Colorful foods add phytochemicals to our diets. These substances naturally occur only in plants and offer health benefits beyond what essential nutrients provide. By using the color wheel to guide your food choices, you can get more nutrients, vitamins and disease-fighting phytochemicals in your diet.

RED:
Lycopene, a powerful antioxidant known to reduce the risk of some cancers and protect against heart attacks, is most predominant in red fruits and vegetables. Red fruits and vegetables are also high in vitamin C, folate and flavonoids, which reduce inflammation.
Eat: tomatoes, watermelon, pink grapefruit, guava, red peppers, cranberries

ORANGE:
Foods rich in beta carotene provide Vitamin A which is key for vision, immune function, skin and bone health. Other orange foods are high in potassium and zinc, supporting muscles, brain function and memory.
Eat: carrots, pumpkin, mango, cantaloupe, sweet potatoes

BLUE/PURPLE:
Blue/purple foods contain antioxidants that are heart healthy and support healthy blood pressure. Many improve concentration, memory and logical thinking.
Eat: blueberries, blackberries, plums, eggplant, prunes, pomegranates, raisins

GREEN:
Green vegetables are excellent sources of vitamin K, folic acid, potassium, carotenoids and omega-3 fatty acids. The phytochemicals in green foods help clean the body of toxins, which lowers the risk of cancers.
Eat: broccoli, cabbage, bok choy, brussels sprouts, avocado, spinach, kiwi, artichoke, zucchini

YELLOW:
Lutein, beneficial for eye health, and Vitamin C, which helps the body produce carnitine to convert fat to energy, are found in yellow foods.
Eat: pineapple, yellow peppers, squash, corn, lemons

Eat the Rainbow!
Fruits and vegetables can be eaten raw or cooked; whole, chopped or puréed. The more colors you include in your diet, the more benefits you receive!