

Veggies trying to be something more than healthy food

By Kim Severson, New York Times

It's been a busy week for vegetables.

The baby-carrot industry tried to reposition its product as junk food, starting a \$25 million advertising campaign whose defining characteristics include heavy metal music, a phone app and a young man in a grocery cart dodging baby-carrot bullets fired by a woman in tight jeans.



Despite the popularity of farmers markets, people are not eating enough veggies.

Photo/Kathryn Reed

On the East Side of Manhattan, crates of heirloom vegetables with names like Lady Godiva squash were auctioned for \$1,000 each at Sotheby's, where the wealthy are more accustomed to bidding on Warhols and Picassos than turnips and tomatoes.

Both efforts, high and low, are aimed at the same thing: getting America to eat its vegetables.

Good luck. Despite two decades of public health initiatives, stricter government dietary guidelines, record growth of farmers' markets and the ease of products like salad in a bag, Americans still aren't eating enough vegetables.

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