

Serving Size Misconceptions

Many underestimate the amount of food eaten and overestimate the recommended portion sizes

Portion: Amount of food you choose to eat for meals or snacks

Serving: Amount of food experts recommend you eat

Fruits and Vegetables

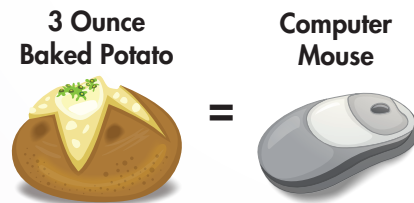
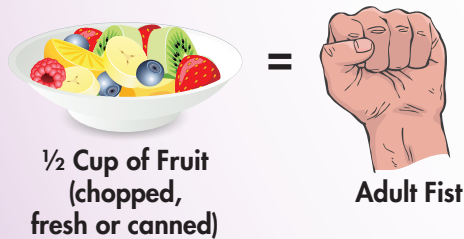
The USDA recommends:

- Eating at least 8-10 servings (half of your plate) of fruits and vegetables daily as part of a 2,000 calorie diet.



2 in 10 reported eating fruits and vegetables \geq 5 times daily (CDC, 2009)

Visualize a serving size with these everyday items



Source: CDC, 2009 report on fruit and vegetable consumption
For more information on daily number of servings for each calorie group check:
www.cnpp.usda.gov/sites/default/files/dietary_guidelines_for_americans/PolicyDoc.pdf
and www.choosemyplate.gov



State of Illinois
Illinois Department of Public Health