

Fruits and Veggies. Good Choice!

2008 Fruits & Veggies. Good Choice! campaign

This year the Hawaii State Department of Health (DOH) is working with six locally owned grocery store partners on the 2008 Fruits and Veggies. Good Choice! campaign. The statewide education campaign is designed to encourage Hawaii's residents to eat one more serving of fruit and one more serving of veggies everyday.

With the assistance of the Hawaii Food Industry Association, the DOH solicited grocery store partners that would provide special discounts to the public on fresh, canned or frozen fruits and vegetables. As a result, Don Quijote, Down to Earth, KTA Super Stores, Pukalani Superette, Puna Fresh Foods, and Times Super Markets signed on to further promote the campaign message, as well as, coordinate special events to promote the consumption of fruits and veggies during the campaign.

Don Quijote (4 locations on Oahu)
 Down to Earth (6 locations on Oahu & Maui)
 KTA Super Stores (6 locations on the Big Island)
 Pukalani Superette (1 store in Maui)
 Puna Fresh Foods Island Market (1 store on the Big Island)
 Times (12 locations on Oahu)

"We are grateful for the support of our local partnering grocery stores," said Director of Health Chiyome Fukino, M.D. "Partners' in-store signage, special discounts and special events on fruits and vegetables will help remind consumers when they are in the super market to include fruits and vegetables in their purchases."

"There is compelling evidence that shows increasing fruit and vegetable intake by as little as one serving per day can have a real impact on heart disease risk," stated Deputy Director of Health Morgan Barrett, M.D. "In Hawaii, where heart disease continues to be the leading cause of death, this campaign is a much needed call to action that educates our residents on making healthy choices that can have positive health impacts."

"It's easy to eat just one more serving of fruit and one more serving of vegetables," stated Lt. Governor James "Duke" Aiona, Jr. "Fresh fruit instead of pastries, tossed salad instead of mac, and crunchy veggies instead of chips . . . these are all good choices we can make everyday."

2007 Fruits & Veggies Good Choice! Campaign

On June 25, 2007, the Dept. of Health Healthy Hawaii Initiative launched the Fruits and Veggies. Good Choice! education campaign, designed to get Hawaii's residents to eat one more serving of fruit and one more serving of vegetables every day.

Fruits and Veggies Campaign Press Release

TV Ads

Backyard BBQ (3MB)
Super Market (3MB)
Lunch Wagon (3MB)

Mall Ads

Fruit Mo' Better!
Veggies Mo' Better!