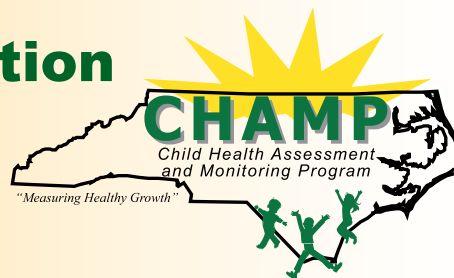


Fruit and Vegetable Consumption Among Children:

North Carolina 2009

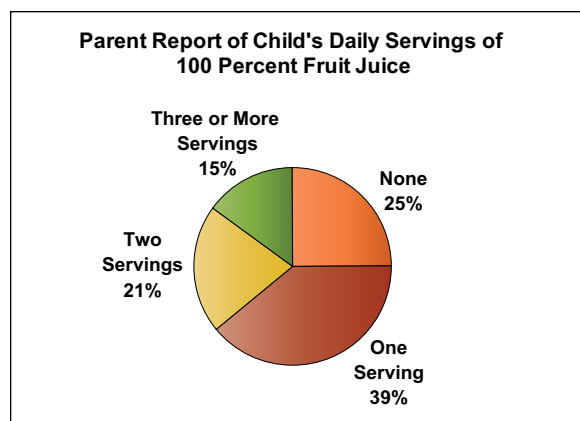
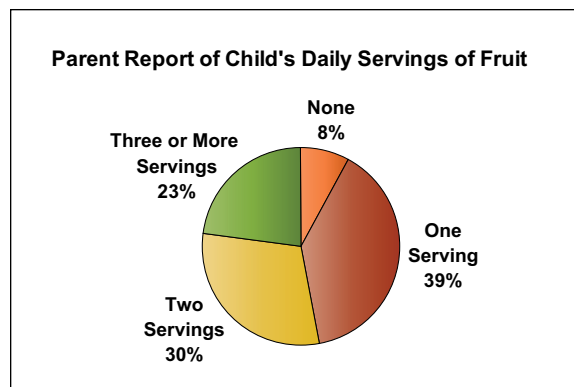


July 2010

The USDA recommends five to 13 daily servings of fruits and vegetables depending on age and activity level, or about two cups of fruit and two and one-half cups of vegetables a day.¹ However, estimates of consumption patterns suggest that many children fall short of these recommendations.

Daily Servings of Fruit

Twenty-three percent of parents surveyed in North Carolina reported that their child (age one to 17 years) ate three or more servings of fruit a day.² Thirty-percent reported their child ate two servings of fruit a day, 39 percent reported their child ate one serving of fruit a day, and 8 percent reported that their child did not eat any fruit. Daily servings of fruit varied by the child's age: children 10 years and younger were more likely to eat three or more servings of fruit a day (29% [CI 25–32]³) compared to children 11 to 13 years (18% [CI 12–23]) and 14 to 17 years (14% [CI 10–17]).

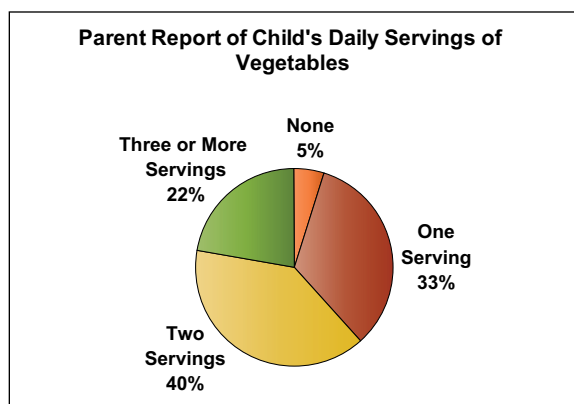


Daily Servings of 100 Percent Fruit Juice

Fifteen percent of parents reported that their child drank three or more servings of 100 percent fruit juice a day; 21 percent reported their child had two or more servings, 39 percent reported their child had one serving a day, and 25 percent reported that their child did not drink 100 percent fruit juice on a daily basis. Daily servings of 100 percent fruit juice varied by child age and race. Children four years and younger were more likely to drink three or more servings of fruit juice a day (26% [CI 21–31]) compared to children five years and older (11% [CI 9–13]). Black non-Hispanics were more likely to drink three or more servings of fruit juice a day (25% [CI 19–32]) compared to white non-Hispanics (11% [CI 9–13]) and other racial groups (17% [CI 11–22]).

Daily Servings of Vegetables

Twenty-two percent of parents reported that their child ate three or more servings of vegetables a day, 40 percent reported their child ate two servings of vegetables, 33 percent reported their child ate one serving of vegetables a day, and 5 percent reported that their child did not eat vegetables on a daily basis.

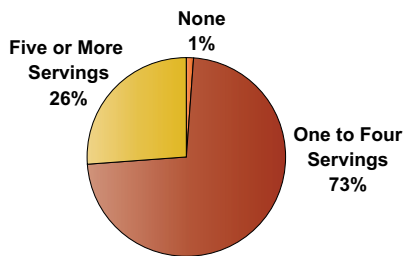


¹ U.S. Department of Agriculture, Dietary Guidelines for Americans 2005

² The North Carolina Child Health Assessment and Monitoring Program (NC CHAMP) is a surveillance system that collects information about the health characteristics of children from birth to age 17. This fact sheet includes data collected in 2009 on 2,261 parental surveys of children ages 1 to 17 years. For further information about NC CHAMP, please visit www.schs.state.nc.us/SCHS/champ.

³ CI = 95% confidence interval.

Parent Reports of Child's Daily Servings of Fruit and Vegetables (Not Including Servings of 100 Percent Fruit Juice)



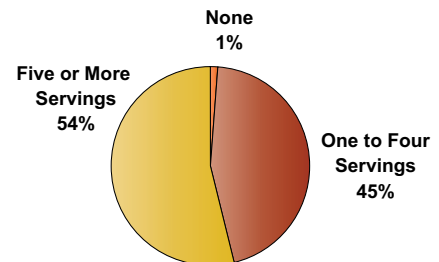
Daily Servings of Fruit and Vegetables (Not Including 100 Percent Fruit Juice)

By combining parent reports of servings of fruit and servings of vegetables, a fruit and vegetable index can be calculated. Less than 1 percent of parents reported that their child did not eat any fruit and/or vegetables; 73 percent of parents reported that their child ate one to four servings of fruit and/or vegetables a day; and 26 percent of parents reported that their child ate five or more servings of fruit and/or vegetables a day. Daily servings of fruit and/or vegetables varied by child age: children 10 years and younger were more likely to have five or more servings of fruit and/or vegetables a day (30% [CI 26–33]) compared to children 11 to 13 years (22% [CI 16–28]) and 14 to 17 years old (19% [CI 15–23]).

Daily Servings of Fruit, 100 Percent Fruit Juice and Vegetables

Parent reports of servings of fruit, 100 percent fruit juice and servings of vegetables were combined to calculate a fruit, 100 percent fruit juice and vegetable index. Less than 1 percent of parents reported that their child did not have any fruit, 100 percent fruit juice and/or vegetables on a daily basis; 45 percent of parents reported that their child had one to four servings of fruit, fruit juice and/or vegetables a day; and 54 percent of parents reported that their child had five or more servings of fruit, fruit juice and/or vegetables a day. Daily servings of fruit, fruit juice and/or vegetables varied by child age: children four years and younger were more likely to have five or more servings of fruit, fruit juice and/or vegetables a day (66% [CI 60–72]) compared to older children; children five to 10 years (58% [CI 53–63]) were also more likely to have five or more servings compared to children 11 to 17 years old (44% [CI 40–49]).

Parent Reports of Child's Daily Servings of Fruit, 100 Percent Fruit Juice and Vegetables



Key Findings:

- One of four children (ages 1 to 17 years) consume five or more servings of whole fruit and/or vegetables a day.
- Just over half (54%) of children consume five or more servings of fruit and/or vegetables when including servings of 100 percent fruit juice.
- Younger children (10 years and under) are more likely to consume more servings of fruit and/or vegetables a day compared to older children (11 to 17 years).