



This newsletter is produced by the *Nutrition Education Network of Washington*, to enhance communication and coordination among those who educate Washington families about nutrition and food. *Energize* shares brief information about programs and materials that support healthful and enjoyable eating.

**Tell Us What's New...**

What's new with your organization? To submit news to *Energize*, call Martha Marino 206-817-1466, e-mail martha\_marino@yahoo.com.

Deadline for submission is the last day of each month.

**Subscription Information**

*Energize* can be sent to you electronically each month. There is no charge.

To order or unsubscribe contact: Christa Albice, WSU Puyallup, 253-445-4541. Fax 253-445-4569, e-mail albice@wsu.edu.

*Energize* is a publication of the *Nutrition Education Network of Washington*. Content of newsletter is up to the discretion of *Nutrition Education Network of Washington* staff.

For more information about the *Nutrition Education Network of Washington* or to access past issues of this newsletter, see <http://nutrition.wsu.edu>.



**ENERGIZE YOUR LIFE!  
EAT HEALTHY-BE ACTIVE**

Information provided by Washington State University Extension's NEN of WA. This material was funded in part by USDA's Supplemental Nutrition Assistance Program (SNAP). SNAP provides nutrition assistance to people with low income. It can help you buy nutritious foods for a better diet. To find out more, contact your local DSHS Community Service Office.

In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, religion, political beliefs or disability. To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410 or call (800)795-3272 (voice) or (202)720-6382 (TTY). USDA is an equal opportunity provider and employer.

***This Month's Focus:***

**Fruits and Vegetables**

As nutrition educators, we have been promoting, encouraging, educating, and cajoling about fruits and vegetables for years. As those years have unfolded, we have continued to hear the many health benefits of these two food groups. Have our efforts been successful? Are people eating more? What new programs and materials might help us in this aspect of our work? This issue of *Energize Newsletter for Nutrition Educators* focuses on fruits and vegetables, and in particular the exciting new efforts by the Washington State WIC Nutrition Program.

**WIC Fruit and Vegetable Community Partnership Grants** – In July, work began in 12 communities around Washington State combining the efforts of local WIC agencies and their partners to encourage the consumption of fresh produce. The projects are as unique as the communities they serve.

In Vancouver, SeaMar Clark County WIC and its partners, including Washington State University Extension, Clark County local farmers markets and local product stores embarked on a local project called "Farm to Family." It provides fun, hands-on nutrition education for WIC clients by WSU nutrition educators and sometimes local farmers as well. In addition, WSU nutrition educators will work at Farm to Family booths at all three local farmers markets, offering cooking demonstrations, taste testing, and nutrition education.



"Irrigated raised beds at White Center, Seattle. Photo courtesy of WIC Nutrition Program."

In White Center, an area of Seattle, the WIC office and food bank saw an opportunity in a vacant lot between their two buildings. They had already been talking about how to get more fruits and vegetables in the food bank, where many WIC clients go for food. A Boy Scout troop, one of their partners, built raised garden beds and a fence on the lot. WIC clients will work in the garden, learning gardening skills and nutrition information. Cooking demonstration will be given at the food bank using what's been harvested at the time.

WIC clients receive checks to purchase fruits and vegetables at farmers' markets, but sometimes transportation to the market is a barrier. In a unique partnership, the WIC agency in Tacoma, Franciscan Health, Tacoma Farmers Market, Pierce Transit, and Metro Parks are working together to promote a new farmers market in Lakewood. To do this, they are offering bus passes to get to the market in South Tacoma.

Gleaning and community gardens are the focus of a partnership in Okanogan. Local farmers are allowing gleaning of their tree fruit and row crops. Cooking demos and nutrition education will be offered to the bilingual Latino population.

According to Sandy Cruz, with the Washington State WIC Nutrition Program, one of the most exciting aspects of the grants is the vast array of partners, including Washington State University Extension, libraries, food banks, transit authorities, community medical clinics, grocery stores, community colleges, produce companies, private businesses, and many more. Sandy said that feeding families requires more than WIC, and it's been rewarding to see the remarkable community partnerships that have formed.

The grant, funded by the United States Department of Agriculture (USDA), has two purposes: 1) to promote the availability and consumption of fresh local fruits and vegetables, and 2) to facilitate and support the establishment of sustainable partnerships between local WIC agencies and food systems groups.

The projects will take place over an 18-month period. Sandy indicated that applications were submitted by 26 local WIC agencies. Although funding was available for just 12 projects, enthusiasm among WIC and the partners was so high that in some cases they made their projects happen anyway without USDA funding. Other people in the communities can benefit from the USDA-funded grants, too. While the projects are promoted to WIC clients, they are not restricted to WIC-eligible people.

In future issues of *Energize for Nutrition Educators*, we will give updates on the progress of these innovative efforts to promote fruit and vegetable consumption around our state. (Contact: Sandy Cruz, Local Program Consultant, WIC Nutrition Program, Washington State Department of Health, 360-236-3660, [Sandra.cruz@doh.wa.gov](mailto:Sandra.cruz@doh.wa.gov).)



**September is More Matters Month** – As part of First Lady Michelle Obama’s *Let’s Move* childhood obesity initiative, Fruits & Veggies – More Matters® launched an online pledge campaign, *America’s More Matters Pledge: Fruits & Veggies...Today and Every Day!* In addition, the website [www.fruitsandveggiesmorematters.org/?page\\_id=12135](http://www.fruitsandveggiesmorematters.org/?page_id=12135) added a new activity exchange page to highlight successful local efforts at moving people to eat more fruits and vegetables and live a more active lifestyle. The activities were launched this month just in time for September’s Fruits & Veggies – More Matters month, and will continue several months afterward. On the page *Fruit & Veggies in Your Local*

*Community*, people can find out what’s happening in local schools and supermarkets with fruits and vegetables. To assist health professionals with the Pledge campaigns, new materials are available at [www.pbhfoundation.org](http://www.pbhfoundation.org). A toolkit includes downloadable items including pledge cards, graphics, “on hold” messages, posters, and more. (Contact: Amy Ellings, Fruit & Vegetable Nutrition Coordinator, Nutrition, Physical Activity and Obesity Program, Washington State Department of Health, 360-236-3754, [Amy.Ellings@doh.wa.gov](mailto:Amy.Ellings@doh.wa.gov).)

**How Many Fruits and Vegetables Do You Need?** The Centers for Disease Control and Prevention (CDC) offers an interactive tool to determine personalized recommendations for the amounts of fruits and vegetables to eat each day. At the site [www.fruitsandveggiesmatter.gov](http://www.fruitsandveggiesmatter.gov), users enter their age, sex and level of physical activity, then get an individualized guidance for the number of cups of fruits and vegetables. Each month the site features a particular fruit or vegetable with in-depth information about that particular food, pictures, and preparation tips. For August, the featured foods are celery, fennel, and edible cactus.

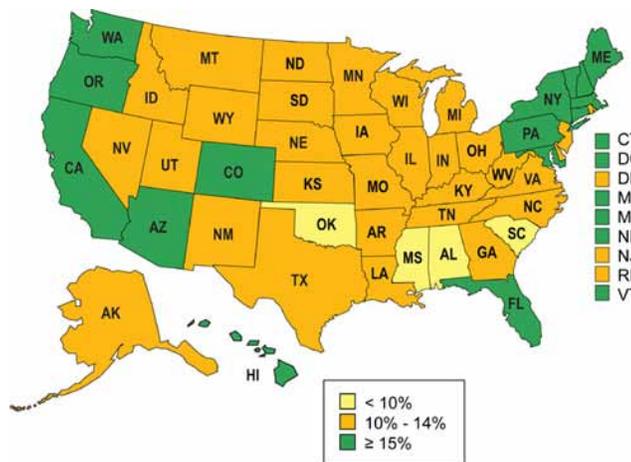
**State-by-State Fruit and Vegetable Consumption** – According to a recent report by the CDC, no state meets national objectives for fruit and vegetable consumption. In 2009, only 32.8% of adults and 32.2% of teens meet the recommendations for fruit consumption (two or more daily servings). The numbers are worse for vegetable consumption: only 27.4% of adults and 13.2% of adolescents meet the recommendations (three or more daily servings). Washington State fared slightly better: 33.7% of adults met the fruit recommendation and 29.1% met the vegetable recommendation. However, a meager 15.1% met the recommendation for both food groups (two or more servings of fruit and three or more servings of vegetables). The report also found that most Americans do have access to healthful food, and likely could walk to a store for fruits and vegetables. Nationally, 72% of census tracts have a healthier food retailer within the tract or within a half-mile of tract boundaries. (Source: [www.fruitsandveggiesmatter.gov/health\\_professionals/statereport.html](http://www.fruitsandveggiesmatter.gov/health_professionals/statereport.html).)

For state-specific data, click on “Behavioral Indicators Data Table.”)

**Vegetable Consumption Falls in the EU** – Despite efforts to promote produce consumption in the European Union (EU), fresh vegetable consumption fell sharply in 2008, the most recent year that data is available.

In a report issued in April that studied consumption in 27 EU countries, Freshfel Europe found that per capita consumption of fresh fruit dropped somewhat: 0.67% less in 2008 than the average consumption in previous five years. Vegetable consumption dramatically dropped by 14.2%. The report was conducted by Freshfel Europe as part of its involvement with the “EU Platform for Action on Diet, Physical Activity and Health” which aims to reduce the incidence of overweight and obesity in European nations. The report, *Fresh fruit and vegetable production, trade, supply and consumption monitor in the EU-27*, covers the period from 2003 through 2008.

Freshfel’s President Ramon Rey said that the report shows an ongoing need by the produce industry to supply quality and tasty products, and for public health campaigns need to lead consumers to a healthier diet. (Sources: [www.freshfel.org](http://www.freshfel.org) and [http://ec.europa.eu/health/nutrition\\_physical\\_activity/policy/index\\_en.htm](http://ec.europa.eu/health/nutrition_physical_activity/policy/index_en.htm).)



“Percentage of U.S. adults aged  $\geq 18$  years who consumed fruit  $\geq 2$  times per day and vegetables  $\geq 3$  times per day.”

“Image: Centers for Disease Control and Prevention, *State Indicator Report on Fruits and Vegetables, 2009*.”

**OUR MISSION:** The Nutrition Education Network coordinates nutrition education efforts to communicate consistent, positive and relevant messages to increase awareness of healthful and enjoyable eating among low-income families. *Energize* is one way that the Network shares information and resources to accomplish this mission.

**Please Copy This Newsletter!** Feel free to copy any or all of this newsletter to share with others. We only ask that you credit the Nutrition Education Network of Washington and please let us know if you have made copies and to whom you distributed copies.

\* Listing of products and goods in this newsletter does not imply endorsement.

## TOOLS OF THE TRADE

**Spend Smart, Eat Smart** – Nutrition educators may be interested in an updated online resource for their work with families trying to eat nutritious food on a budget. *Spend Smart, Eat Smart* includes three main areas on its site: Plan, Shop and Eat. The Plan section provides tips on how to plan ahead to reduce food expenses. The Shop area shows how to find nutritious foods at the store and ways to save money while shopping. In the Eat section, users will find recipes and tips for saving money at home as well as when eating out. Also included are two lessons: one on reading labels and another on unit pricing. *Spend Smart, Eat Smart* was developed by Iowa State University Extension. Go to [www.extension.iastate.edu/foodsavings](http://www.extension.iastate.edu/foodsavings).

**Paperback for Young Gardeners** – In a book for children ages four through eight, twin girls in the Washington, DC, area hear about the White House vegetable garden. They want to grow foods, too, but live in an apartment. With help from a gardener, they plant, tend, harvest, cook, and eat their own vegetables. Photos of the twins and their garden show them enjoying the experience. *We Grew It – Let's Eat It!* by Justine Kenin (Tenley Circle Press, 2010) can inspire young children to try gardening and to learn where food comes from.

**How To Peel a Banana and Other Produce Tips** – For educational videos showing how to select, store, and prepare a variety of fruits and vegetables, check out the *Fruit & Vegetable Video Library* from Fruits & Veggies – More Matters<sup>®</sup>. This library of short educational videos lets users search for a particular fruit or vegetable and then learn how to use it. Seriously, there is a video about how to peel a banana which shows the correct end to start peeling. Users can also search by theme such as budget or picnic, and by meal occasion. For videos and recipes, go to [www.fruitsandveggiesmorematters.org/video/VideoCenter.php](http://www.fruitsandveggiesmorematters.org/video/VideoCenter.php).

## WASHINGTON GROWN

**Fresh This Month** – Let us eat lettuce! Gone are the days when iceberg lettuce was the base for “green” salads. With the broad variety of leafy greens at local farmers’ markets and supermarkets, it’s fun to try something new! For descriptions of dozens of lettuces from Amaranth to Watercress and recipes for inexpensive salad dressings, see *Mediterranean Fresh* by Joyce Goldstein (W.W. Norton and Co., 2008). Here are just a few descriptions from the book:

- *Arugula*, also called rocket or rucola, is a member of the mustard family. It is slightly bitter, peppery, and somewhat nutty.
- *Butter lettuce* is as tender and soft as butter. The flavor is very mild and sweet, so children often prefer this type of lettuce to some of the more bitter options. Examples are Bibb lettuce and Little Gem.
- *Frisee*, also called curly endive or chicory, has jagged spidery, crunchy leaves with a slightly bitter flavor.
- *Mache*, also known as lamb’s lettuce, is mildly sweet, with little round dark green leaves.
- *Mizuna* is a mustard green with feathery, deeply serrated dark green leaves on white juicy stalks, often added to baby salad greens.
- *Purslane* has thick round leaves that resemble those of a jade plant or succulent. Often used in Middle Eastern salads, they are tangy, juicy, and crunchy.
- *Tatsoi* leaves are round, paddle-shaped, and dark green with pale greenish stalks, and they add crunch to a salad mix.

## DID YOU KNOW?

The top three states with the highest percentage of people meeting the recommendation for fruit (two or more servings) and vegetables (three more servings) are Vermont (17.9%), Maine (17.7%), and Hawaii (17.5%). The lowest three are Mississippi (8.8%), Oklahoma (9.3%), and South Carolina (9.3%). This 2009 data is from CDC, [www.fruitsandveggiesmatter.gov/health\\_professionals/data\\_behavioral.html](http://www.fruitsandveggiesmatter.gov/health_professionals/data_behavioral.html).

**OUR MISSION:** *The Nutrition Education Network* coordinates nutrition education efforts to communicate consistent, positive and relevant messages to increase awareness of healthful and enjoyable eating among low-income families. *Energize* is one way that *the Network* shares information and resources to accomplish this mission.

**Please Copy This Newsletter!** Feel free to copy any or all of this newsletter to share with others. We only ask that you credit the Nutrition Education Network of Washington and please let us know if you have made copies and to whom you distributed copies.

\* Listing of products and goods in this newsletter does not imply endorsement.