

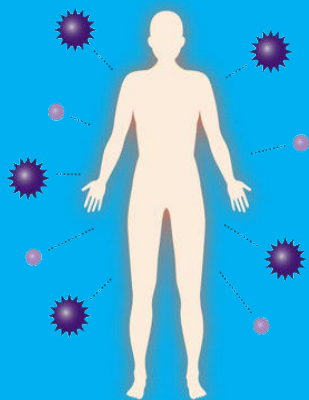
Capsicum

Example of key message:

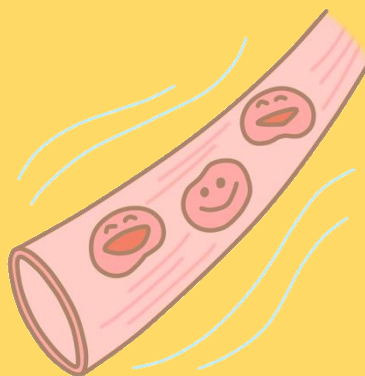


“  
**Capsicums:**  
**A bitter component helps smooth blood flow**”

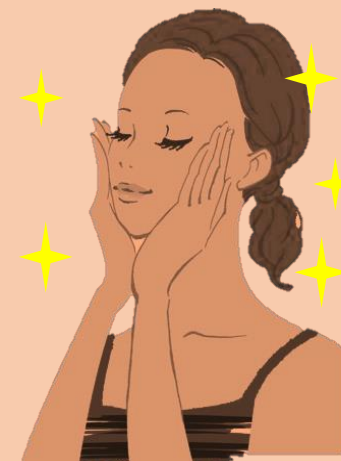
**Protects from infections**



**Promotes smooth  
circulation of the blood**



**Improves skin tone**



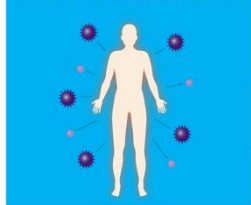
# Health effects of capsicums

Example of key message:

“**Capsicums:  
A bitter component helps smooth blood flow**”



Protects from infections



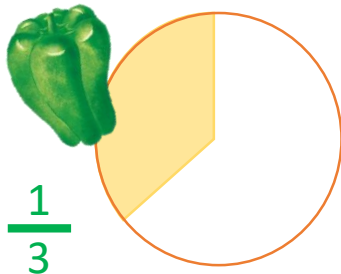
Promotes smooth circulation of the blood



Improves skin tone



One capsicum contains one-third of an adult's daily requirement of vitamin C



Q

Why is it good for the skin?

A

It contains nutrients (vitamin C and beta-carotene) that improve skin condition.

Q

Why does it protect us from infections?

A

It contains nutrients (vitamin C and beta-carotene) that boost the immune system.

Q

Why is it good for blood circulation?

A

It contains nutrient (vitamin P [flavonoids] and pyrazine) that help smooth blood circulation.

# Tips for cooking and eating capsicums

Eat with  
seeds and  
flesh



Suitable for  
cooking at  
high  
temperatures



Important  
to eat  
with a  
variety of  
foods



Example

# Tips for cooking and eating capsicums

## Tips for cooking and eating capsicums

Eat with seeds and flesh



Suitable for cooking at high temperatures



Important to eat with a variety of foods



Example

Capsicums' vitamin C is resistant to heating. Suitable for cooking at high temperatures. This reduces the bitter taste.

Eat with seeds and flesh. It contains a nutrient (pyrazine) .

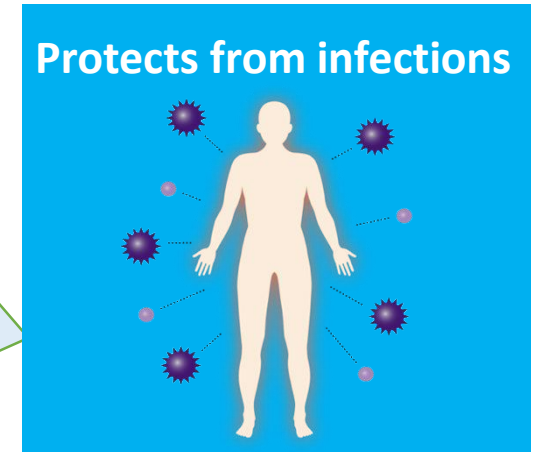
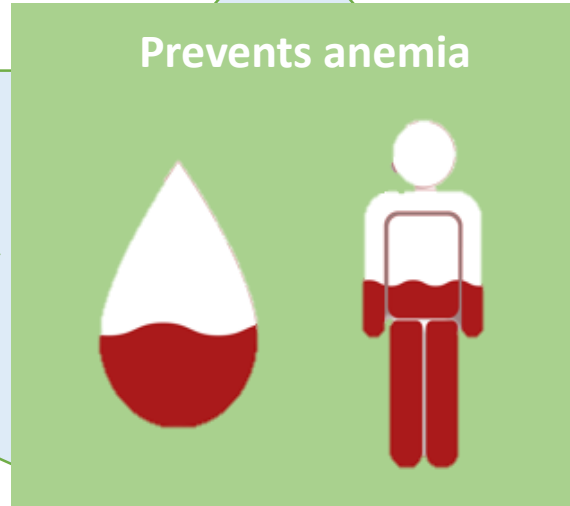
Eat a variety of whole (i.e., unprocessed) and fresh foods every day to help obtain the right amounts of essential nutrients.

Eat a combination of different foods, including **staple foods** (e.g., cereals such as wheat, barley, rye, maize, or rice), or **starchy tubers or roots** (e.g., potatoes, yams, taro or cassava), **legumes** (e.g., lentils, beans), **vegetables, fruit, and foods from animal sources** (e.g., meat, fish, eggs, and milk).

Cowpea leaves

Example of key message:

# “ Cowpea leaves: Support production of blood ”



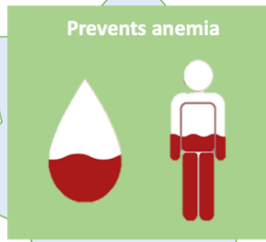
# Health effects of cowpea leaves

Example of key message:

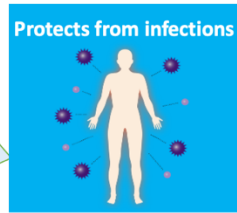
“ **Cowpea leaves:  
Support production of blood** ”



Improves skin tone



Prevents anemia



Protects from infections



Makes bones and  
teeth strong



100g of fresh cowpea leaves contain the same amount of calcium as half a glass of milk.



Why does it prevent anemia?



It contains nutrients (iron and folate) that are necessary for production of red blood cells.



Why does it protect us from infections?



It contains nutrients (vitamin C and beta-carotene) that boost the immune system.



Why is it good for the skin?



It contains nutrient (vitamin C and beta-carotene) that improve skin condition.



Why does it strengthen bones and teeth?



It contains a nutrient (calcium) that is the main component of bones and teeth.



# Tips for cooking and eating cowpea leaves

**Avoid  
overheating**



**Processing  
techniques  
reduce  
antinutrients  
in foods**



**Important  
to eat  
with a  
variety of  
foods**



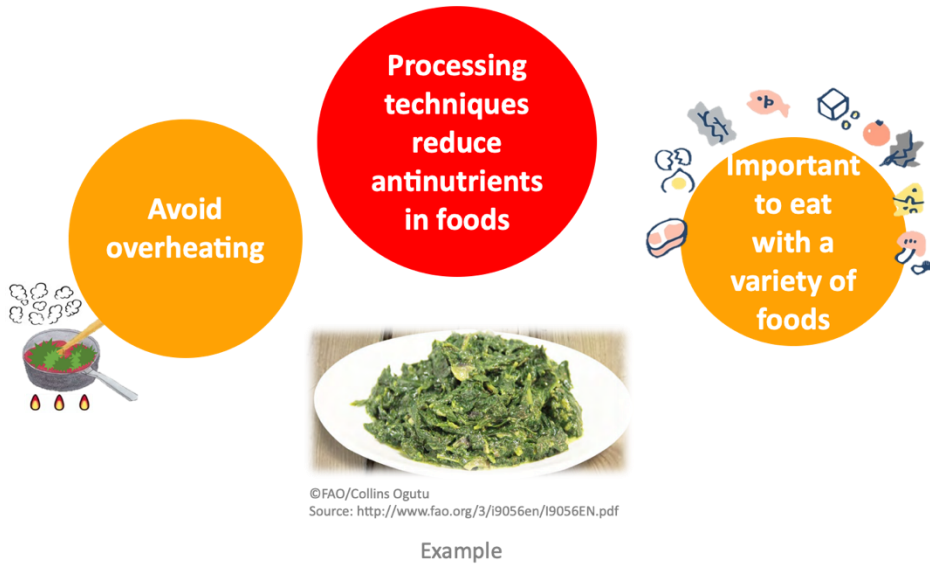
©FAO/Collins Ogutu

Source: <http://www.fao.org/3/i9056en/I9056EN.pdf>

Example

# Tips for cooking and eating cowpea leaves

## Tips for cooking and eating cowpea leaves



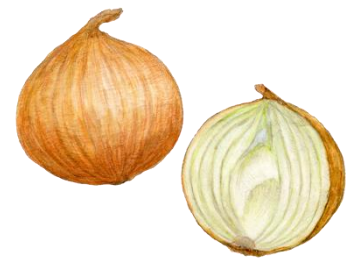
Eat a variety of whole (i.e., unprocessed) and fresh foods every day to help obtain the right amounts of essential nutrients.

Some processing techniques (e.g., fermentation and soaking) reduce anti nutrients in cowpea leaves.

Avoid overheating. The longer a food is cooked, the greater the loss of nutrients.

Eat a combination of different foods, including **staple foods** (e.g., cereals such as wheat, barley, rye, maize, or rice), or **starchy tubers or roots** (e.g., potatoes, yams, taro or cassava), **legumes** (e.g., lentils, beans), **vegetables, fruit, and foods from animal sources** (e.g., meat, fish, eggs, and milk).

Bulb Onion

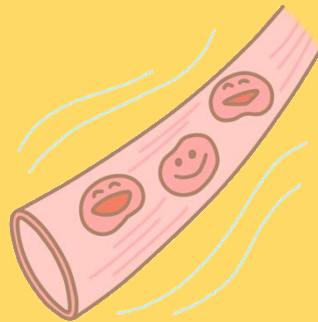


**“Bulb onions:  
Not only make you cry, but also help blood circulation”**

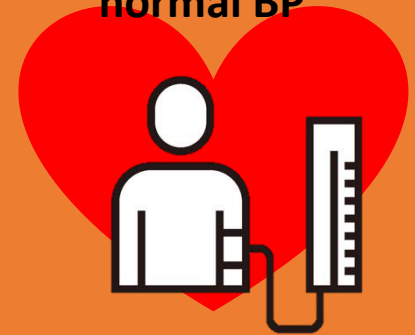
**Helps recovery from  
fatigue**



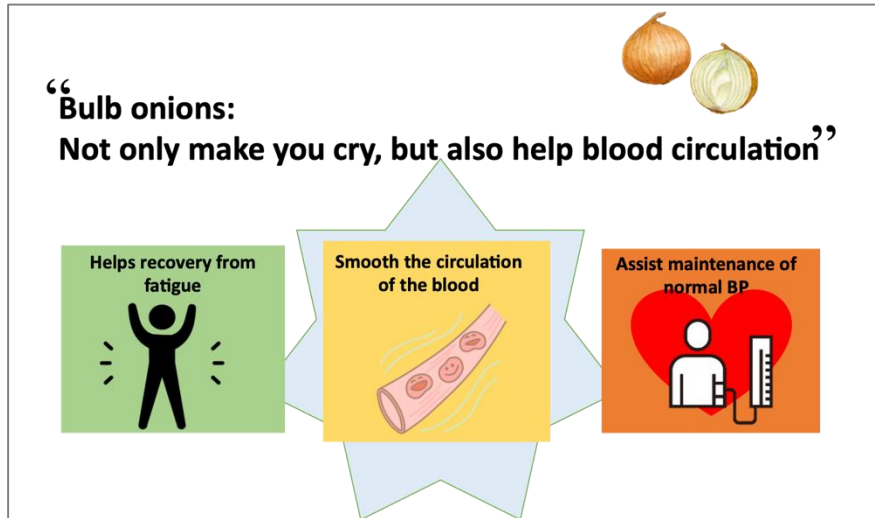
**Smooth the circulation  
of the blood**



**Assist maintenance of  
normal BP**



# Health effects of bulb onions



**Q** Why is it good for blood circulation?

**A** It contains a nutrient (allicin) that helps smooth blood circulation. This nutrient makes you cry when you cut an onion.

**Q** Why is it good for recovery from fatigue?

**A** It contains a nutrient (allicin) that promotes the absorption of vitamin B1 and helps to relieve fatigue.

**Q** Why does it help to maintain normal blood pressure?

**A** It contains a nutrient (quercetin) that helps to reduce blood pressure elevation(BPE).

# Tips for cooking and eating bulb onions

Eat with  
Vitamin  
B1-rich  
foods



Nutritional  
values increases  
when onions  
are exposed to  
air after cutting



Avoid  
overheating



Example

Important  
to eat  
with a  
variety of  
foods



# Tips for cooking and eating bulb onions

## Tips for cooking and eating bulb onions

Eat with  
Vitamin  
B1-rich  
foods



Nutritional  
values increases  
when onions  
are exposed to  
air after cutting



Avoid  
overheating



Example

Important  
to eat  
with a  
variety of  
foods



After slicing or chopping a bulb onion, expose it to the air about 10-15 mins. Doing so increases nutrient's (allicin) value.

Avoid overheating.

The longer a food is cooked, the greater the loss of nutrients.

When you cook, fry it quickly or eat with some soup that dissolves the nutrients.

Eat a combination of different foods, including **staple foods** (e.g., cereals such as wheat, barley, rye, maize, or rice), or **starchy tubers or roots** (e.g., potatoes, yams, taro or cassava), **legumes** (e.g., lentils, beans), **vegetables, fruit, and foods from animal sources** (e.g., meat, fish, eggs, and milk).

The nutrient (allicin) helps absorption of vitamin B1. Good to eat with vitamin B1-rich foods (e.g., pork, soy beans, eel, etc.).

Eat a variety of whole (i.e., unprocessed) and fresh foods every day to help obtain the right amounts of essential nutrients.

Black Nightshade





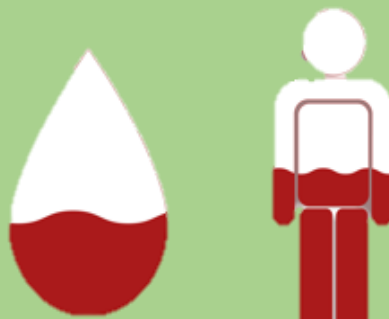
Example of key message:

# “Black nightshade: Promotes blood production”

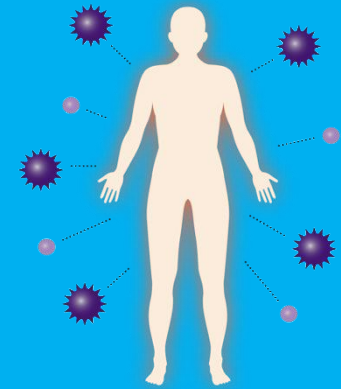
Improves skin tone



Prevents anemia



Protects from infections



# Health effect of black nightshade

Example of key message:

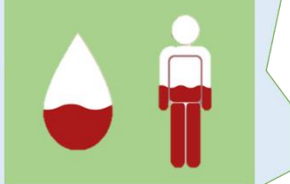
“**Black nightshade: Promotes blood production**”



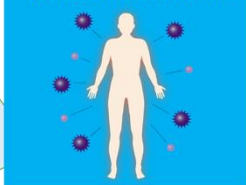
Improves skin tone



Prevents anemia



Protects from infections



50g of fresh black nightshade leaves contain the same amount of iron as chicken liver.



Why does it prevent anemia?



It contains nutrients (iron and folate) that are necessary for production of red blood cells.



Why does it protect us from infections?



It contains nutrients (vitamin C and beta-carotene) that boost the immune system.



Why is it good for the skin?



It contains nutrients (vitamin C and beta-carotene) that improve skin condition.

# Tips for cooking and eating black nightshade

Avoid overheating



Food processing improves some of its nutritional value



Important to eat with a variety of foods



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Source: <http://www.fao.org/3/i9056en/I9056EN.pdf>

Example

# Tips for cooking and eating black nightshade

## Tips for cooking and eating black nightshade

Avoid overheating

Food processing improves some of its nutritional value

Important to eat with a variety of foods



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Source: <http://www.fao.org/3/i9056en/i9056EN.pdf>

Example

Food processing (fermentation, drying) improves some of its nutritional value (phytochemical).

Avoid overheating. The longer a food is cooked, the greater the loss of nutrients (vitamins).

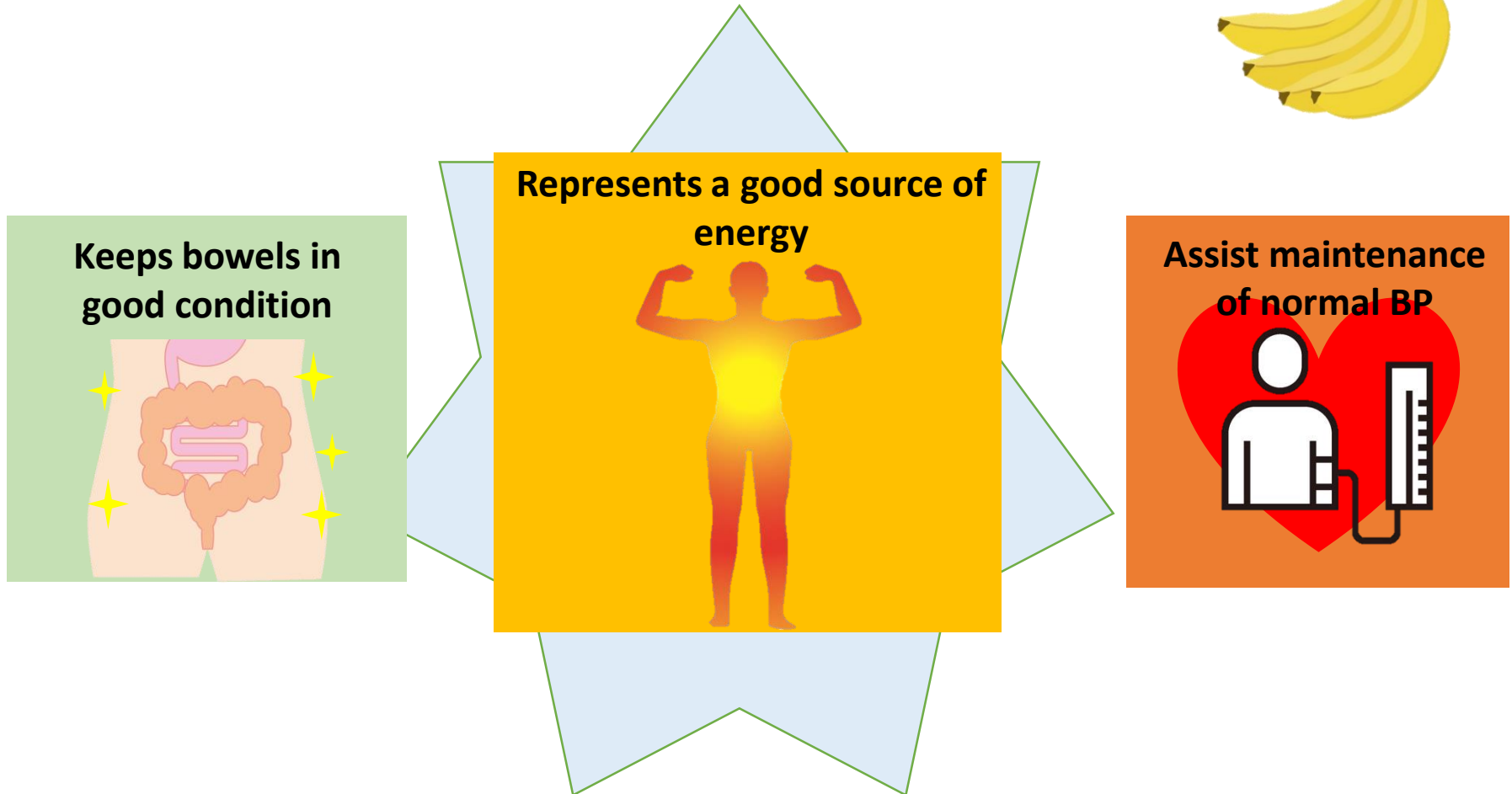
Eat a variety of whole (i.e., unprocessed) and fresh foods every day to help obtain the right amounts of essential nutrients.

Eat a combination of different foods, including **staple foods** (e.g., cereals such as wheat, barley, rye, maize, or rice), or **starchy tubers or roots** (e.g., potatoes, yams, taro or cassava), **legumes** (e.g., lentils, beans), **vegetables, fruit, and foods from animal sources** (e.g., meat, fish, eggs, and milk).

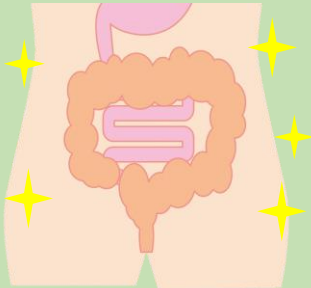
Banana

Example of key message:

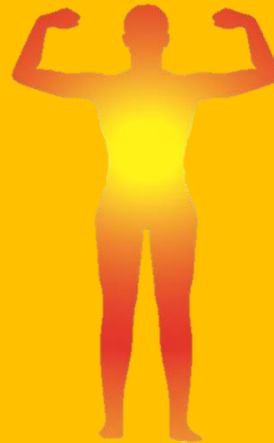
“ **Bananas : Quick and easy source of nutrition** ”



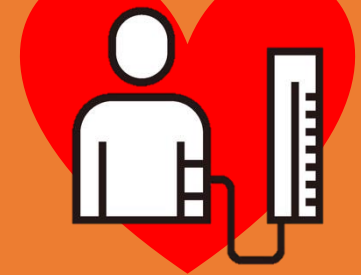
**Keeps bowels in good condition**



**Represents a good source of energy**



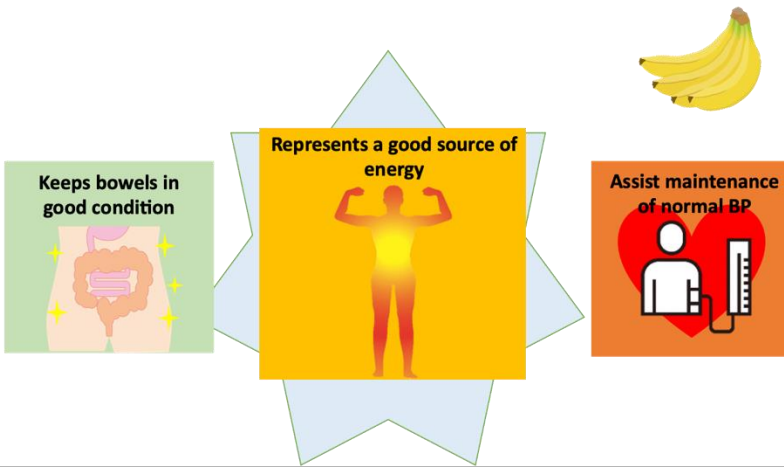
**Assist maintenance of normal BP**



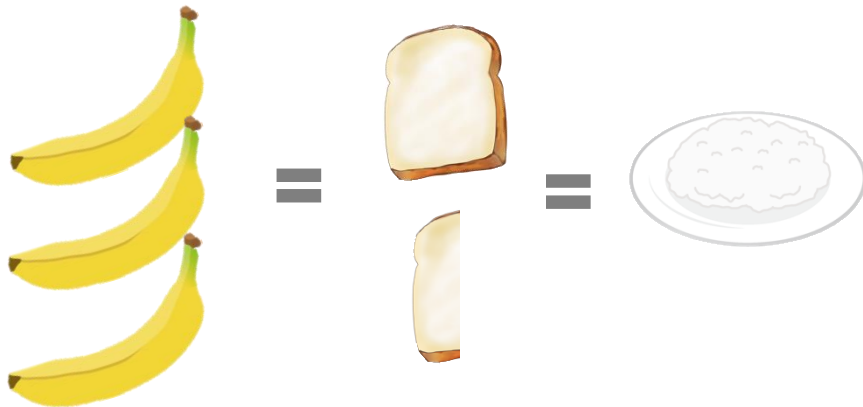
# Health effects of bananas

Example of key message:

“ Bananas : Quick and easy source of nutrition ”



## Comparison of calories



Q Why are bananas a good source of energy?

A They contain a nutrient that turns into energy immediately and slowly.

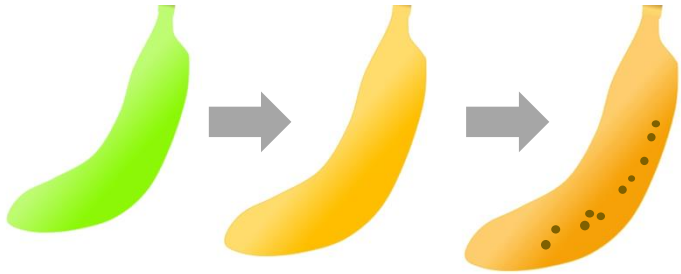
Q Why does it keep bowels in good condition?

A It contains nutrients (fiber and sugar) that improve the environment of the bowels and stimulate bowels movements.

Q Why does it help to maintain normal blood pressure?

A It contains a nutrient (potassium) that helps to reduce a rise in blood pressure.

# Tips for eating bananas



The nutritional value changes depending on when you eat them

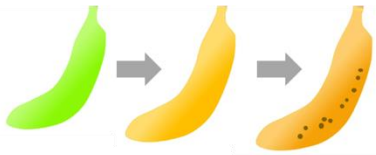


Example



# Tips for eating bananas

## Tips for eating bananas



The nutritional value changes depending on when you eat them



Example

Eat a combination of different foods, including **staple foods** (e.g., cereals such as wheat, barley, rye, maize, or rice), or **starchy tubers or roots** (e.g., potatoes, yams, taro or cassava), **legumes** (e.g., lentils, beans), **vegetables**, **fruit**, and **foods from animal sources** (e.g., meat, fish, eggs, and milk).

The brown spots are called "sugar spots." They appear when the banana is ripe and sweet.

The nutritional value of bananas changes depending on when you eat them.

- Green(unripe) bananas are more effective in keeping bowels in good condition
- Yellow(ripe) bananas are more nutritious than green ones. They are rich in vitamins.

Eat a variety of whole (i.e., unprocessed) and fresh foods every day to help obtain the right amounts of essential nutrients.

Potato

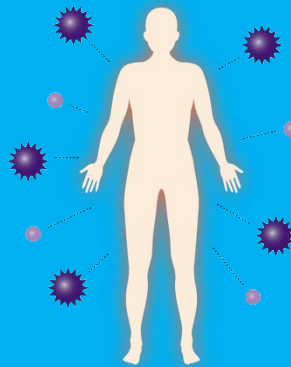


**“Potatoes:  
Their vitamin C is not easily destroyed even if heated”**

**Improves skin tone**



**Protects from infections**

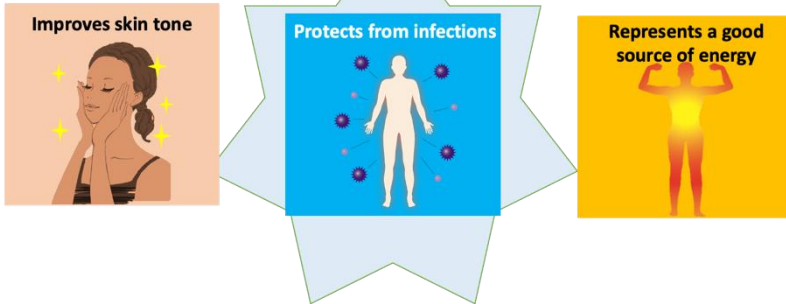


**Represents a good  
source of energy**

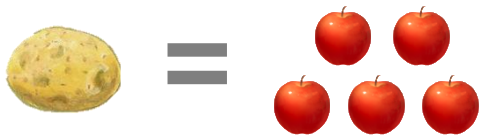


# Health effects of potatoes

“Potatoes:  
Their vitamin C is not easily destroyed even if heated”



A potato contains five times more  
vitamin C than an apple.



Why does it protect us from infections?



It contains a nutrient (vitamin C) that boosts the immune system.



Why is it good for the skin?



It contains a nutrient (vitamin C) that improves skin condition.



Why are potatoes a good source of energy?



They contain a nutrient (starch) that turns into energy.

# Tips for cooking and eating potatoes

Eat  
potatoes  
with iron-  
rich foods



Suitable  
for  
cooking  
with heat



Important  
to eat  
with a  
variety of  
foods

Wash  
well and  
eat with  
the skins



Example

Be careful  
with potato  
sprouts and  
where the  
skins turns  
green

# Tips for cooking and eating potatoes

## Tips for cooking and eating potatoes

Eat potatoes with iron-rich foods



Suitable for cooking with heat



Important to eat with a variety of foods

Wash well and eat with the skins



Example

Be careful with potato sprouts and where the skins turn green

Eat a combination of different foods, including **staple foods** (e.g., cereals such as wheat, barley, rye, maize, or rice), or **starchy tubers or roots** (e.g., potatoes, yams, taro or cassava), **legumes** (e.g., lentils, beans), **vegetables, fruit, and foods from animal sources** (e.g., meat, fish, eggs, and milk).

Potatoes' vitamin C is resistant to heating. It is not easily destroyed even after cooking.

Eat potatoes with iron-rich foods (e.g., meat, spinach) because potatoes help the absorption of iron.

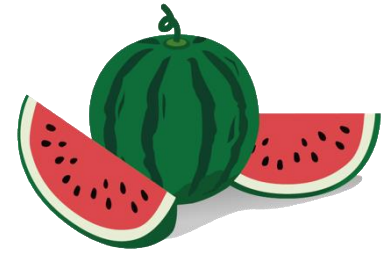
Vitamin C is found near the skins, so wash them well and cook the skin to get the most nutrients.

Be careful with potato sprouts and where the skin turns green. They contain a toxin called solanine, which causes poisoning.

Eat a variety of whole (i.e., unprocessed) and fresh foods every day to help obtain the right amounts of essential nutrients.

Watermelon

Example of key message:



# “ Watermelons: High water content with nutrients ”

Improves skin tone



Rich in water content



Assist maintenance  
of normal BP





# Health effects of watermelons

Example of key message:



“ **Watermelons:  
High water content with nutrients** ”

Improves skin tone



Rich in water content



Assist maintenance  
of normal BP



Why is it rich in water content?



A watermelon is made up of approximately 90% water.



Why is it good for the skin?



It contains nutrients (vitamin B and C) that improve skin condition.



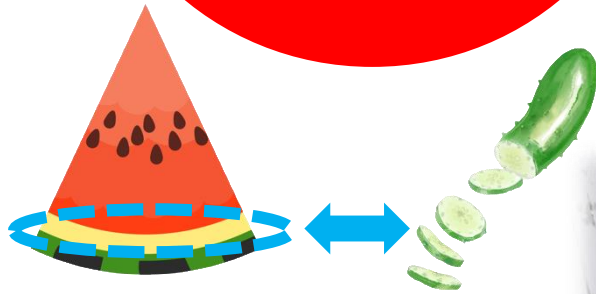
Why does it help to maintain normal blood pressure?



It contains nutrients (potassium and citrulline) that help to reduce blood pressure.

# Tips for eating watermelons

Nutrients are also found in the white part of watermelons



Important to eat with a variety of foods

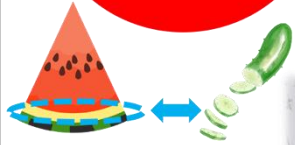


Example

# Tips for eating watermelons

## Tips for eating watermelons

Nutrients are also found in the white part of watermelons



Example

A nutrient(citrulline) is found more in the white part of watermelons. It tastes like a cucumber and is suitable for use in pickles and salads.

Eat a variety of whole (i.e., unprocessed) and fresh foods every day to help obtain the right amounts of essential nutrients.

Eat a combination of different foods, including **staple foods** (e.g., cereals such as wheat, barley, rye, maize, or rice), or **starchy tubers or roots** (e.g., potatoes, yams, taro or cassava), **legumes** (e.g., lentils, beans), **vegetables, fruit, and foods from animal sources** (e.g., meat, fish, eggs, and milk).

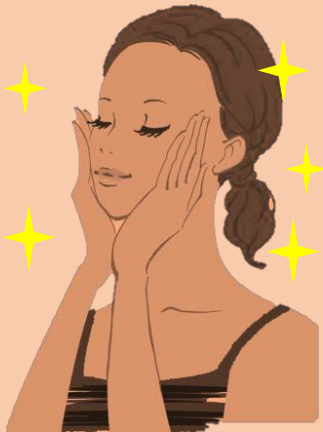
Cabbage

Example of key message:

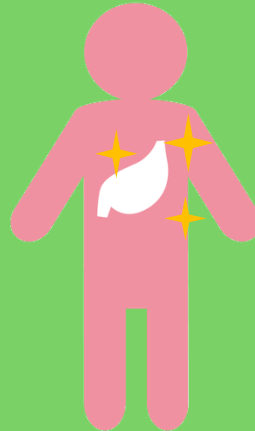
# “ Cabbage prevent gastritis and stomach ulcers ”



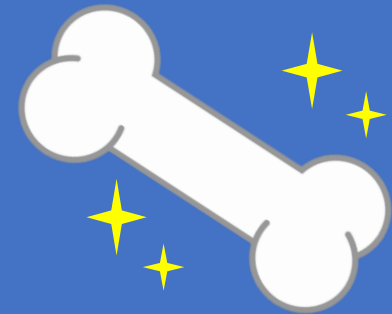
Improves skin tone



Makes your stomach strong



Makes bones and teeth strong



# Health effects of cabbage

Example of key message:

“ Cabbage prevent gastritis and stomach ulcers ”



Improves skin tone



Makes your stomach strong



Makes bones and teeth strong



Q Why does it make your gastric strong?

A It contains a nutrient (vitamin U) that protects and repairs the stomach lining.

Q Why is it good for the skin?

A It contains nutrient (Vitamin C) which improves skin condition.

Q Why does it strengthen bones and teeth?

A It contains a nutrient (calcium) that is the main component of bones and teeth.

# Tips for cooking and eating cabbage

Eat the  
cabbage  
core(center)  
as well.  
It is high in  
vitamin C



Avoid  
overheating



Example

Important  
to eat with  
a variety of  
foods



# Tips for cooking and eating cabbage

## Tips for cooking and eating cabbage

Eat the cabbage core(center) as well. It is high in vitamin C



Important to eat with a variety of foods



Avoid overheating



Example

Eat the cabbage core(center) as well. It is high in vitamin C.

Avoid overheating cabbage. The longer a food is cooked, the greater the loss of nutrients. When you cook, fry it quickly with some soup that dissolves the nutrients.

Eat a variety of whole (i.e., unprocessed) and fresh foods every day to help obtain the right amounts of essential nutrients.

Eat a combination of different foods, including **staple foods** (e.g., cereals such as wheat, barley, rye, maize, or rice), or **starchy tubers or roots** (e.g., potatoes, yams, taro or cassava), **legumes** (e.g., lentils, beans), **vegetables, fruit, and foods from animal sources** (e.g., meat, fish, eggs, and milk).



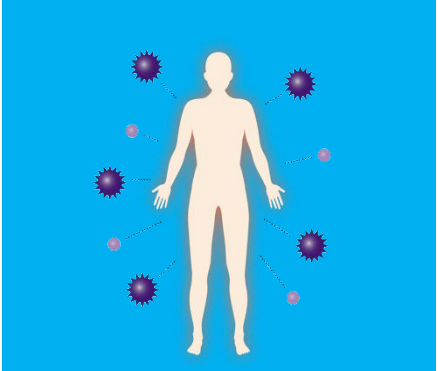
Tomato

Example of key message:

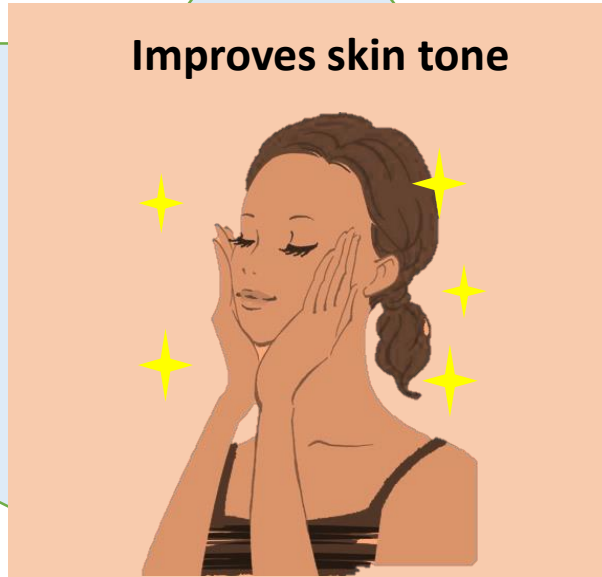


# “Tomatoes make your skin more beautiful”

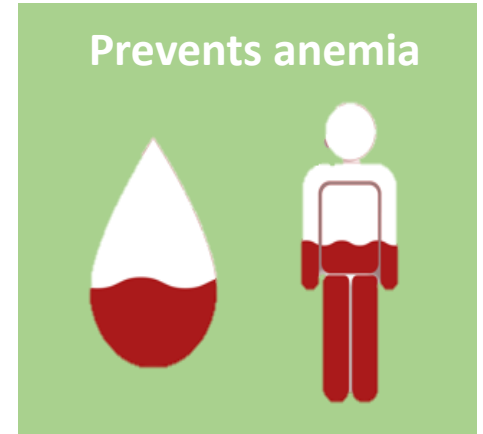
Protects from infections



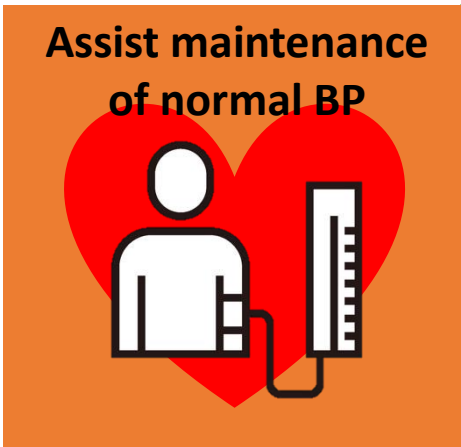
Improves skin tone



Prevents anemia



Assist maintenance of normal BP



Prevents eye diseases



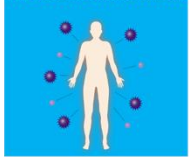
# Health effects of tomatoes

Example of key message:



“Tomatoes make your skin more beautiful”

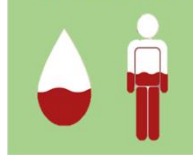
Protects from Infections



Improves skin tone



Prevents anemia



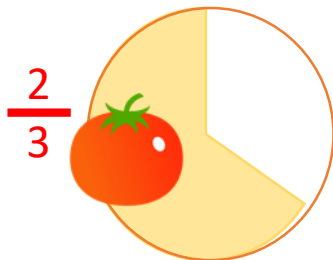
Assist maintenance of normal BP



Prevents eye diseases



One tomato contains two-thirds of an adult's daily requirement of vitamin C



Why is it good for the skin?



It contains a nutrient (vitamin C) that improves skin condition.



Why does it protect us from infections?



It contains a nutrient (lycopene) that boosts the immune system.



Why does it prevent anemia?



Tomatoes help to produce blood and prevents anemia.



Why does it help to maintain normal blood pressure?



It contains a nutrient (potassium) that helps to reduce blood pressure elevation(BPE).



Why is it good for the eyes?



It contain a nutrient (vitamin A) that is necessary for visual functions.

# Tips for cooking and eating tomatoes

Suitable for  
cooking at  
high  
temperatures

Eat with  
iron-rich  
foods

Important  
to eat  
with a  
variety of  
foods

...but avoid  
overheating  
for too long

Eat with  
the skin  
and  
seeds



Example



# Tips for cooking and eating tomato

## Tips for cooking and eating tomatoes

Suitable for cooking at high temperatures

Eat with iron-rich foods

Important to eat with a variety of foods

...but avoid overheating for too long

Eat with the skin and seeds



Example

Eat a combination of different foods, including **staple foods** (e.g., cereals such as wheat, barley, rye, maize, or rice), or **starchy tubers or roots** (e.g., potatoes, yams, taro or cassava), **legumes** (e.g., lentils, beans), **vegetables, fruit, and foods from animal sources** (e.g., meat, fish, eggs, and milk).

Eat with iron-rich foods (e.g., meat, spinach) to help the absorption of iron.

Processing and cooking tomatoes can increase nutritional value, but after 2, 15, and 30 min. of heating at 88 °C, the vitamin C content dropped 11, 16, and 28%, respectively.  
The longer a food is cooked, the greater the loss of nutrients.

The skin and seeds of tomatoes have more anti-aging effects than that of fruits.

Eat a variety of whole (i.e., unprocessed) and fresh foods every day to help obtain the right amounts of essential nutrients.

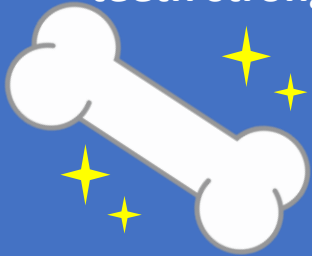
Kale



“ Example of key message:

# Kales: Rich in various vitamins and minerals”

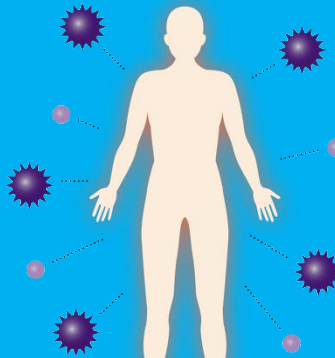
Makes bones and teeth strong



Promotes blood production



Protects from infections



Improves skin tone



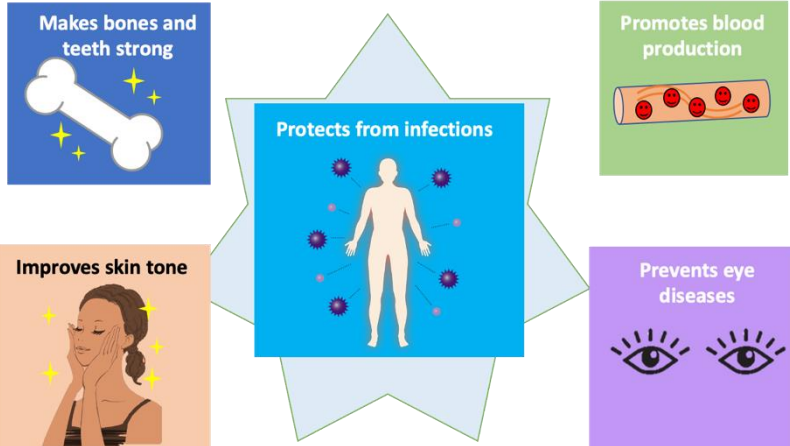
Prevents eye diseases



# Health effects of kales

“ Example of key message:

**Kales: Rich in various vitamins and minerals**”



100g of flesh kales of kale(100g) contains 2 times of adult's daily requirement of vitamin C.



**Q** Why does it protect us from infections?

**A** It contains nutrients (vitamin C and beta- carotene) that boost the immune system.

**Q** Why is it good for the skin?

**A** It contains a nutrient (vitamin C) that improves skin condition.

**Q** Why does it strengthen bones and teeth?

**A** It contains a nutrient (calcium) that is the main component of bones and teeth.

**Q** Why does it promote blood production?

**A** It contains a nutrient (folate) that helps to produce blood.

**Q** Why is it good for the eyes?

**A** It contains a nutrient (vitamin A) that is necessary for visual functions.



# Tips for cooking and eating kales

**Avoid  
overheating**



**Eat with  
oil**



**Important  
to eat  
with a  
variety of  
foods**



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Source: <http://www.fao.org/3/i9056en/I9056EN.pdf>

Example

# Tips for cooking and eating kale

## Tips for cooking and eating kales

Avoid overheating



Eat with oil



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Source: <http://www.fao.org/3/19056en/19056EN.pdf>

Example

Important to eat with a variety of foods



Eat with oil to help with the absorption of nutrients.

Avoid overheating. The longer a food is cooked, the greater the loss of nutrients.

Eat a variety of whole (i.e., unprocessed) and fresh foods every day to help obtain the right amounts of essential nutrients.

Eat a combination of different foods, including **staple foods** (e.g., cereals such as wheat, barley, rye, maize, or rice), or **starchy tubers or roots** (e.g., potatoes, yams, taro or cassava), **legumes** (e.g., lentils, beans), **vegetables, fruit, and foods from animal sources** (e.g., meat, fish, eggs, and milk).

**Note:**

# **Instruction for adapting key messages based on local conditions**

## **Key Messages**

- **Step-1:** Conduct interviews with local farmers (male and female) to ask their perception and attitude about the food items; positive and negative.
- **Step-2:** Key messages should be adapted by highlighting the positive perception and reducing negative perception while also considering local culture and traditional norms.