Fresh, Frozen, Canned and Dried – Why They All Work

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Whether they’re frozen, fresh, canned, or dried, all fruits and vegetables (including beans) count toward your daily amount.

Source: CDC
Fruit Equivalents...

- 1 medium piece
- ½ cup cut-up raw or cooked
- ¼ cup dried
- ½ cup 100% fruit juice

Source: CDC

Vegetable Equivalents...

- ½ cup cut-up raw or cooked
- ½ cup cooked dry beans or peas
- 1 cup leafy salad greens
- ½ cup 100% vegetable juice

Source: CDC
• All forms count

• Nutrient dense forms count more

Fruits & Veggies – More Matters™ Brand Guidelines

• Not too much added sugar/caloric sweeteners
• Not too much fat
• Not too much sodium
• Not too little fiber
Nutrient-dense foods are at the bottom. Choose more foods from the bottom.

Eat at the bottom of MyPyramid

- Apple pie
- Applesauce
- Raw apples
Nutrient Profile – Fruits and Vegetables

- Vitamin A
- Vitamin C
- Folate
- Dietary fiber
- Potassium

Source: USDA, MyPyramid

Nutrient Instability

- Vitamin A – acid, oxygen, light, heat
- Vitamin C – oxygen, light, heat
- Folate – acid, light
Water Solubility

- Vitamin C
- Folate
- Potassium

Factors Affecting Nutrients in Fruits and Vegetables

- Cultivar
- Growing conditions
- Post-harvest handling
- Preservation
- Storage
- Home preparation
Comparing Nutrient Content

- Fresh
- Canned
- Frozen
- Dried

Maximizing Nutrient Content

- Raw
- Canned
- Frozen
- Dried
Carolyn’s Conclusions

• Uncooked fruits/vegetables eaten soon after harvest have the highest nutrient content.

• Raw is not necessarily the most nutritious.

Carolyn’s Conclusions

• Vitamin losses during preparation/processing can range from 0 to 100% depending on conditions.

• Vitamin C is lost most readily.
Carolyn’s Conclusions

- Research is needed to compare the nutrient content of different forms of the same fruit/vegetable (raw, frozen, canned, dried).

- The most important consideration is nutrient content at time of consumption.

Factors Affecting Food Choices

- Taste
- Cost
- Convenience
- Nutrients
Eat a variety