



P.A.C.K.!

PACK ASSORTED COLORS FOR KIDS!



February 27, 2018

Dear Parents/Guardians,

Our school is excited to be participating in a national healthy-eating initiative called P.A.C.K.—Pack Assorted Colors for Kids. This fun and educational program is aimed at encouraging kids to eat more fruit and vegetables. With the support of Fruits and Veggies—More Matters® and your school nutrition department, your child’s school is getting kids excited about living a healthy lifestyle—not only in school but in everything they do!

Whenever you can, dazzle your kids with color! Eating fruits and veggies in a variety of colors—red, green, yellow, blue, purple, white, and orange—not only provides eye candy for your kids but mixing things up also gives them a broad range of nutrients. So “think variety, think color” and everybody wins!

The focus of P.A.C.K. is on eating a wide variety of colorful fruits and vegetables. Each day of the school week has been assigned a different color, and we’re asking you to pack a fruit or vegetable (or both!) in your child’s lunchbox based on the color of the day. Remember that all forms of fruits and vegetables count—fresh, frozen, canned, dried, and 100% juice. Your school nutrition department will be participating as well! Here are the days of P.A.C.K.:

March 12

MONDAY is ...

Pack PURPLE/BLUE Day



March 13

TUESDAY is ...

Pack WHITE/TAN/BROWN Day



March 14

WEDNESDAY is ...

Pack RED Day



March 15

THURSDAY is ...

Pack YELLOW /ORANGE Day



March 16

FRIDAY is ...

Pack GREEN Day



The concept of eating a rainbow of colors at each meal can be applied to every other week of the year! Try and make half your plate fruits and vegetables at every meal. There are lots of ways to be creative and pack more healthy fruits and vegetables into your child’s day. For more tips, recipes, and ways to enjoy your fruits and vegetables, visit www.FruitsAndVeggiesMoreMatters.org.

Please join us as we celebrate P.A.C.K. and Fruits and Veggies—More Matters!

In Good Health!

Produce for Better Health Foundation and Welch’s

PACK MORE FRUITS & VEGGIES INTO EACH DAY!