



THE DOLE NUTRITION INSTITUTE

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The 2005 US Dietary Guidelines for Americans recommend eating nine servings or approximately four-and-a-half cups of fruits and vegetables each day.

THE DOLE NUTRITION INSTITUTE

OVERVIEW

The Dole Nutrition Institute was founded by David H. Murdock to “Feed the World with Knowledge” through research and education regarding the potential of a plant-based diet to promote health and help prevent disease. The Institute is harvesting the latest findings, whether from the Dole Nutrition Institute’s own state-of-the-art phytochemical laboratory or from the finest universities around the world, to bring the public a cornucopia of news to improve and prolong their lives.

The Dole Nutrition Institute’s farmer’s market for the mind includes a bumper crop of materials, bilingual Health and Wellness brochures, the on-line Dole Nutrition News, Dole Fresh Choices magazine, published articles, a website (www.dolenutrition.com), television programming, produce education videos and an interactive touch-screen kiosk.

In January 2005, the United States Departments of Agriculture and Health and Human Services announced revised *Dietary Guidelines for Americans*. The *Guidelines* encourage selecting fruits and vegetables more often and eating a variety of fruit and vegetables. Go to www.dole.com or www.dolenutrition.com for more food facts and information on nutrition.

Right: Fresh fruits and vegetables are an ideal quick snack.





THE DOLE NUTRITION INSTITUTE: FEEDING THE WORLD WITH KNOWLEDGE.

INFORMATION ON NUTRITION AND HEALTH can seem overwhelming. That's why Dole Food Company, the largest produce company in the world, created the Dole Nutrition Institute.

At the Dole Nutrition Institute, our mission is simple: Cultivate the seeds of nutritional knowledge.

We're researching new ways your diet can prevent disease and improve your life. By harvesting information from our own labs and universities around the world, we're educating both the public and policy makers about the pivotal role of proper nutrition.

Where should you turn for definitive information on nutrition? The Dole Nutrition Institute. Naturally.



THE DOLE NUTRITION INSTITUTE

THE SCIENCE OF GOOD HEALTH

The Dole Nutrition Institute's state-of-the-art phyto-chemical laboratory at Dole's Westlake Village, California, headquarters explores the antioxidant values of Dole's fruits and vegetables. The Dole Nutrition Institute hosts regular scientific summits, bringing together Dole horticulturists, scientists and geneticists from around the world to facilitate the research and development process and to connect it with consumer demand.

The Dole Nutrition Institute also funds university research around the world to advance scientific knowledge on the health benefits of fruits and vegetables.

With obesity overtaking smoking as the leading cause of preventable death, the Dole Nutrition Institute hopes to herald the dawn of a nutrition-conscious age, where a growing understanding of the power of food to heal – or hurt – promotes better choices, helps prevent disease and leads to longer, healthier, happier lives.

*Right: A fruit plate is a nutritious, healthy addition to any meal.
Below: Two of children's favorite Dole characters, Bobby Banana and Pinellopy Pineapple, visit classrooms to encourage children to eat healthy, nutritious fruits and vegetables.*

Center right: Establishing healthy eating habits early can set a life-long pattern of good nutrition.

Far right: The cover of a recent issue of the DOLE Fresh Choices magazine.





DOLE

freshchoices

food for thought

WINTER / SPRING 2005

MONEY-SAVING COUPONS INSIDE

39 ways to look young and feel strong

Fruit smoothies / page 3

Dole
NUTRITION INSTITUTE

- SPA SECRETS TO EATING LESS AND ENJOYING IT MORE
- EASY SPINACH RECIPES PACK A NUTRITIONAL PUNCH
- TOP 10 CANCER-FIGHTING FRUITS AND VEGETABLES

THE DOLE NUTRITION INSTITUTE

MARKETING NUTRITION

With childhood obesity on the rise, the Dole Nutrition Institute partners with parents and schools through programs such as the award-winning Dole 5 A Day, which publishes and distributes materials including a kids' cookbook, an interactive CD-ROM, music, tapes, lesson plans and maintains a website (www.dole5aday.com), which is rated among the best by Tufts University.

In addition, the Dole Nutrition Institute serves as an in-house "think tank" for Dole, generating nutrition-targeted product ideas and marketing materials, as well as scientific research to help verify and even improve the health benefits of Dole's fruits and vegetables.

Upper right: Dole offers a wealth of products to tempt your palette and your eye.

Below: Dole's 5 A Day Programs educate children on the benefits of eating fruits and vegetables.

Lower right: One medium orange provides more than a day's worth of vitamin C.

