



Deputy Secretary of Agriculture Russell C. Redding, right, congratulates Fred Funk, chairman of the Pennsylvania Vegetable Marketing and Research Program, on the successful launch of a new campaign to make Pennsylvanians more aware of the benefits of eating a variety of vegetables and fruits every day. One of the key benefits is helping to prevent several forms of cancer. Mike Zordich, strong safety for the Philadelphia Eagles, stars in a 60-second radio public service announcement currently being aired across the state. A star on the 1982 Penn State National Championship team, Zordich urges consumers to eat their "5 A Day."

Eagles, Steelers Join Cancer Society Promoting Pennsylvania Vegetables

HARRISBURG (Dauphin Co.) — What do the NFL, cancer, and Pennsylvania vegetables have in common?

"Everything," says Fred Funk, chairman of the Pennsylvania Vegetable Marketing and Research Program. "NFL trainers report that many top pro football players eat up to 12 servings a day of vegetables and fruits as part of their training diet. And the American Cancer Society has found that eating a variety of vegetables and fruits helps reduce cancer. So, we think there's a natural tie-in."

That's why the Pennsylvania Division of the American Cancer Society and the Pennsylvania Vegetable Marketing and Research Program have joined forces to help promote consumer awareness of Pennsylvania-grown vegetables as a healthy addition to their daily diet.

A highlight of this year's campaign are new radio public service announcements featuring two former Penn State stars — Mike Zordich of the Philadelphia Eagles and Darren Perry of the Pittsburgh Steelers. A key reason for spotlighting Zordich and Perry is to help make the public aware that many NFL players eat several servings of vegetables and fruits every day as part of their healthy training regimen.

The American Cancer Society recommends eating a variety of vegetables and fruits daily to help decrease the risk of several forms

of cancer, including lung, prostate, bladder, esophagus, colorectal, and stomach cancers. Most leading food and medical authorities recommend eating 5 servings a day of vegetables and fruits.

The Pennsylvania Campaign is also complementing the National 5 A Day Campaign, which runs through October, 1995. The National 5 A Day Campaign also features radio and TV PSAs starring well-known NFL coaches and players. "Take The 5 A Day Challenge!" is the theme for this third annual Campaign.

"Over 900 local farmers' markets will be helping in the statewide 5 A Day Campaign," according to Russell C. Redding, deputy secretary for the Pennsylvania Department of Agriculture. "In addition, supermarket chains like Giant, Weis Markets, Redner's, Fox's Markets, Sunnyway Foods, Food Rite and others will be actively promoting 5 A Day in the weeks ahead."

Efforts will focus on issuing a challenge to Pennsylvanians to track their consumption of 5 A Day vegetables," said Redding. "Once they discover the taste, ease, and convenience of increasing their vegetable and fruit consumption, we think they'll adopt the habit for life!"

In 1995, over 31,000 Pennsylvanians will die of cancer and another 71,000 will develop some form of cancer, according to The American Cancer Society. How-

ever, cancer is beatable. The survival rate for all cancers is approaching 50 percent in the United States. Researchers estimate that if everything known about the prevention of cancer was applied, up to two-thirds of cancers would not even occur. Eating more vegetables and fruits and high-fiber foods is one of the key health choices everyone can make to help prevent cancer.

In spite of dry weather in some areas of the state, the 1995 Pennsylvania vegetable crop should be adequate to meet consumer demand. Sweet corn, cantaloupes, tomatoes, cabbage, sweet peppers, broccoli, cauliflower, summer squash, zucchini, and watermelons will be among the locally-produced vegetables available at local farm markets and supermarkets this fall.

To help you get your "5 A Day," The American Cancer Society Cookbook offers many excellent recipes that are not only healthy but delicious as well. The Cookbook is available by calling your local branch of the American Cancer Society in the White Pages of your phone book, or toll free: 1-800-ACS-2345.



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