

Make At Least Half Your Grains Whole

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Chartwells Whole Grain Strategy

- **Whole Grain Products**
- **Whole Grain Education & Promotion**





What's popular with students?

- Add Whole Grains to foods that are already popular
- Appearance & Consistency
- Kid-Tested Recipes





Newsletters for Parents

e·bites...



To encourage healthy lifestyles for families!

Issue 1

Vary your Veggies!

Focus on Fruits!

Did you know that most fruits and vegetables are naturally low in fat, sodium, and calories? Most importantly, fruits and vegetables are an excellent source of many nutrients including:



Key Nutrients

- Potassium
- Vitamin A
- Vitamin E
- Dietary Fiber
- Vitamin C
- Folate (*folic acid*)

Be careful when adding sauces or seasonings to fruits and vegetables, because at the same time you may also be adding fat, calories, or cholesterol.



MyPyramid.gov

Veggies	Fruits
As a guide kids should eat 2.5 cups of vegetables each day! What equals 1 cup of vegetables? Carrots – about 12 baby carrots Broccoli – 3, 5" spears Celery – 2 large stalks	As a guide kids should eat 1.5 cups of fruit each day! What equals 1 cup of fruit? Grapes – 32 seedless grapes Apple – 1 small apple Strawberry – 8 large berries

It may be helpful for kids to compare their portions to everyday objects to help choose the right amount!

- 1 medium apple or orange = a baseball
- 1/2 cup raisins = a large egg
- 1 cup vegetables = a baseball
- 1 small baked potato = a computer mouse



SUPERFOODS

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What's New?

"Fruits and Veggies: More Matters"

The 2005 Dietary Guidelines for Americans recommends 5 to 13 servings of fruits and vegetables a day depending on age, size and gender. Therefore, the catchy "5 A DAY" slogan is being phased out by the Produce for Better Health Foundation. Over the next year you will begin to see the new brand identity, "Fruits and Veggies: More Matters." Since fruits and vegetables - with fiber, vitamins, minerals, and other nutrients, play an important part in building healthy minds and bodies, we don't want to limit consumption to only "5 A DAY." Fruits and vegetables should be eaten freely by kids and all Americans.

Healthy Snack Ideas

Cafeteria Promotions

- Whole Grains Sticker Promotion
- Taste-Testing Whole Grains





Health Fairs



Classroom Lessons



Classroom Lessons





Youth Advisory Committees





Whole Grains Obstacle Course





Field Day



Thank You!

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