



In-and-Out Market Guidelines

Updated May 12, 2020

FARMERS MARKET CUSTOMERS

This season, farmers markets are transitioning from community gathering spaces to transaction based markets, or IN-and-OUT Markets.



CUSTOMER GUIDELINES FOR THE 2020 FARMERS MARKET SEASON

- Wear a mask and follow CDC recommended hygiene practices
- If you're not feeling well, stay home.
- Maintain the required 6' distance between yourself, market staff, vendors, and other shoppers.
- This is not a family event. Limit attendance to one member of the household.
- Pre-order products where possible to speed up transaction process.
- Use credit and debit cards and SNAP/Link benefits for purchases.
- If cash is used, do not expect change.
- Do not touch products at vendor stands.
- At home, wash all products thoroughly before using.

Be patient, and kind - we're all in this together.



American Heart Association
Healthy for Good™

ADD COLOR WITH **FRUITS AND VEGETABLES**



EAT SMART **ADD COLOR** MOVE MORE BE WELL

#HEALTHYFORGOOD

HEART.ORG/FRUITVEGETABLEMONTH



Fruits and vegetables are a key part of an overall healthy eating plan. They're also delicious, colorful, versatile, convenient, affordable and fun. This guide includes great tips, resources and recipes to help you add color with heart-healthy fruits and vegetables.



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HOW TO **EAT MORE FRUITS AND VEGETABLES**

You can easily add color to every meal and snack. Try some of these practical tips that don't require a lot of changes to the way your family eats:


- Pack portable, easy-to-eat fruits and veggies in your work or school bag and avoid vending machine temptations.
- Add frozen peas or broccoli to rice when it's almost done cooking.
- Add extra veggies to soups and stews.
- Have a meatless meal once a week. Think vegetable lasagna, portabella mushroom "burgers" or grilled veggie kebabs.
- Fill out a sandwich with fruits and veggies. Try sliced or shredded vegetables like beets, carrots, celery, cucumbers, onions, peppers, radishes, tomatoes and zucchini and/or sliced fruits like apple, avocado and pear.
- Keep frozen and canned fruits and vegetables on hand for when you need to throw together a meal in a hurry. Compare food labels and choose items without too much sodium or added sugars.
- Work fruits and vegetables into your family's favorite dishes.
- Make adding fruits and veggies to meals a snap by cutting them up and keeping them in the fridge. They'll also be handy for snacking!
- When eating out, ask if you can substitute a fruit cup or side salad for fries and other less-healthy sides.
- Top yogurt, oatmeal and cereal with berries or sliced fruit.
- Make fruit popsicles. Freeze 100 percent juice or pureed fruit in an ice tray or popsicle mold.
- Add spinach, peppers or mushrooms into scrambled eggs and omelets.
- For snack time, keep fresh fruit and pre-chopped or no-chop veggies (such as baby carrots, cherry tomatoes and sugar snap peas) on hand, as well as single-serve containers of raisins or applesauce. Your kids may grab them instead of less-healthy snacks if they're readily available.
- Enjoy fruit for dessert most days and limit traditional sugar-sweetened desserts to special occasions.
- Make it fun for kids to try new fruits and veggies. Let them pick out a new fruit or vegetable in the grocery store each week, and figure out together how to cook or prepare it. You might end up expanding your palate as well!
- Eat the rainbow: A fun and tasty way to make sure your family is eating a good variety of fruits and vegetables is to eat as many different colors as you can each day.
- Keep a bowl of whole fruit handy on the desk, table or countertop.

WHAT'S **A SERVING?**


FRUITS

4 servings per day

ONE MEDIUM FRUIT

 = About the size of your fist

FRESH, FROZEN OR CANNED

 = 1/2 CUP

DRIED

 = 1/4 CUP


FRUIT JUICE

 = 1/4 CUP


VEGETABLES

5 servings per day


RAW LEAFY VEGETABLE

 = 1 CUP

FRESH, FROZEN OR CANNED

 = 1/2 CUP

VEGETABLE JUICE

 = 1/2 CUP

**based on a 2,000 calorie eating pattern*

The good news is eating the right amount of fruits and vegetables doesn't have to be complicated. Here are some examples of about one serving:

FRUITS

Apple, pear, orange, peach or nectarine: 1 medium

Avocado: Half of a medium

Banana: 1 small (about 6" long)

Grapefruit: Half of a medium (4" across)

Grape: 16

Kiwifruit: 1 medium

Mango: Half of a medium

Melon: Half-inch thick wedge of sliced watermelon, honeydew, cantaloupe

Pineapple: 1/4 of a medium

Strawberry: 4 large

VEGETABLES

Bell pepper: Half of a large

Broccoli or cauliflower: 5 to 8 florets

Carrot: 6 baby or 1 whole medium (6 to 7" long)

Corn: 1 small ear (6" long) or half of a large ear (8 to 9" long)

Leafy vegetable: 1 cup raw or 1/2 cup cooked (lettuce, kale, spinach, greens)

Potato: Half of a medium (2 1/2 to 3" across)

Squash, yellow: Half of a small

Sweet potato: Half of a large (2 1/4" across)

Zucchini: Half of a large (7 to 8" long)

PICKING **PRODUCE**

The good news is that all produce counts, which means canned, fresh and frozen varieties can help you reach your goal.

Here's how to pick the best produce of the bunch:

CANNED FRUITS & VEGETABLES

- **WATCH FOR SODIUM:** Sodium is usually added to canned foods to preserve them. Look for low-sodium, reduced-sodium or no-salt-added labeled foods. Compare the sodium content on the Nutrition Facts label and choose the product with the lowest amount. Drain and rinse canned veggies to reduce sodium even more.
- **WATCH FOR ADDED SUGAR:** Look for fruit that's canned in water, its own juice, or light syrup (drain and rinse).
- **DELICIOUS USES:**
 - Add drained cans of corn, tomatoes and pinto beans or any other vegetable to low-sodium chicken broth for a superfast and filling vegetable soup.
 - Use a blender, food processor or a fork to smash drained and rinsed garbanzo beans, northern beans or any beans into a bean dip for baby carrots; add a little lemon juice and garlic powder for some zip.
 - Serve canned fruit as a dessert topped with low-fat, no-sugar-added yogurt; or top whole grain cereal with canned fruit.

FROZEN FRUITS & VEGETABLES

- **WATCH FOR SODIUM:** Compare the sodium content on the Nutrition Facts label and choose the product with the lowest amount. Sauces and seasonings can contain excess salt and add calories.
- **WATCH FOR ADDED SUGAR:** Choose 100% frozen fruits without added sugars.
- **DELICIOUS USES:**
 - When you boil pasta, throw in some frozen veggies at the end of the cooking time for added nutrients and variety.
 - Whip up a smoothie of frozen fruit, fat-free or low-fat milk and yogurt.
 - Mix frozen berries into baked goods and oatmeal.

FRESH FRUITS & VEGETABLES

Fresh fruits & vegetables are easy, portable choices. Whenever you leave the house, get into the habit of stashing a fresh snack in your purse or backpack; think: apple, orange, banana, grapes or baby carrots. These snacks will keep you energized and avoid less-healthy snacks at vending machines.

- **LOOK FOR SEASONAL CHOICES:** Your heart-healthy recipes will taste even better with produce that's in season.
- **DELICIOUS USES:**
 - Always top sandwiches with extra vegetables.
 - Serve cut-up veggies with hummus or fat-free plain yogurt with fruit for a healthy snack.
 - Serve a colorful fruit salad for dessert.
 - Add pureed fruits and veggies to sauces, smoothies, soups and more for a boost of flavor and nutrients.



SO MANY **BENEFITS**

Fruits and vegetables are an important part of an overall healthy eating plan because they're typically high in vitamins, minerals and fiber and low in calories and saturated fat. Most fruits and vegetables also have no or little sodium. Avocados are even a good source of healthy fats your body needs. Eating a variety of fruits and vegetables may help you control your weight and blood pressure and reduce your risk of heart disease and stroke. They provide key nutrients many of us don't get enough of, such as calcium, fiber, iron, potassium, and vitamins A and C.

AVOCADO-GREEN TEA POPSICLES

6 servings

INGREDIENTS

- | | |
|--|---|
| 1 medium avocado,
halved and pitted | ½ cup fat-free plain Greek yogurt |
| 1 medium banana, peeled,
and coarsely chopped | 1 tablespoon matcha
green tea powder |
| 1 cup fat-free milk | 1 tablespoon honey |

DIRECTIONS

1. Put all the ingredients in a food processor or blender. Process until the mixture is smooth.
2. Carefully pour the mixture into 6 4-ounce popsicle molds. Insert popsicle sticks. Freeze until firm, at least 8 hours.
3. Just before serving, remove from the freezer. Run the exterior of the popsicle molds under warm water to loosen the popsicles and detach them from the molds.

NUTRITION FACTS (per serving)

Calories: 107	Cholesterol: 1 mg
Total Fat: 5.0 g	Sodium: 27 mg
Sat Fat: 1.0 g	Total Carbohydrates: 13 g
Trans Fat: 0.0 g	Fiber: 3 g
Poly Fat: 0.5 g	Sugars: 8 g
Mono Fat: 3.5 g	Protein: 4 g
Dietary Exchanges: 1 other carbohydrate, ½ lean meat, ½ fat	



BUILD A ***BETTER SANDWICH***

Sandwiches are a quick and easy meal, whether you make them at home or order out. Vegetables and fruits can make a sandwich healthier, tastier and more filling.



Add a variety of sliced or shredded produce, such as apple, avocado, carrot, celery, cucumber, greens, mushrooms, onion, peppers, radish, tomato and zucchini.

Replace some of the meat with extra veggies to cut back on sodium and saturated fat. For a hearty meatless sandwich try grilled veggies like portabella mushrooms or eggplant.



Try using flavorful spreads like guacamole, horseradish, hummus, pesto, salsa and tzatziki. They can take the place of traditional condiments like ketchup, mayo and mustard, which can have a lot of sodium, saturated fat and added sugars.

SEASONS **OF EATING**

Your heart-healthy recipes will taste even better with seasonal produce.

SPRING

artichokes, asparagus, carrots, chives, fava beans, green onions, leeks, lettuce, parsnips, peas, radishes, rhubarb and Swiss chard



SUMMER

berries, corn, cucumbers, eggplant, figs, garlic, grapes, green beans, melons, peppers (sweet and hot), stone fruit (apricots, cherries, nectarines, peaches, plums), summer squash, tomatoes and zucchini



FALL

apples, brussels sprouts, dates, hard squash (acorn, butternut, spaghetti), pears, pumpkins and sweet potatoes



WINTER

bok choy, broccoli, cauliflower, celery, citrus fruit (clementines, grapefruit, lemons, limes, oranges, tangerines), collard greens, endive, leafy greens (collards, kale, mustard greens, spinach) and root vegetables (beets, turnips)

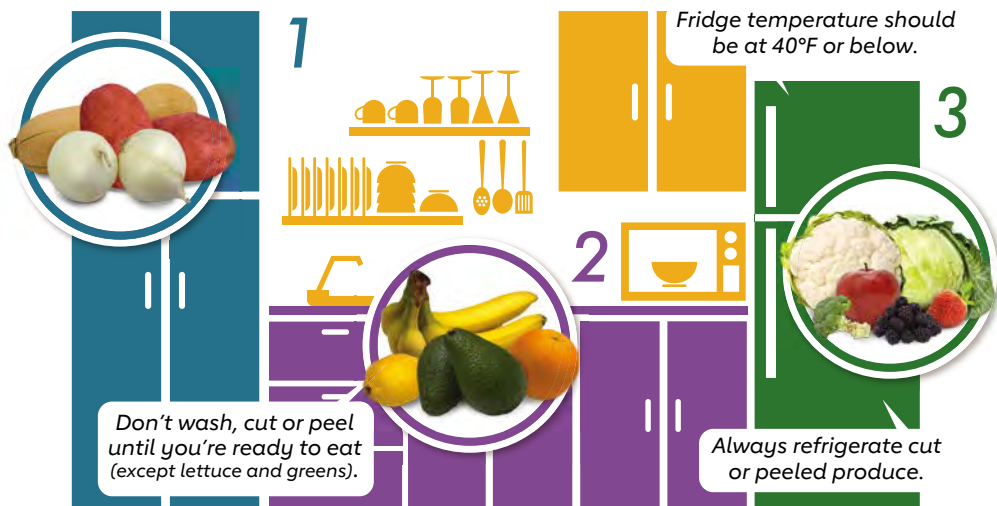


KEEP THESE TIPS IN MIND WHEN USING AND SHOPPING FOR SEASONAL PRODUCE:

- 1** Fresh foods are often less expensive during their harvest season. You may even save money by buying in bulk.
- 2** Shop the farmers' market to learn more about produce and get ideas on how to prepare foods in season.
- 3** Gardening gives you fresh seasonal produce and a little exercise, too. The sense of accomplishment you'll feel will make that produce taste even better!
- 4** Frozen, canned and dried fruits and vegetables also can be healthy choices. Compare food labels and choose items with the lowest amounts of sodium and added sugars.
- 5** Choose canned fruit packed in water, its own juice or light syrup (avoid heavy syrup).
- 6** Choose canned and frozen vegetables without sauces that can be high in sodium and saturated fat.
- 7** Freeze fresh produce at the peak of its season, so you can add it to smoothies, soups and breads and enjoy it throughout the year.

KEEP IT **FRESH**

Stretch your produce and dollars by knowing how to store fresh fruits and vegetables.



1 PANTRY

Pack away in a cool, dark place like your pantry or cellar:

ONIONS, GARLIC & SHALLOTS

HARD SQUASH

(Winter, Acorn, Spaghetti, Butternut)

SWEET POTATOES,

POTATOES & YAMS

WATERMELON

The American Heart Association recommends 4 servings of fruit and 5 servings of vegetables per day.

2 COUNTERTOP

Store loose and away from sunlight, heat and moisture:

BANANAS

CITRUS FRUIT

Store lemons, limes, oranges and grapefruit loose or in a mesh bag. Refrigerate for longer storage.

STONE FRUIT

Ripen avocados, apricots, nectarines, peaches and plums in a paper bag, then move to the fridge where they'll last a few more days.

TOMATOES

3 REFRIGERATOR

Store in plastic bags with holes in your produce drawer, unless noted:

APPLES & PEARS

BEETS & TURNIPS

Remove greens and keep loose in the crisper drawer.

BERRIES, CHERRIES & GRAPES

Keep dry in covered containers or plastic bags.

BROCCOLI & CAULIFLOWER

CARROTS & PARSNIPS

Remove greens.

CELERY

CORN

Store inside their husks.

CUCUMBERS, EGGPLANT & PEPPERS

Store on the upper shelf, which is the warmer part of the fridge.

FRESH HERBS

Except basil. Keep stems moist and wrap loosely in plastic.

GREEN BEANS

LETTUCE & LEAFY GREENS

Wash, spin or pat dry, wrap loosely in a dish towel or paper towels and place in a plastic bag in vegetable drawer. Keep stems moist.

MELONS

MUSHROOMS

Keep dry and unwashed in store container or paper bag.

PEAS

ZUCCHINI & SUMMER/ YELLOW SQUASH

KEEP THEM APART:

- Fruits like apples, bananas and pears give off ethylene gas, which can make other produce ripen and rot faster.
- Store vegetables and fruits separately.
- Keep apples, bananas, broccoli, cauliflower, cucumbers, onions, pears, potatoes and watermelon away from other produce.

HOW TO ADD MORE **FRUITS & VEGETABLES** **THROUGHOUT THE DAY**

BREAKFAST

- Eat melon, grapefruit or other fruit.
- Add bananas, raisins or berries to your cereal.
- Drink a small glass of juice. Be sure it's 100% fruit or vegetable juice without excess sodium or sugar – not “fruit drink,” “cocktail” or “punch.”
- Add chopped up vegetables to your eggs or potatoes. Try onions, celery, green or red bell peppers, or spinach.

LUNCH

- Have a fruit or vegetable salad with lunch.
- Put vegetables on your sandwich, such as cucumber, sprouts, tomato, lettuce or avocado.
- Eat a bowl of vegetable soup. (Compare food labels and choose the product with the lowest amount of sodium you can find in your store, or make soup from scratch.)
- Have a piece of fruit or raw veggie sticks instead of chips.

SNACKS

- Keep raw veggie sticks handy, such as green or red bell peppers, green beans, celery or carrots.
- Carry dried fruit, such as raisins, dates or dried apricots, in your purse or pocket.
- Have any type of fresh fruit: grapes, apple, banana, orange, kiwi, etc.
- On hot days, munch on a bowl of frozen fruits or vegetables, such as grapes, peas or bananas.

DINNER

- Have a fruit or vegetable salad with dinner.
- Add a side of steamed or microwaved vegetables – frozen veggies are fine!
- When you use the oven to cook your meal, put in a whole potato, sweet potato or yam at the same time.
- Add chopped vegetables like onions, garlic and celery when cooking soup, stew, beans, rice, spaghetti sauce and other sauces.
- When making rice, add some frozen peas for the last three minutes of cooking.

The best way to get all of the vitamins, minerals and nutrients you need is to eat a variety of colorful fruits and veggies. Add color to your plate each day with the five main color groups.



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RED & PINK

beets
cherries
cranberries
pink grapefruit
pomegranates
radicchio
red radishes

raspberries
red apples
red grapes
red peppers

red potatoes
rhubarbs
strawberries
tomatoes
watermelons

BLUE & PURPLE

blackberries
blueberries
eggplants

grapes
plums
prunes
purple figs
purple onions
radicchio
red cabbage
red onions

EAT MORE COLOR

YELLOW & ORANGE

acorn squash
butternut squash
apricots
cantaloupes
carrots
corn
grapefruit
lemons
mangoes
nectarines
oranges
orange peppers

papayas
peaches
pineapples
pumpkins
summer squash
sweet potatoes
tangerines
yams
yellow apples
yellow peppers
yellow squash

WHITE & BROWN

bananas
brown pears
cauliflower
currants
dates
garlic
Jerusalem artichokes
mushrooms

onions
potatoes
parsnips
raisins
shallots
turnips

GREEN

artichokes
asparagus
avocados
bok choy
broccoli
Brussels sprouts
celery
collard greens
cucumbers
green beans
green cabbage
green grapes
green onions
green peppers

kale
kiwis
leeks
limes
mustard greens
okra
pears
peas
romaine lettuce
snow peas
spinach
sugar snap peas
watercress
zucchini

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#ADDCOLOR

BUDGETBASICS

By creating a food budget, planning menus and shopping wisely, you can save money and enjoy delicious, nutritious meals!

PLAN YOUR MEALS

MAKE FRUITS AND VEGETABLES A PRIORITY. When meal planning, start with the vegetables you want to serve and add your protein and whole grains from there.

GO MEATLESS ONCE A WEEK. Skip the meat and make room for more vegetables! Whole grains and beans provide protein, and they're often more affordable and may require less work to prepare. Burritos, tacos, soups and pasta dishes are family favorites that can easily be made meatless. Many recipes also make enough for you to cook once and eat twice by saving leftovers.

BUY FRUITS AND VEGETABLES IN SEASON. Seasonal produce is fresh and tasty, and it's often more affordable. Carrots, potatoes and greens are versatile and readily available. Bananas, grapes, apples and oranges are generally the most affordable fruits year-round.

- For the best price, buy in bulk, but don't buy more than you can use before it spoils.
- Shop your local farmers' market. Looking at the produce and talking with growers may give you ideas about what to cook.
- Many farmers' markets accept SNAP benefits — see if yours does!
- Make casseroles, soups and other seasonal produce recipes when the ingredients are at their freshest, then freeze them. This will keep the meal tasting its best and give you a quick dinner on a busy night! Label your containers with dates and check for spoilage or freezer burn before using.

MAKE A LIST

HAVE A GAME PLAN. Before you go shopping, make a meal plan for the week, but be prepared to be flexible — you might encounter an unexpected sale item. Based on your recipes for the week, write down what ingredients you need to buy. Note the quantity of items needed (i.e., four tomatoes, two onions) and which coupons you have. Without a list, you're likely to spend more money on impulse buys and waste time wandering around the store.

INVENTORY YOUR PANTRY AND FREEZER. Frozen and canned fruits and vegetables have lots of good nutrients without being too high in

calories, and they generally last a long time without spoiling. Plus, they're great to have on hand when you're low on funds or don't feel like heading to the store. Compare food labels and choose products with the lowest amounts of sodium and added sugars.

ADD HEALTHY SNACKS TO YOUR LIST. Your family will grab fruits and veggies if they're readily available. Produce that's already cleaned and cut up is especially appealing.

SHOP SMART

KNOW THE DIFFERENT TYPES OF GROCERY STORES AND THE PRICES THEY CHARGE. A basic grocery store sells a wide selection of foods and basic household items. A supermarket is larger and stocks food along with clothing, electronics and other household accessories. Many convenience stores are smaller (often connected to gas stations) and primarily offer pre-packaged snacks and candy. Specialty grocery stores and delis sell unique types of food, but usually have less variety and may be more costly. Grocery stores and supermarkets tend to have the most affordable food prices.

VISIT A GROCERY STORE CLOSE TO YOUR HOME. Make shopping as easy as possible, and get to know your grocery store aisles and shelves. Look for aisle markers to help you locate an item. Ask the staff to direct you to save time.

COMPARE PRICES AS YOU SHOP. Store-brand products may be more affordable, but remember to check the Nutrition Facts label.

SIGN UP FOR CLUB CARDS AND ONLINE COUPONS WHEN STORES HAVE THEM. You may get special savings alerts and discounts.

BUY IN BULK WHEN IT MAKES SENSE. If fresh produce is on sale, decide whether it's better for you to buy in bulk or just buy a week's worth. If you have a recipe in mind to use the produce and freeze it, this can be a cost-efficient time saver for busy weeknight dinners. Otherwise, choose the amount your family can consume before the produce spoils. Follow fresh produce storage guidelines to maximize the flavor and life of your produce!

SAVE YOUR RECEIPTS. When you get home, compare what you spent to what you budgeted. Adjust your meal planning and budgeting, if needed.

USE COUPONS FOR FOOD ITEMS YOU PLAN TO BUY. And compare prices. Having a coupon for an item doesn't always mean that it's the best deal.

HEALTHY **PREPARATION**

Fruits and vegetables have many nutrients that are good for our bodies. But cooking methods that add saturated fat, like deep frying or using heavy creams, can turn healthy ingredients into unhealthy meals. To have better control over the nutritional content and the overall healthfulness of the foods you eat, prepare meals at home using healthier methods, such as:

Baking: Bake foods slowly in the oven in covered cookware with a little extra liquid.

Blanching: After boiling 30 seconds in water, plunge the food into ice water to stop the cooking. This keeps it tender-crisp.

Boiling: Cook food in water or broth that's bubbling vigorously.

Braising or stewing: Cook food slowly in the oven or on the stovetop with a little liquid (water or broth).

Broiling: Place food directly under a heat source at high temperature.

Grilling: Cook food on a rack or skewers directly over a heat source.

Poaching: Immerse the food in simmering liquid.

Roasting: Cook food uncovered in the oven.

Sautéing: Use a nonstick pan so you will need little or no oil. Or use a nonstick vegetable spray, a small amount of broth or wine, or a bit of healthy oil rubbed onto the pan with a paper towel.

Steaming: Steam food in a covered basket over simmering water.

Stir-frying: Use a wok to cook food quickly over high heat in vegetable stock, wine or a small amount of healthy oil.

These cooking methods can help your veggies and fruits retain flavor, color and nutrients. Here are a few more important tips:

- Limit salt and high-sodium seasonings like teriyaki and soy sauce. Instead, use herbs, spices, salt-free seasoning blends, flavored vinegars, peppers, garlic and citrus juice or zest to enhance flavor.
- Use healthier oils such as olive, canola, corn or safflower oil as your primary fats for cooking. Avoid using butter, lard, shortening, partially hydrogenated oils and products containing trans fat.
- Drain and rinse canned vegetables and beans to remove excess salt or oil.
- Cook vegetables just long enough to make them tender-crisp. Overcooked vegetables can be less tasty and less nutritious.

MASTERING **THE MYTHS**

Don't let these falsehoods keep you from getting enough fruits and vegetables on your plate!

MYTH: ORGANIC COSTS MORE, SO IT MUST BE BETTER FOR ME.

To be considered "organic," an agricultural product must be grown or raised according to specifications of the U.S. Department of Agriculture. Organic products cost more because of the increased cost of complying with USDA standards and a decreased yield per acre. Studies have not shown nutrition-related health effects from consuming organically produced foods. The American Heart Association encourages consumers to eat a variety of colorful fruits and vegetables, whether or not they're organic.

MYTH: JUICE DOESN'T COUNT AS A SERVING OF FRUIT.

One serving of 100 percent juice (4 ounces) can replace one fruit serving. However, juice isn't as filling or nutritious as whole fruit and may add excess calories. Stick to a small glass of 100 percent juice with no added sugars. Combine juice and water to make it go further.

MYTH: FRESH PRODUCE IS HEALTHIER.

Fresh, dried, canned and frozen fruits and vegetables are all good choices. They're nutritionally comparable in most cases. Frozen fruits and vegetables are typically picked at the peak of ripeness and flash-frozen to preserve optimal nutrition. They last for several months in the freezer and can be an economical choice. Choose products without sauces or seasonings that may contain excess salt, added sugars and calories. Canned fruits and veggies are convenient to have in your pantry when you can't get to the store; they can even be kept at work (with a can opener) for an afternoon snack. Since they're nonperishable, you won't waste money – which sometimes happens with fresh produce that goes bad. Compare food labels and choose items with the lowest amounts of sodium, added sugars and saturated fat. Drain and rinse canned veggies to get rid of some of the sodium. Choose fruit canned in water, natural fruit juice or light syrup (drain and rinse).

MYTH: WHITE-COLORED FOODS AREN'T HEALTHY.

White fruits and vegetables, such as banana, cauliflower, garlic, Jerusalem artichoke, mushroom, onion, potato and parsnip, provide many of the same nutrients as their more colorful cousins. You can enjoy a variety of colored fruits and vegetables in a balanced diet. Bananas and potatoes can provide potassium, an important nutrient that lessens the impact of sodium in the diet and is typically not eaten in high enough quantities by Americans.

SNEAKING MORE **VEGETABLES INTO MEALS**

We all know we need to be eating more veggies. Some of us love them and eat them at every meal. And then there are those of us who can't stomach the thought of chomping on something green that looks like a tree. And no, we're not talking about four-year-olds — we mean adults, too!

If you're the primary cook in your family, and pasta sauce and French fries are the only veggies going down at your home, you may want to get a bit sneakier. We've come up with some pretty cool ways to help you add vegetables into meals without anyone knowing. You get to be creative and it doesn't take much work. Saving time and eating healthy — sounds like a winning combination!

GET SHREDDED

Grab a box grater or the grating attachment on your food processor to shred zucchini, beets, carrots or parsnips to add to all sorts of recipes. Add a vegetable serving to your favorite whole-grain muffins and quick breads by mixing shredded zucchini into your batter before baking. You can also sauté shredded carrots, summer squash or butternut squash for about five minutes before adding them to pasta sauce for a quick, veggie-filled meal. Even your pickiest of eaters may not notice!

GET MUSHY

Replace half the ground meat in recipes like burgers, meatloaf and meatballs with cooked chopped mushrooms. Finely chop your choice of mushrooms using a knife or a food processor, then sauté in a little olive oil until soft — about three minutes or so. Once the mushrooms are cool, gently mix them with your lean ground chicken, turkey or beef. Cook thoroughly and follow the recipe as is. Voila! Another veggie-ful meal for the family.

GET CHEESY

Cooked and pureed orange vegetables like butternut squash, sweet potatoes and carrots can be blended, unnoticed, into cheesy dishes we all love like macaroni and cheese, lasagna or baked enchiladas. You end up using less cheese, which cuts some of the saturated fat and sodium. You can also add the sweeter-tasting veggies to a blender with some low-sodium broth and puree them into a smooth soup that most kiddos (and adults) will love.

GET SMOOTH

Grab that blender and put it to work! When you're making your favorite fruit smoothie, add in a frozen banana and some spinach, carrots, squash or just about any vegetable (cooked is easier to blend, FYI). The frozen banana makes for a sweet, thick and creamy smoothie and it adds a strong banana flavor that helps hide the flavor of the veggies. Want a more colorful smoothie? Try adding beet, avocado or sweet potato to change the tint. You'll be surprised at how bright — and healthy — your breakfast will be!



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REASONS TO



ADD COLOR

Turns out mom was right. We need to eat our fruits and veggies.
But why are these colorful, nutritious and delicious foods so important?

1. FULL OF THE GOOD

Fruits and vegetables provide many beneficial nutrients, including vitamins, minerals, healthy fats, protein, calcium, fiber, antioxidants and phytonutrients. Add fruits and veggies to meals and snacks for a nutritional power boost.

2. FREE OF THE BAD

Fruits and vegetables typically contain no trans fat, low saturated fat and very little or no sodium. The natural sugars they contain don't affect your health the same way added sugars do, especially if you eat the whole fruit or vegetable and not just the juice.

3. WON'T WEIGH YOU DOWN

Fruits and vegetables tend to be low in calories, so they can help you manage your weight while still filling you up, thanks to the fiber and water they contain. Replacing higher-calorie foods with fruits and vegetables is an easy first step to a healthier eating plan.

4. SUPER FLEXIBLE SUPER FOODS

All forms of fruits and vegetables – fresh, frozen, canned, dried and 100% juice – can be part of a healthy diet. They can be eaten raw or cooked, whole or chopped, organic or not, and alone or in combination with other foods. They are among the most versatile, convenient and affordable foods you can eat.

5. A WHOLE BODY HEALTH BOOST

A healthy eating plan rich in fruits and vegetables can help lower your risk of many serious and chronic health conditions, including heart disease, stroke, obesity, high blood pressure, high blood cholesterol, diabetes, kidney disease, osteoporosis and some types of cancer. They're also essential to many daily functions of a healthy body.

heart.org/addcolor
#ADDCOLOR

HEALTHY **RECIPES**

Cooking at home is an affordable and enjoyable way to be sure your family gets their recommended daily servings of fruits and vegetables. Try one of these easy recipes!

SEARED BEEF SIRLOIN AND GRILLED PEACHES

4 servings

INGREDIENTS

- | | |
|--|---|
| 1 1-pound top sirloin steak
(about 1½ inches thick),
all visible fat discarded | ¼ teaspoon pepper
(freshly ground preferred) |
| 4 medium peaches, halved,
pits discarded | 1 tablespoon honey |
| 1 tablespoon canola or corn oil | 2 cups arugula or spring mix greens |
| ¼ teaspoon salt | 1 tablespoon balsamic vinegar |
| | 3 tablespoons sliced basil leaves |
| | 2 tablespoons fat-free feta cheese |

DIRECTIONS

1. Preheat the grill on medium high.
2. Put the beef and peaches on a large platter. Using a basting brush, brush the oil over the beef and peaches. Sprinkle the salt and pepper over the beef. Drizzle the honey over the peaches.
3. Grill the beef for 8 to 10 minutes on each side for medium-rare doneness.
4. Place the peaches on the grill with the cut side down. Grill the peaches for 3 to 4 minutes on each side, or until fork-tender.
5. Let the beef stand for 10 minutes before slicing it.
6. Arrange the arugula on a large platter. Top with the grilled peach halves. Drizzle the peaches with the vinegar. Sprinkle with the basil and feta cheese. Serve with the beef.

NUTRITION FACTS (per serving)

Calories: 270	Cholesterol: 62 mg
Total Fat: 9.0 g	Sodium: 279 mg
Sat Fat: 2.5 g	Total Carbohydrate: 20 g
Trans Fat: 0.0 g	Dietary Fiber: 2 g
Poly Fat: 1.5 g	Sugars: 18 g
Mono Fat: 4.5 g	Protein: 28 g
Dietary Exchanges: 1 fruit, 3 lean meat, ½ other carbohydrate	

FRUIT KEBABS

4 servings

INGREDIENTS

- | | |
|--|---------------------------------|
| 1 pound hulled strawberries | 2 tablespoons balsamic vinegar |
| 2 cups pineapple chunks | 1 tablespoon canola or corn oil |
| 2 cups watermelon chunks | 2 teaspoons honey |
| 2 medium bananas, peeled and cut into thick pieces | |

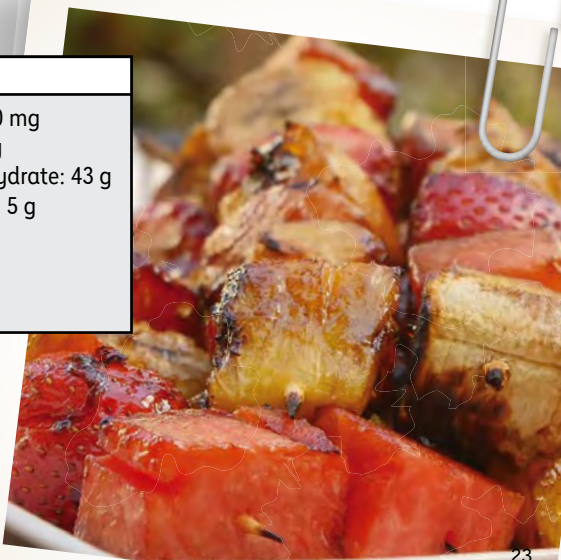
DIRECTIONS

1. Soak eight 9- to 12-inch wooden skewers for at least 10 minutes in cold water to keep them from charring, or use metal skewers. Set aside.
2. Preheat the grill on medium high.
3. Thread the fruit onto the skewers in this order: strawberry, pineapple, watermelon, banana, strawberry, pineapple, watermelon, and banana. Transfer the skewers to a platter or baking sheet.
4. In a small bowl, using a fork, whisk together the vinegar, oil, and honey. Using a basting brush, brush about half the vinegar mixture over the fruit to glaze it.
5. Grill the kebabs for about 8 to 10 minutes, or until the fruit is caramelized, turning the kebabs several times and basting with the remaining vinegar mixture.

COOKING TIP ON WATERMELONS: Choose a firm watermelon that is heavy for its size, with no bruises, cuts, or dents. It should have a yellow spot on it, called the “ground spot.”

NUTRITION FACTS (per serving)

Calories: 201	Cholesterol: 0 mg
Total Fat: 4.5 g	Sodium: 5 mg
Sat Fat: 0.5 g	Total Carbohydrate: 43 g
Trans Fat: 0.0 g	Dietary Fiber: 5 g
Poly Fat: 1.5 g	Sugars: 30 g
Mono Fat: 2.5 g	Protein: 2 g
Dietary Exchanges: 3 fruit, 1 fat	



KIDS' ZONE

FUN FACTS MONTHLY CALENDAR

Got the broccoli blues? Bored with bananas? The good news is there are many different fruits and vegetables that can help you get the recommended daily amount. Use this calendar to try new fruits and vegetables every month. Talk with your family and come up with your own ideas to add!

	Fruits	Vegetables	Fun Fact and Tip
January	Kiwifruit Pear	Celery Spinach	Kiwifruit was named by the people of New Zealand after their national bird the kiwi. Try adding kiwifruit to fruit salad.
February	Orange Tangerine	Carrot Turnip	Turnips were carved and used as lanterns before pumpkins became the Halloween tradition. Try adding turnips and carrots for a new take on mashed potatoes.
March	Apricot Avocado	Corn Swiss Chard	The avocado is actually a large berry and is sometimes called an alligator pear. Add avocado slices to your sandwich, or scoop it right out of the peel with a spoon!
April	Banana Mango	Asparagus Snow Pea	A less sweet type of banana often used in cooking is called a plantain. Make fruit kabobs with bananas, mangos and your other favorite fruits.
May	Honeydew Melon Strawberry	Artichoke Green Bean	The average strawberry has more than 200 seeds. Add strawberries to a salad for a hint of sweetness.
June	Blackberry Watermelon	Cucumber Summer Squash	Squash is actually a fruit, not a vegetable, because it contains the seeds of the plant. Try growing summer squash in your garden.
July	Cantaloupe Plum	Sugar Snap Pea Tomato	Tomatoes are eaten more than any other fruit or vegetable in the United States. Tiny cherry or grape tomatoes are a fun and delicious snack.
August	Cherry Peach	Okra Zucchini	Peaches are botanically related to almonds. They both make a great addition to whole-grain cereal or oatmeal.
September	Pineapple Pomegranate	Bell Pepper Butternut Squash	The pineapple got its name because it looked like a pine cone. Make a healthy pineapple salsa to serve with fish or chicken.
October	Apple Grape	Brussel Sprouts Cauliflower	Brussels sprouts are named for the capital of Belgium. Try roasted Brussels sprouts chips for a healthy, crunchy snack.
November	Cranberry Pear	Broccoli Cabbage	Not all pears are pear-shaped; some types look more like apples. Add sliced pears to sandwiches and salads.
December	Clementine Grapefruit	Kale Sweet Potato	A sweet potato is not a potato at all; it's more closely related to a carrot. Try baked sweet potato fries for a healthy side dish.

FRUIT AND VEGGIE CHALLENGE

Keep track and see how many fruits and veggies you’re eating. If you’re not meeting the recommended daily amounts, try to improve your record or challenge your family to a weekly competition! Make copies of this chart and use it to track your success by listing the fruits and veggies you eat each day.

WEEK:	FRUITS	VEGETABLES
	Goal: at least 4 each day	Goal: at least 5 each day
Monday	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.
Tuesday	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.
Wednesday	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.
Thursday	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.
Friday	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.
Saturday	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.
Sunday	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.
WEEKLY TOTALS:	_____	_____



American Heart Association®

Healthy for Good™

National Center

7272 Greenville Avenue • Dallas, Texas 75231

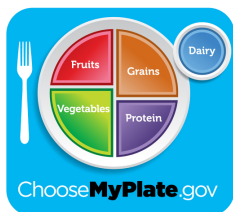
heart.org/HealthyforGood

Pina Colada Smoothie

Preparation/Cook Time: 3 minutes Number of Servings: 1

Ingredients:

- 1 cup pineapple chunks, fresh or canned
- 1 ½ frozen bananas, sliced (freeze sliced bananas ahead of time)
- ½ cup plain, non-fat Greek yogurt
- 6 ice cubes
- 1 cup unsweetened canned coconut milk
- Honey, to taste (optional)



Tips:

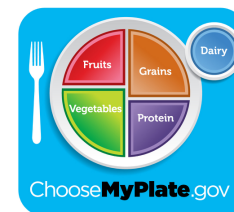
- ✓ Add more or less ice depending on the texture or thickness you desire.
- ✓ Add a handful of baby spinach to add some veggies to your smoothie.
- ✓ Can use Lite Coconut milk to reduce the amount of fat

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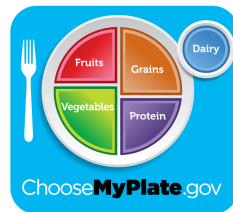
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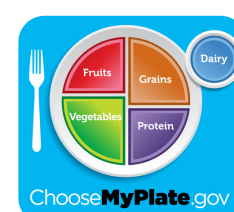
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Pina Colada Smoothie

Directions:

1. Add unsweetened coconut milk, Greek yogurt, frozen bananas, pineapple and ice to your blender.
2. Blend on high until creamy and mixed well.
3. Taste for sweetness and add honey to your desired taste preference.



Nutrition Facts (for the recipe does NOT include adding honey):

Calories: 350 Total Fat: 6gm Protein: 14gm Dietary Fiber: 7.5gm
Total Carbohydrates: 66gm Cholesterol: 0mg Sodium: 57mg

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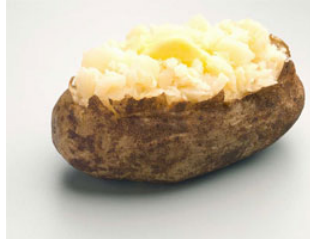
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15 Minute Loaded Baked Potatoes

Preparation/Cook Time: 15 minutes **Number of Servings:** 2

Ingredients:

- 2 medium Russet or Yukon gold potatoes
- ½ lb 90% lean ground turkey or ground sirloin (or can substitute canned no-salt-added black beans, rinsed and drained)
- ½ teaspoon chili powder
- 1 teaspoon cumin
- ½ teaspoon garlic powder
- ½ cup shredded Colby Jack cheese
- 1 cup steamed, plain broccoli, chopped
- ½ cup fresh, restaurant style salsa
- 2 tablespoons reduced-fat sour cream
- Black pepper, to taste

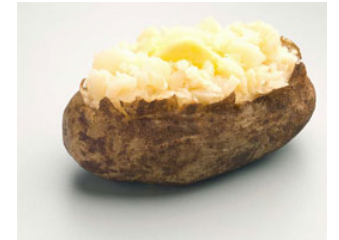


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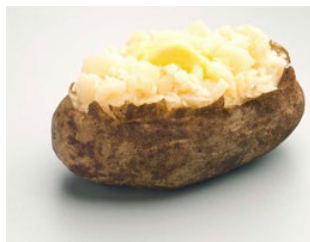


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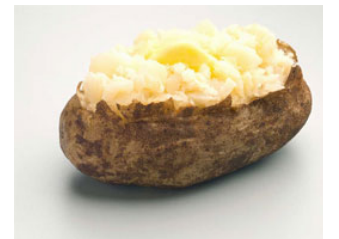


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15 Minute Loaded Baked Potatoes

Directions:

1. Wash and scrub potatoes well and rinse them. Poke each potato with a sharp knife 2-3 times on each side. Microwave the potatoes for 5 minutes then flip over and microwave another 3-5 minutes or until cooked/soft. Slice each cooked potato in half lengthwise.
2. Meanwhile cook ground turkey (or black beans) over medium-high heat in a skillet with chili powder, cumin, & garlic powder until cooked through.
3. Evenly top potato halves with cooked/seasoned meat (or black beans), cheese, steamed broccoli, fresh salsa, reduced fat sour cream, and black pepper to taste.

Nutrition Facts (per serving):

Calories: 395 Protein: 33gm Total Carbohydrates: 29gm
Fiber: 5gm Total Fat: 17gm Cholesterol: 109mg Sodium: 465mg

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