



5 Color Fruits & Vegetables Cultivation & Consumption Approach in Sindh Province of Pakistan is a color-based cultivation and consumption of vegetable and fruits in an integrated way to address the issues of malnutrition in the province of Sindh especially stunting and wasting among children. Malnutrition is a critical issue for the country including Sindh Province that contributes significantly to the vicious cycle of poverty in which many families are caught.

The subject approach is food-based approach to agricultural development that puts 5 colors; Red, Green, Blue / Purple, White & Yellow / Orange in the fruits and vegetables (rich in nutrition) at the focus to address the issues of malnutrition and micronutrient deficiencies. The approach helps communities in identifying and consuming 5 Color based variety of foods, recognizing the nutritional value of food. This approach also stresses the importance and social significance of the food [1].