



the Future is Organic

The future starts today with healthy, organic lunches and snacks.

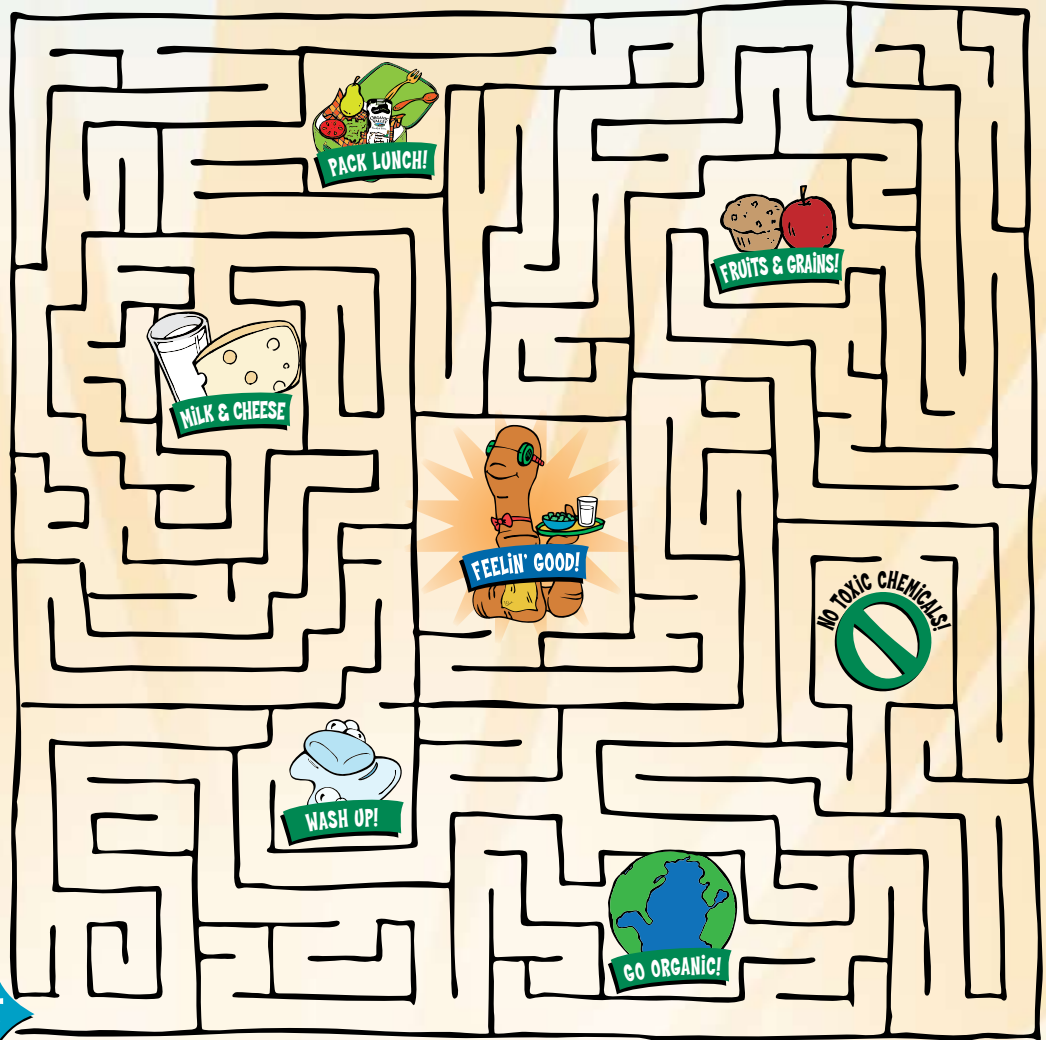
Whoa...

Who knows the way to an A+ lunch? The kind of lunch that tastes great...the kind of lunch that makes you feel great all day long...the kind of lunch that gives your brain the power to think straight...the kind of lunch that's good for animals and the environment. Ovie does, of course!

Squirm your way through Ovie's maze and follow his path through the seven steps to feelin' good!

GO!

For more about Melinda the Food Slueth's Healthy Lunch Tips, see the **udder** side!



Go to www.organicvalley.coop and find...

- ➡ Ovie's Underground - Farm fun & good organic stuff for kids.
- ➡ Recipes for healthy organic lunches, snacks, and more.
- ➡ Stories about Organic Valley farmers near you.
- ➡ Fast facts on organic news and research.
- ➡ Coupons for great lunch grub!



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The Food Sleuth's Seven Simple Strategies for Packing an A+ Lunch

Does your child's lunch box make the grade? The smartest school lunches:

- **Taste great;**
- **Deliver key nutrients for growth and development; and,**
- **Help protect your child's health and their environment.**

Making organic food choices today helps protect tomorrow's health, landscape, air and water quality. Certified organic foods protect our children from exposure to synthetic hormones, pesticides, herbicides, antibiotics and genetically modified ingredients. Even experts in climate change recommend organic agriculture as a planet-saving strategy because it is less dependent on fossil fuels and uses no petroleum-based fertilizers and pesticides.

These seven simple lunch box tips will earn you high marks and gold stars!

1. Create a balanced meal. The best lunches contain a mix of protein, carbohydrate and fat, and contribute about one-third of your child's daily nutrient and energy needs. Kids tend to fall short on fruits, vegetables and calcium, so pack fresh, seasonal or dried fruit, plus cheese sticks, yogurt and/or milk each day – organic, of course!

2. Just say "no" to junk. Research shows a link between certain artificial additives and hyperactivity. Corn sweeteners, sugar, and "trans fat" found in "partially hydrogenated" vegetable oils add calories, and dilute nutritional quality.

3. Focus on fiber. Choose 100% whole wheat bread and whole grain cereals that contain at least 2 grams of fiber per serving. Use organic whole wheat pastry flour (plus organic eggs and milk) to whip up a batch of muffins over the weekend; freeze extras for quick and easy lunch box treats.

4. Involve your child. When kids help make lunchtime decisions and share in the preparation, they'll be more likely to eat and enjoy their food. Parents can provide the options, but let children make the choices. For example, ask kids if they prefer: plain or chocolate milk? Mozzarella or cheddar string cheese? An apple or a pear? Peanut butter or a tuna sandwich? Read labels together and explain why you choose organic foods. Number one reason: because you love them!

5. Cook once, eat twice. Leftovers make some of the most convenient and tastiest lunches. For example, reheat last night's chili, soup or stew and pack in an insulated thermos for a steamy, nourishing lunch.

6. Think about food safety – from all angles. To prevent bacterial illness, invest in an insulated lunch box, include an ice pack or frozen juice box to keep perishable foods at a safe temperature, and wash fresh fruits and vegetables under cool running water to remove outside dirt. Encourage your child to wash hands before eating; include a moist towelette if soap and water are not an option. For after school activities, pack snacks that don't require refrigeration, such as: trail mix, nuts, granola bars, peanut butter, and dried fruit. Choose organic foods because they protect your children from exposure to potentially harmful pesticides, herbicides, antibiotics, genetically modified ingredients and synthetic hormones.

7. Send a love note. School can be a stressful place. Let your children know you love them no matter what. Send a silly poem: "It's raining today, but no matter that it's gray; I love you anyway!" Even older children appreciate a joke or confidence booster: "I know you'll ace that algebra test! Have fun!"

Bottom line: feed your children "well." The safest, most nutritious and delicious foods are local, farm-fresh organic. Grow some, cook most, and get to know the source of all your family's food. Food prepared by loving hands always tastes best.

Fun game on reverse side! →



THE FOOD SLEUTH

Melinda Hemmelgarn, M.S., R.D. is a registered dietitian, national award-winning "Food Sleuth" columnist, and 2004-2006 Food and Society Policy Fellow. With over 25 years' experience in clinical, academic and public health nutrition, she's uniquely suited to connect the dots between food, agriculture, health and the environment. Melinda founded and formerly directed the Nutrition Communications Center at the University of Missouri, and blazed the trail for blending nutrition education with media literacy. Her provocative yet practical columns and national conference presentations cover cutting edge nutrition and food safety issues, and help eaters "think beyond their plates." She is a member of the Society for Nutrition Education, Association of Health Care Journalists, and the Alliance for a Media Literate America. Melinda serves as spokesperson for the Missouri Organic Association, and co-authored a children's book, "Treasure Hunt with the Munch Crunch Bunch: A Healthy Fun Food Adventure!" In 2007, she received an American Dietetic Association Award for Excellence in Hunger & Environmental Nutrition.

