



# NEWS

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Commissioner of Health

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## **OC Department of Health and Associated Supermarkets Join for Launch of Healthy Eating Campaign**

**Goshen** – This January the Orange County Department of Health’s Healthy Orange program launched a new partnership with Associated Supermarkets in Newburgh to provide point-of-sale signage in order to highlight the benefits of healthy food items available in the supermarket, such as fruits and vegetables. This initiative is part of Healthy Orange’s on-going efforts to encourage a healthy lifestyle for Orange County residents.

The Healthy Orange logo, along with healthy eating tips, will be featured on signage throughout the store. The Healthy Orange campaign will kick off the point-of-sale initiative with informative magnetic signs placed in the produce area to emphasize the strong link between fruits and vegetables and good health. Fruits and vegetables provide a wealth of important vitamins and minerals, fiber, and other health-promoting components. “Improving ones consumption of fruits and vegetables may reduce the risk for stroke, heart disease, and some cancers, and may also be helpful in weight control,” remarked Dr. Jean M. Hudson, Orange County Commissioner of Health.

“According to the U.S. Department of Agriculture and the U.S. Department of Health and Human Services, very few Americans consume the amounts of produce recommended as part of healthy eating patterns; in fact, for almost all Americans ages two years and older, usual intake falls below recommended amounts,” added Dr. Hudson. “It’s important to note that the majority of our fruit intake should come from whole fruits, including fresh, canned, frozen, and dried forms, rather than from juice. The 2010 Dietary Guidelines also encourage us to fill half of our plate with fruits and vegetables.”

When in season, local Orange County produce will also be highlighted in Associated Supermarkets throughout this campaign. “Eating fresh fruit and vegetables from our Orange County farms is not only good for our health, but also beneficial to the local economy and the farmers who grow it. Plus, local produce is usually fresher as it is not subject to long distance shipping,” emphasized Orange County Executive Edward A. Diana.

Healthy Orange is an initiative of the Orange County Department of Health whose goal is to promote good nutrition, increased physical activity, and a tobacco-free lifestyle for Orange County residents and workers. These three goals are vital to reducing diseases such as obesity, heart disease, cancer, and other chronic diseases.

For more information regarding Department of Health programs, please call 845-291-2332 or visit the Health Department pages on the County website at [www.orangecountygov.com](http://www.orangecountygov.com).

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