





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	Dietary Fiber			
	Vitamin A	Vitamin C			
	Vitamin E	• 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.



ies			

As a guide kids should eat 2.5 cups As a guide kids should eat 1.5 of vegetables each day! What equals | cups of fruit each day! What 1 cup of vegetables?

Carrots - about 12 baby carrots Broccoli - 3, 5" spears Celery - 2 large stalks

Fruits

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

Sign up for e-bites!

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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

SUPERFOODS



Cafeteria Promotions

- Whole Grains Sticker Promotion
- Taste–Testing Whole Grains









Health Fairs





Classroom Lessons





Classroom Lessons



Youth Advisory Committees



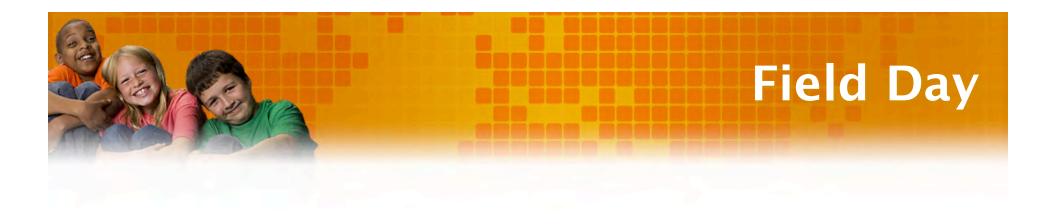
Whole Grains Obstacle Course

















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