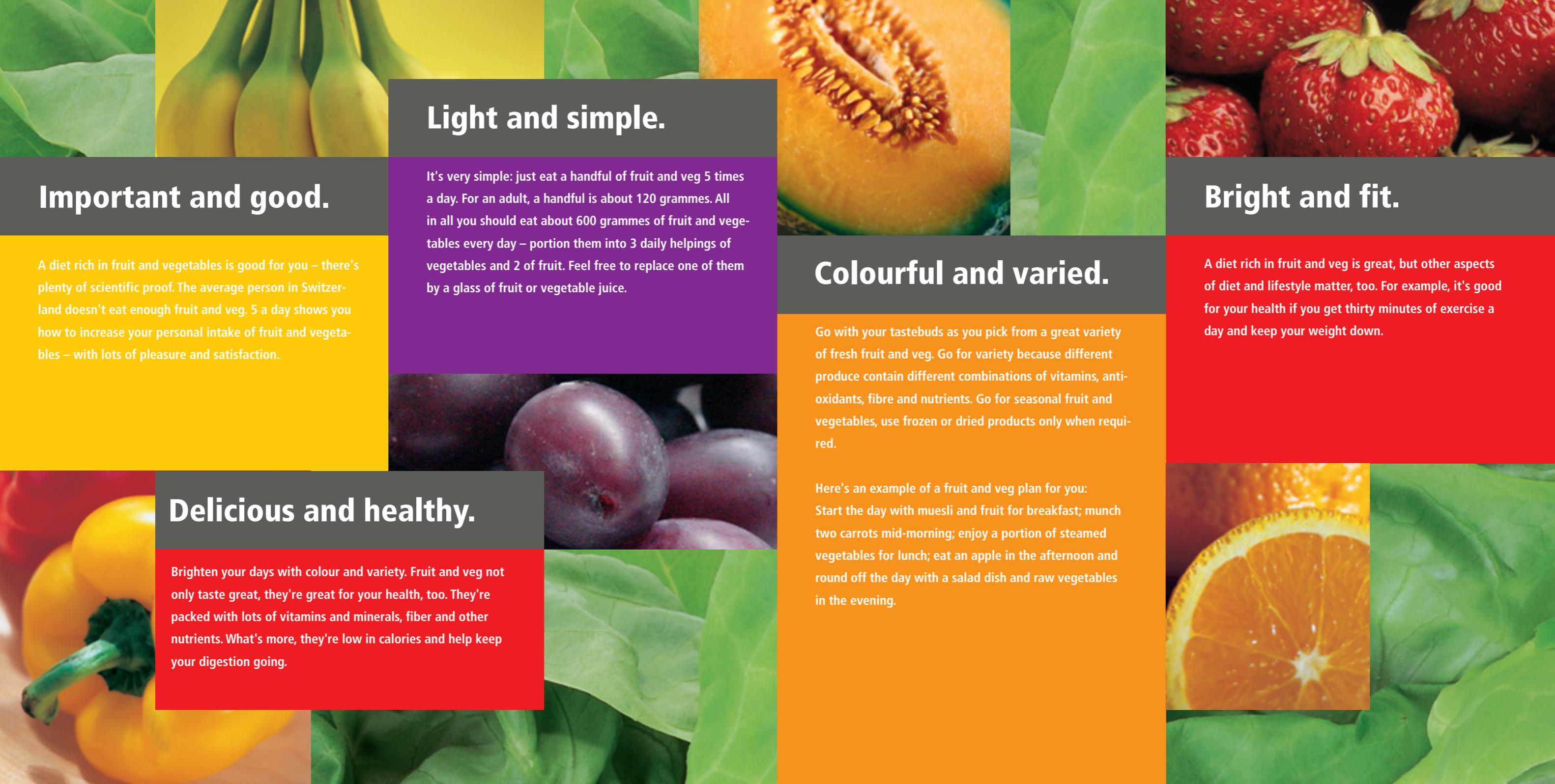
E-Mail shop@swisscancer.ch

Versand KLS

Postfach 110, 3766 Boltigen, Switzerland

This flyer is also available in German, French, Italian, Albanian, Portuguese and Serbian/Croat/Bosnian.

Ref.: KLS / 08.2008 / 5000 E / 4625



Important and good.

A diet rich in fruit and vegetables is good for you – there's plenty of scientific proof. The average person in Switzerland doesn't eat enough fruit and veg. 5 a day shows you how to increase your personal intake of fruit and vegetables – with lots of pleasure and satisfaction.

Light and simple.

It's very simple: just eat a handful of fruit and veg 5 times a day. For an adult, a handful is about 120 grammes. All in all you should eat about 600 grammes of fruit and vegetables every day – portion them into 3 daily helpings of vegetables and 2 of fruit. Feel free to replace one of them by a glass of fruit or vegetable juice.

Delicious and healthy.

Brighten your days with colour and variety. Fruit and veg not only taste great, they're great for your health, too. They're packed with lots of vitamins and minerals, fiber and other nutrients. What's more, they're low in calories and help keep your digestion going.

Bright and fit.

A diet rich in fruit and veg is great, but other aspects of diet and lifestyle matter, too. For example, it's good for your health if you get thirty minutes of exercise a day and keep your weight down.

Colourful and varied.

Go with your tastebuds as you pick from a great variety of fresh fruit and veg. Go for variety because different produce contain different combinations of vitamins, antioxidants, fibre and nutrients. Go for seasonal fruit and vegetables, use frozen or dried products only when required.

Here's an example of a fruit and veg plan for you: Start the day with muesli and fruit for breakfast; munch two carrots mid-morning; enjoy a portion of steamed vegetables for lunch; eat an apple in the afternoon and round off the day with a salad dish and raw vegetables in the evening.