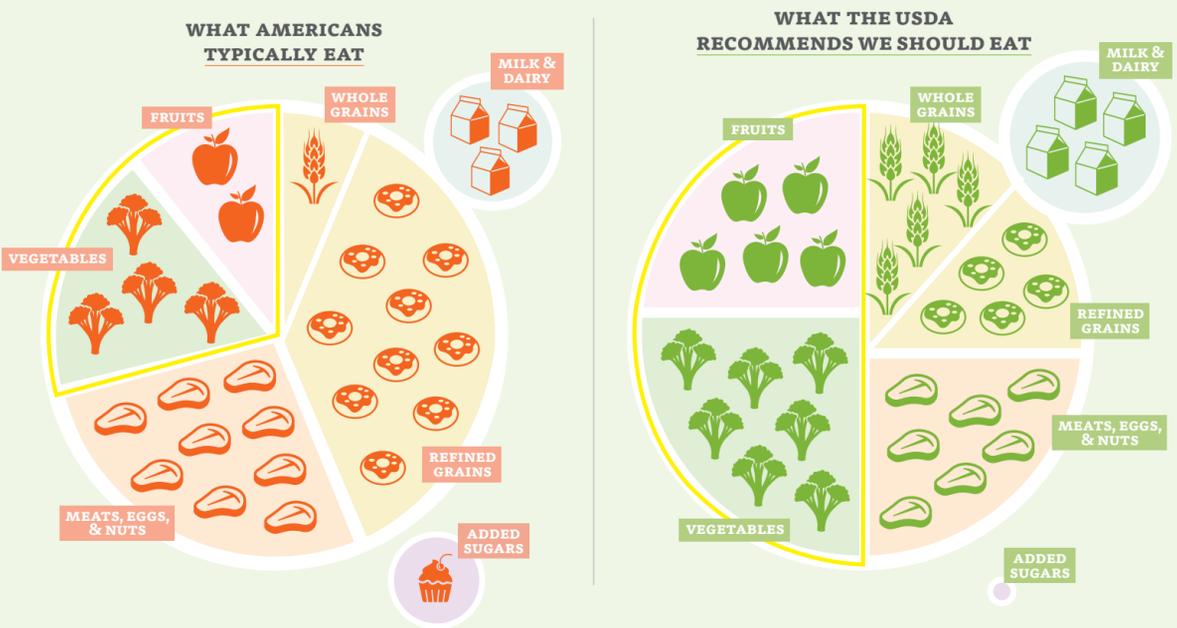


Plant the Plate



1. Americans don't eat enough fruits and vegetables.

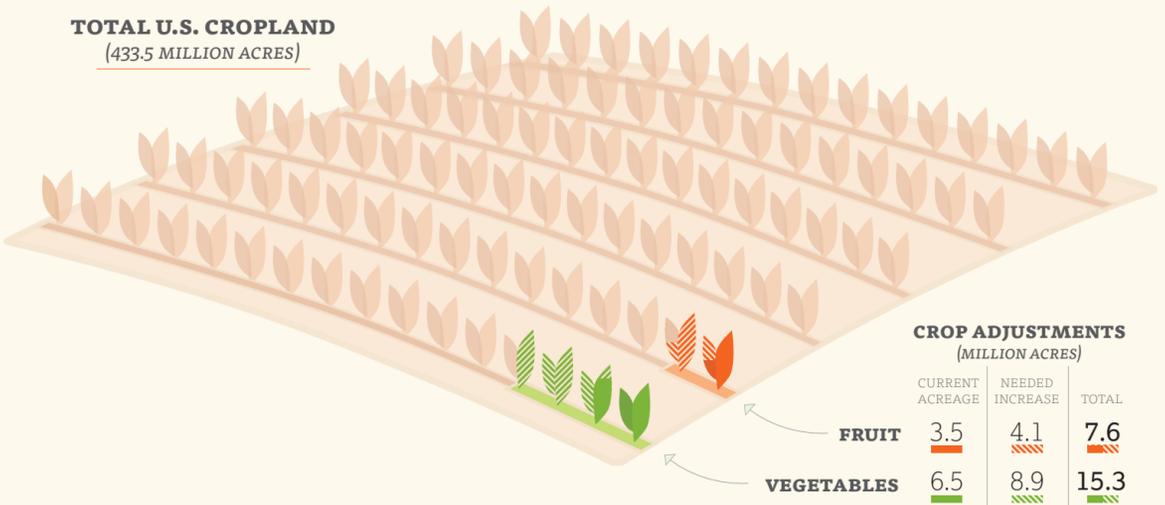
Americans eat **far fewer** fruits and vegetables and **far more** refined grains and added sugars than recommended by USDA dietary guidelines.



2. American farmers could grow the additional fruits and vegetables we need.

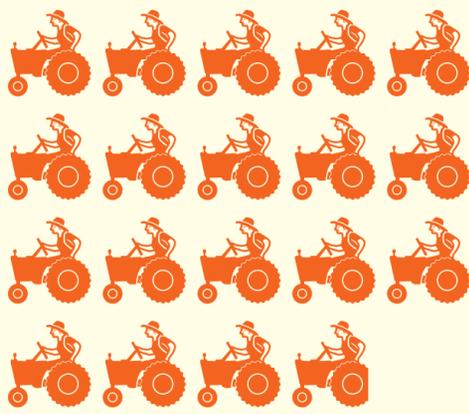
U.S. agriculture could meet **increased demand** for fruits and vegetables by **growing more** of these healthy foods. The needed increase would be **small** compared to total U.S. farm acreage.

TOTAL U.S. CROPLAND
(433.5 MILLION ACRES)



3. Increasing fruit and vegetable production could bring important benefits to local economies.

Increased public support for local food systems would have a **significant positive impact** on job creation in regional economies. It would also make it **more possible** for Americans to eat **enough fruits and vegetables** to meet the USDA's dietary recommendations.



▲ 189,000 NEW JOBS IN LOCAL FOOD SYSTEMS



▲ \$9.5 billion INCREASED SALES OF HEALTHY FOOD



4. For America to grow more fruits and vegetables, local food systems need increased public support.

And the cost of this increased support is relatively **small** compared to current commodity crop subsidies.

Proposed Local Food Investment
(\$90 million)

Current Corn and Soybean Subsidies
(\$5.08 billion)