

SPONSORS

American Heart
Association

BlueCross
BlueShield
of Montana

Montana Beef
Council

Montana Chapter,
American
Academy of
Pediatrics

Montana
Department of
Public Health and
Human Services:
Nutrition and Physical
Activity Program
and
Special Supplemental
Nutrition Program for
Women, Infants, and
Children (WIC)

Montana Dietetic
Association

MSU Extension:
Food and Nutrition
and
Nutrition Education
Programs

Montana Office of
Public Instruction:
School Nutrition
Programs

Montana Team
Nutrition Program

North Dakota WIC
Program

Western Dairy
Council



July 2005

Dear Colleagues:

Welcome to the fifth issue of **Eat Right Montana's** 2005 campaign, based on the new Dietary Guidelines for Americans - **A Healthier YOU: 3 steps for success**. To continue our focus on healthy summer lifestyles, we discuss **eating more veggies** and **swimming for fitness** - with simple goal setting sections on each of our monthly handouts.

In the April 2005 issue, Food Technology magazine (published by the Institute of Food Technologists) discussed global food trends. They reported that **health** is a key driver in the world's food marketplace. According to the magazine, at least half of the ten major trends shaping today's food choices include **vegetables**, like:

- **Inherently Healthy:** More people are eating more fruits, vegetables, grains, nuts, and yogurts.
- **Farm-Friendly:** Foods deemed to be closer to the farm are capturing consumers' dollars.
- **Do-It-Yourself Doctoring:** Shoppers are trying to manage or treat conditions through diet.
- **Low-, No- and Reduced:** With low-carb interest waning, consumers are returning to watching their fat and calorie intake. Low-fat tops the health claims consumers now seek out.
- **Global Gangbusters:** Convenience and ready-meals are growing worldwide. More fresh, chilled, ready-to-eat foods are emerging, especially with more flexible packaging, like pouches.

Now is the time to capitalize on these trends - and help consumers get the vegetables they need for optimal health and nutrition. And, there is plenty of room for improvement. A 2004 A.C. Nielsen study for the Produce for Better Health Foundation found while **40 percent of Americans recognize the "5 a Day" message, only 12 percent eat the recommended servings of fruits and vegetables a day.**

Thank you for your past and future support of Eat Right Montana. Feedback is always important to us; please let us know what you think.

Rebekah Brown: 406-994-2926

Katie Bark: 406-994-5641

Debi Miller, Chair: 406-994-5641



A Healthier YOU #5: Simple steps to super summertime salads
FOR IMMEDIATE RELEASE CONTACT: Crystelle Fogle, MBA, RD
MT Department of Public Health and Human Services – 406/947-2344

Healthy Families 2005: Getting fit with vegetables (5th in a series of 10)

According to the experts, the list of reasons to eat veggies is a long one: *Vegetables play an important role in weight management. Veggies help protect bones and prevent strokes. Green leafy vegetables are closely linked to heart health. Yellow-orange and green veggies reduce risk of diabetes.*

“Summer brings another important reason to eat more veggies,” says Mary Hernandez, co-chair of the Eat Right Montana Coalition and District Director of the American Diabetes Association in Montana. “Garden fresh produce tastes great – and it’s naturally nutrient-rich too. If you didn’t plant your own garden this year, fresh vegetables are as close as your farmer’s markets or grocery shelves.”

According to Hernandez, summer salads are the perfect way to get your taste buds on a health kick. They are easy to toss together – and go great with grilled meals like lean steaks, salmon, and chicken breasts. She suggests three simple salads for at-home dinners and brown bag lunches:

1. **Leafy veggie salads:** Today’s leafy greens offer more taste and nutrition than iceberg lettuce. Try tossing mixed baby greens or tender spinach with fruit (sliced strawberries, pears, or some crasins), a few nuts (pecans, walnuts, or slivered almonds), and a light vinaigrette salad dressing.
2. **Mixed veggie salads:** Any mixture of your favorite vegetables makes a great salad, including leftovers. Try combos like cold cooked peas, chopped water chestnuts, sliced scallions, and garlic with a soy dressing – or broccoli florets, chopped red onions, raisins, and sunflower seeds.
3. **Bean and veggie salads:** Be creative with your bean choices – any cooked or canned beans can make a super salad. Start with chickpeas, pintos, lentils, and navy, black, or green beans; add chopped onions, peppers, or tomatoes; and spice it up with olive oil, vinegar, and some herbs.

Eat Right Montana, a statewide coalition promoting healthful eating and active lifestyles, urges Montanans to experiment with new salads and vegetable combinations this summer.

“One cup of leafy greens is a tasty start on the three to five vegetables you need every day,” says Hernandez. “Add a couple of crunchy veggie snacks – and you’ll meet your produce quota in no time!”

ATTACHED: Enjoying VEGGIES and SWIMMING for Fitness: Three steps for success

Enjoying VEGGIES: 3 steps for success

1. Enjoy 3 to 5 servings of vegetables every day.

On any listing of super foods, vegetables invariably rise to the top – for a long list of healthy reasons. Veggies are naturally low in calories, cholesterol and fat-free, and packed with health-enhancing phytonutrients. You can't ask for more from a food!

Confused about veggie serving sizes? Not to worry – they are more do-able than you think. A serving equals ½ cup of fresh/cooked veggies (raw carrots, frozen broccoli, canned tomatoes), 1 cup leafy greens (Romaine, spinach, bok choy), or 6 ozs. juice.

2. Enjoy leafy green vegetables at least once a day.

Leafy green veggies – the darker green the better – rate especially high in nutrient value with vitamins (A, C, K, and folic acid), minerals (calcium, iron, magnesium, and potassium), and those all-important anti-oxidants (beta-carotene and lutein).

Just think of all delicious ways to go for the green: **salads** like baby spinach tossed with crasins, sliced berries, and a light vinaigrette; **stir-fry** with Chinese cabbage, snap peas, and green onions, or a **sandwich/wrap** with crisp Romaine lettuce.

3. Enjoy crispy, crunchy, juicy vegetables at snack time.

Getting the nutrition your body needs for optimal health can be a snap – just enjoy a cup of raw veggies at snack time. You can buy them ready-to-eat or slice up a bunch a couple times a week and refrigerate them in ready-to-go baggies.

The possibilities for vegetable snacks are virtually unlimited. Check out your produce department or farmer's market for yummy options from A to Z – asparagus spears, green beans, carrot coins, celery stalks, pea pods, grape tomatoes, and zucchini sticks.

What will you do for a healthier YOU?

- I will add at least one more daily serving of veggies to my usual intake.
- I will try at least one new vegetable in a salad every week.
- I will eat two different colors of veggies every day.
- I will _____



www.montanadieticassociation.org/promo.html

**Celebrating
Healthy
Families 2005**

SWIMMING for Fitness: 3 steps for success

1. Take the plunge - and find a safe, fun place to swim.

When it comes to fitness, the experts agree: swimming is the most nearly perfect form of physical activity. It uses all the major muscle groups, leads to almost no stress on the bones and joints, and is great for your heart, posture, and flexibility.

Swimming works for different body shapes, sizes, conditions, and ages. It is gentle enough for children, older adults, pregnant women, those with arthritis, back or knee problems, and post-surgery recovery. The key is finding a pool to fit your needs.

2. Make swimming safe, comfortable, and fun.

The most essential piece of equipment is a comfortable, well-fitting swimsuit. You may also want to invest in a swim cap or goggles. If you plan to swim outside, always wear waterproof sunscreen – and watch out for natural obstacles, like strong currents.

To reduce muscle soreness, expert swimmers recommend 5 minutes of warm-up and cool-down stretches – either in or out of the pool. Remember: even though you are immersed in water while swimming, you need plenty of fluids to avoid dehydration.

3. Vary your swimming routine with new skills.

The best way to avoid boredom in your swimming routine is to do a wide variety of strokes. The breaststroke, sidestroke, backstroke, butterfly, and even the dog paddle all use different muscles and work to strengthen different areas of your body.

Swimming equipment is another fun way to add variety to your pool time. A light foam kickboard helps support your upper body while you do different kicks and a pull-buoy is helpful to hold your legs still while you focus on upper-body exercises.

What will you do for a healthier YOU?

- I will find a safe and fun place to swim at least twice a week.
- I will join a water aerobics class for fitness and fun.
- I will learn a new swimming stroke to vary my routine.
- I will _____



www.montanadieticassociation.org/promo.html

**Celebrating
Healthy
Families 2005**

Healthy Families 2005

A Healthier YOU: Three steps for success!

Topics:

- **Simple Guidelines ... for a Healthier YOU**
- **Reading Food Labels ... for a Healthier YOU**
- **The “New Pyramid” ... for a Healthier YOU**
- **Fruits ... for a Healthier YOU**
- **Vegetables ... for a Healthier YOU**
- **Nuts, Seeds, and Beans ... for a Healthier YOU**
- **Grains ... for a Healthier YOU**
- **Dairy Foods ... for a Healthier YOU**
- **Meats ... for a Healthier YOU**
- **Poultry and Seafood ... for a Healthier YOU**



EAT RIGHT MONTANA

A coalition promoting healthy eating and active lifestyles

www.montanadieticassociation.org/promo.html