



Copyright 2011

Issue 1

Aug-Oct 2011

cents^{able} HEALTH

FREE

FOR THE WAY WE LIVE AND EAT TODAY

SCHOOL RULES

Please the
pickiest eaters
before, during
and after school

Become a GRILLIN' GENIUS

with a little help
from Fareway!

Easy
SQUASH
Sides and Suppers



PLUS
fresh, affordable
recipes in every issue!

Ask Whitney!



Whitney Packebush, RD, LD
Fareway Corporate Dietitian

Introducing Fareway's FREE Mobile App



Download at the Apple App Store today for free!

Android version coming soon in September 2011

Visit www.fareway.com for more information

Q: What is the CentsAble Health program?

A: CentsAble Health is Fareway's health and wellness program designed to help you and your family live healthful lives at economical prices, while offering you insight into nutrition, recipes and current wellness topics. Our goal is to

- Help you and your family stretch your food dollars
- Get you in the kitchen and cookin' with fresh, new recipes
- Provide accurate and up-to-date nutrition information
- Keep you informed on upcoming Fareway events
- Offer tools to help you navigate the complex world of health and wellness
- Answer your nutrition-related questions
- Recommend practical ways to help you and your family live healthy lives

Along with print materials, I offer store tours, community presentations, weekly TV segments, scavenger hunts and much MORE! Explore our website, www.fareway.com, for calorie recommendations, special dietary guidance, health, wellness and fitness advice, money-saving specials and *My CentsAble Health*, an interactive program that allows you to track your progress and keep you motivated towards your nutrition and fitness goals.

Want to contact Whitney?

Send her your nutrition questions

Mail:

Fareway Stores, Inc.
C/O Whitney Packebush
2300 E 8th Street
Boone, Iowa 50036

Email: centsablehealth@farewaystores.com

Website: www.fareway.com

Facebook: www.facebook.com/farewaystores

The health information available through this publication is provided by Fareway Stores, Inc. and Promo Point Marketing solely for informational purposes as a public service to promote consumer health. This publication may provide specific health information, none of which is intended to be specific to your medical condition. Nothing contained, expressly or implied, in this publication is intended or shall be construed as medical or other professional advice. Medical questions or concerns about your care or treatment should be directed to the appropriate health care professionals. While Fareway Stores, Inc. and Promo Point Marketing attempt to provide accurate information, neither make representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability or availability with respect to the website or the information, products, services, or related graphics contained in the publication for any purpose. Any reliance you place on such information is therefore strictly at your own risk.



Contents

- 4 School Rules**
Learn how to please the pickiest eaters before, during and after school
- 6** Find out how Fareway can help you fill **MyPlate** according to USDA's new guidelines for hassle-free and healthful eating
- 7** Become this season's **Grillin' Genius** with a little help from Fareway!
- 8** October is **Breast Cancer Awareness Month**
Discover how to **slash your risks** through healthier food choices
- 10 An Apple A Day**
Can it really keep the doctor away?
- 11** A new take on **acorn and butternut squash** with Easy Squash Sides and Suppers
- 12 CentsAble Kids** Explore the fun and healthy side of lean beef with our hamburger maze and word find



SCHOOL RULES!

Sorry Mom and Dad, but your kids aren't the only ones learning new rules on the first day of school. The rules you follow while your kids are in school are just as important because with the right nutrition, your kids can thrive and focus throughout the day.



Kashi® GLEAN Crunch!® Cookies

Prep Time: 15 min | Total Time: 25 min
Makes: 12 cookies | 26¢ per cookie

Ingredients

4 cups Kashi® GLEAN Crunch!® cereal
1 tsp baking powder
¼ cup egg substitute or 2 egg whites
½ tsp cinnamon
½ cup sugar
⅔ cup dried cranberries

Directions

PREHEAT oven to 350°F. **PULSE** cereal in food processor or blender about 10 times. **ADD** baking powder, egg, cinnamon and sugar and process for about 20 seconds, or until mixture is well blended. **STIR** in cranberries. **SPRAY** ¼-cup measuring cup with nonstick cooking spray. **PLACE** a piece of foil on a cookie sheet and **SPRAY** with non-stick spray. Use measuring cup to drop ¼-cup mounds of cookie mixture onto foil. **FLATTEN** cookies by **PRESSING** down gently with the bottom of a glass. **BAKE** for 10 to 13 minutes. The cookies should still feel a little soft when you pull them out of the oven, but they will harden as they cool.

Nutrition facts per cookie: 120 calories;
1 g total fat; 0 g saturated fat; 0 mg cholesterol;
90 mg sodium; 25 g total carbohydrate; 3 g fiber;
4 g protein

Recipe courtesy of Kashi Company©

Rule #1:

I will feed my child breakfast

Whether it's as simple as a bowl of cereal or as extravagant as a breakfast buffet, your kids need a healthy start to their day. Children who eat breakfast have higher attendance rates in school, decreased tardiness, increased concentration, increased problem solving skills and improved muscle coordination. If you feel short on time in the morning, try baking Kashi® GLEAN Crunch!® Cookies the night before.

Rule #2:

I will pack a well-balanced lunch

(If my child does not eat hot lunch)

Please the pickiest eaters at lunch by packing a kid-friendly lunch that's also good for them. Aim for a variety of food groups, and choose foods that will travel well until lunch time. If you're running low on ideas, follow the sample lunch below – it can even be modified to meet your kids' unique tastes!

PB&J on Sara Lee® Iron Kids® Better White Bread. If your kids refuse to eat whole-wheat bread, switch to Sara Lee® Iron Kids® for all the fiber and 4 times the calcium of 100 percent whole-wheat bread. It also has added vitamin D, zero grams trans fat and a soft texture that kids love.

TIP: Spread peanut butter on both slices of the bread to protect the jelly from making your sandwich soggy!

Fareway 2% String Cheese. Reduced-fat string cheese is a great alternative to milk. Plus, it travels well and comes in fun-to-peel packages!

Vitamin Water®. Kids' nutritional needs are at an all-time high thanks to days packed full of learning and recess. Vitamin Water® can help meet your child's needs for vitamins B6, B12 and vitamin C without a surplus of sugar and calories.

Fresh fruit or veggies. Since nutrition is a balancing act (and kids are no exception), make sure to include fruits and veggies at each meal and snack. Apples, grapes, oranges, berries, bananas, peaches and pears travel well. Vegetables that can easily remain fresh until lunch in your child's school bag



www.saralee.com

include carrots, celery, pepper strips, cauliflower, broccoli and cucumbers – just make sure to go easy on the dipping sauces.

Rule #3:

I will offer my child an after-school snack

The break between lunch and dinner can be a long time, especially for children. In order to satisfy their hunger without sabotaging dinner, focus on serving a light snack that includes a variety of food groups. If your child craves a sweeter treat after school, limit high-calorie snacks in favor of Blue Bunny® Bomb Pops®. Original Bomb Pops® contain a mere 50 calories and zero grams of fat. You can even enjoy a grown-up take on the classic Bomb Pop® with Blue Bunny® Bomb Pop® Bubble Tea!



Fareway Fun Fact

BUBBLE TEA is usually a sweet, refreshing drink with tapioca pearls on the bottom. The soft and chewy texture of the tapioca pearls make this beverage fun to drink for all ages! Look for tapioca pearls in the pudding aisle.



Blue Bunny® Bomb Pop® Bubble Tea

Prep Time: 20 minutes | Total Time: 1 hour 20 minutes
Makes: 4 servings | \$1.56 per serving

For Tapioca Pearls:
2 Bomb Pops®, melted
7 cups water
1 cup large Tapioca Pearls

For Smoothie:
4 Blue Bunny® Bomb Pops®, melted and chilled
4 cups prepared Green Tea, chilled
8 Bella Gardens strawberries
½ cup Bella Gardens raspberries
½ cup Bella Gardens blueberries

Directions

For tapioca pearls, FOLLOW package directions. STRAIN water and MIX tapioca balls with bomb pops.

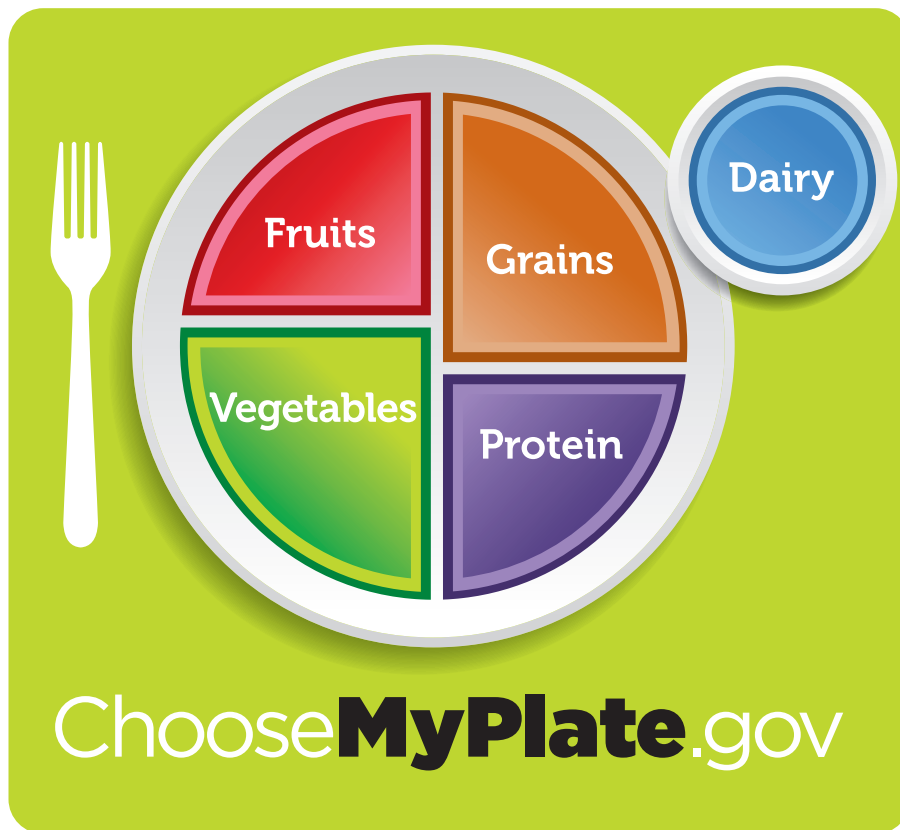
For smoothie, MIX all ingredients in a blender. BLEND until smooth. PLACE tapioca pearls in glass and POUR smoothie mixture over the top.

Nutrition information per serving: 220 calories; 0 g fat; 0 mg cholesterol; 15 mg sodium; 55 g carbohydrate; 1 g fiber; 0 g protein

Recipe courtesy of Wells Enterprises, Inc.©

Filling MyPlate at Fareway

The USDA recently released a new food icon, called *MyPlate*, to help us all make healthier food choices. *MyPlate*'s key recommendations are based on the 2010 Dietary Guidelines for Americans and revolve around the fruit, veggie, grain, dairy and protein food groups. Along with reminding us to fill half our plate with fruits and veggies, *MyPlate* recommends filling one-quarter of our plate with whole grains and one-quarter with lean protein.



Messages from MyPlate

Balance calories by avoiding oversized portions and **enjoying** your food, but eating less

Increase fruits, veggies, whole grains and fat-free or low-fat dairy products

Reduce sodium and added sugars

* Fareway Fun Fact

“Natural” means a product does not contain any artificial ingredients or added color and is only minimally processed.

If the great protein debate has you puzzled about what to choose at the meat counter, you are not alone. Meat from animal sources has gotten a bad rap lately; however, high quality beef, pork, chicken and turkey are all excellent staples to any plate. Fareway serves you the freshest, highest quality meats at affordable prices by providing

- Only all natural products, without any fillers, injections or pumps that are USDA Choice grade or higher
- Meats that are cut **fresh** every day that can also be cut specially to suit your needs
- A counter staffed with **Fareway Meat Experts** that are trained to cut a variety of products—ranging from fresh beef, pork, chicken and turkey. They can also share cooking techniques, recipe ideas and meat information
- White paper packaging – which is designed to extend the shelf life by facilitating freezing. These paper packages are also more **sustainable** than Styrofoam or plastic

If you find our extensive meat counter intimidating, keep in mind that one-on-one, individualized customer service is important to us. If you aren't sure what you're looking for, just ask! Our meat experts can advise you on a variety of cuts of meats that fit your family's budget and health needs. So next time you're at the Fareway meat counter, **aim for lean protein to power up your plate!**

Grillin' Genius

What better way to kick off football season than with a grill chock-full of sizzlin' summertime eats? But if you're tired of the same ol' burgers and brats at your tailgates, go beyond traditional tailgating fare by serving true crowd-pleasing cuisine that is **BUDGET-FRIENDLY AND HEALTH-CONSCIOUS.**

If you're struggling to find a hearty cut of beef that doesn't break the bank, try the **Beef Shoulder Petite Tender.** The Beef Shoulder Petite Tender is one of the most tender cuts of beef and is naturally rich in protein, zinc, vitamin B12, vitamin B6, and iron, just to name a few. The Beef Shoulder Petite Tender is also one of the USDA's 29 leanest cuts of beef.

What is a Beef Shoulder Petite Tender? This small muscle from the shoulder (beef chuck) weighs 8 to 16 ounces. It can also be called the "Shoulder Tender" or "Petite Tender."

How do I grill it? Cover and cook until internal temperature reaches medium-rare (145°F) to medium (160°F) doneness. Remove from heat and let rest for 5 to 10 minutes before serving.

If you're looking to wow your friends with pork this season, try Chairman's Reserve **Pork Tenderloin.** Chairman's Reserve

premium pork is 100 percent natural and meets coloring, marbling and pH standards for superior flavor and tenderness, so you can feed your family quality pork. Plus, pork tenderloin is just as lean as a skinless chicken breast! It's also rich in thiamin, which has been used to improve everything from athletic performance to motion sickness and vision problems.

What is Pork Tenderloin? The tenderloin comes from the full pork loin and is one of the most tender cuts of pork.

How do I grill it? Grill Pork Tenderloin to an internal temperature of 145°F followed by a 3 minute rest time.

*If you want to earn the title **Grillin' Genius** at your next tailgate, impress your friends with quality cuts of beef and pork, like the Beef Shoulder Petite Tender and Pork Tenderloin. If you want to truly stun your friends, let them in on this season's secret: **you kept the meal healthful and affordable at Fareway.***

* Fareway Fun Fact

If you store leftovers safely in an ice-filled cooler, you can enjoy fajitas, sandwiches, salads and stir fry later!



Spicy Three-Pepper Rub

(makes ¼ cup)

Combine 2 teaspoons each salt, dried oregano, sweet paprika and dried thyme, 1 teaspoon each garlic powder, onion powder, ground black pepper and ground white pepper, and ½ teaspoon ground red pepper. Shake in airtight container and season!

Nutrition Information (per 3 ounce serving of petite tender): 151 calories; 6 g fat; 2 g saturated fat; 0 g carbohydrate 22 g protein

Approx. cost per serving: \$2.75

Recipe courtesy of the Iowa Beef Council
www.beefitswhatsfordinner.com



Italian Pork Spiedini

(makes 4 servings)

Marinate 1 pork tenderloin (about 1 pound, cut into 1-inch cubes) in 1 cup Italian dressing for 30 minutes. Thread pork on skewers and discard marinade. Grill for 10-12 minutes, turning occasionally, until done.

Nutrition information: 161 calories; 9 g fat; 2 g saturated fat; 50 mg cholesterol; 150 mg sodium; 1 g carbohydrate; 0 g fiber; 19 g protein

Approx. cost per serving: \$1.23

Recipe courtesy of the Iowa Pork Board www.porkbeinspired.com



October Breast Cancer Awareness Month

Did you know... One in eight women in the United States will develop breast cancer over her lifetime. That's 12 percent of all women in the US, and 70 to 80 percent of all cases occur in women with no family history. Fortunately, there are factors that you can start controlling **today** to lower your risk: manage your weight, follow a generally healthful diet, and be physically active. If you're in need of a lifestyle makeover to reduce your risk, don't get overwhelmed. Instead, focus on double-duty products that help you become the healthiest possible with fewer calories, whole grains, lots of fiber and a variety of vitamins and minerals.

Whole Grains

Case-control studies show women with a higher whole-grain intake have a 34 percent lower risk of developing breast cancer



Whole grains are found in more than bread and cereal. One ounce of Sun Chips® provides 18 grams of whole grains (over one-third of your daily recommendation!)

Garden Salsa Sun Chips®
www.fritolay.com

Veggies

Cruciferous veggies (broccoli, cabbage, etc.) can stop the growth of cancer cells, including cancerous breast cells



Dole® Broccoli Slaw Mix is pre-washed and ready to go, making it an easy way to increase your veggie intake.

Dole® Broccoli Slaw Mix
www.dole.com

Fiber

Aids in weight loss by helping you feel fuller, longer



Nature's Pride® Double Fiber Whole Wheat Bread contains 5 grams of fiber per slice – helping you to reach your 25-30 recommended grams per day.

Nature's Pride® Double Fiber Whole Wheat Bread
www.naturespridebread.com

Tea

Contains epigallocatechin-3-gallate (EGCG) which acts as an antioxidant



FUZE® Health Infusions Tea contains the same cancer-protection as hot tea, but it comes in a variety of flavors!

FUZE® Health Infusions Tea

Eggs

Contain high quality protein, vitamins and minerals that may protect women, especially during the adolescent years, against breast cancer



Each Sparboe® egg contains about 7 grams of protein, vitamin D, vitamin A, riboflavin (and more!) for about 10¢.

Sparboe® Eggs
www.sparboe.com

Lower Calorie Alternatives

Women who are overweight or obese when diagnosed with breast cancer are more likely to experience reoccurrence



Each cup of Progresso® Light Savory Vegetable Barley Soup contains only 60 calories, 0 grams of fat and 4 grams of fiber to help you reach and/or maintain a healthy weight.

Progresso® Light Savory Vegetable Barley Soup
www.bettycrocker.com

Make it a Meal

Try these effortless meal ideas to help slash your breast cancer risk... with time to spare!



Microwave Coffee Cup Scramble

Prep Time: 1 min | Cook Time: 45 to 60 seconds

Makes: 1 serving | 67¢ per serving

Ingredients

2 eggs
2 Tbsp low-fat or reduced-fat milk
2 Tbsp shredded cheese

Directions

COAT a 12-ounce microwave-safe coffee mug with cooking spray. **ADD** eggs and milk; **BEAT** until blended. **MICROWAVE** on high for 45 seconds; **STIR. MICROWAVE** until eggs are almost set, 30 to 45 seconds longer. **TOP** with cheese.

Nutrition facts per serving: 198 calories; 14 g fat; 5 g saturated fat; 660 mg sodium; 374 mg cholesterol; 4 g carbohydrate; 0 g fiber; 14 g protein

Serve with FUZE® Health Infusions Tea and fresh fruit

Recipe courtesy of the incredible edible egg™



Fresh and Fruity Summer Bliss

Prep Time: 10 minutes | Total time: 15 minutes

Makes: 1 cup dressing | 25¢ per serving

Ingredients

1 bag Dole® Butter Bliss Blend
¾ cup prepared poppy seed dressing
2 Tbsp honey
2 Tbsp lemon juice

Directions

WHISK together all ingredients, except salad blend. **TOSS** with Dole® Butter Bliss Blend to coat, as desired. **REFRIGERATE** remaining dressing.

Nutrition information per 2 Tbsp dressing: 117 calories; 9 g fat; 1 g saturated fat; 0 mg cholesterol; 97 mg sodium; 9 g carbohydrate; 0 g fiber; 0 g protein

Serve with Progresso® Light Savory Vegetable Barley Soup

Recipe courtesy of Dole Food Company, Inc.



Tasty Tomato Sandwich

Prep Time: 15 min | Total Time: 15 min | \$1.76 per serving

Ingredients

2 slices Nature's Pride® Double Fiber Whole Wheat Bread	1 ounce fresh mozzarella cheese, sliced
1-2 fresh basil leaves	2 Tbsp balsamic vinegar
½ tomato, sliced	Salt and pepper, as desired

Directions

LAYER basil, tomato and cheese on bread. **SEASON** with vinegar, salt and pepper.

Nutrition facts per sandwich: 328 calories; 8 g fat; 0 g saturated fat; 15 mg cholesterol; 454 mg sodium; 46 g carbohydrate; 11 g fiber; 18 g protein

Serve with Garden Salsa Sun Chips®

An apple a day

Fact or fiction?

With apples grown in every state and over 100 varieties grown commercially, it's no doubt we've all heard the old "An Apple a Day" adage. But do health care professionals really recommend eating an apple every day? **Yes!** Apples are naturally fat free, sodium free, cholesterol free and high in dietary fiber – all fantastic features when eating for your health. Apples have even been called "The Next Superfruit" by researchers due to their outstanding health benefits; however, make sure to eat the skin too if aiming for the best benefits possible.

From your top to your bottom, apples can help improve your health and well-being.

● Your Head

Fresh apples and apple juice may improve cognition, reduce hallmark signs of Alzheimer's and improve mood.

● Your Heart

The soluble fiber found in apples, known as pectin, builds up in your digestive tract and helps rid your body's cholesterol.

● Your Lungs

Eating at least five apples per week has been found to help lower the risk of respiratory disease. The antioxidants found in apples protect your body from damaging oxidation.

● Your Waistline

One medium apple contains five grams of fiber – more than most cereals. Dietary fiber aids in digestion and helps keep you full, promoting weight loss.

● Your Colon

The pectin in apples has also been shown to promote butyrate – a fatty acid that plays a role in colon health. This combination also significantly reduces the growth of pre-cancerous and tumor cells.

No matter which variety you choose – and there are plenty to choose from – you can delight in the many good things you are doing for your body.

Five more delicious ways to enjoy your apple a day!

1. **With peanut butter.** Peanut butter provides additional protein and heart-healthy fat to keep you satisfied until your next meal.
2. **Salad.** Toss diced apples into your favorite **Dole® Premium Classic Salad, such as the Greener Selection.**
3. **Dessert.** Core apples, leaving ½ inch of the bottom of the apples. Pour a small amount of brown sugar and butter into the hole. Place in a square baking dish and add ¾ cup water. Bake at 375°F for 30-40 minutes until tender.
4. **Main dish.** Tossing apples into your lunch or dinner (like stir fry) adds an unexpected, but **delectable**, taste and texture.
5. **Applesauce.** To make your own, core four large apples. Bring ½ cup water to a boil and add apples. Simmer for 25 minutes or until apples are tender. Add ½ tsp cinnamon and cook for an additional 5 minutes. Once apples are cool, blend until smooth.

easy SQUASH

sides & suppers



The abundance of squash during fall and winter brings a high supply at affordable prices. Acorn and butternut squash are both fat free, cholesterol free, sodium free and rich in vitamin C. Butternut squash touts even more health benefits, providing a good source of fiber, potassium and magnesium and an excellent source of vitamin A. Squash also encloses sickness-fighting antioxidants to keep you at your best this cold and flu season. But, have you ever gotten a squash home and realized you have no idea what to do with it? If this sounds all too familiar, applaud yourself for at least taking a step in the healthy direction by trying a new fruit (yes, squash is a fruit!). Squash can add flare and flavor to any entrée, side dish or even dessert, so experiment this squash season!

Butternut and Acorn Squash Soup

Makes 8 servings | Total Time: 45 minutes

Ingredients

1 Tbsp unsalted butter	3 to 4 cups chicken broth
1 ¼ cups diced onion	2 cups cubed butternut squash
½ cup diced carrot	1 cup cubed acorn squash
½ cup diced celery	½ cup peeled, sliced sweet potatoes (yams)
1 Tbsp minced ginger	Salt and pepper, as needed
½ tsp minced garlic	

Directions

HEAT butter in a soup pot over medium heat. **ADD** onions, carrot, celery, ginger and garlic. **SAUTÉ**, until the onions are translucent, about 5 minutes. **ADD** broth, squash and potatoes. **BRING** broth to a simmer and **COOK** until squash are tender, about 20 minutes. **STRAIN** the soup, reserving the liquid. **PUREE** the solids and return soup to pot. **ADD** desired amount of reserved liquid for soup consistency. **BLEND** well and return soup to a simmer. **SEASON** with salt and pepper as needed.

Nutrition information per serving: 70 calories; 2 g fat; 1 g saturated; 4 mg cholesterol; 200 mg sodium; 14 g carbohydrate; 4 g fiber; 1 g protein

Recipe courtesy of Fruits and Veggies More Matters®



Entrees

- Add butternut or acorn squash to soup, pizza or lasagna (1)
- Butternut and Acorn Squash Soup (see recipe)

Side Dishes

- Substitute butternut squash for potatoes in your favorite gratin (2)
- Combine cooked squash with onion, garlic, beans and corn (3)
- Roast with olive oil and salt (4)
- Make squash fries with cinnamon, ginger or nutmeg (5)
- Mash (6)

Desserts

- Bake acorn squash with dried fruit and nuts (7)
- Squash and Walnut Dessert – bake squash with sugar, then combine with walnut halves. Top with reduced-fat sour cream (8)

* Fareway Fun Fact

SELECT a squash that is heavy for its size and free from soft spots or cracks. **STORE** squash in a cool, dry, dark place for up to three months.

CentsAble Kids!

Get ZIP with lean beef!

Beef is full of **Zinc, Iron and Protein** - important nutrients that help your body grow and develop.

- ▲ **Z**INC helps power your brain so you can remember important facts and pay attention in school. It also helps your body heal when you have an injury and helps you fight off illness, like a cold.
- ▲ **I**RON helps carry oxygen in your blood. Your brain and body need oxygen to help you do your best at anything you do. Beef is one of the best sources of iron.
- ▲ **P**ROTEIN can supply energy for your body and keep you strong. That's because it helps build and repair all parts of your body.



How do you like to eat beef?

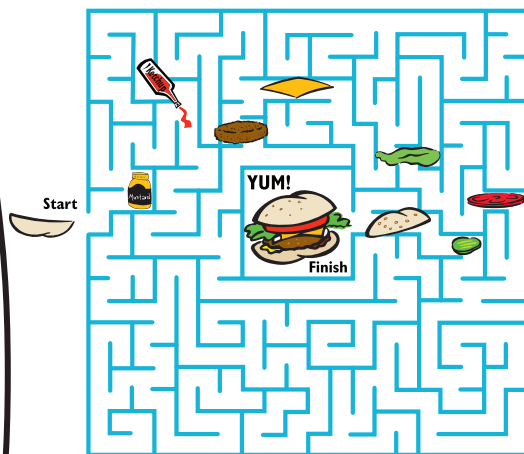
Maybe you like beef in your tacos, on your pizza, as a hamburger, or a juicy steak. There are lots of ways to enjoy eating beef, especially **lean beef**. Ask your parents to buy lean cuts of beef to keep you healthy!



For answers to hamburger maze and word find, please visit www.fareway.com
Courtesy of the Iowa Beef Council
www.iabeef.org

Hamburger Maze

Work your way through the maze and build a great burger!



WORD FIND

N	I	S	A	F	E	T	Y	T	H
U	V	T	E	S	K	W	A	E	A
T	I	H	N	A	A	E	A	T	M
R	T	I	E	S	E	L	F	O	B
I	A	R	R	R	T	D	I	E	U
T	M	O	G	H	S	N	E	C	R
I	I	N	Y	N	E	F	R	N	G
O	N	I	E	T	O	R	P	I	E
N	S	E	P	I	C	E	R	Z	R

Beef	Healthy	Safety
Eat	Iron	Steak
Energy	Nutrition	Vitamins
Hamburger	Protein	Zinc
	Recipes	

The unused letters from the **Word Find** above create a hidden message:

_____, _____,
_____, _____!

BEEF!