

VIVA★FRESH™

PRESENTED BY  
TEXAS INTERNATIONAL PRODUCE ASSOCIATION

# CLEAN EATING CHALLENGE

2020 CLEAN EATING EVENT POLL RESULTS





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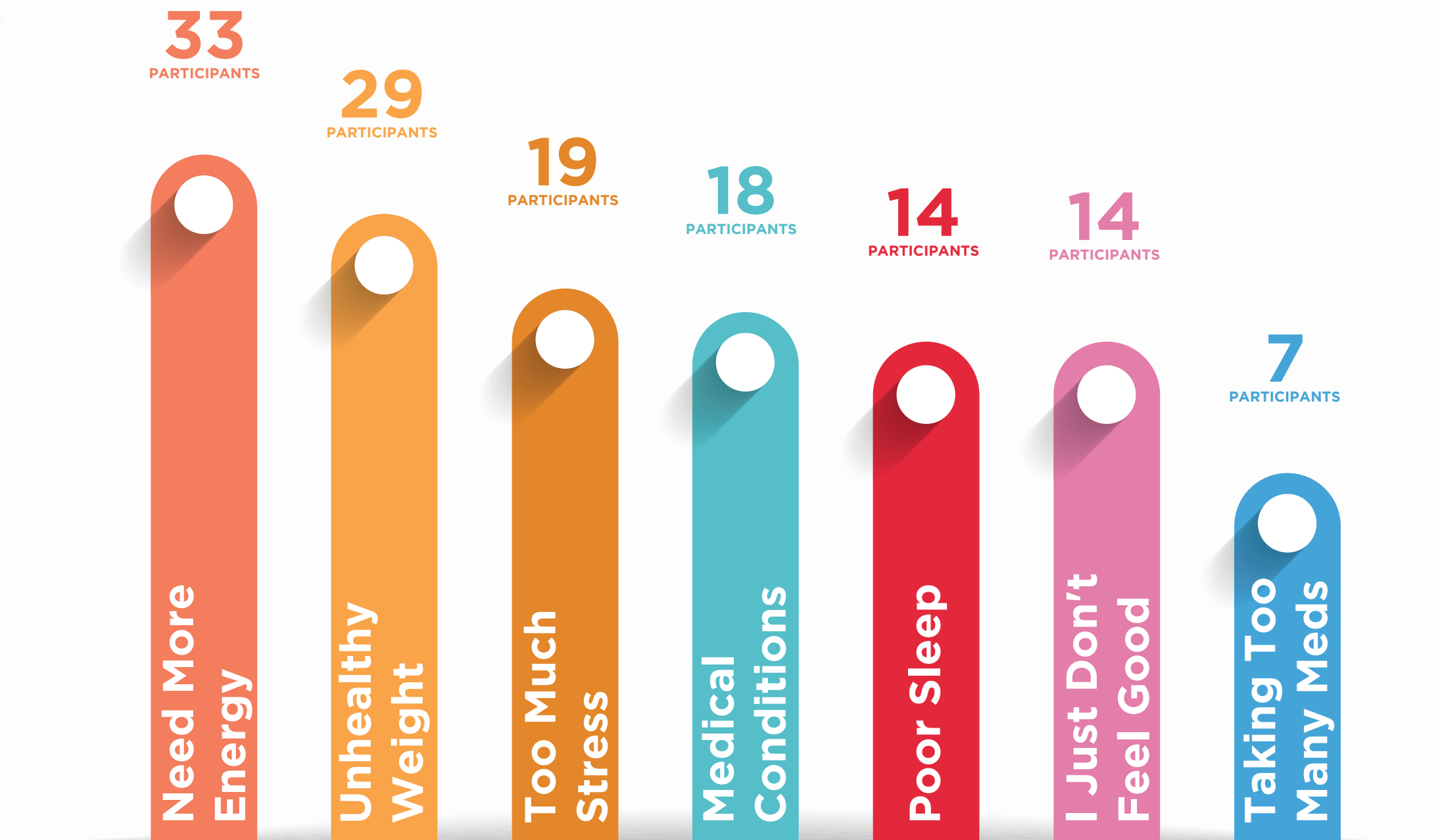
The Viva Fresh Clean Eating Challenge was an opportunity for industry members to put idea into action with a meaningful program that highlighted how changing your lifestyle could change your life. Participants made changes to diet and exercise that yielded results in weight loss and health outcomes. As part of the online reveal event, industry attendees were asked a series of questions related to their own health and lifestyle.

The poll results listed below are from the May 20, 2020 online event. Although these results offer no statistical relevance, they do provide anecdotal evidence of opportunities for the produce industry to better understand health challenges and obstacles and find ways to be healthier ambassadors for the industry.

# 1. How many servings of fruits and vegetables are you eating/day?



## 2. What reasons do you have to make a lifestyle change?



### 3. How do you rate your general health?



## 4. Are you willing to change your health by eating more fruits and vegetables and becoming more active?



## 5. What's holding you back from eating more fruits and vegetables?



## 6. What is the main thing that it will take for you to make a healthy lifestyle change?

