



May 1, 2003

Dear Colleague:

We are pleased to announce that Healthy Family packets are now a collaborative effort between the **Montana Cardiovascular Health Program** and the **Eat Right Montana Coalition**. For May, our packet focuses on food and fitness options throughout the day – as we continue to promote the theme of **Fit and Healthy, Anytime, Anywhere**. This month, we offer **10 tips for smarter snacking, 10 ways to fit fitness into every day, and 10 food trends for 2003**.

Staying on top of trends – in food, fitness and general lifestyles – is an important skill if you want to communicate effectively with consumers. If we hope to change people's behavior, we have to know what they are currently doing; what things are important to them; and what options are available in the marketplace. Here are three of the many excellent trend resources available to nutrition communicators.

Institute of Food Technologists (IFT) @ www.ift.org

Many of IFT's services and publications are available free online (even if you are not a member). Check out the daily headlines and the excellent **Nutraceutical and Functional Food Buyer's Guide**. Complete 2003 food trend info is available @ www.ift.org/publications/docshop/ft_shop/04-03/04_03_pdfs/04-03-sloan.pdf

Prepared Foods @ www.preparedfoods.com/

This is a great place to read about new food products – and to find out everything about the people who buy them. You can browse by ingredient, subject or issue and find reports like an April 2003 feature on energy and nutrition bars @ www.preparedfoods.com/archives/2003/2003_4/0403bar.htm

USDA's Food Research Surveys Group @ www.barc.usda.gov/bhnrc/foodsurvey/

The FRSG monitors and assesses food consumption in the US by conducting surveys and providing information for food and nutrition-related programs and public policy decisions. You can find their newest publication on trends in kid's food intake @ www.barc.usda.gov/bhnrc/foodsurvey/Whatsnew.html

As always, we welcome feedback ~ so, please let us know what you think.

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Fit and Healthy, Anytime, Anywhere: Smarter Snacks for Every Body
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Healthy Families 2003: High-octane nutrition all day long (5th in a series of 12)

There has been a dramatic shift in our national eating patterns. Three square, sit-down meals have given way to grazing. Like hungry herds of animals on the range, Americans nibble, munch and sip their way through multiple mini-meals, mobile meals, liquid meals and meal replacements every day.

“A snack used to be a small amount of food that we ate in between meals,” says Crystelle Fogle, MBA, RD (registered dietitian) with the Montana Cardiovascular Health Program and president of the Montana Dietetic Association. “All-day snacking is now the normal eating pattern for many people.”

A recent study by Information Resources (“*Meals Demise, Snacks Arise*”) reported that the typical consumer eats 4.3 times per day – with many people eating six or more times a day. This pattern of 24/7 snacking often means that we take in more calories – with fewer nutrients – than we need.

According to Fogle, smarter snacking is simple, even in the busiest schedules. “For more energy and a healthy weight, think about protein and portion size every time you snack,” she suggests. “Getting protein in your snack helps maintain your blood sugar, so you don’t run out of energy as quickly. Cheese sticks, yogurt, jerky, deli-meats, nuts, sunflower seeds and some protein bars are all tasty choices.”

For a super snack, combine a protein food with your favorite veggie, fruit or bread. It’s as simple as a cheese stick and some baby carrots; a vanilla yogurt and a banana; half a turkey sandwich on whole wheat; a piece of beef jerky with a few cherry tomatoes; or a handful of almonds with dried fruit.

Eat Right Montana (ERM), a statewide coalition promoting healthful eating and active lifestyles, urges all Montanans to check the size of their snack portions. Super-size, biggie-size and king-size snacks and drinks often have 500 to 1000 calories, with most calories coming from fat and sugar.

“Paying attention to your snacks can really pay off in terms of both your weight and your health,” says Fogle. “Smaller-sized, nutrient-rich snacks can keep you going strong – all day long.”

ATTACHED: *Ten Tips for Smarter Snacking and Ten Ways to Fit Fitness In*

Ten Tips for Smarter Snacking

1. Check your HUNGER level.

Are you actually hungry? Or are you tired? Bored? Lonely? Happy? Or did you just see a food commercial on TV? If you aren't hungry, skip the snack until you are.

2. Check your FLUID level.

Are you thirsty – rather than hungry? Since it's easy to confuse the signals for hunger and thirst, try drinking a refreshing glass of water before you dig into a snack.

3. Check PORTION SIZES.

Most super-sized snacks are loaded with fat, sugar and calories. If you want a sweet or salty treat, start with a small size or share a biggie size with a friend.

4. Check food labels and FACTS.

What you don't know can come as a surprise to your waistline! 300+ calories in a nutrition bar?! 400+ calories in a latte!? 600+ calories in a fancy cinnamon bun?!

5. Pay ATTENTION to your snack.

It's easy to overeat (and still not feel satisfied) if you eat while driving, reading or watching TV. Slow down and enjoy your snack; you'll eat less and enjoy it more.

6. Pay attention to PROTEIN.

Many snack foods are low in protein, as well as high in sugar and fat. Foods with protein (meat, dairy, nuts and soy) provide more nutrients and longer staying power.

7. Grab some NUTS.

A small handful of nuts (about an ounce) can satisfy your craving for something salty – and provide some super nutrition (vitamins, minerals and protein) at the same time.

8. Grab some VEGGIES.

Nature's fast food makes an excellent on-the-run snack. Keep sliced veggies ready to go in the fridge – and fill up a small bag whenever you head out the door.

9. Grab some FRUIT.

Feeling like something sweet and flavorful? Fresh, dried or canned, fruit is a luscious treat anytime of day. Keep several single-serve fruit choices at home and at the office.

10. Grab a POWER DRINK.

Soft drinks offer little – except excess calories and caffeine! Looking for some liquid energy? Try low-fat or fat-free milk – and build some beautiful bones and teeth too!



**Celebrating
Healthy
Families 2003**

Ten Ways to Fit Fitness into Every Day

1. Put on some comfortable shoes.

Feet were made for walking. With comfortable shoes on yours, you'll be ready to fit more walking into your life: at least 30 minutes a day, at least 10 minutes at a time.

2. Put on a pedometer.

These tiny step-counters are rapidly becoming today's most important piece of fitness equipment. While there is no "magic" number of steps, 10,000 per day is a great goal.

3. Put on some music.

Hate to exercise? How about dancing? Your favorite tunes – softly on headphones or loudly in the living room – can help anyone pick up the pace and enjoy moving more.

4. Use your legs – instead of the telephone.

Need to talk with a co-worker down the hall or a neighbor across the street? Hang up the phone and take a short walk to have your talk. Remember, every step counts!

5. Use your legs – instead of the elevator.

Need to go upstairs or downstairs? Forget the crowded elevator or the slow escalator! The stairs are an easy (and free!) way to build beautiful, strong leg muscles.

6. Use your legs – instead of the car.

For short errands, walking can be as fast (or even faster) than driving, waiting and parking. Plan to park in one place – and walk to several different stores.

7. Fidget more.

The experts say it's true – fidgeting burns calories. Forget about sitting still at your desk – wiggle, squirm, standup, sit down, move around as much as you can.

8. Lift more.

One easy way to pump up arm muscles is to keep a set of weights (5 to 10 pounds) – at your desk, near the TV or under the couch. Lift while you talk, watch or read.

9. Stretch more.

A few good stretches can help relax your body and your mind. You can stretch while working at a computer, watching TV or even driving a car. Just reach out and stretch.

10. Play more.

Bounce a ball, fly a kite, swing on a swing, chase a child – there is no end to the fun when you play at getting fit. Need some playful ideas? Just ask your favorite kid!!



**Celebrating
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Families 2003**

Top Ten Food Trends for 2003

Every year, *Food Technology* magazine features a review of current food trends. This list (from April 2003) summarizes what American families are buying and eating today.

- 1. Heat-and-eat, ready-to-eat meal solutions for busy families.**
The “most wanted” attributes for today’s meals are taste (still #1) and convenience. On-the-go consumption drives demand for utensil-free food and ever-faster meals.
- 2. Nutrition is here to stay with “less evil” alternatives.**
Although low-fat/no-fat options have rebounded slightly, sugar and carbs are catching up as top health concerns. Fiber (high) and sodium (low) are also “hot” health claims.
- 3. Everyday gourmet with casual indulgence and comfort foods.**
Americans now seek “*mildly* upscale casual culinary concepts that are destined to be more indulgent, flavorful, festive and fun,” like fancy sauces and artisan breads.
- 4. Traditional, regional, seasonal cuisines from around the world.**
Ethnic foods from all over merge with All-American favorites like BBQ – so we have flavor options like Hunan BBQ, Korean BBQ, mango BBQ, and cranberry-rum BBQ.
- 5. Choice, choice, choice = more exotic options in every food category.**
New forms and flavors show up in everything from cheese (Asiago, Havarti and Mizithra) to peanut butter (chocolate, vanilla-cranberry and spicy southwestern!).
- 6. Simplify, simplify, simplify for quicker, easier and more fun foods.**
For time-starved consumers, car-friendly combos like “Milk ‘n Cereal Bars” and “Soup-in-Hand” are the rage, along with 500+ nutrition and meal-replacement bars.
- 7. “Have it your way” means custom catering for all ages.**
Marketers now tailor foods for every taste-preference, age group and lifestyle, like yogurts for breakfast, snack and dessert – and yogurts for babies, kids and women.
- 8. Food as medicine to correct conditions from A to Z.**
Fortified foods (with soy, calcium, folic acid, omega-3’s and more) are BIG business as Americans look for ways to improve health, prevent disease and manage weight.
- 9. Safe, pure and reassuring in an uncertain world.**
With continuing worries about safety, security and terrorism, natural foods, organic groceries and additive/preservative-free products are another mega retro trend.
- 10. Snack attacks from dawn ‘til late, late at night.**
Snacks are now virtually indistinguishable from mini-meals, mobile meals and late night meals. Hand-held entrees, like wraps, pockets and burritos, are hotter than ever.

For more details on the *Food Technology*’s 2003’s food trends by Elizabeth Sloan, go to http://www.ift.org/publications/docshop/ft_shop/04-03/04_03_pdfs/04-03-sloan.pdf

Healthy Families 2003

Fit and Healthy, Anytime, Anywhere:

Taking charge of your eating and your life

www.montanadieteticassociation.org/promo.html

January 2003

- Nutrition and Physical Activity, ANYTIME, ANYWHERE!!

February 2003

- Healthy options in the morning

March 2003

- Healthy options at noon

April 2003

- Healthy options in the evening

May 2003

- Healthy options throughout the day

June 2003

- Healthy options at work

July 2003

- Healthy options on the road

August 2003

- Healthy options while camping

September 2003

- Healthy options at school

October 2003

- Healthy options for hunting

November 2003

- Healthy options in restaurants

December 2003

- Healthy options at celebrations



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