

The Alaskan Way to More Fruits and Veggies

Food Demonstration Manual



Acknowledgments

This food demonstration manual was originally developed in 1999 as one component of the Alaska Department of Health and Social Services' *Alaskan Way to 5-A-Day* campaign to promote canned and frozen fruits and vegetables in rural Alaska. *5-A-Day* is now known as the *Fruits & Veggies—More Matters*® health initiative.

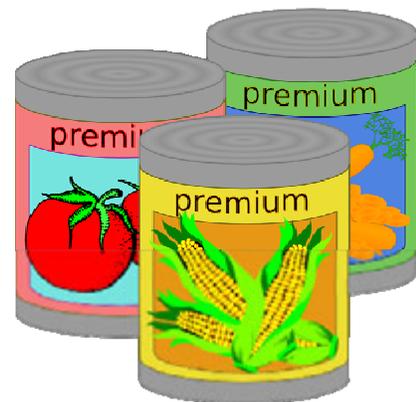
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***Front cover photo of blueberries courtesy of Dr. Gary Ferguson, ANTHC**

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Introduction

Purpose of this Manual

In many rural village stores in Alaska, fresh fruits and vegetables are often in short supply, of poor quality due to long shipping time, or are too expensive to purchase on a regular basis. Canned and frozen fruits and vegetables provide an excellent nutrition alternative for those who cannot afford or do not have access to fresh. “The Alaskan Way to More Fruits and Veggies” project promotes the *Fruits & Veggies—More Matters*® health initiative using canned and frozen produce in rural village grocery stores.

A focus group study conducted throughout Alaska in 1995 identified the following perceived barriers to eating more fruits and vegetables by Alaska Natives: cost, quality, and seasonal availability. Participants recommended TV and radio ads, easy recipes, and cooking demonstrations in grocery stores as the most effective ways to promote fruits and vegetables. Focus group participants almost always discussed fresh produce, rather than canned and frozen, even though they were not led to by the facilitators. This observation is consistent with other health professional observations that many people do not think canned and frozen produce are as nutritious as fresh, and do not count in the “5 A Day” program.

The purpose of this food demonstration manual is to help people in rural communities encourage each other to eat more fruits and vegetables for better health. This manual has been developed for Alaska Area Diabetes Coordinators, Community Health Aides and Representatives, WIC Nutritionists and paraprofessionals, Health Educators, and other interested community members. Anyone can learn successful techniques for conducting recipe demonstrations using canned and frozen fruits and vegetables. Originally designed to be conducted in grocery stores, this is a fun and effective nutrition education activity that can be done in clinics, schools, health fairs and other community events.

This manual contains information on the nutritional value of canned and frozen fruits and vegetables, reproducible handouts and demonstration tips. There are quick and easy recipes that have been tested for in-store demonstrations, lists of all the items and equipment needed, and "talking tips" - things to say during the demonstration. Scripted Public Service Announcements for radio and articles for newspapers are also included.

The "Alaskan Way to More Fruits and Veggies" also encourages the use of Alaskan traditional, wild fruits and vegetables, such as berries and greens. These foods are very nutritious, inexpensive and available in rural areas.

For more information the "Alaskan Way to More Fruits and Veggies" on contact the Alaska Department of Health and Social Services (907) 269-8447, or visit the Eat Smart Alaska website at <http://dhss.alaska.gov/sites/takeheart/life/Pages/EatSmartAlaska.aspx>

Fruits & Veggies—More Matters® Health Initiative



The *Fruits & Veggies—More Matters®* health initiative is a nationwide nutrition campaign to motivate people to eat more fruits and vegetables to improve public health. The program is jointly sponsored by the Produce for Better Health Foundation, a nonprofit consumer

education foundation representing the fruit and vegetable industry, and the Centers for Disease Control and Prevention.

This initiative is based on review of hundreds of scientific studies showing that fruits and vegetables are critical to promoting good health. Fruits and vegetables contain essential vitamins, minerals, and fiber that may help protect you from chronic diseases such as heart disease, high blood pressure, and some cancers. Fruits and vegetables are also high in fiber and water, and low in calories to help with maintaining a healthy weight.

Studies also show that most people need to increase the amount of fruits and vegetables they currently eat every day. Because everybody is different, recommended amounts vary based on age, sex, and level of physical activity. The recommended amounts range from 5 servings (2 ½ cups) to 13 servings (6 ½ cups) every day.

The national initiative works with industry, such as grocery stores, fruit and vegetable producers, and media. Each state has a State *More Matters* Coordinator who conducts and organizes community events and activities to promote fruits and vegetables in their state.

For more information about the national *Fruits & Veggies—More Matters®* health initiative, see <http://www.fruitsandveggiesmorematters.org> and <http://www.fruitsandveggiesmatter.gov>

For those who say, "Five servings of fruits and vegetables a day sounds like a lot," think again. One serving is less than you may think and there are so many ways you can include more fruits and vegetables in your daily eating plan:

One serving size is:

- 1 medium piece of fruit
- ½ cup of small or cut-up vegetables, such as green peas
- ½ cup of small or cut-up fruit, such as fruit cocktail
- ¼ cup dried fruit or vegetables
- 1 cup raw leafy vegetables or dried seaweed
- ½ cup cooked beans, such as lentils or kidney beans

Canned & Frozen Produce: As Good for You as Fresh

Everyone knows that eating fruits and vegetables is good for you. Fruits and vegetables are a good source of many nutrients that have been shown to help reduce your risk of getting cancer, heart disease, and high blood pressure. Fruits and vegetables are packed with powerful vitamins, minerals, antioxidants, fiber, and other important nutrients for good health. The National Cancer Institute recommends everyone eat at least 5 servings of fruits and vegetables each day to maintain good health.

Many people think that only fresh produce counts as “healthy” fruits and vegetables. How can people in the Alaska bush eat more fruits and veggies when they are usually expensive or just not available? Take heart rural Alaskans! Canned and frozen fruits and vegetables are just as good for you as fresh.

Canned and frozen fruits and vegetables are usually harvested at their peak of ripeness and nutritional quality, and then processed within a few hours to lock in their nutrients. In contrast, fresh produce often takes several days to reach the grocery store, sometimes up to 14 days. Then it may sit in the produce section and in your refrigerator for several more days. All this time can destroy nutrients.

Most canned and frozen fruits and vegetables have the same amount of nutrients as fresh, serving per serving. However, some canned produce may even provide a greater health benefit than their fresh counterpart. Canned pumpkin has three times more vitamin A than fresh pumpkin, and almost three times as much fiber. Processed tomatoes used in spaghetti and pizza sauces are higher in lycopene, an antioxidant that has been shown to help prevent prostate cancer, than fresh tomatoes.

Be aware that some canned and frozen fruits and vegetables may have some unwanted extras added. Read the label for added sugars, salt or sodium, and fat. It’s best to buy the plain fruit or vegetable without added cream sauces or syrups. The extra sodium or sugar can be rinsed from canned vegetables and fruits by draining the can into a colander and running cold water over the contents.

So stock up the pantry and freezer with lots of healthy canned and frozen fruits and vegetables. Don’t forget that dried fruits and vegetables, such as raisins and berries, and 100% fruit and vegetable juices can count as part of your effort to eat more fruits and veggies.

For more information about canned and frozen fruits and vegetables contact:

- Alaska Department of Health and Social Services (907) 269-3447
- Centers for Disease Prevention and Control-<http://www.fruitsandveggiesmatter.gov>
- Produce for Better Health Foundation – <http://www.fruitsandveggiesmorematters.org>
- Canned Food Alliance - www.mealtime.org

DID YOU KNOW...?

- ◆ Canned pumpkin has 3 times more Vitamin A than fresh pumpkin.
- ◆ Frozen peaches contain more vitamin C than fresh peaches because ascorbic acid (vitamin C) is added to maintain color.
- ◆ Canned apricots have the same amount of the anti-oxidant beta-carotene as fresh apricots. Anti-oxidants can help reduce your risk of cancer.
- ◆ The vitamin and mineral levels in canned and frozen carrots are very close to those of cooked fresh carrots.
- ◆ A serving of canned potatoes provides about 20% - 25% of your daily amount of vitamin C.
- ◆ Spaghetti sauce made with canned tomatoes provides more fiber, potassium, vitamins A and C, calcium and iron per serving than the same recipe prepared with fresh tomatoes.
- ◆ Rinsing canned vegetables and beans in a strainer under cool running water can remove about 40% of the sodium.
- ◆ The canning process minimally affects fiber content. In fact, canning can make the fiber more soluble, which is easier for the body to use.



Alaskan Way to More Fruits and Veggies

Sample Menu

Canned and frozen fruits and vegetables are a part of a healthy meal plan. This menu has **7 servings** of fruits and vegetables!

Breakfast:

Oatmeal with $\frac{1}{2}$ cup frozen **blueberries**
2% milk
 $\frac{3}{4}$ cup **orange juice** from concentrate
Coffee

Lunch:

Salmon sandwich
Vegetable soup with $\frac{1}{2}$ cup frozen
mixed vegetables added
 $\frac{3}{4}$ cup **tomato or V-8 juice**
 $\frac{1}{2}$ cup canned **peaches** (no sugar added)

Supper:

Moose roast
Rice
 $\frac{1}{2}$ cup frozen **green beans**
 $\frac{1}{2}$ cup canned **mandarin oranges**

Serving Suggestions for Canned and Frozen Produce

**Apricots, peaches,
pears or berries**

Eat them as is or as a topping
over low-fat yogurt or angel
food cake

**Applesauce, plums,
pumpkin**

Use in cakes, muffins and
other quick breads instead of
butter and other oils

Asparagus

Mix with low fat cream soup and
serve over toast.

**Beans: black, white,
red and pinto**

Add to salads, soups and
casseroles

Mandarin oranges

Add to salads and Jell-O

**Mixed vegetables
(Veg-All)**

Add to soups, stews and
casseroles

Okra

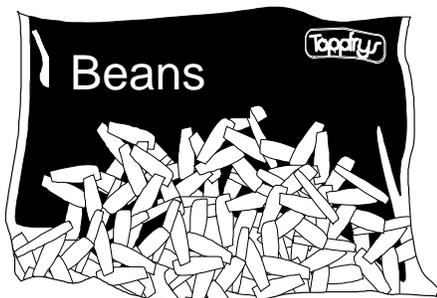
Stir into a can of vegetable soup

Spinach

Add to soups and casseroles, like
lasagna and enchiladas

Tomatoes

Add to soups, stews and chili



What's in Fruits and Vegetables

Foods	Vitamin A (IU)	Vitamin C (mg)	Folic Acid (mcg)	Potassium (mg)	Fiber (g)
Broccoli					
Frozen, 1/2 cup	930	37	28	166	2.8
Fresh (cooked), 1/2 cup	1,207	51	84	229	2.6
Carrots					
Canned, 1/2 cup	8,154	2	7	131	1.1
Frozen, 1/2 cup	12,357	1.7	8	140	2.4
Fresh (cooked), 1/2 cup	13,286	2.8	11	183	2.3
Kidney Beans (Red)					
Canned, 1/2 cup	0	1.5	18	198	5.9
Dry (cooked), 1/2 cup	0	1	115	357	6.5
Oranges					
Canned (Mandarin), 1/2 cup	1,240	32	5	129	1.1
Fresh, 1 medium	216	51	29	174	2.3
Peaches					
Canned, 1/2 cup	476	4.5	4	160	1.6
Frozen, 1/2 cup	355	118	4	162	2.2
Fresh, 1 small	424	8.6	5	247	1.9
Spinach					
Canned, 1/2 cup	7,525	15.8	68	269	1.9
Frozen, 1/2 cup	11,458	2.1	115	287	3.5
Fresh (cooked), 1/2 cup	9,433	8.8	131	419	2.2
Sweet Potatoes					
Canned, 1/2 cup	8,986	10.6	8	189	2.9
Fresh (cooked), 1 medium	23,767	19.3	9	347	3.8
Tomatoes					
Canned, 1/2 cup	219	10.1	6	264	1.3
Fresh, 1 medium	1,025	16.9	18	292	1.5

IU= International Units mg = milligrams mcg = micrograms g = grams USDA Nutrient Data Laboratory, accessed November 2011 at <http://www.nal.usda.gov/fnic/foodcomp/search/>

POS Campaign (Point of Sale)

Grocery Store Education

Grocery stores can play an important role in helping consumers make healthful food choices. Surveys have shown that most people want nutrition information available at their grocery store. Many grocery stores offer nutrition information programs to show their commitment to meeting consumers' interest in health and nutrition. Providing nutrition education helps the store look good in the community. These activities often receive media coverage in local newspapers or radio stations, which is always good for business.

Providing education on healthful foods in grocery stores makes sense, since most people decide what to buy as they're shopping. That's why colorful displays are so popular. They attract the attention of the customer who's open to suggestions.

- ◆ Always talk to the store manager or owner before doing any activities.
- ◆ Be able to explain the benefit of the campaign to the store and its customers.
- ◆ Some stores may participate by putting up a poster and allowing you to do a food demo. Others may become more involved by putting information in their weekly advertisers, providing coupons for canned and frozen produce, and printing bag stuffers.
- ◆ Remember, you are helping them to "sell" food – that's what they're in business for.



Education Materials

Education materials in grocery stores can be posters, brochures, bag stuffers, shelf tags and labels, recipes, videos, and advertising.

The following materials are available to download at <http://dhss.alaska.gov/sites/takeheart/life/Pages/EatSmartAlaska.aspx>

- “The Alaskan Way to Five A Day” recipe card
- “Canned and Frozen Fruits and Vegetables are Good as Fresh” brochure
- “Alaska Recipes” brochure

The recipes in this manual may be copied and given out to customers. The handouts on pages 6 - 8 may also be copied and distributed.

Many food manufacturers have informational brochures and recipes available free of charge.

Education Displays

Have you ever noticed the fancy displays that most grocery stores have at the end of the aisles or in the middle of an open area? This is done for one reason: it sells more stuff. People are much more likely to buy from a display, because it catches their attention.

With the store manager’s permission, a display promoting canned fruits and vegetables could easily be set up using cases, individual cans and education materials. Choose a simple recipe and display all the items needed to prepare that recipe (don’t use frozen or perishable items.) Have extra recipes and items around the display so people can pick them up in one spot and don’t have to search the store.

A decorated table at the front of the store or other appropriate place can also serve as an educational display. If brochures or other education materials are left for customers to take, someone should frequently check to make sure the display is orderly or if brochures need to be restocked. The key to any display in a grocery store is to be eye-catching.

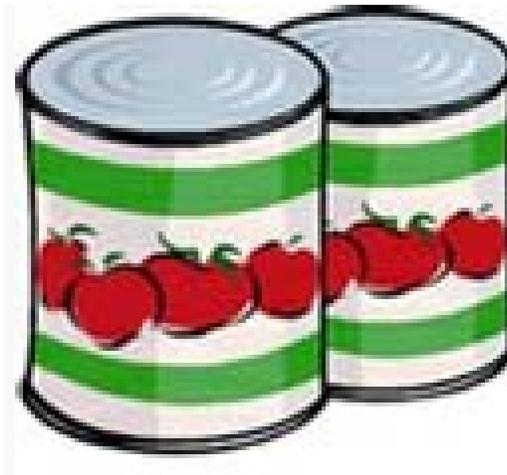
Food Demonstrations

Food demonstrations in a grocery store are an effective way to show people how easy it is to get their 5 A Day. Most people like to get new ideas for recipes and meals.

Key Elements of Successful Food Demonstrations

- ◆ The display should capture the customer's attention in creative ways. This can be accomplished visually (is the display tidy and colorful? Is the demonstrator smiling? Does he/she look approachable?), as well as by appealing to other senses such as sound, smell, and taste.
- ◆ Use effective signage. Make sure signs are noticeable (bright and colorful) and include the most important message. Aprons with a logo are a great way to get a simple message across.
- ◆ Use simple messages. Use short phrases like "for a quick dinner", which speak to the shopper's needs. The message should address how the shopper can use the product.
- ◆ Have plenty of product available for customers to buy, preferably near the demo/sampling area.
- ◆ Conduct the demo/sampling in an accessible location. Use a location where people can comfortably stop, sample the product and talk to the demonstrator if they like.
- ◆ Effective demonstrators should be knowledgeable and well informed, enthusiastic, friendly, and appropriately dressed.
- ◆ If possible, give the customer something to take home. If you are demonstrating a fruit and vegetable recipe, have a sheet of recipes available that include the one being demonstrated. If you are handing out samples of an exotic fruit or new fruit juice, have a tip card available that lists other helpful fruit and vegetable hints.
- ◆ Think about what the weather will be like when planning demos/sampling. It's best to demo warm soup when it's cold (winter/fall) and cold salads when it's hot (spring/summer).
- ◆ Try to arrange your demos during the busiest hours of the day and week (to hit different types of shoppers and as many people as possible).
- ◆ Think about people's concerns around the time of year you demo. For example, in January, lower fat, lower salt, or lower priced products will appeal to people concerned with budgets and dieting.

- ◆ Show the customer something new or different. It's not as effective to demo/sample common items, unless you're using it in a new way.
- ◆ It's very effective to give a coupon to a customer with the product sample.
- ◆ Prepare all recipes as far ahead as possible. For example, have the rice cooked and the onions chopped before you begin your demonstration (be sure to keep these items cold until you're ready to use them.) Have some finished dishes ready if needed. People get bored very quickly when they have to watch you measure ingredients.
- ◆ For audience participation, encourage questions at the end while you're dishing up samples.
- ◆ Organization is the key to success! Make a list of everything you will need for the demo, including equipment, ingredients and utensils. Make a list of what you need to do before the demo and also what you will do from start to finish for the actual demo in the order you will do it.



Quick and Easy Demos

Doing cooking demonstrations requires equipment and food. If you have a limited budget consider some of the following ideas for doing food demonstrations:

- ◆ Ask the grocery store manager if there is a canned or frozen fruit or vegetable that they would like to promote. There are new products coming out all the time, such as individual fruit “snack packs”, raspberry or almond flavored canned fruits, frozen stir-fry vegetable combinations.
- ◆ Ask the store manager if any of the companies they work with would be willing to donate some of their product for sampling.
- ◆ The focus of the demo doesn't have to be fruits and vegetables. For example, emphasize light salad dressing or non-fat yogurt as a salad dressing. Companies that make these products might be interested in sponsoring your food demo.
- ◆ Have a table with various *More Matters* educational materials and recipes. Ask the store manager if they would donate a snack tray for people to sample.

Ideas for quick food demos that don't need electricity or much equipment:

- ◆ Mix cold, cooked frozen broccoli and cauliflower with a light Italian dressing for a great salad (cook the vegetables at home and bring to the demo).
- ◆ Add cold, cooked pasta and sliced black olives to the above recipe for a great pasta salad.
- ◆ Mix non-fat vanilla or lemon yogurt with fruit cocktail or any other cut-up fruit for an instant salad.
- ◆ Frozen fruit right out of the bag is a great snack (especially in the summer). Make a dip out of non-fat vanilla, lemon or banana yogurt mixed with cinnamon and nutmeg for a real treat.
- ◆ Make a fruit spritzer or soda by mixing any flavor of 100% fruit juice with sparkling mineral water, club soda or diet ginger ale.
- ◆ Bottled applesauce (no sugar added) sprinkled with cinnamon and raisins.

Salsa is an easy way to get a vegetable serving. Demo salsa alone or mix it together with one can of corn (drained) and one can of kidney or black beans (drained). Serve with tortilla chips or crackers.

Safety and Sanitation

- ◆ **Maintain cleanliness.** All persons preparing or serving food should keep their hands clean (wash hands with soap and water after using restroom and handling raw meat) and confine hair.
- ◆ Wear a clean apron.
- ◆ Use tongs or other utensils when serving food. If hands are in contact with food during slicing or placement on a napkin, it's suggested that demonstrators wear gloves.
- ◆ Wash food contact surfaces often. Bring a portable sanitizer for tables and other food contact areas. A pump spray bottle (labeled "bleach water") with 1 quart of water and 1 teaspoon of bleach works very well.
- ◆ Bring plenty of paper towels for wiping your hands and cleaning up. Cloth towels are not sanitary and should not be used.
- ◆ Bring a couple of big trash bags. One bag is for trash and the other for dirty utensils that will need to be washed.
- ◆ **Separate – don't cross contaminate.** Have a separate set of utensils for raw and ready-to-eat foods: cutting boards, bowls, forks, knives, etc.
- ◆ **Keep hot foods hot!** Cook to proper temperatures as quickly as possible.
- ◆ **Keep cold foods cold!** Chill refrigerated items promptly and efficiently. Bring perishable foods to the site in a good icebox or cooler filled with an adequate amount of ice. Bowls of ice are helpful for placing smaller bowls of food that you want to keep cold during demo and tasting.
- ◆ Be careful with electricity. If electrical appliances are used, locate the demo near an outlet and tape down the cord.
- ◆ Don't depend on the site to have adequate facilities and supplies for handwashing, refrigeration and cooking unless you've personally checked it out.
- ◆ Never leave the table unattended. If you have to use the restroom, wait until the batch of product is finished and bring the cart to the back room with you.
- ◆ Never give a child a sample without parents'/guardians' approval. Besides the legal considerations, the parent/guardian should know of any possible allergic reactions the child might have.

- ◆ Never let someone “double dip” and contaminate clean product with their stick or spoon. It’s always better to serve individual servings rather than have one bowl for dipping. (The best individual “serving” bowls are the small 3-ounce “bathroom” cups.)
- ◆ Don’t let a customer serve food. Guarantee cleanliness and safety by serving the food yourself.
- ◆ Never attempt to answer questions if you don’t know the answer. Tell the customer you will find out and get the answer to him or her.

For more information about food safety visit the website:

<http://www.fightbac.org>



Recipes

The following recipes are easy to use and demonstrate in a grocery store, classroom, or other education setting. The recipes are nutritious, healthy and tasty.

Most of the ingredients are inexpensive and should be available in most grocery stores. Be sure to check that the grocery store has a good supply of the ingredients for you to demonstrate and customers to buy.

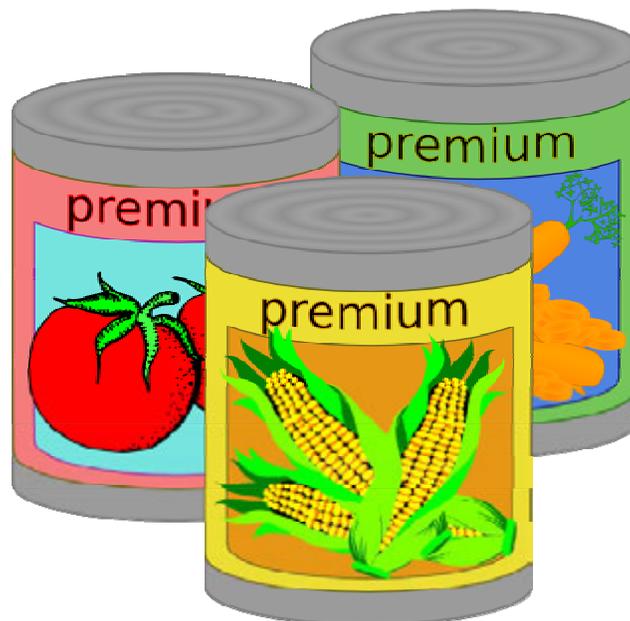
The hot dishes can be made in an electric skillet and/or a crockpot. Before demonstrating a recipe in front of an audience, be sure to practice preparing at home.

Make copies of the recipes to hand out at your demonstration.

Each recipe has “talking points” to help you let your audience know some important information about the recipe.

For almost all recipes fresh, frozen or canned can be used interchangeably.

For more information and recipes using canned foods, see the Canned Food Alliance website at <http://www.mealtime.org>.



Recipes

Main Dishes

Chili Macaroni

2 cups dry elbow macaroni
2 $\frac{1}{2}$ cups water
1 (15 $\frac{1}{4}$ ounce) can kidney
beans, rinsed and drained

3 tablespoons tomato paste
 $\frac{1}{2}$ cup prepared salsa
 $\frac{1}{2}$ -1 teaspoon chili powder

Place all ingredients in a nonstick skillet. Bring to a boil, then reduce to a simmer. Cook uncovered, stirring frequently for 8-10 minutes or until macaroni is tender and excess liquid is evaporated.

Makes 4 servings. One serving has 290 calories, 1.5 grams of fat, 5 grams of fiber, 35 mg sodium, and 2 servings of vegetables.

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Macaroni with Tomatoes & Broccoli

2 cups dry macaroni
1 (14 $\frac{1}{2}$ ounce) can diced stewed tomatoes with Italian herbs
1 (15 $\frac{1}{2}$ ounce) can kidney beans, drained and rinsed
1 cup nonfat, low sodium chicken broth
 $\frac{1}{2}$ teaspoon minced garlic
1 $\frac{1}{2}$ cups frozen chopped broccoli
parmesan cheese to taste

Place noodles, tomatoes, beans, broth and garlic in skillet; bring to a boil, reduce heat to medium high, cover and cook 10 minutes or until noodles are tender. Stir occasionally (you may need to add more chicken broth if mixture becomes too dry). Add broccoli during the last 3 minutes of cooking. Sprinkle with parmesan cheese before serving.

Makes 4 (1 $\frac{1}{2}$ cup) servings. One serving has 340 calories, 1.5 grams fat, 9 grams fiber, 220 grams sodium, and 2 servings of vegetables.

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Quick and Easy Fried Rice

3 cups cooked brown or white rice
1 (10 ounce) package frozen mixed vegetables
1 small onion, finely chopped
1 cup cooked poultry, fish, or meat (optional)
2 eggs, lightly beaten
2 teaspoons vegetable oil
3 teaspoons soy sauce

In a large pan, heat oil on medium-high heat. Add onion and rice. Stir and cook until onion is soft, about 5 minutes. Reduce heat to medium and add vegetables and meat to rice mixture; cook 2 minutes. Spread the mixture out to the sides of the pan, leaving space in the middle for the eggs. Add the eggs, and scramble until cooked form. Mix the eggs with the rice and vegetables, then sprinkle with soy sauce.

Makes 6 (1 cup) servings. Each serving has 1 vegetable serving.

*Recipe from "Taste and Health Project", Seattle, WA.

Side Dishes

Mashed Sweet Potatoes

1 large can sweet potatoes or yams
3 tablespoons margarine or butter
 $\frac{3}{4}$ teaspoon salt
1 small can crushed pineapple, drained (reserve liquid)

Combine sweet potato, margarine and salt; mash with a potato masher or beat with electric beaters until fluffy. Stir in pineapple (add pineapple juice if too dry). Heat in skillet for 3 minutes, or until hot.

Makes 6 (1/2 cup) servings. One serving has 202 calories, 6 grams of fat, 4 grams of fiber, 345 milligrams of sodium, and 1 serving of vegetables.

*Recipe adapted from American Heart Association "Quick & Easy Cookbook", 1995.

Quick Peas and Carrots

3 cup frozen peas and carrots pinch of cayenne pepper
 $\frac{1}{2}$ cup fat free chicken broth 1 tablespoon apricot jam

Bring all items to a boil, reduce to a simmer, and cook covered for 5 minutes or until heated and tender. Amount of chicken broth may vary - cook uncovered for a few minutes if there is too much liquid or add more if there is not enough; it should just coat the vegetables.

Makes 6 ($\frac{1}{2}$ cup) servings. One serving has 90 calories, 0 grams of fat, 5 grams of fiber, 105 mg of sodium, and 1 serving of vegetables.

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Soups

Delicious Bean Soup

2 (15 ounce) cans small white beans (drained)
2 cups frozen chopped spinach
2 teaspoons chopped garlic
2 cubes chicken bouillon
2 cups water
Parmesan cheese

In a large saucepan combine all ingredients except Parmesan cheese. Bring to a boil and simmer 5 minutes. Spoon into bowls and top with Parmesan cheese.

Makes 4 (1 cup) servings. One serving has 123 calories, 2 grams of fat, and 2 serving of vegetables.

*Recipe adapted from "Quick and Easy Meals for Less!" University of New Hampshire Cooperative Extension.

Macaroni & Cheese Soup

2 $\frac{1}{2}$ cups water
7 $\frac{1}{4}$ ounce package macaroni-and-cheese mix
10 ounce package frozen no-salt-added peas and carrots
1 cup skim milk

In a large saucepan, combine water and cheese-sauce mix from the macaroni-and-cheese mix. Bring to a boil over high heat. Stir in macaroni, peas and carrots. Return to a boil. Reduce heat, cover, and simmer for 7 to 10 minutes or until macaroni is tender, stirring occasionally. Stir in milk; simmer for 2-3 minutes more.

Makes 4 (1 cup) servings. Each serving has 267 calories, 3 grams of fat, and 1 serving of vegetables.

*Recipe from American Heart Association "Quick and Easy Cookbook", 1995.

Spaghetti Soup

- $\frac{1}{2}$ pound lean ground meat (beef, moose, caribou)
- 1 (15 ounce) can tomato sauce
- 1 teaspoon minced garlic
- $\frac{1}{2}$ teaspoon oregano
- 2 cups frozen mixed vegetables
- 1-2 ounces spaghetti noodles (angel hair), broken in small pieces
- 2 cups water

Brown ground meat and drain fat. Add remaining ingredients and simmer until noodles are tender. Sprinkle with Parmesan cheese if desired.

Makes 6 (1 cup) servings.

Taco Soup

- $\frac{1}{2}$ pound lean ground meat (beef, turkey, moose, or caribou)
- 1 medium onion, chopped
- 1 package taco seasoning
- 2 (14 $\frac{1}{2}$ ounce) cans stewed tomatoes
- 2 (15 $\frac{1}{2}$ ounce) cans pinto and/or red beans, drained and rinsed
- 1 (10 ounce) package frozen corn or 1(14 $\frac{1}{2}$ ounce) can corn, drained
- 1 small can chopped green chilies

Cook ground beef and onion in a skillet until thoroughly cooked; drain fat. In a large pot or crockpot add meat, onion and remaining ingredients. Add water to desired thickness (some people like soup, some like thick chili). Simmer at least one hour. Serve with grated cheddar cheese.

Makes: approximately 10 (1 cup) servings.

1 serving has 247 calories, 5 grams fat, 4 grams fiber, 17 mg cholesterol, and 2 servings of vegetables.

Desserts

Fruit Smoothies

1 cup frozen fruit (berries, peaches, etc.)
1 frozen banana
1 cup milk

Place all ingredients in a blender. Blend well (about 1 minute). Pour into glasses and serve.

Makes 2 (1 cup) servings. One cup has 2 servings of fruit.

*If you have bananas that are going bad, peel them, place in a plastic bag, and put them in the freezer. They're ready to make smoothies whenever you are!

Harvest Fruit Compote

1 package (8 ounces) dried mixed fruit, cut into bite-sized pieces
1 cup unsweetened apple juice
1 teaspoon almond extract
1 teaspoon ground cinnamon
1 (14 ounce) can pears, cut into bite-sized pieces
 $\frac{1}{4}$ cup water
2 tablespoons flaked coconut

In an electric skillet or pan on top of stove, combine the dried fruit, apple juice, almond extract, and cinnamon. Cover tightly and cook for 5 minutes, or until dried fruit is soft.

Stir in the pears and water. Re-cover and cook for 5-10 minutes. Spoon into dishes and sprinkle with coconut.

Makes 4 (1 cup) servings. One serving has 227 calories, 2 grams of fat, 7 grams of fiber, 13 grams of sodium, and 2 servings of fruit.

*Official 5 A Day recipe from the National Cancer Institute.

Strawberry Parfait

- 1 (10 ounce) bag frozen strawberries, thawed
- 1 (11 ounce) can mandarin orange segments, drained
- 1 (1 ounce) can pineapple chunks, drained
- 2 tablespoons orange juice
- 1 cup (8 ounce carton) lowfat vanilla or lemon yogurt
- $\frac{1}{4}$ cup Grape-Nuts cereal (optional)

In a bowl mix strawberries, orange and pineapple. Pour orange juice over fruit and toss. Divide one half of the fruit mixture equally into 6 tall glasses. Top with heaping tablespoon of yogurt. Add remaining fruit divided equally; top with remaining yogurt. Sprinkle each parfait with cereal.

Makes 6 (1 cup) servings. One serving has 109 calories, 1 gram fat, 1 $\frac{1}{2}$ servings of fruit.

Salads

Peanutty Fruit Salad

1 (8 ounce) can crushed pineapple (juice-pack)
1 (16 ounce) can pear halves (juice-pack)
 $\frac{1}{2}$ cup chopped peanuts
 $\frac{1}{4}$ cup raisins (optional)
 $\frac{1}{3}$ cup plain lowfat yogurt
2 tablespoons peanut butter

Drain each can of fruit very well. Cut pears into bite-size chunks. In a medium sized bowl, stir together the first 4 ingredients. In another bowl, blend the yogurt and peanut butter. Add the yogurt "dressing" to the salad and stir to coat.

Makes 6 ($\frac{1}{2}$ cup) servings. $\frac{1}{2}$ cup has 1 serving of fruit.

*Recipe from "Taste and Health Project", Seattle, WA.

Winter Fruit Salad

1 (20 ounce) can pineapple chunks (juice-pack)
1 (16 ounce) can pear halves (juice-pack)
1 (16 ounce) can sliced peaches (juice-pack)
1 (16 ounce) can apricot halves (juice-pack)
 $1 \frac{1}{4}$ cups lemon or vanilla lowfat yogurt
cinnamon

Drain each can of fruit very well. Cut fruit into bite-size chunks. Mix them up in a medium sized bowl. Pour the yogurt over the top and blend gently. Sprinkle with a little cinnamon.

Makes 5 (1 cup) servings. One serving has 138 calories, 1 gram fat, 4 grams fiber, 34 milligrams of sodium, and 2 servings of fruit.

*Official 5 A Day recipe from the National Cancer Institute.

Recipe Talking Points

For every recipe, be sure to emphasize the importance of eating fruits and vegetables, serving sizes, and that canned and frozen fruits and vegetables are just as good for you as fresh. See pages 3-9 to give you more ideas to talk about.

Chili Macaroni: You can make this quick dish as mild or spicy as you like.

- One half cup of cooked dried beans, such as kidney beans, black beans, or lentils, count as one serving of vegetables.
- Feel free to try different kinds of beans in this recipe for a different look and taste.
- Canned beans are an excellent source of fiber, especially soluble fiber that can help lower blood cholesterol and blood glucose (sugar).
- Before using canned beans, drain in a colander and rinse well to get rid of added salt and the carbohydrates that can cause gas.
- You can also use dry beans, which are cheaper than canned beans. Soak the beans overnight and drain the water before using to help reduce the gas causing elements.
- Salsa is an easy way to get a vegetable serving – ½ cup = 1 serving. You can use salsa on eggs, baked potatoes or added to casseroles and soups to add some spice to a meal.
- Canned tomatoes are a good source of lycopene – another cancer-fighting nutrient that can help prevent prostate cancer in men. Canned tomatoes, catsup, and spaghetti sauce are higher in lycopene than fresh tomatoes.

Delicious Bean Soup: This is a warm, tasty way to get your soluble fiber!

- This soup is an excellent source of iron and folic acid. Folic Acid is a vitamin that can help prevent heart disease, cancer and some birth defects. It's found in dried beans, dark green leafy vegetables (like spinach) and citrus foods (like orange juice).
- Other nutritious greens that you could use in this soup are kale, Swiss chard, collard and turnip greens.
- Canned beans are an excellent source of fiber, especially soluble fiber that can help lower blood cholesterol and blood glucose (sugar).
- If you don't have small, white beans use Great Northern beans or any other white bean.
- Before using canned beans, drain in a colander and rinse well to get rid of added salt and the carbohydrates that can cause gas. You can also use dry beans, which are cheaper than canned beans. Soak the beans overnight and drain the water before using to help reduce the gas causing elements.
- You could use 2 cups of lowfat chicken broth instead of the water and bouillon cubes.

Harvest Fruit Compote: This is a nice warm dessert on a cold day.

- You can use any kind of dried fruit you like – raisins, prunes, apples, apricots, peaches, cranberries, cherries – you can buy different mixes now, too.
- You can buy the dried fruit in bite-size pieces to save time, or buy whole dried fruit and cut it up yourself to save money.
- Dried fruit is very high in fiber, vitamins and minerals.
- Fiber is important to help prevent certain types of cancer, like colon cancer.

Macaroni & Cheese Soup: A new way to enjoy an old favorite!

- A great way to cut down on fat is to use non-fat or 1% milk. Lowfat or 2% milk is also good, but it has about 1 teaspoon of fat per cup. Whole milk has almost 2 teaspoons of fat per cup! You can also use nonfat dry powdered milk or skimmed evaporated milk in this soup.
- To cut down on fat when you make macaroni & cheese, use skim, nonfat or lowfat milk and half the margarine the recipe on the box calls for.
- You can use other frozen vegetables if you'd like – broccoli is good in this soup.

Macaroni with Tomatoes and Broccoli: This is delicious and easy using a super food: broccoli!

- Broccoli is from the cruciferous family of vegetables – known for their cancer-fighting nutrients. Other cruciferous foods are cauliflower, cabbage, Brussels sprouts and kale.
- Canned tomatoes are a good source of lycopene – another cancer-fighting nutrient that can help prevent prostate cancer in men. Canned tomatoes, catsup, and spaghetti sauce are higher in lycopene than fresh tomatoes.
- If you do not have the flavored canned tomatoes, you can use plain canned tomatoes and add your own spices – oregano, thyme, pepper, whatever you like.
- Canned beans are an excellent source of fiber, especially soluble fiber that can help lower blood cholesterol and blood glucose (sugar).
- Feel free to try different kinds of beans for a different look and taste.
- Before using canned beans, drain in a colander and rinse well under cold, running water to get rid of added salt and the carbohydrates that can cause gas.
- You can also use dry beans, which are cheaper than canned beans. Soak the beans overnight and drain the water before using to help reduce the gas causing elements.
- This recipe calls for chicken broth. Canned chicken broth is usually tastier than bouillon cubes, but is also more expensive. Use 1 cup boiling water and 1 bouillon cube instead of 1 cup canned chicken broth.

Mashed Sweet Potatoes: Quick and easy recipe to get your beta-carotene!

- Most canned sweet potatoes contain added sugar or syrup. Drain the sweet potatoes in a colander and rinse well under cold, running water to get rid of the added sugar.
- You can also use fresh sweet potatoes if they're available. You can bake or boil in water until tender, peel and mash.
- Sweet potatoes are very high in fiber and vitamin A. Foods high in vitamin A are usually dark orange or dark green, like sweet potatoes, peaches, carrots, broccoli and spinach.
- Beta-carotene is an anti-oxidant – a nutrient that helps prevent cancer. Beta-carotene is what makes orange foods orange.
- Fiber is important to help prevent certain types of cancer, like colon cancer.
- This recipe also adds some vitamin C with the pineapple.

Peanutty Fruit Salad: Kids who like peanut butter will like this salad.

- This is a good recipe for kids to help out with.
- If you don't have fruit canned in water or in juice, drain the syrup and rinse the fruit to reduce the amount of sugar.

Quick and Easy Fried Rice: This is a fast and easy recipe that makes a hearty, one-dish meal.

- When you cook rice for one meal, make extra and save to make this quick, easy dish the next day.
- The meat in this recipe is optional, but it's a great way to use up leftover meat, fish or chicken.
- Eggs are a good source of protein. They are high in cholesterol, but low in fat. Nutritionists usually recommend eating no more than 3 egg yolks per week.
- You can use all different kinds of vegetables in this recipe, such as carrots, cabbage, and green beans.

Quick Peas & Carrots:

- You can use canned or frozen peas & carrots with this recipe.
- If you don't have canned vegetables with "no added salt", drain the liquid and rinse the vegetables to remove most of the sodium.
- Carrots are a good source of vitamin A. Foods high in vitamin A are usually dark orange or dark green, like sweet potatoes, peaches, carrots, broccoli and spinach.
- Beta-carotene is an anti-oxidant – a nutrient that helps prevent cancer. Beta-carotene is what makes orange foods orange.

Spaghetti Soup: a soup kids love to eat!

- Other meat, such as ground moose, caribou or turkey works well in this soup.
- Any vegetable will work in this soup – add your favorites.
- Add as much spice as you want. Some kids don't like spices, so you can just leave them out.
- Any shape of pasta will work in this soup, but angel hair noodles cook the quickest.
- Canned tomatoes are a good source of lycopene – another cancer-fighting nutrient that can help prevent prostate cancer in men. Canned tomatoes, catsup, and spaghetti sauce are higher in lycopene than fresh tomatoes.

Strawberry Parfait: This makes a very pretty dessert, but can also be eaten at breakfast.

- A fruit parfait is made in a clear glass in which the fruit, yogurt and cereal are alternately layered until the glass is full. You can also just put in a bowl and eat!
- This recipe is great to do with children – kids can help chop the fruit, stir the yogurt and assemble the parfaits.
- You can use other fruits and cereals you like. This is a great recipe to use with fresh berries.
- You can also use different flavors of yogurt, but try to stick to lowfat or nonfat yogurt. Regular yogurt can contain a lot of fat and sugar.

Taco Soup: Soups are a great way to use leftovers!

- Canned beans are an excellent source of fiber, especially soluble fiber that can help lower blood cholesterol and blood glucose (sugar).
- Other meat, such as ground moose, caribou or turkey works well in this soup.
- Feel free to try different kinds of beans for a different look and taste.
- Before using canned beans, drain in a colander and rinse well to get rid of added salt and the carbohydrates that can cause gas. You can also use dry beans, which are cheaper than canned beans. Soak the beans overnight and drain the water before using to help reduce the gas causing elements.
- Canned tomatoes are a good source of lycopene – another cancer-fighting nutrient that can help prevent prostate cancer in men. Canned tomatoes, catsup, and spaghetti sauce are higher in lycopene than fresh tomatoes.
- If you want a thicker stew, add less water.

Winter Fruit Salad:

- You can use different flavors of yogurt, but try to stick to lowfat or nonfat yogurt. Regular yogurt can contain a lot of fat and sugar. You can use plain nonfat yogurt mixed with a sweetener like sugar, honey, or syrup.
- Yogurt is used to cut down on fat. If you don't have yogurt, use a non-fat or reduced-fat mayonnaise or salad dressing.
- If you don't have fruit canned in water or in juice, drain the syrup and rinse the fruit to reduce the amount of sugar.
- This salad is high in vitamins A & C, both anti-oxidants that can help prevent cancer.



Items Needed for Demonstrations

Chili Macaroni: table, tablecloth, electric nonstick skillet, extension cord, large stirring spoons, can-opener, liquid & dry measuring cups and spoons, hot pads, timer, paper towels, small cups, plastic spoons, garbage bags.

Delicious Bean Soup: table, tablecloth, electric skillet, extension cord, large stirring spoon, can-opener, liquid & dry measuring cups and spoons, hot pads, timer, paper towels, small cups, plastic spoons, garbage bags.

Harvest Fruit Compote: table, tablecloth, electric skillet, extension cord, can opener, large stirring spoon, liquid measuring cups and spoons, knife, cutting board, hot pads, timer, paper towels, small cups, plastic spoons, garbage bags.

Macaroni & Cheese Soup: table, tablecloth, electric skillet, extension cord, large stirring spoon, liquid & dry measuring cups, hot pads, timer, paper towels, small cups, plastic spoons, garbage bags.

Macaroni with Tomatoes and Broccoli: table, tablecloth, electric nonstick skillet, extension cord, large stirring spoons, can-opener, liquid & dry measuring cups, hot pads, timer, paper towels, small cups, plastic spoons, garbage bags.

Mashed Sweet Potatoes: table, tablecloth, electric skillet, extension cord, can opener, large stirring spoon, liquid & dry measuring cups and spoons, electric mixer or potato masher, large bowl, hot pads, paper towels, small cups, plastic spoons, garbage bags.

Peanutty Fruit Salad: table, tablecloth, can opener, large bowl, small bowl, large stirring spoon, cutting board, knife, dry measuring cups and spoons, paper towels, small cups, plastic spoons, garbage bags.

Quick and Easy Fried Rice: table, tablecloth, electric nonstick skillet, extension cord, large stirring spoons, cutting board, knife, small bowl & fork (for eggs), bowl (for cooked rice), dry measuring cups and spoons, hot pads, paper towels, small cups, plastic spoons, garbage bags.

Quick Peas & Carrots: table, tablecloth, electric skillet, extension cord, can opener, large stirring spoon, liquid & dry measuring cups, hot pads, paper towels, small cups, plastic spoons, garbage bags.

Spaghetti Soup: table, tablecloth, electric skillet, extension cord, can opener, large stirring spoon, liquid & dry measuring cups and spoons, hot pads, paper towels, small cups, plastic spoons, garbage bags.

Strawberry Parfait: table, tablecloth, small clear cups, can opener, paper towels, small cups, plastic spoons, garbage bags.

Taco Soup: table, tablecloth, electric skillet, extension cord, can opener, large stirring spoon, liquid & dry measuring cups, knife, cutting board, hot pads, paper towels, small cups, plastic spoons, garbage bags.

Winter Fruit Salad: table, tablecloth, can-opener, large bowl, large stirring spoon, measuring cup, paper towels, small cups, plastic spoons, garbage bags.

If you plan on doing many food demonstrations, you may want to purchase a large (18-gallon) plastic tote to hold and carry all the items. The following is a list of all items needed to do all the recipes:

- electric nonstick skillet, plug & cord, directions for use
- apron
- 2 large stirring spoons
- 2 can-openers
- liquid measuring cup
- dry measuring cups
- measuring spoons
- potato masher
- hot pads
- timer
- knife
- cutting board
- small plastic bowl
- large plastic bowl w/ lid - holds small utensils; can be used to hold food and ice
- small plastic cups (3-ounce bathroom cups)
- plastic spoons and forks
- spray bottle - for bleach
- plastic tablecloth
- extension cord
- duct tape – to tape down extension cord
- paper towels
- garbage bags
- ziplock baggies – to hold dirty utensils or leftover food
- hand sanitizer

Evaluation

Evaluating your project is very important to determine if your efforts were successful and should be continued. There are many types of evaluation ranging from simple to complex.

The following tools can help you evaluate your activities and their effect on your community.

Process Evaluation

Process evaluation can help you track what you do. This chart can help you keep track of your activities and materials.

Dates:

Number of brochures distributed									
Number of posters distributed									
Number of shelf labels in grocery stores									
Number of surveys conducted									
Number of food demonstrations conducted									
Number of people who watched food demonstrations									
Number of recipes distributed									
Amount of money spent on food									
Number of other community activities conducted									

Surveys

Customer surveys before and after your campaign can help you discover changes in knowledge and attitudes.

Tips for Conducting Shopper Surveys

- ◆ Practice interviewing so you feel comfortable with the survey.
- ◆ Approach everyone, not just people who look friendly, to keep your results unbiased. Have some guidelines on whom to approach so that your survey has some randomness. For example, you may decide to approach every third consumer, or every tenth consumer.
- ◆ Be friendly. Look people in the eye, and look interested.
- ◆ Interview at different times to get a cross section of shoppers, such as weekday morning/early afternoon; weeknight; weekend.
- ◆ Tell shoppers how much time the survey takes – 1 minute or less is best.
- ◆ Plan to be rejected – don't take it personally.
- ◆ Complete the survey before approaching another shopper. You will not remember comments later!
- ◆ Keep track of the number of shoppers who decline to take part. This helps for future surveys. Tell the store manager about any complaints.

*Adapted from Bunch, KL et al: Guidelines for Effective Shopper Intercept Surveys, 1990.

Incentives can be useful to increase the response rate. People are always more willing to stop for a few minutes if they can get something in return. Incentives could be coupons for certain products (preferably canned or frozen fruit or vegetables,) certificate for a free item (such as a small can of fruit or a package of frozen vegetables) or even a small amount of money, such as \$1.00.

Pre/Post Survey

Grocery Store Intervention

1. Age: _____ Sex: _____ Race: _____
2. How many total servings of fruits and vegetable do you think you should eat every day for good health?
Enter number _____ Don't know
3. Do you consider the following types of foods to be as good for you as fresh fruits and vegetables?
- | | <u>Yes</u> | <u>No</u> |
|---|--------------------------|--------------------------|
| ◆ frozen fruits and vegetables | <input type="checkbox"/> | <input type="checkbox"/> |
| ◆ canned fruits and vegetables | <input type="checkbox"/> | <input type="checkbox"/> |
| ◆ subsistence foods (such as berries and wild greens) | <input type="checkbox"/> | <input type="checkbox"/> |
| ◆ 100% fruit and vegetable juices | <input type="checkbox"/> | <input type="checkbox"/> |
| ◆ Tang, Hi-C, fruit punch | <input type="checkbox"/> | <input type="checkbox"/> |
4. In the past 3 months, do you remember seeing tip sheets, recipes, food demonstrations or posters promoting canned and frozen fruits and vegetables? Yes No
5. Have you seen or heard any messages promoting canned and frozen fruits and vegetables on TV, on the radio, or in the newspaper?
 Yes No
6. Would you say these promotions were:
 very informative somewhat informative not at all informative

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Taste & Health Project. Seattle Nutrition Action Consortium, First Interstate Center, 999 Third Avenue, Suite 900, Seattle, WA 98104-4039, (206) 269-3953.

Appendix

Other Activities

These materials can also be used in other areas of your community:

- ◆ Place posters and handouts in clinics, schools or other public areas.
- ◆ Make presentations to schools or other groups about the nutritional value of canned and frozen fruits and vegetables and *Fruits and Veggies- More Matters*. Have the kids help you with the recipe demonstration – they’ll be more likely to taste it if they have helped.
- ◆ Do a recipe demonstration at a local health fair or other community event.

Media

Media can increase the impact of a grocery store campaign in your community. Use your local newspaper or radio to announce your activities; what you are doing, and when and where the event will be. Other media messages, such as Public Service Announcements (PSAs) can help reinforce what you say and hand out at your activity. The more times a person hears a message, the more likely they are to remember it.

Newspapers

Use the newspaper to announce your activities. Invite a local reporter to come to your event and write an article about it. Use this article or the article on page 5 for a feature story.

The Alaskan Way to More Fruits and Veggies!

Most people know that fruits and vegetables are good for you! How good? Research has shown that eating fruits and vegetables each day can help reduce your risk of getting cancer, heart disease, diabetes, and high blood pressure. Eating *more fruits and veggies* is one of the easiest things to do for better health.

For those living in rural Alaska, eating more fruits and veggies may be a little more challenging than it is for urban Alaskans. In the bush, the cost of transportation, and lack of roads and grocery stores impact the availability of fruits and vegetables. If fresh produce is available, it can be expensive and may spoil very quickly.

Fortunately there are other ways to get more fruits and veggies.

“Frozen, canned, and dried fruits and vegetables are just as nutritious as fresh.” said Alaska Department of Health and Social Service’s Registered Dietitian, Diane Peck. “Produce is picked and processed so quickly that it usually retains more nutrients than fresh, which can take days to reach your store.” If it’s difficult for the local grocery store to carry fresh produce, the manager may be able to order a better variety of other forms of fruits and vegetables.

Dried beans, such as kidney and navy beans, are cheap and easy to transport and store. Beans are a great source of protein and fiber. Canned beans can be more expensive, but they make a quick meal!

Food dehydrators are becoming more popular in the bush. “Dried fruits and vegetables are easy to store and carry along on trips,” said Kenaitze Dietitian, Marcia Anderson. “I take lots of dried vegetables to fish camp and add them to soups and stews.”

Another quick way to get more fruits and veggies is drink 100% fruit and vegetable juices. Some companies now make small concentrates in boxes and cans that don’t require refrigeration, making them very easy to ship and store. Juice “cocktails” and “punches”, such as Tang and Hi-C do not count because they contain mostly artificial flavors and sugar.

Finally, don’t forget about the fresh produce that nature provides! Wild Alaskan berries and greens are very nutritious. One half cup of lowbush salmonberries has more vitamin C than ¾ cup 100% orange juice, and sourdock has almost as much vitamin A as carrots. There are many traditional Alaska Native ways of preserving these foods for the winter. Your local Cooperative Extension agent can also provide information on safely canning, freezing, and drying fruits and vegetables.

It’s easy to get more fruits and veggies the Alaskan way!

For more information the "Alaskan Way to More Fruits and Veggies" on contact the Alaska Department of Health and Social Services (907) 269-8447 or diane.peck@alaska.gov.

Radio Public Service Announcements (PSA)

Many local radio stations are happy to read brief community messages on the air for free. You can also ask a local business to purchase radio time to air the PSAs as a radio commercial. (This is great publicity for the grocery store you are working with!)

Some radio stations like to read PSAs live and other prefer to record them. The following are some scripted short PSAs that can be read by you or the radio host. You can add the name of your local organization as an optional tag line (“...brought to you by the name of your organization.”) The PSAs can be read in English or the local community Native language.

These PSAs are also excellent for your local cable company scanner channel.

Alaskan Way to More Fruits and Veggies Public Service Announcements

The Alaskan Way to More Fruits and Veggies

It's easy for Alaskans to get more fruits and vegetables everyday for better health. Fresh wild berries and greens may be just outside your door in the summer. During winter stock up on canned and frozen fruits and vegetables. Canned, frozen or fresh – it's the Alaskan Way to More Fruits and Veggies! For more information, contact the Alaska Department of Health and Social Services, (907) 269-3447.

More Fruits and Veggies for Better Health

What can help prevent diseases such as cancer, heart disease, diabetes, cataracts and high blood pressure? Fruits and vegetables! The National Cancer Institute recommends eating at least 2 ½ cups everyday for better health. Eat a variety of fruits and vegetables to get their many different benefits. Canned, frozen or fresh – it's the Alaskan Way to More Fruits and Veggies! For more information, contact the Alaska Department of Health and Social Services, (907) 269-3447.

Canned & Frozen Fruits and Vegetables Count, Too.

Many people think that only fresh produce counts as “healthy” fruits and vegetables. New studies show that canned and frozen fruits and vegetables have the same amount of nutrients as fresh (sometimes more). Canned and frozen produce is picked at its peak of ripeness and processed quickly, keeping all their nutrients. Eat at least 2 ½ cups of fruits and vegetables everyday for better health. Canned, frozen or fresh – it's the Alaskan Way to More Fruits and Veggies! For more information, contact the Alaska Department of Health and Social Services, (907) 269-3447.

Canned & Frozen Fruits and Vegetables are Good for You.

Did you know that canned pumpkin has 3 times more vitamin A than fresh pumpkin? And canned tomatoes have more lycopene, a nutrient that can prevent certain types of cancer, than fresh tomatoes. Eat at least 2 ½ cups of fruits and vegetables everyday for better health. Canned, frozen or fresh – it's the Alaskan way to More Fruits and Veggies! For more information, contact the Alaska Department of Health and Social Services, (907) 269-3447.

Improve Your Game!

Did you know that fruits and vegetables give you the quick energy and fluid you need when you're active? Grab a can of 100% fruit or vegetable juice, a box of raisins or open a can of fruit for a pregame snack. Frozen berries are a great way to refresh and refuel after a workout. Eat at least 2 ½ cups of fruits and vegetables everyday for better health. Canned, frozen or fresh – it's the Alaskan way to More Fruits and Veggies! For more information, contact the Alaska Department of Health and Social Services, (907) 269-3447.

Nutrition Resources

Centers for Disease Control and Prevention

<http://www.fruitsandveggiesmatter.gov/publications/index.html>

Free downloadable *Fruits & Veggies—More Matters®* educational materials.

Produce For Better Health Foundation

http://www.pbhfoundation.org/pub_sec/edu/

Fruits & Veggies—More Matters® education materials, point of purchase information (brochures, danglers, posters) and promotional items (T-shirts, mugs, pencils, stickers, etc.)

USDA, Center for Nutrition Policy and Promotion

<http://www.usda.gov/cnpp/>

Information and free downloadable materials about My Plate, My Daily Food Plan, and the Dietary Guidelines.

My Daily Food Plan

Based on the information you provided, this is your daily recommended amount for each food group.

 <p>GRAINS 6 ounces</p>	 <p>VEGETABLES 2 1/2 cups</p>	 <p>FRUITS 2 cups</p>	 <p>DAIRY 3 cups</p>	 <p>PROTEIN FOODS 5 1/2 ounces</p>
<p>Make half your grains whole Aim for at least 3 ounces of whole grains a day</p>	<p>Vary your veggies Aim for these amounts each week: Dark green veggies = 1 1/2 cups Red & orange veggies = 5 1/2 cups Beans & peas = 1 1/2 cups Starchy veggies = 5 cups Other veggies = 4 cups</p>	<p>Focus on fruits Eat a variety of fruit Choose whole or cut-up fruits more often than fruit juice</p>	<p>Get your calcium-rich foods Drink fat-free or low-fat (1%) milk, for the same amount of calcium and other nutrients as whole milk, but less fat and Calories Select fat-free or low-fat yogurt and cheese, or try calcium-fortified soy products</p>	<p>Go lean with protein Twice a week, make seafood the protein on your plate Vary your protein routine—choose beans, peas, nuts, and seeds more often Keep meat and poultry portions small and lean</p>
<p>Find your balance between food and physical activity Be physically active for at least 150 minutes each week.</p>		<p>Know your limits on fats, sugars, and sodium Your allowance for oils is 6 teaspoons a day. Limit Calories from solid fats and added sugars to 260 Calories a day. Reduce sodium intake to less than 2300 mg a day.</p>		
<p>Your results are based on a 2000 Calorie pattern.</p>		<p>Name: _____</p>		
<p>This Calorie level is only an estimate of your needs. Monitor your body weight to see if you need to adjust your Calorie intake.</p>				

MyPlate



Balancing Calories

- ❖ Enjoy your food, but eat less
- ❖ Avoid oversized portions

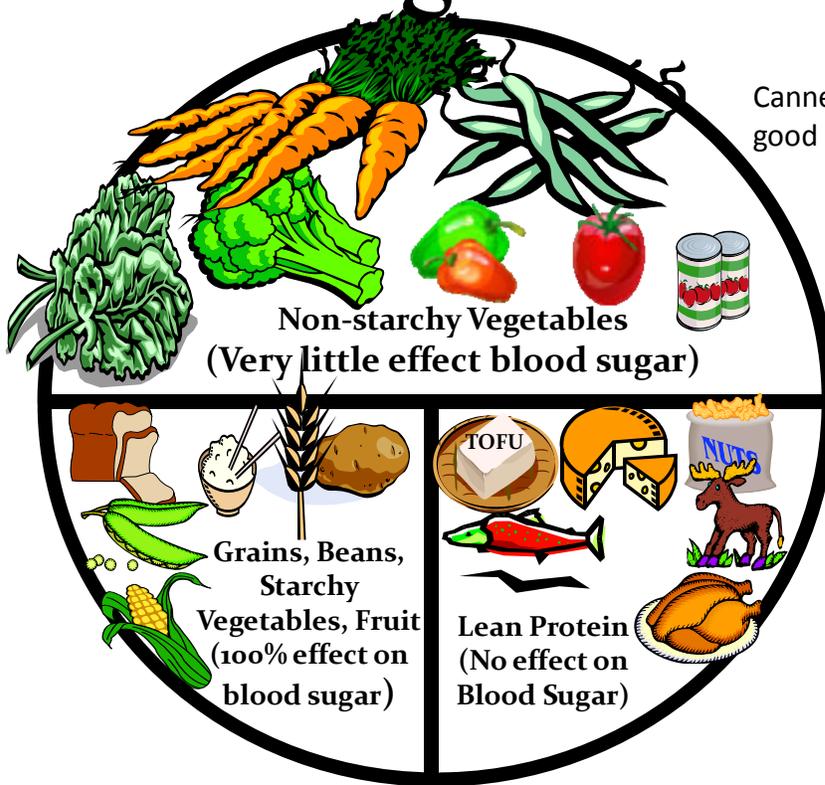
Foods to Increase

- ❖ Make half your plate fruits and vegetables
- ❖ Make at least half your grains whole grains
- ❖ Switch to fat-free or low-fat (1%) milk

Foods to Reduce

- ❖ Compare sodium in foods like soup, bread, and frozen meals; and choose the foods with lower numbers
- ❖ Drink water instead of sugary drinks

Balancing Your Plate



Canned & Frozen are good too!



Alaska Traditional Fruits and Vegetables

Alaska has a wide variety of greens and berries that grow naturally in the wild. These foods are extremely high in nutrients and have been used to keep Alaska Native people healthy for thousands of years. The following table lists a few Alaska native plants and their important nutrients:

Food (100 grams) (about 3 ounces)	Vitamin A (IU)	Vitamin C (mg)	Iron (mg)
Beach Asparagus	1922		
Blackberries	2160		1.0
Buttercup Leaves	4860		2.9
Cloudberry	210	158	
Fiddlehead Ferns	1340		
Fireweed leaves	5720	99	2.1
Wild Rhubarb Leaves	4480	33	
Salmonberries	1550		
Seaweed, Dried Black	4719	17	10.4
Seaweed, Dried Ribbon	23		11.0
Sourdock Leaves	11,900	68	
Willow Leaves	18,700	190	2.6

**Nutrient Value of Alaska Native Foods. Elizabeth Nobmann. USDHHS, IHS, 1993*

For more resources on Alaskan traditional foods, visit the Eat Smart Alaska “Traditional Foods Resources” list at

<http://dhss.alaska.gov/sites/takeheart/Documents/TraditionalFoods.pdf>

Reading Food Labels

Macaroni & Cheese

Nutrition Facts

Serving Size 1 cup (228g)
Servings Per Container 2

Amount Per Serving

Calories 250 Calories from Fat 110

% Daily Value*

Total Fat	12g	18%
	Saturated Fat 3g	15%
Cholesterol	30mg	10%
Sodium	470mg	20%
Total Carbohydrate	31g	10%
	Dietary Fiber 0g	0%
	Sugars 5g	
Protein	5g	

Vitamin A		4%
Vitamin C		2%
Calcium		20%
Iron		4%

* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Quick Guide to % Daily Value

5% or less is Low

20% or more is High

Start Here →

Limit these Nutrients

Get Enough of these Nutrients

Footnote

For more information about reading food labels visit the Food and Drug Administration website: <http://vm.cfsan.fda.gov/label.html>.