

# Introduction:

## How to use the Michigan Apple Toolkit



**This toolkit is designed to help you understand the nutritional benefits and versatility of Michigan Apples** so you may assist your shoppers with creating easy meals and snacks that are delicious, affordable and healthy. You'll also be able to answer important questions regarding Michigan Apple agricultural practices, selection at retail and home storage. The resources provided can be used in all aspects of your work — demonstrations, social media, television segments, classes and counseling — to help encourage and guide a healthier meal plan for consumers and drive wellness and business success for your stores.

### Resources to make your work as a supermarket dietitian easier

Your work as a retail dietitian is to provide “core” consumer communication through many channels and you need credible, shopper-friendly resources that fit into your existing areas of accountability. This kit provides seasonal tools that are presented in a format to allow you to customize the recipes and information with your own private label brands or store logo. You can also simply copy and paste the information needed into your own template.

“Core” information includes:

- Blog articles
- Social media posts
- Media segments
- Cooking class outline
- Recipes
- Menu planner & shopping list

### Materials to answer consumer questions and provide guidance

- Michigan Apple agricultural practices to ensure safety
- Answers from a Michigan Apple farmer
- Types and tastes of Michigan Apples
- Healthy cooking with Michigan Apples
- Nutrition facts and health benefits of Michigan Apples
- Michigan Apple selection and storage



# Letter: About this Retail Dietitian Kit



Whether you're assisting your shoppers with back-to-school and family meal solutions or providing simple, fun ideas for a tailgating or a Halloween party, Michigan Apples have a place at the table. They are an affordably nutritious addition to meals and snacks and bring unsurpassed flavor to consumer-friendly recipes, especially during fall meals and celebrations. Michigan Apples are a staple in many households so using them as an ingredient for easy meals that help keep families healthy is a natural fit!

The Michigan Apple Committee has developed this Supermarket Dietitian Kit to provide information on everything from Michigan Apple agricultural practices to current nutrition news. We also understand the retail dietitian's need for resources that can be easily integrated into health promotion activities and have provided a seasonal fall supplement full of turnkey tools for your program needs.

This kit includes the following resources:

- Section 1:** Apple Farming and Agricultural Practices
- Section 2:** Types and Tastes of Michigan Apples
- Section 3:** Michigan Apple Nutrition Facts and Health Benefits
- Section 4:** Apple Selection, Home Storage and Handling
- Section 5:** Healthy Cooking with Michigan Apples
- Section 6:** Apple "Core" Fall Seasonal Supplement – Topics:
  - Back-To-School - blog article; social media posts
  - Family Meals - media outline; weekly dinner menu, recipes & shopping list; social media posts
  - Tailgating - Media segment; social media posts
  - Halloween/Fall Party - blog article or media segment; social media posts
  - Diabetes Month - media segment; social media posts
- Section 7:** Apple "Core" Holiday and Winter Seasonal Supplement – Topics:
  - Back-To-School - blog article; social media posts
  - Family Meals - media outline; weekly dinner menu, recipes & shopping list; social media posts
  - Tailgating - Media segment; social media posts
- Section 8:** Michigan Apple Committee resources and contacts

We look forward to partnering with you as an advocate for Michigan Apples and to advance wellness solutions and business success at your retailer. If you have any questions on these materials from the Michigan Apple Committee, please contact Shari Steinbach, MS RDN, Michigan Apple Consultant at [shari@sharisteinbach.com](mailto:shari@sharisteinbach.com), or e-mail the Michigan Apple Committee directly at [Staff@MichiganApples.com](mailto:Staff@MichiganApples.com).





## SECTION 1:

# Apple Farming & AGRICULTURAL PRACTICES

Information about the practices used by Michigan Apple farmers to consistently produce a variety of healthy and delicious apples year after year.





## Section 1: Answers from the orchard



Mark Younquist, Kent City, MI

### 1. Where is your apple farm and how large of an operation is it?

Youngquist Family Farm has been located on “The Ridge” West of Sparta, Michigan since the early 1800s. We fluctuate in acreage staying under 200 for apples.

### 2. What are some of your biggest challenges with apple farming? (climate, costs, pests, crop disease, workforce)

Our biggest challenge continues to be labor. We’ve been blessed with great people over the years but seasonal help is increasingly difficult to find. It takes a special kind of person to understand and participate in an industry that is seasonal and every decision is determined by wind, water and temperature.

### 3. What differences or similarities exist between organic and conventional apple farming practices?

I greatly prefer to pursue IPM, integrated pest management, over the organic methods

attempted today. Using the most naturally specific timing and soft materials allows us to produce an extremely clean crop in quantities that make it sustainable for us as land managing growers, while keeping the product economical for all consumers.

Much of today’s technology protects the fruit without necessarily eradicating the insect. Natural predators are maintained to keep populations at an acceptable level. Pheromones are also used to disrupt flight and mating habits of insects preventing multiple generations from doing damage.

Organic products are regularly included in our program. The storage facility for the products we use and the sprayer loading area are in a containment building designed specifically for this purpose. We use minimal amounts of water in the washing and rinsing of equipment. Applications are made without waste using GPS and very specialized equipment to insure that we stay on target.





## Section 1: Answers from the orchard



#### 4. How are apples harvested, stored and shipped to supermarkets and what is the typical time frame from harvest to produce department?

Varieties are shifting from Red Delicious, Jonathans and Macs to Galas, Honeycrisp and Fuji. I enjoy them all as their individual season arrives. Every variety has its own perfect harvest date. When it's time every apple is hand harvested, placed carefully in oak boxes and sent just five miles away to a storage and packing facility. Apples can be packed and shipped to market immediately or stored in air tight Controlled Atmosphere rooms to be enjoyed well into the following spring.

I am very glad to see consumers beginning to purchase local products in an increasing measure. This reduces the need for produce to be trucked from the other side of the nation and is a very practical way to decrease fuel usage and lessen other environmental issues.

#### 5. What does being an apple grower mean to you?

I'm proud of the apple industry and being a part of producing something that is healthy for people to enjoy. Farmers are by nature stewards of the land. I am the fifth generation to make my living on this same piece of land and my son works with me and his children are waiting in the wings.

We have a firm belief that it is a blessing to take a turn operating this farm. Each generation has improved on what the previous had established. We know that the best thing we can leave is a good name and a great opportunity for those who follow. The opportunities have spread out to more than just family and those who have been with us over the years have certainly become like family. We've gone through storms and difficult economic times together as well as celebrating many births, weddings and anniversaries.

This isn't a job, it's a lifestyle. It's a challenge and it is its own reward. It's difficult, impossible at times and tough long hours. Not everything succeeds. But farming is about life. Farming is forgiving. Farming is renewal every Spring. Farming is hope. Farming is transforming from a delicate flower in the Spring to a huge apple that crunches when you bite into it just a few months later.

**Learn more about the Youngquist family at: <http://bit.ly/2H36RU1> and see more grower profiles online: [MichiganApples.com/About/Meet-the-Growers](http://MichiganApples.com/About/Meet-the-Growers)**



# Section 1: Industry Facts



## A BIG DEAL: Apples are one of the largest and most valuable fruit crops in Michigan

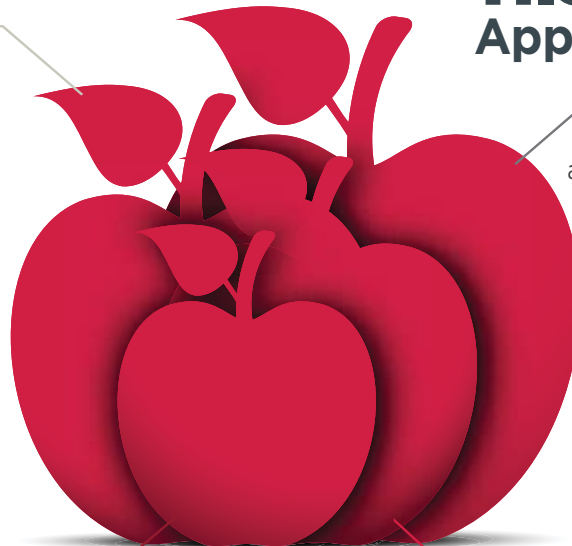
### Ideal Place

With Michigan's climate, proximity to lakes and nutrient-rich soil, Michigan is an ideal place to grow quality, flavorful apples.

### 11.3 million Apple Trees



There are more than 11.3 million apple trees in commercial production, covering 35,500 acres on 825 family-run farms in Michigan.



### Nearly year-round availability

While Michigan is best recognized for its fresh apples in autumn, the state's fresh apples are typically shipped from mid-August through the following June, following precise storage in controlled atmosphere chambers.



### High-density planting

Newer orchards are trending to high-density planting (800-1,200 trees per acre) that come into production quickly and bring desirable varieties to market quickly.

### FRESH, SLICED & PROCESSED



Michigan Apples are sold fresh (ready-to-eat), as well as for processing into other products. Michigan slices more apples than any other state for use in pies and fresh-cut slices.

[www.MichiganApples.com](http://www.MichiganApples.com) • 800-456-2753 • Michigan Apple Committee

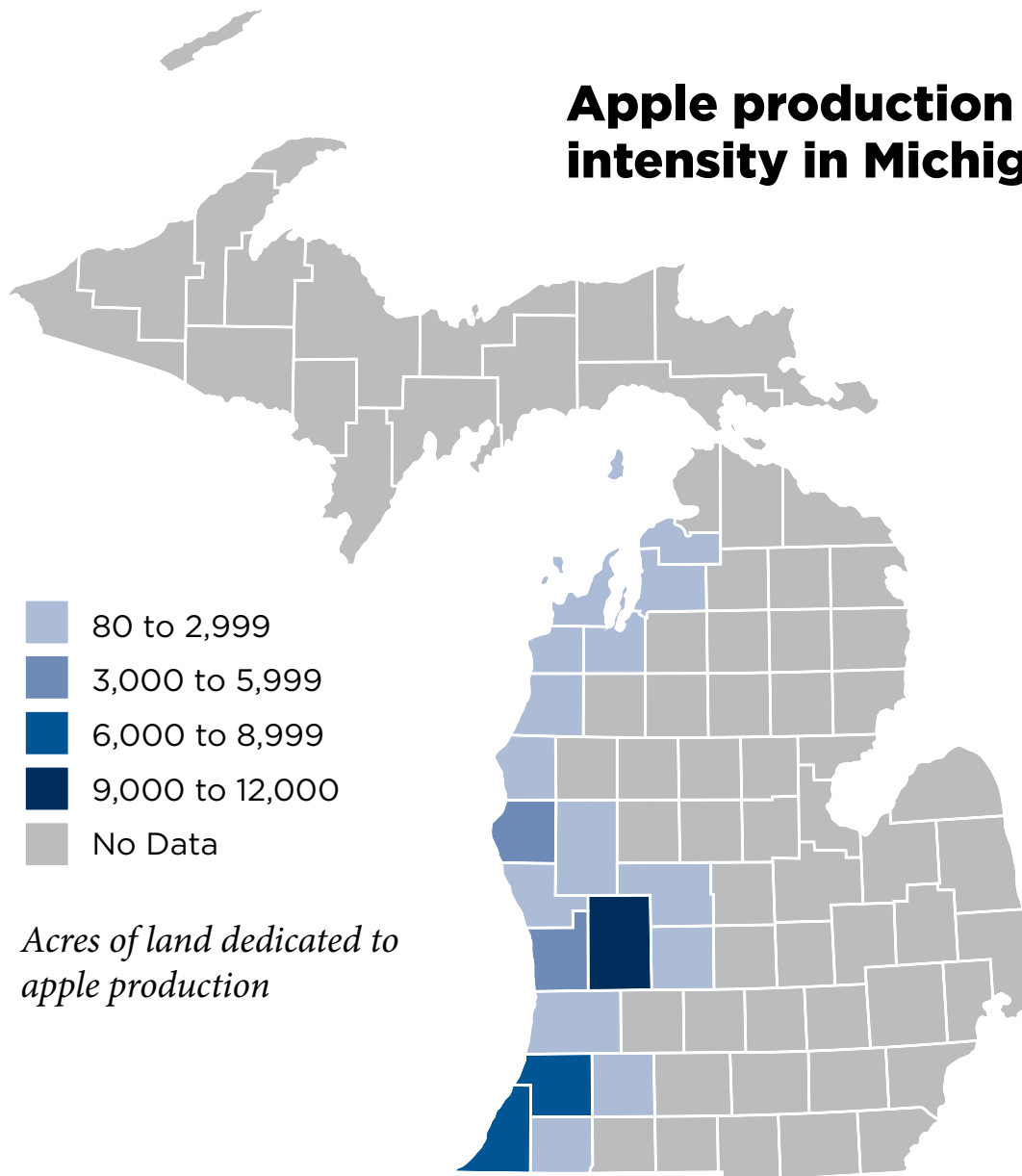




## Section 1: Industry Facts



### Apple production intensity in Michigan





# Section 1: Michigan Apples Harvest Schedule



AUGUST



### PAULA RED

First-available and eagerly awaited. Pleasingly tart.  
**Late August**



### GINGER GOLD

Sweet-tasting, with a hint of tartness. Stores well.  
**Late August**

SEPTEMBER



### GALA

A consumer favorite. A soft bite over a mellow sweetness.  
**Early September**



### MCINTOSH

A classic by any standards. Juicy with a lightly tart flavor.  
**Early September**



### JONAMAC

Cross between a McIntosh and Jonathan. Rich and spicy.  
**Early September**



### HONEYCRISP

Sweet as honey, with a crisp bite. Creating quite a buzz!  
**Mid-September**



### GOLDEN DELICIOUS

A gingery-smooth taste. Known for its sweetness.  
**Mid-September**



### EMPIRE

Versatile with a firm texture. Sweet, yet tart flavor.  
**Mid-to-Late September**

SEPTEMBER



### JONATHAN

A crisp, spicy tang that blends well with other apples.  
**Mid-to-Late September**



### CORTLAND

Tender, juicy white flesh with hint of tartness.  
**Late September**



### RED DELICIOUS

America's most popular. Full-flavored sweetness.  
**Late September**



### JONAGOLD

Michigan grows them best! A must-try. Crisp and juicy.  
**Late September**

SEPTEMBER



### FUJI

A popular late-season variety. Crisp and sweet.  
**Early October**



### ROME

An old-time favorite. Excellent for baking.  
**Early October**



### IDA RED

Tastes tangy and tart. Great for sauces and pies.  
**Early-to-Mid October**



### BRAEBURN

Firm apple with spicy-sweet flavor. Stores very well.  
**Late October**

OCTOBER







## SECTION 2:

# Types and Tastes of MICHIGAN APPLES

Information to help you educate shoppers on the different types and tastes of Michigan apples so they can select the ideal type for their needs.














## Section 2: Types and Tastes of Michigan Apples










With more than 16 varieties commercially available, Michigan offers an apple for every taste.

The resources in this section will help you educate shoppers on the different types and tastes of Michigan Apples, as this knowledge will help them with selection and an optimal eating and cooking experience.

Variety	Taste and Texture	Uses	Image
<b>Braeburn</b>	Mildly Sweet and Crispy	Fresh and Baked	
<b>Cortland</b>	Mildly Tart and Juicy	Fresh and Baked	
<b>Empire</b>	Combo Sweet and Tart	Fresh and Baked	
<b>Fuji</b>	Sweet and Crunchy	Fresh and Baked	
<b>Gala</b>	Sweet and Crunchy	Fresh and Baked	
<b>Ginger Gold</b>	Sweet-Spicy and Firm	Fresh	
<b>Golden Delicious</b>	Sweet and Firm	Fresh and Baked	
<b>Honeycrisp</b>	Sweet, Crisp and Juicy	Fresh	
<b>Ida Red</b>	Tart, Firm and Juicy	Fresh and Baked	

## Section 2: Types and Tastes of Michigan Apples

Variety	Taste and Texture	Uses	Image
<b>Jonagold</b>	Sweet, Firm and Juicy	Fresh and Baked	
<b>Jonamac</b>	Rich and Spicy	Fresh	
<b>Jonathan</b>	Sweet-Spicy	Fresh and Baked	
<b>McIntosh</b>	Sweet-Tart and Juicy	Fresh and Baked	
<b>Paula Red</b>	Sweet-Tart and Juicy	Fresh and Baked	
<b>Red Delicious</b>	Sweet, Juicy and Crunchy	Fresh	
<b>Rome</b>	Mildly Tart and Juicy	Fresh and Baked	

*This chart reflects generally accepted uses. Individual preferences may vary.*

### Consumer Demo – Apple Taste Testing:

Many consumers buy the same types of apples with a familiar taste profile. This demo encourages shoppers to sample, enjoy and purchase a wider variety of Michigan Apples.

#### Set up:

1. Set up a demo table by the display of Michigan Apples in the produce department.
2. Set out 4 to 5 types of Michigan Apples with a sign indicating each variety.
3. Have an apple slicer for each type. (May want to then cut each slice in half for sampling).
4. Have copies of handout ready:
  - Michigan Apple Usage Chart (available in binder's "Resources" section to copy)



#### Key demo talking points:

1. **Provide sample slices to shoppers** and ask what taste and texture they are experiencing... sweet, tart, spicy, crunchy, crisp, firm, juicy.



## Section 2: Types and Tastes of Michigan Apples

**2. Provide the Michigan Apple usage chart** and ask which type the shopper normally buys. Suggest they try a different type.

**3. Discuss the key nutrients found in apples**

- One apple with the skin provides 4.5 grams of fiber
- A source of many vitamins and minerals including potassium
- Provide disease-fighting antioxidants

**4. Suggest easy snack combinations using nutrient-rich apples, whole grains and protein.** Snack combos provide sustaining energy to get you through the day!

- Gala or Fuji Apple Halves + Nut Butter + Granola
- Diced Honeycrisp Apples + Vanilla Greek Yogurt + Cinnamon
- Ida Red, McIntosh or Paula Red Apple Slices + 2% Sharp Cheddar Cheese + Whole Grain Crackers

**5. Encourage purchase from the Michigan Apple display.**

### Kids Cooking Class Outline: Superpower Snack Time

**Overview:** Kids love snacks and can obtain a significant amount of their daily calories from snacking. Unfortunately, many snacks consumed are high in sugar and low in important nutrients like iron, vitamin D and fiber. This class will review those foods that can be easily combined to provide a satisfying snack that also fills nutrition gaps in the diets of many children. Hands on snack preparation and activities will encourage participants to create tasty snacks that supply energy and nutrition for healthy growing bodies and minds.

**Cooking Class Lesson Plan: 1-1/2-hour class (excludes shopping, prep & clean up)**

- I:** 10 minutes - Introductions; importance of healthy snacks - discussion
- II:** 10 minutes - Building a healthy snack
- III:** 10 minutes - Apple word find game
- IV:** 45 minutes - Recipe preparation and tasting - recipe handouts
- V:** 15 minutes - Questions; discussion; start clean up

---

### Section I Importance of Healthy Snacks

**Key discussion points:**

1. When are you hungry for snacks?
2. What foods do you usually choose for snacks?
3. What makes a snack healthier?
4. Why is it important to include healthier foods in our snacks?
5. What types of foods could we choose to add more nutrition?

---

### Section II Building a healthy snack: Review each of the tips below and show examples of each.

**1. Choose colorful fruits and veggies**

Show 5 colors of fruits and veggies and 5 ways to consume and discuss how fruits and veggies provide an abundance of vitamins and minerals for health:

- Red - fresh apple
- White - canned pears
- Green - frozen peas
- Blue/Purple - Dried raisins
- Orange - 100% orange juice

**2. Go for great whole grains**

**Show examples and discuss how the carbohydrates in these items provide “fuel” for activities:**

- Cereal
- Granola bars
- Crackers
- Bread
- Popcorn

## Section 2: Types and Tastes of Michigan Apples

### 3. Add in protein

Show examples and discuss how protein helps keep you full and muscles strong:

- Cheese/yogurt/milk
- Hummus
- Beans
- Lean meats
- Nut butters

### 4. Make it easy

When it comes to snacks you usually don't want to take a lot of time to prepare something so make sure you have healthy, quick options on hand:

- Natural applesauce packs with graham crackers
- Fresh fruit and milk
- String cheese and whole grain crackers
- Baby carrots and snap peas with hummus
- Yogurt cup and granola bar

### 5. Swap out the sugar

If all of your snacks consist of soda, candy, cookies, etc., then you will be missing out on key nutrients and will probably feel sluggish.

- Show a soda bottle with 10 teaspoons of sugar in it.
- Talk about having these items in moderation.

### 6. Avoid portion distortion

Even when your snack choices are healthier it's important to watch portion sizes to help you at a healthy weight and save room for meals.

- Show a few snacks already portioned — yogurt cup; fruit cup; apple
- Show a snack-sized baggie of trail mix

---

## Section III – Food Activity

Have kids work on the word search while you set up the snack preparation ingredient stations.

**Apple Word Search Game:** <http://bit.ly/2nUFSBt>

---

## Section IV – Recipe Preparation and Tasting

**A healthy snack should include choices from at least two of the five food groups. Be sure your daily meal and snack choices include a variety of food groups for maximum vitamin and nutrient intake.**

Show MyPlate graphic: <http://bit.ly/2ctvUja>

### Snack Assembly and Recipes:

- Depending on the size of your class you may want to choose just a few of these options for participants to make.
- Ensure all participants wash their hands before preparing snacks.
- Briefly review any safety precautions when preparing snacks and when an adult needs to assist – use of sharp utensils, etc.

### Create a Yogurt Sundae: Diced apples, vanilla yogurt and cinnamon

Needs:

- Clear plastic cups
- Disposable spoons
- Vanilla yogurt
- Diced apples
- Ground cinnamon

### Make a Fruit Sandwich: Apple slices and nut butter

- Small paper plates
- Disposable knives
- Cored apple slices
- Nut butter

### Create Your Own Trail Mix: Whole grain cereal, dried fruits, nuts

- Snack sized plastic bags
- Disposable gloves
- Whole grain cereal like wheat chex
- Variety of dried fruit – raisins, apples, apricots, etc.
- Nuts

### Fruit Dippers: Fresh fruit slices and yogurt dip

- Small paper plates
- Disposable knives
- Apple slices, bananas
- Strawberry yogurt

## Section 2: Types and Tastes of Michigan Apples

### Make it Goey: Apple and Cheese quesadillas

- o Microwave
- o Small paper plates
- o Disposable knives
- o Apple slices
- o Shredded cheddar cheese
- o Whole grain tortillas

### Apple and Cheese Quesadillas

Lay apple slices on half of a whole grain tortilla. Sprinkle cheese on top of apples and fold tortilla in half. Place on a microwave safe plate and warm for 20-30 seconds or until cheese melts.

### Spice it Up: Whole grain tortilla chips with apple salsa

- o Small paper plates
- o Disposable knives
- o Diced apple
- o Jar of mild salsa
- o Whole grain tortilla chips

### Apple Salsa

Add a diced apple to 1 jar of salsa. Stir to combine and serve with tortilla chips.

### Create a Colorful Bowl: Fruit salad bowl

- o Small paper bowls
- o Disposable knives
- o Variety of fruits — Apples, bananas, red grapes, canned pineapple, frozen blueberries, etc.

### Blend a Smoothie:

- o Blender
- o Small disposable cups
- o Natural applesauce
- o Apple cider
- o Vanilla Greek yogurt
- o Sliced Michigan Apple for garnish
- o Maple syrup
- o Ice
- o Measuring cups

### Applesauce Cinnamon Smoothie

- 1 cup natural applesauce
- 1 cup Michigan Apple cider
- 1 cup vanilla Greek yogurt
- 6-8 ice cubes
- 1 tablespoon pure maple syrup

Mix all ingredients together in a blender until smooth.

For presentation, sprinkle cinnamon on top and add an apple wedge on the rim of the glass.

---

## Section V - Questions and Discussion

**As the attendees enjoy their snacks, review the basic components of healthier snack options.**

**Ask the group what recipes they enjoyed the most.**

Ask the group what ideas they have for snacks at home, school or for traveling. Ask if there are any questions.

### Resources:

*Snacks Are An Important Part of Healthy Eating*; April 23, 2013; Sarah Sleziak Johnson, Michigan State University Extension







## SECTION 3:

# The Nutrition & HEALTH BENEFITS OF APPLES

There are many healthy reasons for adding apples to your weekly shopping and incorporating them into your meals. Here is a summary of much of the latest research into the health benefits of apples.



## Section 3: The Nutrition & Health Benefits of Apples



Nutrition Facts	
Serving size 1 large (242g)	
Amount per serving	
Calories	130
% Daily Value*	
<b>Total Fat</b> 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 0mg	0%
<b>Total Carbohydrate</b> 34g	12%
Dietary Fiber 5g	18%
Total Sugars 25g	
0% Includes 0g Added Sugars	0%
<b>Protein</b> 1g	
Vitamin D 0mcg	0%
Calcium 15mg	2%
Iron 0.29mg	2%
Potassium 260mg	6%

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

# Apple Nutrition Facts

### Key apple nutrition talking points:

- Apples are rich in fiber. A single large apple contains about 5 grams of fiber, about 18% of the recommended daily intake.
- A portion of apple's fiber content is made up of both insoluble and soluble fibers called pectin.
- Soluble fiber has been associated with numerous beneficial effects on health, partly mediated by their effect on the friendly bacteria in the intestine.
- Fiber may also help improve satiety and cause weight loss, while lowering blood sugar levels and improving the function of the digestive system.
- Apples contain about 5% of the daily value of Vitamin C, an essential dietary nutrient that has many important functions in the body including growth and repair of tissues in all parts of your body.
- Potassium is the main mineral in apples. High intake of potassium may have beneficial effects for heart health and blood pressure control.

### Apples are high in various antioxidant plant compounds, which are responsible for many of their health benefits. The main ones are:

- **Quercetin:** A flavonoid found in apples, shown to have anti-inflammatory, anti-viral, and anti-cancer effects in animal studies.
- **Catechin:** A flavonoid also found in large amounts in green tea. Shown to improve brain and muscle function in animal studies.
- **Chlorogenic Acid:** Also found in coffee, chlorogenic acid has been shown to lower blood sugar and cause weight loss in some studies.

## Section 3: The Nutrition & Health Benefits of Apples

### What the science says about apples and health benefits:

There are many healthy reasons for adding apples to your weekly shopping cart and incorporating them into your meals. The fiber, phytochemicals, minerals and vitamins that are found in apples truly make it delicious food with key nutritional benefits! Here is what the science says:

#### Weight Management

Apples contain natural fiber, and adequate fiber consumption has been consistently associated with weight loss.<sup>1</sup> The fiber in apples provides a feeling of fullness and when you feel full you tend to eat less. Also, the soluble fiber pectin which is found in apples slows the body's release of glucose, preventing sudden drops in blood sugar that trigger hunger and can set off food cravings.

Research at Harvard University found a higher intake of foods rich in flavonols, flavan-3-ols, anthocyanins and flavonoids, all found in apples, may contribute to weight maintenance in adulthood and may contribute to the prevention of obesity and its potential health risks.<sup>2</sup>

#### Heart Health

The development of heart disease depends on many lifestyle factors and the types of foods one consumes is certainly a component where individuals can make positive adjustments. Heart health is another area where the fiber found in apples appears to provide significant benefits.

Diets with the highest total dietary fiber and insoluble fiber intakes are associated with a significantly lower risk of several heart disease risk factors, including blood pressure and cholesterol levels.<sup>3</sup> In addition, U.S. researchers report that for every 10 grams of fiber consumed per day the risk of developing heart disease may decrease 14 percent, and the risk of dying from heart disease may decrease by as much as 27 percent.<sup>4</sup>

In 2012, a study funded by USApple at The Ohio State University showed a link between daily consumption of apples and reduced levels of low-density lipoprotein ("bad" cholesterol). The study showed middle-aged adults who consumed one apple a day for four weeks lowered their levels of LDL cholesterol by 40 percent.<sup>5</sup>

#### Digestive Health

Eating high-fiber apples regularly can help keep you regular. Apples' soluble fiber absorbs water to soften stools, while their insoluble fiber provides bulk to ease elimination. And a Michigan Apple is a tastier treat than a fiber pill!

In addition, researchers from the University of Denmark have discovered that apples and apple products could give the health of your intestines as well as your immune system a boost—by increasing the numbers of good intestinal bacteria. When scientists fed rats a diet of apples in all its forms including juice, applesauce, and the whole fruit, the rats developed larger numbers of good intestinal bacteria. Researchers believe it is due to the pectin the apple contains. Pectin is a fiber-like substance found in the cell walls of plants, and is often packaged and used as a gelling agent for people who make their own homemade jams and jellies. Apples are a natural source of this fiber-like material. The friendly bacteria in the intestines like to feed on apple pectin which allows them to replicate and thrive while doing their good disease-fighting deeds in the intestines.

#### Cancer

Experts believe that "phytochemicals" (aka "plant chemicals" or "plant nutrients") such as flavonoids, in many fruits, including apples, may fight cancer. Certain cancers in particular have been more extensively studied:

- **Breast cancer:** A series of studies at Cornell University have evaluated the direct effects of apples on breast cancer prevention in animals. The more apples consumed, the greater the reduction in incidence or number of tumors among test animals. The apple consumption tested was equivalent to one to six apples a day for 24 weeks.



## Section 3: The Nutrition & Health Benefits of Apples

- **Pancreatic Cancer:** Quercetin, a flavonoid found naturally in apples, has been identified as one of the most beneficial flavonols in preventing and reducing the risk of pancreatic cancer. Although the overall risk was reduced among the study participants, smokers who consumed foods rich in flavonols had a significantly greater risk reduction.
- **Colon and Liver Cancer:** A research team at Cornell University identified a group of phytochemicals that are more abundant in the peel and appear to kill or inhibit the growth of at least three different types of human cancer cells: colon, breast and liver.
- **Bowel Cancer:** Eating just one apple a day could slash the risk of colorectal cancer by more than one third. Researchers in Poland surveyed 592 people with colorectal cancer and 700 cancer-free individuals about their diet and lifestyle. Cancer-free individuals tended to eat more apples than those with cancer and the more apples per day that an individual ate the less likely they were to develop colorectal cancer. They also found that the anti-cancer effect was seen even when an individual had a low total consumption of fruits and vegetables but consumed at least an apple a day. The observed protective effect may result from apples' rich content of flavonoids and other polyphenols, which can inhibit cancer onset and cell proliferation. In addition, apples are a good source of fiber and a high-fiber diet is known as a risk reducer for colorectal cancer.

### Brain Health

Apples may provide food for thought—literally. There is growing evidence that antioxidants, such as those found in apples, may protect brain cells. Oxidative damage to brain cells may reduce brain function over time, and increase the risk of developing neurodegenerative diseases.

A growing body of evidence from the University of Massachusetts–Lowell suggests that eating apples and drinking apple juice can be beneficial when it comes to improving brain health and diminishing symptoms of Alzheimer's disease. In conjunction with a balanced diet, apple and apple juice consumption may protect against oxidative

brain damage that can lead to memory loss. The brain health benefits were found when animals consumed the equivalent of 2-3 cups of apple juice or 2-4 whole apples per day. A clinical trial showed that drinking apple juice significantly improved mood and behavior among a group of patients diagnosed with moderate-to-severe Alzheimer's disease.

Researchers from Cornell University also found in their in vitro study that apple nutrients protected brain neurons against oxidative damage. Such damage can contribute to neurodegenerative diseases such as Alzheimer's and Parkinson's. The study highlighted a particular apple flavonoid, quercetin, as a principle compound responsible for the protective effect.

### Resources:

1. Howarth NC, Saltzman E, Roberts SB. Dietary fiber and weight regulation. Energy density of foods affects energy intake across multiple levels of fat content in lean and obese women.
2. *Am J Clin Nutr* 2001;73:1010-1018.
3. *BMJ* 2016; 352:i17
4. *American Journal of Clinical Nutrition*, 2005, 82: 1185-1194
5. *Arch Int Med*, 2004, 164: 370-376
6. *Journal of Functional Foods*, Volume 5, Issue 1, January 2013, Pages 493-497
7. *American Journal of Clinical Nutrition*, 2007, 85 (3): 895-909
8. *Journal of Agric. Food Chem.*, 2009, 53: 2341-2343
9. *American Journal of Epidemiology*, 2007, 8: 924-931
10. *Journal of Agricultural and Food Chemistry*, 2007, 55(11): 4366 - 4370
11. *European Journal of Cancer Prevention*, 2010, 19(1): 42-47
12. *BMC Microbiology* 2010, 10:13
13. M.C. de Oliveira et al, *Nutrition* (Elsevier), 2003, vol. 19, no. 3: pg 253-256
14. *Brain, Behavior, and Immunity*, 2010, in press/available online
15. *Am J Alzheimer's Dis Other Demen*, 2010, 25: 367-371
16. *AgroFOOD Industry High-Tech*, 2009, 20; 6: 32-34
17. *Journal of Alzheimer's Disease*, 2009, 16:1
18. *Journal of Alzheimer's Disease*, 2005, 8: 283-287
19. *Journal on Nutrition Health and Aging*, 2004, 8: 92-97
20. *Journal of Food Science*, 2004, 69: S357-S360







## SECTION 4:

# Apple Selection, STORAGE AND HANDLING

The answers to frequently asked questions regarding how to best select, handle and store Michigan Apples.









## Section 4: Apple Selection, Storage & Handling



### Handling and Storing Michigan Apples

- Apples bruise very easily so handle them very carefully.
- Apples stay crisp and fresh for weeks if kept cold and moist. For best results, store them in a vegetable crisper or plastic bag in your refrigerator.
- If kept at room temperature, apples ripen 10 times faster than when kept in the refrigerator.
- Before storing, remove any apples that are bruised and use them immediately. Do not store apples near strong odors, as the odors may affect the taste of the apples.
- To freeze apples — core, peel and slice apples. Dip slices into lemon juice to prevent browning, and pack into freezer-proof containers.



#### Selecting Fresh Apples

Below are frequently asked questions and answers regarding Michigan Apple selection and purchase at supermarkets:

**1. Why are stickers put on apples and how do I get them off?**

All produce needs to be labeled. When you buy apples in tray-pack or bulk, the only labeling possible is a sticker on the fruit. To remove stickers simply place a piece of Scotch Tape over the apple sticker and then peel it off. It removes the sticker quickly and cleanly.

**2. Why is wax put on apples?**

If you walked out into an orchard, picked an apple from the tree and rubbed that apple on your shirt, you would notice that it shined — you've just polished the natural wax that an

apple produces to protect its high water content. Without wax, fruits and vegetables like apples would lose their vital crispness and moisture through normal respiration and transpiration — eventually leaving them soft and dry (yuck!).

After harvest, apples are washed and brushed to remove leaves and field dirt before they are packed in cartons for shipping to your local market. This cleaning process removes the fruit's natural wax coating, so to protect the fruit many apple packers will reapply a commercial grade wax.

## Section 4: Apple Selection, Storage and Handling

One pound of wax may cover as many as 160,000 pieces of fruit; perhaps two drops is the most wax covering each apple. Waxes have been used on fruits and vegetables since the 1920s. They are all made from natural ingredients, and are certified by the U.S. Food and Drug Administration to be safe to eat.

### 3. How can I tell where the apples I buy in the store are grown?

All produce is required by the U.S. Department of Agriculture (USDA) to be marked with information about where it was grown. It could be printed on a sticker on the fruit, or on the bag the apples come in. Look closely at the label and you'll find it!

### 4. Can deer apples be used for applesauce and cider?

Leave deer apples (also known as drop or windfall apples) for the deer! These apples have a higher bacteria count and most likely have a lot of damage and bruising to them.

### 5. Are Michigan Apples organic?

There are a few Michigan Apple growers who grow organically. Michigan has a moist climate that is attractive to pests and diseases that can be difficult to combat. If the apples are organic they will be labeled as organic either on a sticker, bag or other packaging.

Information about laws and regulations governing the approval and use of organic and conventional pesticides is often confusing and complex. That's why the Alliance for Food and Farming created web pages at [safefruitsandveggies.com](http://safefruitsandveggies.com) that provide a comprehensive regulatory overview for pesticides used on both organic and conventional farms. These pages combine this information in one place so you can learn more about regulations to protect consumers, farm workers as well as the environment.

### 6. Are Michigan Apples genetically modified (GMO)?

No. There are no GMO apples grown in Michigan.

### 7. How are Michigan Apples available nearly year-round?

Controlled atmosphere storage is a non-chemical process that slows down the ripening process in order to keep Michigan Apples crisp and fresh. Oxygen levels, which are at 21 percent in the air we breathe, are reduced to one or two percent in the controlled atmosphere (C.A.) storage rooms. Temperatures are kept at a constant 32 to 36 degrees Fahrenheit, but exact conditions in the rooms are set according to the fruit variety. Researchers develop specific instructions for each variety to achieve the best quality and computers also help keep conditions constant.







## SECTION 5:

# Healthy Cooking: WAYS TO USE MICHIGAN APPLES

Recipes, healthy cooking tips and other fun,  
everyday ways to use Michigan Apples.









## Section 5: Healthy Cooking: Ways to use Michigan Apples



### Delicious Ways to Cook Apples:

#### Microwave

For an easy dessert, cut an apple, like Gala, in wedges, and sprinkle it with cinnamon, salt, and the sweetener of your choice (cane sugar, brown sugar, maple syrup, honey, or agave). Every microwave will differ, but typically the apple will cook in about one and a half to two minutes. Eat it immediately as is, or serve over low fat vanilla ice cream or frozen yogurt.

#### Stovetop

Enjoy this easy Grilled Chicken recipe with Sautéed Apples and Feta Cheese:  
<http://bit.ly/2BMiwr3>



#### Super Easy Applesauce

(fills a 16-ounce jar)  
4 cups chopped apples (I left the peels on, but you don't have to)  
1 cup water  
½ tsp ground cinnamon, honey or sugar to taste (optional)



Toss the chopped apples, water, and cinnamon into a pot. Bring to a boil, then reduce the heat to low and cook with a lid on, stirring occasionally, until the apples have broken completely apart (about 20-30 minutes). Sweeten it a little with honey or sugar, or leave it deliciously tart if you prefer. Let cool and refrigerate.

## Section 5: Healthy Cooking: Ways to use Michigan Apples

### Oven

#### Roasted Brussels Sprouts & Apples

Sweet from oven roasting, Brussels Sprouts pair well with tart, sweet Michigan Apples and dried cranberries:



<http://bit.ly/2nQyHLI>

Source: McCormick.com

#### Delicious Baked Apples with Cinnamon Chip Streusel

<http://bit.ly/2HOJxqf>



### Quick Tips for Adding Michigan Apples to Your Meals & Snacks

#### Quick and tasty ideas for adding Michigan Apples to your breakfast:

- Make an apple parfait by layering chopped Michigan Apples, vanilla Greek yogurt and low-fat cinnamon granola in a glass.
- Add a chopped Michigan Apple to a whole grain muffin mix.
- Top a bowl of cooked whole oats with ½ Michigan Apple, diced; 1 tbsp. chopped pecans; 1 tbsp. raisins and 2 teaspoons brown sugar.
- Top whole grain waffles with unsweetened Michigan Applesauce and sprinkle with cinnamon sugar.
- Add ½ cup Michigan Applesauce and ½ tbsp. cinnamon to your whole grain pancake batter before cooking.
- Warm Michigan applesauce in the microwave and spread on a whole grain toasted English muffin; add a sprinkle of cinnamon.

#### Great ideas for adding Michigan Apples to your lunch or dinner:

- For a super quick microwave applesauce — core and chop 6 Michigan Apples into ½ inch chunks. Place apples in a microwavable bowl with ¼ cup water. Cover and cook on high for 15 minutes. Stir and cook uncovered for approx. 5 more minutes. Mash apples and stir in 1-2 tbsp. sugar and ½ tsp. cinnamon.
- Mix 1 (16 oz.) bag of prepared coleslaw mix with 1 large Michigan Apple, cored and finely diced; ¼ tsp. celery seed and ½ cup bottled low-fat coleslaw dressing.
- Toss Michigan Apple slices into a crunchy salad of mixed greens. Top with low-fat balsamic vinaigrette dressing.
- For a quick ginger-apple sauce for pork or chicken — combine 1 cup apple cider with ½ cup reduced-sodium chicken broth in a small saucepan. Bring to a boil and simmer uncovered for approx. 15-20 minutes. Combine 4 tbsp. cold water with 1 tbsp. cornstarch. Slowly add mixture into broth using a whisk. Cook for 2 more minutes. Remove from heat and stir in 1 tbsp. apple cider vinegar, 1 tsp. butter and ¼ tsp. ground ginger.

#### Fun and nutritious tips for adding Michigan Apples to your snacks:

- Mix up a quick fruit salad with 1 chopped Michigan Apple, a small can drained mandarin oranges, a sliced banana and top with toasted coconut.
- Spread Michigan Apple slices with peanut butter then dip in your favorite whole grain cereal.
- Add a finely chopped Michigan Apple to a jar of prepared salsa. Serve with whole grain tortilla chips.
- Top your scoop of low-fat vanilla ice cream or frozen yogurt with Michigan Apple slices and 1-2 tbsp. of caramel topping or just a dash of cinnamon.
- Dip Michigan Apple slices in Greek yogurt and then sprinkle with granola.
- Top whole grain crackers with 2% sharp cheddar cheese and Michigan Apple slices.

## Section 5: Healthy Cooking: Ways to use Michigan Apples

*TIP: Coat apple slices and dices in a mixture of one part lemon juice to three parts water or Vitamin C-fortified 100% apple juice to slow browning.*

### Fun Non-Edible Things to Do with Michigan Apples:

#### Hold candles.

Create a fall centerpiece by cutting the top off a few apples and scooping out a hole big enough to hold a tea candle.

#### Ripen other fruits.

The ethylene gas emitted by apples can help avocados, bananas, and other fruits ripen more quickly, so place an apple in the fruit basket or in a paper bag with the items you want to ripen.

#### Serve out of them.

On a cutting board or sturdy surface, use a knife to cut off the top of the apple. Then take a paring knife and carefully outline where you'd like the "rim" of your apple cup to be. Use a spoon to carefully begin scooping out the center of your apple until you have a nice "cup." (A melon baller also works well for this.) Also, if your apple doesn't sit exactly level, just slice off a few millimeters to even off the bottom to make it even. Once you have the inside of the apples

hollowed out, brush a little lemon juice over the inside of the apples (to prevent browning). Then fill with your favorite apple cider or fruit salad.

#### Make stamps.

Cut apple in half, dip in ink or paint and create beautiful apple cards, gift bags, or wrapping paper.

#### Make a bird feeder.

All you need is bird seed, peanut butter and apples. Cut a cored apple into ½ inch slices, coat with peanut butter and cover in a generous amount of seeds. Thread a string through the center and tie to a tree.







## SECTION 6:

# Apple “Core” Fall EDUCATIONAL SUPPLEMENT

Turnkey tools to assist you with promoting back-to-school solutions, family meals, tailgating, Halloween and diabetes management.





## Section 6: Apple “Core” FALL EDUCATIONAL SUPPLEMENT



**The fall season provides many opportunities to engage shoppers with helpful meal preparation tips and recipe ideas.**

In this fall “core” section of the retail Michigan Apple Kit you will find turn-key tools to assist you with promoting back-to-school solutions, family meals, tailgating, Halloween and diabetes management.

### CONTENT:

---

#### 1. BACK-TO-SCHOOL: AUGUST

- Blog Article on Packing Lunches
  - Media Segment on Snacking
  - Social Media Posts
- 

#### 2. FAMILY MEALS MONTH: SEPTEMBER

- Fall Dinner Menu Plan with Shopping List
  - Media Segment on Family Meals
  - Social Media Posts
- 

#### 3. TAILGATING: SEPTEMBER - OCTOBER

- Media Segment/Article - *Hot Raspberry Cider; Apple Orchard Salad with Apple Cider Vinaigrette; Apple & Pulled Pork BBQ Sandwiches*
  - Social Media Posts
- 

#### 4. HALLOWEEN: OCTOBER

- Blog Article/Media Segment
    - Apple Mummies
    - Apple Scary Teeth
    - Games with Apples
  - Social Media Posts
- 

#### 5. AMERICAN DIABETES MONTH: NOVEMBER

- Blog Article/Media Segment
- Social Media Posts



## Section 6: Apple “Core” Fall Educational Supplement

### BACK-TO-SCHOOL: AUGUST

#### Blog Article on Packing Lunches:

Parents pack a lot of lunches during the school season and it can be a struggle to come up with creative and healthy options that kids will eat. Let’s face it, the traditional brown bag sandwich lunch can get boring and instead of making it to your child’s stomach it may get dumped into the trash. To help make sure the lunch you pack does its job of nourishing your child, we’ve compiled some simple tips and kid-friendly menu ideas for lunches that are healthy, fun and safe.

#### Keep it Healthy:

Shop for healthy options from key food groups and let your child choose an item from each group to pack for lunch to ensure balanced nutrition. Here are some examples:

Protein/Dairy	Whole Grains	Fruits/Veggies	Treat
<ul style="list-style-type: none"> <li>■ Natural turkey or ham</li> <li>■ Tuna or chicken salad</li> <li>■ Hard boiled eggs</li> <li>■ Cheese cubes or slices</li> <li>■ Milk or milk alternative</li> <li>■ Yogurt</li> <li>■ Beans</li> <li>■ Nuts</li> <li>■ Nut butter</li> </ul>	<ul style="list-style-type: none"> <li>■ Crackers</li> <li>■ Bread</li> <li>■ Tortilla or wrap</li> <li>■ Tortilla chips</li> <li>■ Pita bread</li> <li>■ Granola or cereal</li> <li>■ Pasta</li> </ul>	<ul style="list-style-type: none"> <li>■ Apple or applesauce</li> <li>■ Banana</li> <li>■ Clementine</li> <li>■ Peach or peach slices</li> <li>■ Pear or pear slices</li> <li>■ Kiwi</li> <li>■ Berries</li> <li>■ Grapes</li> <li>■ Baby carrots</li> <li>■ Mini cucumbers</li> <li>■ Sugar snap peas</li> <li>■ Box of raisins</li> </ul>	<ul style="list-style-type: none"> <li>■ Pudding cup</li> <li>■ Granola bar</li> <li>■ Whole grain cookie</li> <li>■ Trail mix</li> <li>■ Dark chocolate chips with dried cherries</li> <li>■ Cinnamon apple chips</li> <li>■ Chocolate graham crackers</li> </ul>

**Tip:** Add colorful nutrient-rich fruits and vegetables to each lunch. Have your child help you choose different colored items each week — green, yellow/orange, red, blue/purple, and white.

#### Keep it Fun:

- Cut sandwiches into shapes with cookie cutters.
- Add in a colorful napkin or a special note.
- Consider the container. Kids love bento boxes where healthy foods can be tucked inside individual compartments.

#### Keep it safe:

- Keep cold foods cold with the addition of reusable ice packs.
- If packing something like hot soup, use a small thermos.
- Don’t forget to add in a cleaning towelette for hands and easy clean up.

#### Sample Menus:

- Tuna Apple Salad recipe link
- Whole Grain Fish Crackers
- 2% Chocolate Milk
- Green Grapes
- Apple Wedges with Nut Butter
- Whole Grain Granola Bar
- Greek Yogurt
- Box of Raisins
- Turkey and Cheese Pinwheels
- Baby Carrots and Grape Tomatoes
- Natural Applesauce Cup
- Oatmeal Cookie

## Section 6: Apple “Core” Fall Educational Supplement



### Media Segment: After School Snacks that Boost Nutrient Intake

Every child comes home from school starving so prepare for the afternoon snack attacks by having some healthy ingredients and snack options readily available. This will allow kids to easily make better food choices that provide nutrients for their growing bodies.

Since local apples are so plentiful and delicious this time of year, we've included them in our after school snack ideas. In addition, they provide an abundance of health benefits for kids like vitamin C and fiber.

Try these great snack ideas that can be prepared ahead of time, or are easy enough for children to assemble from simple ingredients on hand.

### Fun and Tasty Snack Ideas:

- **Apple Nachos** - slice your favorite Michigan Apple, drizzle with warm nut butter, and top with whole grain cereal.
- **Applesauce Dippers** - serve whole grain graham crackers with natural cinnamon applesauce for dipping. Add a glass of cold milk.
- **Apple and Cheddar Quesadillas** - place ¼ cup of 2% shredded cheddar cheese on half of a whole grain tortilla; top cheese with Michigan Apple slices; fold tortilla in half and warm in microwave for 20-30 seconds until cheese melts.
- **Make an apple parfait** by layering chopped Michigan Apples, vanilla Greek yogurt and granola in a glass.
- **Mix up a quick fruit salad** with 1 chopped Michigan Apple, a small can drained mandarin oranges, a sliced banana and top with toasted coconut.
- **Add a finely chopped Michigan Apple to a jar of prepared salsa.** Serve with whole grain tortilla chips.

**Apple Oat Bars** - mix up a batch of these bars on the weekend and enjoy all week!

Makes 9 bars

- 2 cups rolled oats
- ¾ cup white whole wheat flour
- ½ cup brown sugar, packed
- ½ cup canola oil
- 2 eggs
- ¼ tsp salt
- ½ tsp cinnamon
- Dash of nutmeg
- 2 small Michigan Apples, diced

1. Preheat oven to 350° F.
2. Spray 8-inch square baking pan with non-stick cooking spray.
3. In a large mixing bowl, combine all ingredients until smooth.
4. Spread batter in pan and bake for approximately 25 minutes until bars are lightly browned on top.
5. Let bars cool completely in pan before cutting and drizzle with apple glaze if desired (recipe below).

### Apple Glaze:

2 cups powdered sugar

3 Tablespoons apple juice

½ teaspoon vanilla (optional)

Combine all ingredients and mix until smooth.

Nutrition information per serving (without glaze): 286 calories; 14.5g fat; 35g carbohydrate; 3.5g fiber; 5g protein; 137mg sodium

### Back to School Social Media Posts:

**Facebook:** Want an after school snack that is delicious and nutritious? Try Apple Nachos — slice your favorite Michigan Apple, drizzle with warm nut butter, and top with whole grain cereal.

**Twitter:** School's in session! Vanilla yogurt w/ chopped apples & granola = easy breakfast or afterschool snack #MIapples

**Twitter:** Celebrate fall by adding a finely chopped Michigan apple to jarred salsa for a tasty snack. Serve w/ tortilla chips #MIapples

**Instagram:** Be prepared for afterschool snack attacks with a batch of Oat-Raisin Applesauce Cookies. Just add a glass of cold milk!  
<http://bit.ly/2pgDwP9>



## Section 6: Apple “Core” Fall Educational Supplement

### FAMILY MEALS MONTH: SEPTEMBER

During September, we celebrate the positive power of family meals. Below are some tasty meals and recipes that are quick, affordable and healthy to help make planning simple. Just shop for the week and you’ll have everything at hand. Let everyone pitch in to make mealtime easy and start a ritual of everyone sharing something good that happened to them that day.



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Cider Glazed Chicken w/ Easy Apple Raisin Stuffing (recipe below)  Green Beans	Cheese Tortellini with Prepared Vegetable Pasta Sauce  Tossed Green Salad  Natural Applesauce	Vegetable and Ham pizza  Veggie tray with grape tomatoes, baby carrots and red pepper strips.	Pork Burgers with Sautéed Apples (recipe below)  Sweet Potato Chips  Raw Sugar Snap Peas	Apple Cheddar Turkey Panini (recipe below)  Tossed Green Salad	Grilled Salmon  Roasted Red Potatoes  Asparagus Spears  Whole Grain Rolls	Beef & Vegetable Stir Fry (recipe below)  Instant Brown Rice  Pineapple Chunks

#### Recipes:

##### Cider Glazed Chicken with Easy Apple Raisin Stuffing

<http://bit.ly/2oYCWtu>

##### Pork Burgers with Sautéed Apples

<http://bit.ly/2C5VrLK>

##### Apple Cheddar Turkey Panini

<http://bit.ly/2qsSgrR>

##### Beef & Vegetable Stir Fry

<http://bit.ly/1glfcg5>

#### Shopping List:

##### Dry Groceries:

- 1 box whole wheat stuffing mix
- Raisins
- Apple juice
- Natural applesauce
- Vegetable pasta sauce
- Sweet potato chips
- Whole wheat bread
- Instant brown rice
- Stir-fry sauce
- Peanuts
- Canned pineapple chunks

##### Dairy:

- 2% sharp cheddar cheese slices

#### Meat/Seafood:

- 4 boneless skinless chicken breasts
- 1-1/4# ground pork
- Salmon
- 1# Boneless be sirloin steak

#### Bakery/Deli:

- Hamburger buns
- Deli roasted turkey
- Whole grain rolls

## Section 6: Apple “Core” Fall Educational Supplement

### Produce:

- Prepared green salad
- Baby carrots
- Red pepper
- Grape tomatoes
- Arugula
- Sugar snap peas
- 5-6 Michigan Apples
- Red potatoes
- Asparagus
- Prepared green salad

### Frozen:

- Green beans
- Cheese tortellini
- Pizza with ham and vegetables
- Stir-fry vegetables (or fresh)

### Pantry Staples:

- Olive oil
- Apple cider vinegar
- Flour
- Ground allspice

- Salt
- Pepper
- Vegetable oil
- Thyme — dried or fresh
- Sage — dried or fresh
- Mayonnaise
- Honey mustard
- Salad dressing
- Garlic
- Crushed red pepper

## Media Segment: Family Meals Matter

### Props:

- Colorful place mats
- Variety of fruits and vegetables including Michigan Apples

**Outline:** (Ask television station to post the outline and recipes on their website to ensure more impressions)



### Healthy family meal guidelines:

- **Eat together:** Many studies have shown that family meals are linked with a variety of positive outcomes that improve child well-being. These include a decreased risk of substance use, improved personal and social well-being, and better academic performance.
- **Add in the fruits and veggies:** Family meals provide a perfect opportunity to model healthy eating habits. Adults can show moderate portion sizes, and encourage new foods.
- **Communicate:** Family mealtimes can be used to encourage courtesy and teach social manners.

- **Role model good behavior – portion control, trying new foods, manners, nutrition:** Several studies have shown that regular family meals are strongly associated with an increased consumption of fruits, vegetables, grains and other healthy food choices and a reduced risk of childhood obesity.

### Family Recipe Ideas:

Buy a package of two pork tenderloins and use 1 in each of these delicious family-friendly meals that have the fresh fall taste of Michigan Apples. One is a twist on tacos while the other can be done on a sheet pan.

**Pork and Apple Ten Minute Tacos** — have pork cooked and apple slaw done so tacos can be assembled during media segment.

*Makes 6 servings*

- 1 small pork tenderloin (about 18 oz.), trimmed of fat, cut into small cubes
- 1 package (1 oz.) Old El Paso™ taco seasoning mix (can use reduced sodium)
- 1 unpeeled Michigan Apple, cut into matchstick-size pieces
- ½ cup thinly sliced red onion
- 1 tablespoon lime juice
- 2 tablespoons chopped fresh cilantro or parsley
- 6 Old El Paso™ Taco Boats™ Whole Wheat Tortillas or taco shells

1. Heat 10-inch nonstick skillet over medium heat; add pork. Cook 3 minutes, stirring occasionally, until almost cooked through. Stir in taco seasoning mix, and continue to cook 3 to 5 minutes longer or until seasoning mix is incorporated and pork is completely cooked through.



## Section 6: Apple “Core” Fall Educational Supplement

2. While pork is cooking, mix apple, onion, lime juice and cilantro in medium bowl, stirring well. Divide pork among tortillas; top with apple slaw.

Serve with corn and avocado slices.

Nutrition information per serving: 210 calories; 6g fat; 35mg cholesterol; 19g carbohydrate; 1g fiber; 18g protein; 560mg sodium

### **Pork, Sweet Potato and Apple Sheet Pan Dinner**

— cooked and on the sheet pan to show  
Makes 4 servings

- ¼ cup olive oil
- 1 tablespoon thinly sliced fresh sage leaves
- 1 teaspoon salt
- ½ teaspoon black pepper
- 2 medium sweet potatoes, quartered lengthwise
- 2 medium Michigan Apples, cored and quartered (Gala, Jonagold, or other)
- 1 medium sweet onion, cut into 1-inch pieces
- 1 lb. pork tenderloin
- ½ cup real maple syrup
- 1 tablespoon fresh lemon juice
- ¼ cup chopped pecans, toasted (optional)

1. Heat oven to 425°F. Spray large, rimmed sheet pan with cooking spray.
2. In large bowl, mix olive oil, sage, salt and pepper. Add sweet potatoes, apples and onion; toss to coat. Using tongs or slotted spoon, transfer to pan in single layer. Add pork to bowl with mixture, and toss to coat. Add to pan with vegetables. Roast 23 to 27 minutes or until pork is no longer pink (145°F) and potatoes are fork-tender.
3. Drizzle with maple syrup during last 5 minutes of cooking.
4. Slice pork, and divide among 4 plates. Divide potato, apple mixture on top of pork. Top with pecans if desired.

*Recipes adapted from bettycrocker.com*

### **Family Meals Social Media Posts:**

**Facebook:** September is Family Meals month and since Michigan Apples are also coming in fresh from the orchard, you'll want to check out our tips for adding their crunchy goodness to your plate - <http://www.michiganapples.com/Recipes/Quick-Tips>

**Twitter:** Family dinnertime can be as easy as a sandwich & salad w/ this Apple-Cheddar-Turkey Panini <http://bit.ly/2qsSgrR> #MIapples #FamilyMeals

**Twitter:** No dinner plans? We've got you covered w/ Cider Glazed Chicken & Apple Raisin Stuffing <http://bit.ly/2oYCWtu> #MIapples #FamilyMeals

**Instagram:** Boost the fiber and nutrition in your weekly family meals with Michigan Apples. We have a whole menu of healthy options. <http://bit.ly/2qmirSO>



## Section 6: Apple “Core” Fall Educational Supplement

# TAILGATING: SEPTEMBER-OCTOBER

## Media Segment:

### Tailgating with a Michigan Apple Inspired Menu

#### Props:

- Placemats, napkins, plates, etc. in local team colors
- Football and apple décor

**Outline:** (Ask television station to post the outline and recipes on their website to ensure more impressions)

Tailgating is a weekend ritual for many people during football season. The planning, decorations, location and of course, food all lend to the ultimate tailgate experience. We’ve pulled together some great tailgating tips and a delicious menu inspired by another fall favorite – Michigan Apples!

#### Tailgating Tips:

- Keep a toolbox packed with tailgate essentials in the trunk. Everything from cooking utensils to garbage bags and sunscreen.
- Use a 6-pack holder for your favorite condiments.
- Freeze water bottles to use in the cooler and you’ll have them to drink after they thaw.
- Take along a large plastic tub for hauling back dirty dishes and pans.
- Plan to arrive up to 4 hours early and enjoy our tasty menu 2 hours prior to game time.

#### Tailgating Menu:

##### Hot Spiced Cider -

show on air in mugs and in thermos

Makes approx. 8 servings

10 cups Michigan Apple juice or cider



1 teaspoon cinnamon  
1/2 teaspoon nutmeg  
6 ounces spiced rum (optional)  
Cinnamon sticks and Michigan Apple slices to garnish

In a large pot heat the apple juice or cider, spices and rum (if using) over low/medium heat. Stir often to blend the spices will blend into the juice. Once hot, pour into large thermos to transfer to your tailgate party. Can also serve out of a slow cooker with a ladle. Garnish mugs with Michigan apple slices and cinnamon sticks.

##### Apple Orchard Salad with Apple Cider Vinaigrette

Prepare walnuts ahead of time and have dressing ready in a jar to shake and mix.

Assemble salad on air.

Makes 6-8 servings

4 cups shredded rotisserie chicken  
8 cups spring greens  
4 fresh Michigan Gala Apples, thin sliced  
1 cup shredded Swiss cheese  
1 cup glazed walnuts (recipe below)  
1 cup apple cider vinaigrette dressing (recipe below)

1. Toss salad greens and apple cider vinaigrette together in bowl.
2. Arrange diced chicken on top of greens. Sprinkle cheese to cover.
3. Arrange apple slices in circular rows to cover (hint: apple will oxidize, these should be placed just before serving. You may want to drop in lemon juice and water to prevent browning.)
4. Sprinkle glazed walnuts to finish.



## Section 6: Apple “Core” Fall Educational Supplement

### Apple Cider Vinaigrette Dressing:

1 cup fresh apple cider  
¼ teaspoon cracked black pepper  
2 Tablespoons apple cider vinegar  
1/8 teaspoon salt  
Sprinkle of ground clove to taste  
1/8 teaspoon cinnamon  
2 Tablespoons sugar  
½ cup plus 2 Tablespoons canola oil

Mix together all ingredients (except oil) until sugar is dissolved. Add oil and mix before serving.

Yield: Approx. 1-1/2 cups. Will refrigerate up to one week.

### Glazed Walnuts:

1 cup walnut halves  
1 tablespoon butter  
2 tablespoons sugar

Melt butter in a sauté pan over medium heat. Sauté walnuts until slightly toasted. Sprinkle with sugar and toss over heat one minute. Place warm walnuts onto parchment paper to cool.



### Apple & Pulled Pork BBQ Sandwiches

Show on air in slow cooker  
Makes 6 servings

4 cups cooked shredded pork butt roast (look for prepared pork in deli or meat case)  
1 cup smoky or mesquite bottled barbecue sauce  
1/3 cup Michigan Apple juice concentrate  
1 tablespoon butter  
2 medium Michigan Apples\*, cored, sliced

1/2 teaspoon cinnamon-sugar

6 crusty sandwich rolls, split

Nutrition information per serving: 510 calories; 21g fat; 67mg cholesterol; 57g carbohydrate; 598mg sodium; 1g fiber

1. Combine pork, barbecue sauce and apple juice concentrate in large saucepan. Heat over medium heat until heated through, stirring frequently.
2. Meanwhile, melt butter in medium skillet over medium heat. Add sliced apples and cinnamon-sugar. Cook and stir 5 to 6 minutes or until apples are tender.
3. Divide pork mixture evenly over bottom half of rolls. Spoon cooked apples over pork. Cover with tops of rolls.

\* Suggested Michigan Apple varieties to use: *Ida Red, Rome, Empire, Gala, Jonagold, Jonathan, McIntosh.*

### Tailgating Social Media Posts:

**Facebook:** Having a football party at your house? Serve this fabulous Apple, Bacon & Cheddar Flatbread and the crowd will go wild! <http://bit.ly/2q1LFjl> #MIapples

**Twitter:** Tailgate party? Impress your group w/ this Michigan Apple Orchard Salad - it will be game day favorite! <http://bit.ly/2qsQ5os> #MIapples

**Twitter:** Enjoy two fall favorites - football and Michigan Apples - with this Pulled Pork & Apple recipe <http://bit.ly/2pjUeNE> #MIapples

**Instagram:** Tailgate winning beverage - Hot Spiced Apple Cider - 10 cups Michigan Apple juice 1 tsp cinnamon; 1/2 tsp nutmeg; 6-oz spiced rum (optional); cinnamon sticks & Michigan Apple slices to garnish — heat, stir and serve hot!



## Section 6: Apple “Core” Fall Educational Supplement

# HALLOWEEN: OCTOBER

## Blog Article/Media Segment:

### A Healthier Halloween

Pumpkins, costumes, and lots of candy come out during Halloween. But there are plenty of fun treat ideas for nutritious Halloween-themed snacks the kids will love! Whether you’re hosting a party at your house or looking for an idea for a school treat you’ll want to check out our creative options.

#### Low Sugar and Non-Food Treats:

- Raisins
- Small pretzel packs
- Sugarless gum
- Hot chocolate or Cider packets
- Goldfish Crackers
- Bouncy balls
- Yoyos
- Bookmarks
- Tattoos
- Mini Playdough
- Pencils or Erasers
- Glow-in-the-dark bracelet
- Mini Halloween water bottle
- Stickers
- Bouncy balls
- Yoyos
- Bookmarks
- Tattoos
- Mini Playdough
- Pencils or Erasers

### Fun Halloween Ideas to Make with Michigan Apples

#### Scary Apple Teeth:

Once your apples are cored and sliced, spread nut butter on one side of each slice. Arrange a line of mini-marshmallows on half of the slices. Then top off with another slice of nut butter covered apple to make your big-toothed smiles.



#### Apple Mummies:

Wrap thin strips of gauze around apples and stick on candy eyes.



#### Caramel Apples:

Remove the stem from 8-10 apples and press a wooden craft stick in the top. Butter a baking sheet. Place unwrapped caramels from a 14-oz. package and 2 tablespoons milk in a microwave safe bowl, and microwave 2 minutes, stirring once. Allow to cool briefly. Roll bottom half of each apple quickly in caramel sauce until well coated. Can then dip in nuts or Halloween sprinkles.





## Section 6: Apple “Core” Fall Educational Supplement

### Games Using Michigan Apples:

- **Bobbing for apples** - fill a large tub with water and apples. Let kids try to grab an apple out by only using their mouth.
- **Apple stamping** - Cut apple in half from the top to bottom. Dry apple halves and use with a stamp pad to create fall cards that party goers can take home.
- **Apple stacking** - give each team of 2 children, five apples - see which team can stack them so they don't topple. Winning team gets an apple-inspired prize!

### Social Media Posts:

**Facebook:** Make some cute Halloween Apple Mummies by simply wrapping thin strips of gauze around apples and sticking on candy eyes. What's your favorite Halloween treat or game with Michigan Apples? #MIapples

**Twitter:** Need a fall treat for a Halloween party? Your guests will love these Caramel Apple Cupcakes! <http://bit.ly/2qw8PTR>

**Twitter:** Enough candy? Refresh your tired trick-or-treaters with this nutritious Fall Harvest Smoothie <http://bit.ly/2pAQWZ0>

**Instagram:** No tricks here! Chocolate and Coconut coated apples will be a real treat! <http://bit.ly/2oQh7K5> (use pic below)



## Section 6: Apple “Core” Fall Educational Supplement

# DIABETES AWARENESS MONTH: NOVEMBER

## Blog Article/Media Segment:

### Dietary Choices for Diabetes

When it comes to preventing or managing diabetes, the American Diabetes Association recommends a healthy and balanced diet combined with physical activity. Although not clearly defined, a healthy eating plan typically emphasizes plant-based foods, whole grains, lean meats, poultry, seafood and low-fat dairy. Most importantly, the plan must be realistic for long-term adherence. This healthy eating plan closely resembles the widely researched Mediterranean diet pattern.

The American College of Cardiology reports that the Mediterranean diet lowers the risk of diabetes by helping to guard against obesity. Additional research has shown that following the traditional Mediterranean diet is also linked to weight loss, reduced risk of heart disease and related death, as well as lower blood pressure and blood cholesterol levels. The diet is a simple, healthy and delicious eating plan that can be followed for a lifetime. It consists of fruits and vegetables, whole grains, legumes, unsaturated fats (olive oil and avocados), fish, lean meats, poultry and limited amounts of red wine. Individuals with diabetes who followed the Mediterranean diet had improved blood sugar control, reduced systemic inflammation and reduced insulin resistance.

If you are thinking about making some changes in your diet towards this healthful, plant-based pattern start with small steps:

- **Add in pulses** (beans, peas, legumes) and enjoy a meat free meal each week. Try lentil soup, black bean tacos or a vegetable wrap with hummus.
- **Switch to whole grains.** There are many delicious options to choose from including cereals, breads, crackers, pasta and more.
- **Eat your apples!** Eating more whole fruits, particularly apples, blueberries and grapes, was significantly associated with a lower risk of type 2 diabetes, according to a study led by Harvard School of Public Health researchers.

- **Consume colorful vegetables and salads** – they are low in calories and high in fiber, vitamins and minerals.
- **Choose unsaturated fats such as nuts, olive oil and avocados.**
- **Don’t go for seconds.** Managing portions is important to control calorie intake and weight.
- **Remember to consult your physician or healthcare provider** before changing any diet or nutrition program.

*For a complete one week menu following a healthy eating pattern visit: <http://www.michiganapples.com/Recipes/Healthy-Living-Menu-Plan>*

### Diabetes Social Media Content:

**Facebook:** Eat your apples! Eating more whole fruits, particularly apples, blueberries and grapes, was significantly associated with a lower risk of type 2 diabetes, according to a study led by Harvard School of Public Health researchers. #MIapples #Diabetes

**Twitter:** When you shop for produce, choose Michigan Apples as a smart choice for diabetes – key nutrients + fiber! #MIapples

**Twitter:** There is a healthy living menu plan on the #MIapple website to help plan your meals this #diabetesmonth <http://bit.ly/2m3WRI6>

**Instagram:** Dinner idea – Roasted Pork Tenderloin with Mustard Apple Relish – a diabetes-friendly fall meal that’s high in nutrition and taste! <http://bit.ly/2pBuKdi>









## SECTION 7:

# Apple “Core” HOLIDAY & WINTER EDUCATIONAL SUPPLEMENT

There are many opportunities to engage with shoppers during the winter season and this supplement provides solutions that meet consumer behavior needs for December through February.





## **Section 7: Apple “Core” HOLIDAY AND WINTER EDUCATIONAL SUPPLEMENT**



**There are many opportunities to engage with shoppers during the holidays and winter season and this Michigan Apple Supermarket Dietitian Kit supplement provides solution selling resources that meet consumer behavior needs for the months of December through February.**

We've included ways to make gift giving affordable for your customers with ideas for delicious gifts from the kitchen, and have great ideas for preparing warm and healthy one-pan family meals. As the New Year kicks off, and resolutions are made, we have tips and recipes that help you communicate on the topics of weight management and heart health. The Michigan Apple Committee is committed to partnering with you by providing these useful educational resources that help you promote wellness and drive business success.

### **CONTENT:**

---

#### **HOLIDAY SEASON - DECEMBER**

- Media or video segment on Gifts from Your Kitchen
  - Social Media Posts
- 

#### **WARM FAMILY MEALS - NOVEMBER - FEBRUARY**

- Blog article on One Pan/Pot Meals with Menu Planner and Shopping List - 3 recipes
  - Social Media Posts
- 

#### **WEIGHT MANAGEMENT - THE SECRET INGREDIENT FOR WEIGHT MANAGEMENT - APPLES!**

- Media/Video segment on Weight Management - 2 recipes
  - Social Media Posts
- 

#### **HEART HEALTH - FEBRUARY**

- Blog Article on Heart Health - 2 recipes
  - Social Media Posts
-



## Section 7:

# Apple “Core” Holiday and Winter Educational Supplement

## HOLIDAY SEASON: DECEMBER

### Media or Video Segment: DIY Holiday Apple Gifts

#### Props:

- Holiday décor, holiday boxes/tins and jars for food gifts

#### Outline:

- Ask television station to post the outline and recipes on their website to ensure more impressions
- This outline can also be used for an Instagram or Facebook live video segment.

Does the thought of going to a crowded mall for holiday shopping stress you out? Then assemble some unique, thoughtful gifts right in your own kitchen. Teachers, neighbors, coworkers and friends will all appreciate tasty, homemade treats and presents that include wholesome and delicious Michigan Apples. Here are some of our favorite ideas to get you started:

#### Recipe Suggestions:

##### Slow cooker apple butter

Have apple butter prepared in jars with a holiday ribbon. Talk through the ease of preparation as you spread some on some whole grain cinnamon raisin bread.



- 5 lbs. Michigan Gala apples
- 1 cup packed light brown sugar
- ½ teaspoon salt
- 1 cinnamon stick

1. Peel, core and slice apples (use an apple peeler/corer/slicer tool to save time). Place apples in a food processor (in batches) to grate.
2. Place apples in a slow cooker and stir in brown sugar and salt. Add cinnamon stick. Cover and cook on high heat setting for 4 hours.
3. Remove and reserve cinnamon stick. Place apple mixture into food processor or blender and puree until smooth.

4. Return apple mixture to slow cooker with the cinnamon stick. Cook uncovered on high heat setting 4 additional hours, stirring occasionally.
5. Remove and discard cinnamon stick. Cool apple butter completely and transfer to jars; seal tightly. Store in refrigerator for up to 3 weeks.

##### Pure Bliss Apple Ginger Scones

Show scones in a lined basket, box or tin with a holiday towel or cloth napkins, seasonal coffees or tea, and 2 holiday mugs.



- 2 cups flour
- 1/3 cup sugar
- 3 teaspoons baking powder
- 1/2 teaspoon salt
- 6 tablespoons cold butter
- 2 Gala apples, peeled and finely chopped
- 1/4 cup candied ginger, chopped
- 1 egg
- 1/2 cup heavy cream
- 1-1/2 teaspoon lemon zest

##### GLAZE:

- 3/4 cup powdered sugar
  - 2 tablespoons lemon juice
1. Preheat oven to 400°F. Line a baking sheet with parchment paper. In a large mixing bowl combine flour, sugar, baking powder and salt.
  2. Using a cheese grater, grate the cold butter into the flour mixture. Stir. Add chopped Gala apples and candied ginger.
  3. In a small bowl mix together the egg, cream and lemon zest. Gently mix into apple mixture. Stir until dough forms. Knead dough 6 times. Place on parchment paper, form into an 8-inch round, about 1 inch thick. Cut into 8 wedges; separate slightly. Bake for approximately 15 minutes until just lightly golden. Cool slightly. Combine glaze ingredients, drizzle over scones.



## Section 7:

# Apple “Core” Holiday and Winter Educational Supplement

### Apple, Cheese and Wine Gift Box



If you don't have time to cook you can still create a wonderful gift basket. Simply assemble a beautiful assortment of Michigan Apples, a handy apple slicer, specialty cheeses, wine and a fun wine stopper in a small crate. Dress it up with a few holiday greens and you're done!

### Social Media Posts: Holiday Apple Gift Giving

**Facebook:** If you're looking for a unique gift idea for a family member or friend simply shop \_\_\_\_\_ [insert retailer's name] for a beautiful assortment of Michigan Apples, a handy apple slicer, specialty cheeses, wine and a fun wine stopper. Arrange all the items in a small crate or basket and tuck in a few holiday greens for a gift that's sure to please! #MIapples

**Twitter:** Holiday shopping at the mall stress you out? This @Michigan\_Apples Strudel makes a delicious gift! <http://bit.ly/2vPYO7z> #MIapples

**Twitter:** @Michigan\_Apples Candy Apples = a great teacher gift! Make a batch & decorate with holiday sprinkles. <http://bit.ly/2oQh7K5> #MIapples

**Instagram:** Teachers, neighbors, coworkers and friends will all appreciate tasty, homemade treats that include delicious Michigan Apples! Place these wonderful Pure Bliss Apple Ginger Scones in a lined basket or box and add a holiday towel, seasonal coffees or tea and a couple of holiday mugs for a gift that's sure to please! <http://bit.ly/2uFbijC> (use photo below)



## WARM FAMILY MEALS: NOVEMBER - FEBRUARY

### Blog Article: One-Pan Meals for Cold Winter Nights

**The following content can be used as a blog/article on your website or in an e-newsletter or store publication. If your store has pharmacies, consider printing copies of the article to have available when shoppers pick up prescriptions.**

The winter months signal not only a change in the weather but also with the types of foods we crave. Families are looking for warm, satisfying recipes and one-pan meals that pop in the oven, providing

a convenient solution with easy clean up. To keep one-pan meals healthy, look for recipes that include a variety of wholesome ingredients like Michigan Apples, vegetables and a lean protein. Here are some other tips for making your one-pan meals shine:

- **Get a good sheet pan.** Look for pans that measure 18x13 inches and 18x26 inches with a 1-inch lip around the sides. The pan needs to be

## Section 7:

# Apple “Core” Holiday and Winter Educational Supplement

sturdy and not warp easily in a hot oven. Look for stainless steel or aluminum varieties.

- **Keep aluminum foil and parchment paper on hand.** Lining the pan with either foil or parchment before cooking will help make clean-up super easy. Coat foil with cooking spray to prevent food from sticking and if you are broiling do not use parchment paper.

- Experiment with your own sheet pan suppers. Cooking should be fun, so don't be afraid to experiment on your own with new ingredients. Just remember to take into account the cooking times of your ingredients — partner quick-cooking proteins like thin-cut chicken breasts or fish, with quick-cooking vegetables like cherry tomatoes, asparagus, etc. A pork tenderloin, thicker chicken cuts or brats pair well with potatoes, winter squash and Michigan Apple wedges.

- **Don't crowd your pan.** To ensure proper cooking make sure you provide enough space for all your ingredients to fit in one layer.

- **Cut ingredients in consistent sizes.** Cutting fruits and veggies into equal sizes, that aren't too large, will help make sure everything is cooked in the same amount of time. Our recipes below use nutritious Michigan Apples to create two delicious sheet pan dinners – one with chicken and one with pork chops. We've incorporated them both into our one-week menu planner and you can find all the ingredients you need at \_\_\_\_\_ [insert retailer's name]!

*Note to Retailer:* Include the following recipes and menu plan when posting this blog. You may also change any generic ingredients to your own store brand.

### Chicken with Michigan Apples and Pecans Sheet Pan Dinner

Makes 4 servings

4 boneless, skinless chicken breasts (if chicken breasts are large you may want to cut in half)

2 large Michigan Gala Apples, cored and sliced in wedges  
1/3 cup chopped pecans  
3 tablespoons canola oil  
3 tablespoons honey  
1 tablespoon Dijon mustard  
1 tablespoon apple cider vinegar  
1 tablespoon chopped fresh thyme  
½ teaspoon kosher salt  
½ teaspoon ground pepper  
Pinch of ground nutmeg

1. Preheat oven to 425°F and line a 18x26-inch baking sheet with parchment paper. Arrange the chicken breasts on the baking sheet. Place the Michigan Apple slices and pecans around the chicken.
2. Combine the oil, honey, mustard, vinegar, thyme, salt, pepper and nutmeg in a small bowl and mix until well combined. Pour mixture over the chicken and apples, rubbing in with your fingers.
3. Bake for 25 minutes, tossing ingredients around a few times during cooking. Chicken should be at least 165°F.

Serve with a prepared green salad and a whole grain bakery baguette.

Nutrition facts per serving: 357 Calories; 19g Fat; 29g Carbohydrate; 3g Fiber; 460mg Sodium; 23g Protein

### Pork Chop, Michigan Apple and Sweet Potato Sheet Pan Dinner

Makes 4 servings

4 boneless pork chops  
2 cups sweet potatoes, chopped in 1-inch pieces  
2 cups Michigan Apples, chopped in 1-1/2- inch pieces  
2 tablespoon canola oil  
1 tablespoon fresh ginger (or ginger paste)  
1 teaspoon cinnamon  
1 tablespoon brown sugar  
1 teaspoon chopped garlic  
Salt and pepper

## Section 7:

# Apple “Core” Holiday and Winter Educational Supplement

1. Preheat oven to 400°F. Place pork chops on a large, foil-lined baking sheet and season with salt and pepper.
2. Place chopped vegetables and apples in a large bowl.
3. In a small dish, combine ginger, oil, cinnamon, garlic and brown sugar and mix well.
4. Spoon mixture over sweet potato mixture and stir to coat.

5. Arrange mixture on baking sheet around the pork chops.
6. Bake for 20 minutes or until pork chops reach desired temperature.

Nutrition facts per serving: 388 Calories; 15g Fat; 40g Carbohydrate; 7g Fiber; 93mg Sodium; 25g Protein

*Recipe adapted from: The Lean Green Bean*

## One Week Dinner Menu Plan:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Apple Cheddar Turkey Paninis	Pork Chop, Michigan Apple and Sweet Potato Sheet Pan Dinner – see recipe	Cheese Pizza with Veggies & Ham	Spaghetti with Vegetable Pasta Sauce and Ground Turkey	Sheet Pan Steak Fajitas	Broiled Salmon Fillets	Chicken with Michigan Apples & Pecans Sheet Pan Dinner – see recipe
Sugar Snap Peas & Baby Carrots	Whole Grain Dinner Rolls	Spring Greens Salad	Green Beans	Mexi-Corn	Garlic Seasoned Couscous Mix	Prepared Green Salad
			Whole Grain Garlic Bread	Michigan Apple Wedges with Cinnamon Sugar	Broccoli Florets	Whole Grain Baguette
					Corn Muffins	

# WEIGHT MANAGEMENT

## The Secret Ingredient for Weight Management – Apples!

### Props:

- Large display of Michigan Apples.
- Show a few examples of how to enjoy apples from the list below.

### Outline:

- Ask television station to post the outline and recipes on their website to ensure more impressions.
- This outline can also be used for an Instagram or Facebook live video segment.

There are many healthy reasons why apples may be the secret ingredient for weight management:

- Apples contain natural fiber and adequate fiber consumption has been consistently associated with weight loss. Fiber helps provide a feeling of fullness that helps you moderate the amount you eat.
- The soluble fiber pectin which is found in apples, slows the body’s release of glucose, preventing sudden drops in blood sugar that trigger hunger and can set off food cravings.

The new daily dietary value for fiber consumption is 28 grams. (This applies to adults and children over 4 years old). Unfortunately, the average American consumes only 15 grams of fiber. With

## Section 7:

# Apple “Core” Holiday and Winter Educational Supplement

all of the positive health research linked to fiber, it's no wonder apples should hold a valued spot in your weight management plan! Eating just one apple a day, with the skin, will provide an average of 5 grams of fiber and a large apple contains only about 130 calories!

Here are some ways to enjoy the health benefits of Michigan Apples and a recipe that can help you manage your weight deliciously!



**NOTE: Show 3-4 of these ideas in your media segment.**

- For a quick lunch to go pack fresh apple slices with whole grain crackers and 2% cheddar cheese slices.
- Add a diced apple to your green salad for a sweet or tangy twist. Drizzle with low-fat balsamic dressing.
- Need a satisfying snack before you work out? Cut an apple in half; remove core and fill half with 1 tablespoon of peanut butter.
- Add thinly sliced apples to your lean ham or turkey sandwich on whole grain bread for a sweet crunch.
- Add finely chopped apples to your oatmeal with a tablespoon of walnuts and a dash of cinnamon.
- Layer diced apples, vanilla yogurt and granola for a perfect parfait.

- Add apple slices to a colorful fruit salad with grapes, oranges and berries for a nutrient-rich snack or dessert.

### Social Media Posts: Apples and Weight Management

**Facebook:** One of the reasons apples may be the secret ingredient for weight management is the natural fiber they contain. Adequate fiber consumption has been consistently associated with weight loss and the fiber in apples help you feel full, making it easier to moderate portions. Registered Dietitian Shari Steinbach has created an entire menu to help you enjoy the healthy benefits of Michigan Apples. <http://bit.ly/2qmirSO> #MIapples

**Twitter:** Add a chopped @Michigan\_Apples to a green salad for a tangy twist, & a healthy dose of fiber! More apple ideas at <http://bit.ly/2Undf9B>

**Twitter:** One Michigan Apple = 130 calories & 5 grams of fiber. Add one to your lunch bag today & enjoy the healthy benefits! #miapples

**Instagram:** Successful weight management calls for calories that count! This Apple and Almond Green Smoothie is packed with nutrient-rich ingredients that blend up to a deliciously satisfying breakfast or snack. <http://bit.ly/2uQKDyS> (use pic below)





## Section 7:

# Apple “Core” Holiday and Winter Educational Supplement

## HEART HEALTH: FEBRUARY

### Blog Article: Build a Heart Healthy Shopping Cart

**The following content can be used as a blog/article on your website or in an e-newsletter or store publication. If your store has pharmacies, consider printing copies of the article to have available when shoppers pick up prescriptions.**

Heart-healthy eating starts with putting the right foods into your shopping cart – those items that lower cholesterol and help keep your blood pressure in check. Some of the essential foods to stock your kitchen and pantry with are listed below and you’ll note that we start with a visit to the produce department. Colorful fruits and veggies are a great source of fiber, vitamins, minerals and antioxidants and have been linked to lowering your risk for heart disease.

Apples, for example, have a polished reputation as a heart-healthy food. They are naturally fat-free and provide an excellent source of fiber – both soluble and insoluble types. In a 2012 study conducted by the Ohio State University, the daily consumption of apples was associated with reduced level of low-density lipoprotein (LDL), also known as “bad” cholesterol. Their research showed that middle-aged adults who consumed one apple a day for four weeks lowered their levels of LDL cholesterol by 40 percent.<sup>1</sup> Other studies found that eating apples daily appeared to lower levels of cholesterol and two other indicators associated with plaques and inflammation in artery walls.<sup>2</sup>

Apples are rich in pectin, a soluble fiber which blocks cholesterol absorption in the gut and encourages the body to use this waxy substance instead of storing it. In addition, apple peels are packed with polyphenols. These antioxidants prevent cellular damage from harmful molecules called free radicals. As far as how much to eat, just follow the apple-a-day saying, and if you eat

two-a-day it might be even better! Since most individuals like apples, this is delicious, doable advice. Other heart-healthy foods to add to your shopping cart at \_\_\_\_\_ [insert retailers name] include:

#### Fruits & Vegetables (aim for 5 cups a day):

- Michigan Apples
- Berries
- Bell peppers
- Broccoli
- Cauliflower
- Dark leafy greens
- Grapes
- Oranges
- Pears
- Squash
- Tomatoes
- Zucchini



#### Dairy and Dairy Alternatives:

- Buttermilk, low-fat or nonfat
- Cheese, reduced-fat
- Cottage cheese or ricotta cheese, nonfat or 1%
- Cream cheese, nonfat or light
- Creamers, nonfat
- Milk, fat free or 1%
- Sour cream, nonfat or reduced fat
- Yogurt, nonfat or 1%
- Unsweetened, fortified, non-dairy products (such as soy milk)

#### Meat, Poultry, Fish, and Meat Substitutes: The American Heart Association suggests two servings of fish a week.

- Beef, lean cuts and lean ground round or sirloin
- Chicken or turkey breasts and tenders, skinless, boneless
- Chicken or turkey, ground
- Fish
- Pork tenderloin, trimmed of fat
- Tofu

## Section 7:

# Apple “Core” Holiday and Winter Educational Supplement

### Frozen Foods:

- Fruits without added sugar (frozen berries, mango)
- Soybeans (edamame)
- Vegetables and vegetable blends without added sauces, or sodium

### Beans, Grains, Soups, and Sauces:

*Beans and whole grains provide beneficial fiber.*

- Beans, canned, reduced-sodium: assorted cans of beans such as black, garbanzo, kidney, navy, and pinto
- Beans, dried: Choose your favorite beans.
- Broth and soups, reduced-sodium chicken, beef, or vegetable
- Cereals, whole-grain (Note: Choose cereals that have at least 4-5 grams of dietary fiber)
- Flaxseed, ground or whole
- Flour, whole wheat or white whole wheat
- Grains such as wheat berries, couscous, polenta, millet, bulgur, and quinoa
- Nuts and seeds
- Olive oil
- Oats, rolled, steel-cut, or Irish
- Pasta sauce, low-fat or fat-free
- Pasta, whole grain
- Rice: brown, wild
- Soups, low-sodium, and 98% fat-free cream of mushroom
- Tomatoes, whole or diced, reduced-sodium
- Canned vegetables, reduced or sodium-free
- Vegetarian or nonfat refried beans

This recipe combines some of the foods from the shopping list into a delicious and nutrient-rich meal. Simply serve with a side of brown rice and a green vegetable.



<http://www.michiganapples.com/Recipes/ID/565/Apple-Gingered-Fish>

### Resources:

1. Journal of Functional Foods, Volume 5, Issue 1, January 2013, Pages 493-497
2. Chai SC, Hooshmand S, Saadat L, Payton ME, Brummel-Smith K, Arjmandi BH\*. Daily apple consumption reduces cardiovascular risk factors in postmenopausal women. J Acad Nutr Diet, 112(8):1158-68, 2012.

### Social Media Posts: Apples and Heart Health

**Facebook:** Consuming @Michigan\_Apples daily may reduce your risk of heart disease! Apples are rich in pectin, a soluble fiber, which blocks cholesterol absorption in the gut. In addition, apple peels are packed with polyphenols. These antioxidants prevent cellular damage from harmful molecules called free radicals. Here are some great tips for adding heart-healthy apples to your diet: <http://bit.ly/2uNDf9b>

**Twitter:** Want lower cholesterol? An apple-a-day is heart smart advice and deliciously doable! Check out the research: <http://bit.ly/1FMsBhq>

**Twitter:** Haven't tried farro? You'll love it in this delicious, heart-healthy Apple Grain Salad! <http://bit.ly/2uhe8J1> @Michigan\_Apples

**Instagram:** Heart-healthy eating starts with putting the right foods into your shopping cart and then creating simple, tasty meals. This Apple Gingered Fish combines the right ingredients to help lower cholesterol and keep your blood pressure in check. Serve with a green vegetable and side of brown rice: <http://bit.ly/2vbGpUi> (use pic to the left)



## SECTION 8:

# Michigan Apples RESOURCES & CONTACT INFO

Information about how to contact the Michigan Apple Committee and some links to some of the many key resources available for you online.







## Section 8: Resources and Contacts



**The Michigan Apple Committee is a grower-funded nonprofit organization focused on marketing, education and research activities to distinguish the Michigan Apple and encourage its consumption in Michigan and around the world.**

The Michigan Apple Committee engages in marketing, research, education and communications for the benefit of Michigan's apple growers. Our mission is to enhance the reputation of Michigan Apples, improve their share of sales in target markets and aid the profitability and sustainability of Michigan's Apple Industry.

### CONTACT INFO

**Michigan Apple Committee**  
13750 S. Sedona Parkway, Suite 3  
Lansing, MI 48906

**Toll Free:** (800) 456-2753

**Phone:** (517) 669-8353

**Fax:** (517) 669-9506

**Email:** [Staff@MichiganApples.com](mailto:Staff@MichiganApples.com)

**Web:** [www.MichiganApples.com](http://www.MichiganApples.com)

## ONLINE RESOURCES:

---

### 1. RECIPES

- [michiganapples.com/Recipes](http://michiganapples.com/Recipes)
- 

### 2. KIDS ACTIVITIES

- [michiganapples.com/Just-for-kids/Kids-Activities](http://michiganapples.com/Just-for-kids/Kids-Activities)
- 

### 3. NEWS RELEASES

- [michiganapples.com/Press-Room/Archive](http://michiganapples.com/Press-Room/Archive)
- 

### 4. IMAGE DOWNLOADS

We have a number of royalty-free images and pdfs for you to use in your projects. Download them here:

- [michiganapples.com/Retail/Retail-Dietitians](http://michiganapples.com/Retail/Retail-Dietitians)

## OTHER RESOURCES IN THIS SECTION:

---

### 1. BIOS

---

### 2. SOME PAGES TO COPY & SHARE

These pages are intended to be shared. Feel free to copy and share them.

## Section 8: Resources and Contacts

### DIETITIAN BIO

#### Shari Steinbach, MS RDN:

**President  
Shari Steinbach & Associates, LLC**

**For the past 26 years, Shari has worked as a dietitian in the grocery industry for two major retailers in the Midwest. In her retail roles, Shari has managed consumer health communication, health influencer partnerships, nutrition programs, and solution-selling strategies.**

Shari has served as a nutrition expert and corporate spokesperson, providing food and nutrition advice through monthly television spots on ABC, NBC and FOX affiliates and local radio segments. She has also conducted numerous educational presentations to community groups and professional organizations throughout the country. Her timely nutrition and food product information and strategic social media messages have reached millions of consumers.

Shari was a key contributor to the “Simply Cook” book designed to assist low income consumers with planning and creating easy, affordable, healthy meals. The book has received many positive accolades from community health educators and over 150,000 copies have been distributed to individuals and through local food banks.

In 2014 Shari was a finalist in the first ever Retail Dietitian of the Year award through the Retail Dietitian Business Alliance and has also been honored twice with the Michigan Academy of Nutrition and Dietetics Dietitian of the Year Award.



Shari holds a Bachelor of Science Degree in Dietetics from Central Michigan University and a Master of Science Degree in Human Nutrition from Andrews University in Michigan. She is an active member of the Academy of Nutrition and Dietetics and the Michigan Academy of Nutrition and Dietetics. She serves as an advisory board member and contributing editor for the Retail Dietitians Business Alliance and as a Supermarket Dietitian Advisor for the National Turkey Federation. Other advisory roles include those with the Food Marketing Institute, the Michigan State University Dietetic Internship program and the Secchia Institute for Culinary Education. She is a past chair of the Food and Culinary Professionals DPG Supermarket Dietitian Sub Group.















## **Section 8: Resources and Contacts**

**SOME  
PAGES  
TO COPY  
& SHARE**



# Types and Tastes of Michigan Apples

With more than 16 varieties commercially available, Michigan offers an apple for every taste.

Variety	Taste and Texture	Uses	Image
<b>Braeburn</b>	Mildly Sweet and Crispy	Fresh and Baked	
<b>Cortland</b>	Mildly Tart and Juicy	Fresh and Baked	
<b>Empire</b>	Combo Sweet and Tart	Fresh and Baked	
<b>Fuji</b>	Sweet and Crunchy	Fresh and Baked	
<b>Gala</b>	Sweet and Crunchy	Fresh and Baked	
<b>Ginger Gold</b>	Sweet-Spicy and Firm	Fresh	
<b>Golden Delicious</b>	Sweet and Firm	Fresh and Baked	
<b>Honeycrisp</b>	Sweet, Crisp and Juicy	Fresh	
<b>Ida Red</b>	Tart, Firm and Juicy	Fresh and Baked	
<b>Jonagold</b>	Sweet, Firm and Juicy	Fresh and Baked	
<b>Jonamac</b>	Rich and Spicy	Fresh	
<b>Jonathan</b>	Sweet-Spicy	Fresh and Baked	
<b>McIntosh</b>	Sweet-Tart and Juicy	Fresh and Baked	
<b>Paula Red</b>	Sweet-Tart and Juicy	Fresh and Baked	
<b>Red Delicious</b>	Sweet, Juicy and Crunchy	Fresh	
<b>Rome</b>	Mildly Tart and Juicy	Fresh and Baked	



# Michigan Apples Harvest Schedule



AUGUST



## PAULA RED

First-available and eagerly awaited. Pleasingly tart.  
**Late August**



## GINGER GOLD

Sweet-tasting, with a hint of tartness. Stores well.  
**Late August**

SEPTEMBER



## GALA

A consumer favorite. A soft bite over a mellow sweetness.  
**Early September**



## MCINTOSH

A classic by any standards. Juicy with a lightly tart flavor.  
**Early September**



## JONAMAC

Cross between a McIntosh and Jonathan. Rich and spicy.  
**Early September**



## HONEYCRISP

Sweet as honey, with a crisp bite. Creating quite a buzz!  
**Mid-September**



## GOLDEN DELICIOUS

A gingery-smooth taste. Known for its sweetness.  
**Mid-September**



## EMPIRE

Versatile with a firm texture. Sweet, yet tart flavor.  
**Mid-to-Late September**

SEPTEMBER



## JONATHAN

A crisp, spicy tang that blends well with other apples.  
**Mid-to-Late September**



## CORTLAND

Tender, juicy white flesh with hint of tartness.  
**Late September**



## RED DELICIOUS

America's most popular. Full-flavored sweetness.  
**Late September**



## JONAGOLD

Michigan grows them best! A must-try. Crisp and juicy.  
**Late September**

SEPTEMBER



## FUJI

A popular late-season variety. Crisp and sweet.  
**Early October**



## ROME

An old-time favorite. Excellent for baking.  
**Early October**



## IDA RED

Tastes tangy and tart. Great for sauces and pies.  
**Early-to-Mid October**



## BRAEBURN

Firm apple with spicy-sweet flavor. Stores very well.  
**Late October**

OCTOBER







## SECTION 9:

# A is for Apples — NUTRITION FUN FOR KIDS

Simple, fun educational content to help engage families with young children and shape a future generation of healthy eaters.









## **Section 9:** **A is for Apples –** **NUTRITION FUN FOR KIDS**



**Retail dietitians understand the importance of providing outreach and education to families with children as parents and caregivers have a high interest in ensuring kids understand and embrace the basics of a healthy lifestyle.**

Children also influence grocery purchases and engaging them in nutrition programming can increase customer loyalty and drive sales of better-for-you products across the store. Utilize the fun educational content and turnkey resources in this kit to reach this important audience through traditional or social media, in-store events, online or in a classroom setting.

### **CONTENT:**

---

#### **ENCOURAGING FAMILIES**

- Blog article on Kids in the Kitchen
    - Homemade Cinnamon Applesauce
    - Apple Tree Activity
  - Kid-sized Tips for Adding More Apples
  - Alphabet Grocery Store Scavenger Hunt
- 

#### **ENGAGING YOUR COMMUNITY**

- Media/Video Segment on ABC (Apple, Banana, Carrot) Muffins
  - Social Media Posts
  - Promotional Concepts
-

## Section 9: A is for Apples — Nutrition Fun for Kids

### ENCOURAGING FAMILIES

#### Blog Article: Kids in the Kitchen

**The best way to get kids to eat healthy is by getting them involved. Even from a young age, kids can begin to learn how to shop and prepare food that tastes great and is good for them. After just a few enjoyable cooking lessons, you will have your own excited in-house sous chefs. Here are a few suggestions for the types of cooking skills different age groups can accomplish:**

##### **Ages 3-5: Eager Helpers**

At this age, children are enthusiastic to discover ingredients and try out a new kitchen task. Start with some basic jobs to keep them busy and don't forget to supervise their efforts. While fine-motor skills are still developing, provide tasks that don't require precision. Let them use their hands to tear, grab, or crush ingredients. Here are some ideas to get started:

- Wash and dry fruits and vegetables
- Tear lettuce salads
- Mix ingredients in a bowl
- Mash ingredients — like the cooked apples in our applesauce recipe below
- Smash crackers for a casserole topping

##### **Ages 5-7: School Age Assistants**

This is a good age to start teaching more challenging cooking skills like cracking an egg or how to measure ingredients. These children also know how to read so it's a great time to talk about following a recipe. Have them read along as you discuss easy recipes and get their opinion on meal ideas for the family. Here are some other appropriate kitchen duties for this age group:

- Measure and count items
- Set the table
- Roll cookie dough or meat into balls
- Chop softer fruits and veggies
- Read recipes out loud

##### **Ages 8-12: Up and Coming Cooks**

Preteens are becoming more independent and can prepare simple meals for themselves as well as follow easy recipes. You don't have to provide constant kitchen supervision, but make sure to let them know the tasks that require an adult to help while praising them for their efforts. Here are some tasks that they can do on their own:

- Peel veggies
- Wash and put away dishes
- Make sandwiches and pack their lunch
- Unload groceries
- Mix up a batch of muffins or quick bread from a mix or recipe

##### **Ages 13 & Up: Young Chefs**

Teens are ready to start using a variety of kitchen equipment but make sure they understand the safety precautions that should be followed with heat, sharp tools and food safety. Provide tips on using knives, proper dishes to use in the oven and how to handle raw foods. There are several cooking tasks they can handle, including:

- Make a batch of cookies
- Cook stove top recipes such as grilled cheese or scrambled eggs
- Use sharp knives (after demonstrating safety skills)
- Learn to operate small kitchen appliances like a blender, food processor, mixer and microwave.
- Basic kitchen cleaning skills, such as how to load, run and empty the dishwasher; sort recycling and take out the trash; wiping off countertops and refrigerator shelves.
- Assist with meal planning and preparation.

Have your kids practice their cooking skills by mixing up a delicious batch of *Homemade Cinnamon Applesauce* with fresh Michigan Apples.

## Section 9: A is for Apples — Nutrition Fun for Kids



### Homemade Cinnamon Applesauce

Before making this applesauce together, take a family trip to an apple orchard to pick your own apples for this recipe.

Makes 8 servings



#### Ingredients:

6 medium-sized slightly sweet Michigan Apples (Try Gala, Honeycrisp or Fuji)  
¼ cup sugar  
⅓ cup water  
2 tablespoons lemon juice  
¾ teaspoon ground cinnamon  
Pinch ground cloves  
Pinch salt

#### Directions:

1. Peel and core the apples, and then cut them into 1-inch chunks.
2. Add the apples, sugar, water, lemon juice, cinnamon, cloves, and salt to a medium saucepan and heat on low, stirring occasionally. Cook for 30-40 minutes until the apples have softened.
3. Use a potato masher or large fork to break down the apples to desired consistency. Store in an airtight container in the fridge for 7-10 days.

Nutrition information (per ½ cup serving):  
90 calories; 0g fat; 24g carbohydrate; 2g fiber;  
0.5g protein; 50mg sodium

While you enjoy your Homemade Cinnamon Applesauce, discuss this worksheet and learn about the different parts of a tasty Michigan Apple:

**Section 9: A is for Apples – Nutrition Fun for Kids**

Name \_\_\_\_\_

# Apple Parts

Directions: Label each part of the apple using the words in the box below.

seeds	stem	flesh	skin	leaf	core
-------	------	-------	------	------	------

seeds stem flesh skin leaf core



## Section 9: A is for Apples — Nutrition Fun for Kids

### Kid-sized Tips for Adding More Apples:

- Go apple picking as a fall family activity.
- Shop for apples at your favorite store or farmers market.
- Taste test a variety of Michigan Apples. Talk about what's different about them. What's similar? Which is the sweetest? The juiciest?
- Try different products with apples: applesauce, apple butter, apple muffins and apple cider. Talk about how they were made or make your own recipe.
- Dip apple slices. Mix one 5-ounce carton of plain Greek yogurt with 3 tablespoons peanut butter and 3 teaspoons honey for a tasty apple dip.
- Peel if needed. Some younger kids may find the skin can be difficult to chew. Peel away the skin and give your child the whole apple to munch and introduce the skin over time.



- Cut them up. Present apples in slices, quarters or chunks.
- Mix them in. Make a fruit salad with apples and other fruits. Add diced apple to your kid's morning oatmeal. Whip up a fruity apple smoothie. Include chopped apples in your stuffing.
- Try something new. Introduce apples to meals such as a grilled cheese with thinly sliced apples or sautéed apples over pork chops.

### Alphabet Grocery Store Scavenger Hunt:

This scavenger hunt can be done in store or simply discussed in a classroom. Give a clue for each letter and discuss healthy meals or snacks that can be made with that food. At the end of the activity, have the participants talk about the ways they can combine some of the foods into tasty meals or snacks. For example:

- **BREAKFAST** = Oatmeal + Chopped Michigan Apple + Milk
- **LUNCH** = Turkey + Lettuce + Bread + Milk
- **DINNER** = Fish + Carrots + Potatoes
- **SNACK** = Nuts + Raisins
- **SNACK** = Hummus + Carrots + Zucchini
- **SNACK** = Yogurt + Michigan Apple Slices + Granola

At the end of the scavenger hunt, create this delicious snack using three of the items from the list.

Michigan Apple slices with vanilla Greek yogurt for dipping and a sprinkle of crunchy granola.



## Section 9: A is for Apples — Nutrition Fun for Kids



# Alphabet Grocery Store Scavenger Hunt



Instructions: Find each of these good-for-you items in the store and check the box next to each item when you have found it. Circle your 5 most favorite foods.

**A** - Michigan Apples

**B** - Bread

**C** - Carrots

**D** - Dates

**E** - Eggs

**F** - Fish

**G** - Granola

**H** - Hummus

**I** - Ice Cream

**J** - Jicama

**K** - Kiwi Fruit

**L** - Lettuce

**M** - Milk

**N** - Nuts

**O** - Oatmeal

**P** - Potatoes

**Q** - Quinoa

**R** - Raisins

**S** - Spaghetti

**T** - Turkey

**U** - Ugli Fruit

**V** - Vidalia Onions

**W** - Water

**X** - Free Pass 😊

**Y** - Yogurt

**Z** - Zucchini

## Section 9: A is for Apples — Nutrition Fun for Kids

### ENGAGING YOUR COMMUNITY

#### Media or Video Segment:

#### 4 Ways to Increase Kids' Fruits & Veggie Intake

##### Props:

- Recipe ingredient display including Michigan Apples, carrots and bananas
- Colorful placemats and large wooden letters — A, B, C
- Large mixing bowl and spoon
- Premeasured and prepared ingredients
- A completed batch of muffins in a muffin tin

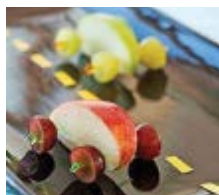
##### Outline:

- Ask television station to post the outline and recipes on their website to ensure more impressions.
- This outline can also be used for an Instagram or Facebook live video segment.

#### 4 Ways to Increase Kids' Fruits and Veggie Intake — Key Talking Points:

Make fruits and veggies more appealing to your kids by making them a priority purchase at the grocery store and a staple in your kitchen. Here are some ways to make that happen:

- 1. Keep fresh fruit on hand.** Keep whole fruit out where your child can see it. Just a bowl with Michigan Apples, bananas and oranges on the kitchen table serves as a reminder. Plus, whole fruit is an easy grab-n-go snack.
- 2. Let kids choose.** When you're shopping, let your child pick out a few fruits and veggies. It may be something that they already love or something they want to try. Aim for different colors in a variety of forms such as fresh, frozen, dried or canned.
- 3. Get creative.** To get your little ones to try more fruits and veggies, make it fun. Create a scene on their plate made up of produce (think broccoli trees and cauliflower clouds) or make a



Michigan Apple “race car” with apple slices and grape wheels. Use your imagination to make fruits and vegetables fun and appealing.

#### 4. Incorporate fruits and veggies in other foods.

This is sometimes called stealth health, but making recipes with your kids that include fruits and/or veggies can be great fun. Shred or grate carrots or zucchini for example, and add to stews, spaghetti sauce, meatloaf or casseroles. Or you can bake them in muffins or breads like in our ABC Muffins below.

Above all, the best way to help your child with nutrition is to encourage healthy habits.

- **Be a role model.** Kids will imitate the eating habits of adults. Make sure they see you enjoying a variety of fruits and vegetables at every meal.
- **Start them young.** Food preferences develop early in life. Expose your child to different kinds of food early on, and continue as they grow older.
- **Focus on overall diet.** Look at overall eating patterns and provide as many wholesome foods as you can. Whole grains, meat/poultry/fish, beans, nuts/seeds, dairy, eggs and fruits and vegetables.

##### Recipe Demo:

Review talking points then quickly assemble the recipe in a large mixing bowl using your premeasured and prepared ingredients. Show prepared muffins and discuss how they make a nutritious breakfast or snack with a glass of milk. Have the host taste one if desired.

## Section 9: A is for Apples — Nutrition Fun for Kids

### ABC (Apple, Banana, Carrot) Muffins

Makes 1 dozen muffins

#### Ingredients:

- 1 cup white whole wheat flour
- ½ cup almond flour
- 1 cup oatmeal
- ¼ teaspoon salt
- 1½ teaspoons baking soda
- 1 teaspoon cinnamon
- 2 eggs
- ¼ cup canola oil
- ¼ cup milk
- 1 ripe banana, mashed
- ¾ cup brown sugar
- 1 large Michigan Apple, peeled and grated
- 1 cup grated carrot

#### Directions:

1. Preheat oven to 350°F. Line a 12-cup standard muffin tin with paper liners or spray with vegetable cooking spray.
2. In a large bowl, combine the flour, almond flour, oatmeal, salt, baking soda and cinnamon. Set aside.



3. In a separate bowl, mix the eggs, oil, milk, banana and brown sugar with whisk until smooth.
4. Add egg mixture to dry ingredients; blend well; fold in the apple and carrots until well combined.
5. Spoon batter into muffin cups, filling each about ¾ full. Bake until the muffins are nicely browned on top and the top springs back when touched lightly, approximately 20 to 23 minutes. Allow muffins to cool completely before storing.

Nutrition information (per muffin): 193 calories; 8g fat; 26g carbohydrate; 2.6g fiber; 4.5g protein; 266mg sodium

## Social Media Posts:

**Facebook:** Trying to get your kids to eat more #fruits and #veggies? Making new recipes together that include them can be fun. Shred or grate carrots or zucchini for example and add to stews, spaghetti sauce, meatloaf or casseroles. Or you can bake them in muffins or breads like these ABC (Apple, Banana, Carrot) Muffins [add recipe link]. Shop for all ingredients @[add retailer's name] #KidsintheKitchen #MIapples #haveaplant

**Twitter:** The best way to get kids to eat #healthy is by getting them involved. Even young children can help with this easy Homemade Cinnamon Applesauce [add recipe link] #KidsintheKitchen #MIapples

**Twitter:** Sharing 4 simple tips to make #fruits and #veggies more appealing to kids today @[add media outlet] + making delicious ABC (Apple, Banana, Carrot) Muffins. #MIapples



**Instagram:** Looking for a #healthy and fun family outing? Visit a local apple orchard & bring home your favorite apples to make into a batch of Cinnamon-Scented Michigan Applesauce. [add recipe link]. Use the applesauce to top whole grain waffles, blend with oatmeal or stir into vanilla yogurt. [add recipe photo] #MIapples



## Section 9: A is for Apples — Nutrition Fun for Kids

### Promotional Concepts:

#### Back-to-School Kid's Day

Celebrate back-to-school time with a special day focused on helping kids discover healthy, fun meal ideas.

Pass out the Alphabet Grocery Store Scavenger Hunt activity and award those who finish it with a small back-to-school prize packet. Include a Michigan Apple, pencil and other better-for-you snacks from supporting vendors. Offer tips on packing school lunches, simple breakfast ideas and snack recipes. Create a demo station where kids can make their own Michigan Apple “race cars.” Use intercom messaging, social media posts and website articles to inform shoppers about kid-friendly meal ideas while driving traffic across the aisles. Reinforce the fact that your store provides simple tips, easy recipes and delicious family-friendly meal ideas for back-to-school time and beyond.

#### School Tour

Teach kids the basics of healthy eating with a fun, educational tour to help them know what to look for across the store.

Partner with a local elementary school to deliver an informative store tour to help students identify delicious and healthy foods throughout all store

departments. Include the Alphabet Grocery Store Scavenger Hunt and discuss the basics of a healthy and delicious eating pattern. Talk about ways to combine the foods into simple meals and snacks and provide a “goodie” bag to take home that includes a Michigan Apple and the Homemade Cinnamon Applesauce and ABC (Apple, Banana, Carrot) Muffin recipes.

#### Fruit and Veggie Month

National Fruits & Veggies Month™ is celebrated in September and coincides with apple harvest season. It's a perfect time to help young shoppers discover delicious ways to add more healthy plant foods, like Michigan Apples, to meals.

Helping families increase their consumption of fruits and vegetables is a great place to start building healthier diets. With harvest season in full swing, focus on the delicious variety of local produce items coming into your store like Michigan Apples and winter squash. Highlight products by providing easy usage tips and recipes in your ads, intercom messages, social posts and demos and encourage families to cook seasonal foods together by providing the Kids in the Kitchen tips suggesting cooking tasks for various ages.







SECTION 10:

# Plant-Forward EATING PATTERN WITH MICHIGAN APPLES

Take advantage of the plant-forward eating movement with these simple consumer education resources and delicious Michigan Apple recipes.









## **Section 10: Plant-Forward Eating Pattern WITH MICHIGAN APPLES**



### **Flexitarian diet patterns are driving the trend of a plant-forward style of eating.**

While this pattern is not about giving up meat, poultry, seafood or dairy products, it does shift the balance to include more plant-based foods at all eating occasions. The plant-forward trend appeals to all consumer groups, including those interested in sustainability, health and exciting new food ideas. This kit provides omnichannel resources for you to showcase the many benefits of plant-forward eating while driving sales of the many plant-based options throughout the store. The Michigan Apple Committee wants to help you capitalize on the plant-forward movement by offering this turnkey content that can be used for easy execution both in and out of the store.

### **CONTENT:**

---

#### **EDUCATING CONSUMERS**

- Blog article on Following a Flexitarian Eating Pattern
- Michigan Apple, Pork & Rice Power Bowls
- 7-Day Flexitarian Menu Planner
- Michigan Apple High Protein Pancakes
- Consumer Class — Building a Plant-Forward Shopping Cart & Menu Plan
- Plant-Forward Eating Quiz

#### **PROMOTING PLANT-FORWARD EATING**

- Media/Video Segment on Celebrating the Benefits of Plant Foods
  - Baked Squash with Apples & Chicken Sausage
  - High Protein Apple Pancakes
  - Social Media Posts
  - Promotional Concepts
-

## Section 10:

### Plant-Forward Eating Pattern with Michigan Apples

## EDUCATING CONSUMERS

### Blog Article: Following a Flexitarian Eating Pattern

**You may have seen more plant-based foods in your supermarket, like milk and meat alternatives, and wondered about the sudden surge in these new products. The main reason is a trend toward a “flexitarian” style of eating. Here’s some answers to the questions you may have about the benefits of this eating pattern and tips for making it work for you.**

#### **Is a flexitarian eating pattern the same as being a vegetarian?**

Actually, it’s not. The flexitarian diet is a style of eating that encourages more plant-based foods while allowing meat and other animal products in moderation. Think about adding more colorful fruits and vegetables, hearty beans and whole grains, and crunchy nuts to daily eating habits. It doesn’t mean giving up meat, poultry and fish, just shifting the balance to enjoy more plant-based foods. This style of eating is more flexible than fully vegetarian or vegan diets. If you’re looking to add more plant foods to your diet but don’t want to completely cut out meat, going flexitarian may be for you.

#### **Does this mean I need to give up regular dairy products and meat?**

You can if you like, but as mentioned above, these items can fit in a Flexitarian diet along with an abundance of natural and delicious, nutrient-rich plant foods. Michigan Apples, for example, can be sliced and added to a green salad that may also have some chicken in it. Lean ground beef can be mixed with chopped mushrooms to create a “blend” to make meals more flavorful and nutritious. Adding a can of drained beans to chili, soups or pasta dishes adds fiber and protein in a plant-based form.

It is important to remember that if you choose to try some of the newer plant-based products in the grocery store, first check the label to ensure they are nutritionally equivalent to products they

replace. Milk, for example, is an important source of calcium and vitamin D, so you want to ensure the plant-based alternatives have calcium as well as vitamin D added to them.

#### **Is a flexitarian diet healthier?**

Adding more plant foods to your meals will typically result in lower amounts of saturated fat and cholesterol and higher in vitamins, minerals and antioxidants, which can positively impact risk of heart disease, high blood pressure, diabetes, certain cancers and weight management. But it’s important to consider the type of plant foods and their sources. When adding plants, choose those that have the best nutrition, like fresh Michigan Apples that can be used as a snack or a versatile ingredient in baked goods, salads and main dishes.

Some research also shows that using more plants and less meat can benefit the planet. Continued research is needed in this area, especially as more farmers and ranchers continue to update their practices.

#### **How do I get started?**

Start by “flexing” your recipes and snack choices to include more plants. For example, add more veggies to your breakfast eggs, have a salad with lunch or dinner, keep your desk stocked with nuts and dried fruit for an afternoon snack. Choose fruit for dessert.

An easy place to start is by focusing on consuming more fruits and vegetables. Experiment with all the different varieties in this category. Onions come in red, yellow and white, each with different flavors, textures and best uses. There are more than 16 different types of squash and more than 16 varieties of Michigan Apples ranging from tart to sweet and everything in between. With all the variety in produce, it’s easy to fill half your plate with plants!

## Section 10:

### Plant-Forward Eating Pattern with Michigan Apples

These delicious **Michigan Apple, Pork & Rice Power Bowls** are a tasty way to add a plant-forward, flexitarian meal to your table.

Makes 3 bowls

#### Ingredients:

3 cups cooked brown rice  
(like Uncle Ben's Ready Rice)  
3 boneless pork chops; trim fat and cut into bite sized pieces  
2 tablespoons canola oil  
2 Michigan Apples (Gala or Honeycrisp), cut in ½ inch slices  
2 tablespoons fresh thyme  
3 cups broccoli slaw mix  
3 tablespoons chopped walnuts

#### Directions:

1. Heat oven to 375°F. Line a large baking pan with foil and coat with cooking spray. Toss apple slices with 2 teaspoons oil and fresh thyme in a medium bowl. Toss broccoli slaw with 1 teaspoon oil in a separate bowl. Set both bowls aside.
2. Place pork pieces on foil in baking pan and brush with 1 tablespoon of oil; cook for 5 minutes. Remove pan from oven and add apples slices to one side of pan. Continue to cook for another 5 minutes.
3. Add broccoli slaw to pan and finish cooking for an additional 5 minutes.
4. Divide heated brown rice in 3 bowls. Top rice with "sections" of pork, apples and broccoli slaw. Add 1 tablespoon of chopped walnuts to center of each bowl and drizzle with 1½ tablespoons of dressing.

Nutrition information per serving: 588 calories; 18 g fat; 71 g carbohydrate; 34 g protein; 9.5 g fiber; 602 mg sodium

#### 7-Day Flexitarian Menu Planner:

This one-week meal plan provides meal ideas to assist your customers with shifting to a flexitarian eating pattern that emphasizes plant-based foods. Depending on preferences, individuals may choose to take away or add more animal products.

#### Monday

- **Breakfast:** Oatmeal topped with diced Michigan Apples, walnuts and cinnamon
- **Lunch:** Lentil soup with whole-grain crackers and a small green salad
- **Dinner:** Shrimp tacos with corn, black beans and avocado

#### Tuesday

- **Breakfast:** Whole-grain toast with avocado and poached egg, fresh orange
- **Lunch:** Veggies and hummus in whole grain wrap, Michigan Apple slices
- **Dinner:** Whole grain noodles with pasta sauce, shredded zucchini, white beans and parmesan

#### Wednesday

- **Breakfast:** Greek yogurt parfait with granola and fresh berries
- **Lunch:** Veggie burger on whole grain bun, sliced tomatoes, fresh grapes
- **Dinner:** Michigan Apple, Pork and Rice Power Bowls (see recipe)

#### Thursday

- **Breakfast:** Smoothie made with banana, frozen strawberries and vanilla soy milk
- **Lunch:** Vegetable soup with grilled cheese on whole grain bread
- **Dinner:** Baked chicken, quinoa and roasted cauliflower

#### Friday

- **Breakfast:** [Apple and Almond Green Smoothie](#) and whole grain toast
- **Lunch:** Brown rice burrito bowl with black beans, corn and salsa
- **Dinner:** Grilled salmon, baked sweet potato fries and broccoli

#### Saturday

- **Breakfast:** Veggie omelet with whole grain English muffin, fresh berries
- **Lunch:** Turkey and low-fat cheese sandwich with thinly sliced Michigan Apples on whole-grain bread
- **Dinner:** Stuffed bell peppers with veggie crumbles, green salad

## Section 10:

### Plant-Forward Eating Pattern with Michigan Apples

#### Sunday

- **Breakfast:** Michigan Apple High Protein Pancakes (see recipe)
- **Lunch:** Quinoa salad with dried cherries, pecans and feta cheese; lite balsamic dressing
- **Dinner:** Lean beef stir-fry with Asian vegetables and brown rice, pineapple chunks

Eating a flexitarian diet is about moderating the consumption of meat and animal products while focusing on nutritious plant-based foods. Some people may choose to eat more or fewer animal products than shown in the above meal plan.

#### Michigan Apple High Protein Pancakes

Makes approx. 4 servings

#### Ingredients:

¾ cup white whole wheat flour  
¼ cup old fashioned oats  
1 scoop vanilla protein powder  
½ teaspoon baking powder  
¼ teaspoon baking soda  
¾ teaspoon cinnamon  
⅛ teaspoon nutmeg  
2 large eggs  
2 tablespoons canola oil  
½ teaspoon vanilla  
1 cup almond milk (or other milk)  
1 large Michigan Apple, cored, peeled and grated  
Chopped pecans for topping, if desired



#### Directions

1. In a medium bowl, whisk together the flour, oats, protein powder, baking soda, baking powder, cinnamon and nutmeg.
2. Add eggs, oil, vanilla, milk and grated apple. Stir until well combined.
3. Preheat electric skillet to medium heat and spray with nonstick cooking spray.
4. Drop batter onto hot skillet using a 1/4 cup measuring spoon. Cook for 2 to 3 minutes per side until golden brown.
5. Top with homemade Michigan Applesauce, chopped pecans or maple syrup.

Nutrition information per serving (pancakes only):  
280 calories; 11g fat; 31g carbohydrate;  
13.5g protein; 4.25g fiber; 116mg sodium



## Section 10:

### Plant-Forward Eating Pattern with Michigan Apples

#### Consumer Class — Building a Plant-Forward Shopping Cart & Menu Plan:

##### How to Build a Plant-Forward Shopping Cart — Talking Points

- A plant-forward eating pattern that includes a variety of the right foods can help you manage your weight, reduce chronic inflammation and reduce your risk of heart disease, Type 2 diabetes and stroke.<sup>1,2</sup> In addition, eating more plant foods may have a positive impact on the environment.
- Affordable, nutritious and delicious plant foods can be found throughout the supermarket and plant-forward eating habits can provide plenty of protein as meat can be included and many plant foods are good sources of protein. Start by making sure fruits and veggies have a prominent place in your cart, and remember, they come in a variety of forms including fresh, frozen and canned. Pick those that are versatile recipes ingredients like apples, mushrooms and onions. The canned food aisle is also a great place to stock up on beans which can be added to soups, chili, salads and more. Don't forget to add a variety of whole grain foods along with nuts and seeds. And remember, lean meats, poultry, low fat dairy foods and seafood can also be part of plant-forward cart.
- If you're passionate about adding the healthy benefits of plant foods to your wellness routine, start by building a plant-forward shopping cart at \_\_\_\_\_ [add in retailer's name]. As you'll see, healthier choices abound in all departments!
- Bring a shopping cart into the classroom that is filled with a variety of foods such as those below and walk attendees through the health attributes of each:
  - Cart over to the can aisle for:
    - Canned beans
    - Canned mushrooms, corn, tomatoes, etc.
    - Low sugar canned fruit
  - Pick up your produce including:
    - Michigan Apples
    - Fresh fruits — bananas, apples, grapes, peaches, pears, berries
    - Fresh veggies — onions, mushrooms, potatoes, peppers, carrots, etc.
    - Salad mixes
  - Don't forget frozen:
    - Fruits & vegetables
    - Plant-forward frozen meals
    - Whole grain waffles
  - Go to the grains:
    - Hot and cold whole grain cereals
    - Bakery breads and rolls
    - Whole grain crackers
  - Select energizing snacks like:
    - Nuts and seeds
    - Hummus
    - Dried fruit — apples, raisins
    - Salsa and whole grain chips
  - Find healthy fats:
    - Olive & canola oil
    - Avocado
    - Plant-based spreads
  - Drive over to dairy for:
    - Low fat milk or milk alternatives
    - Low fat yogurt or plant-based yogurts
    - Cheese
    - Eggs
  - Pick out your protein:
    - Lean meats
    - Poultry
    - Fish/seafood
    - Beans or tofu
- Use this simple list to help consumers build a plant-forward shopping cart.

## Section 10:

### Plant-Forward Eating Pattern with Michigan Apples

#### Emphasize:

- Canned foods — canned beans, canned vegetables
- Nuts/seeds
- Fresh fruits & veggies
- Frozen fruits & veggies
- Whole grains — breads, cereal, brown rice, crackers
- Fats — olive, canola oil, avocado
- Herbs and spices

#### Include:

- Lean meat and poultry
  - Fish/seafood
  - Dairy — milk, yogurt, cheese, milk alternatives
  - Eggs
- After reviewing how to build a plant-forward cart, quiz attendees as a group to reinforce your key messages:

#### Plant-Forward Eating Quiz

1. A plant-forward, flexitarian dietary pattern can help prevent disease. True or False?

**Answer:** True. The high fiber and nutrient content of healthy plant-based foods have been shown to reduce the risk of heart disease, Type 2 diabetes and stroke and also help manage weight. A plant-forward diet, along with other healthy lifestyle choices, like not smoking and getting daily physical activity, can help prevent these diseases.

2. A plant-forward dietary pattern is the same as following a vegan diet. True or False?

**Answer:** False. A plant-forward diet is “flexible” and emphasizes plant-based foods such as fruits, vegetables, grains, nuts and legumes, but still includes some meat, poultry, seafood and dairy. A vegan diet does not include any animal products.

3. A plant-forward eating plan does not provide adequate protein. True or False?

**Answer:** False. There are many plant-based foods that provide a good source of protein and since moderate amounts of meat are included, you will have no issues with consuming an adequate amount of protein.

4. Legumes (beans and peas) are a good source of protein. True or False?

**Answer:** True. Legumes provide protein and iron, making them a good alternative to meat at some

meals. They are also a good source of fiber. Try incorporating them into soups, chili, salads and more. You can also make a “blend” of lean ground meat and beans to add to Mexican dishes or pasta recipes.

5. Simply avoiding or cutting back on meat will automatically create a healthier diet. True or False?

**Answer:** False. Cutting out meat in your diet doesn't necessarily make it healthier. Meat does provide essential nutrients so if you choose to include it in your meals you are getting nutritional benefits. Lean beef, for example, is an excellent source of protein and provided 10 essential nutrients like iron and zinc. Also, you need to make sure you are choosing nutrient-rich foods overall for your diet to be healthy. Excess soda, sweets, french fries, etc., may be meatless but they are not a great source of needed nutrients.

Be sure to eat at least five servings of fruits and vegetables, plus a variety of whole grains daily for meals and snacks.

6. I'll have to shop in specialty food stores to find the foods needed in a plant-forward dietary plan. True or False?

**Answer:** False. Many plant-based foods are naturally healthy, very affordable and can be found in your regular grocery store. Consider fruits and vegetables (fresh, frozen, canned), beans (dried and canned), whole grain pasta, brown rice, low-fat dairy products, whole grain cereals, nuts and seeds. Although there are new plant-based foods also available that you may want to try, a basic plant-forward dietary plan can typically fit any budget.

- **Share These Tips for Getting Started** — Here are tips on how to celebrate plants in meals throughout the week:
  - **Blend it in.** Blend fruits or veggies into your recipes to make meals more delicious, nutritious and sustainable. Add grated carrots and zucchini to pasta sauces; incorporate canned beans, chopped mushrooms and/or onions to lean ground meat for burgers, tacos or lasagna. Grate or chop Michigan Apples and add them to muffins, pancakes, quick bread mixes, turkey burgers, etc.

## Section 10:

### Plant-Forward Eating Pattern with Michigan Apples

- **Cook once, eat multiple times.** Cooking large batches of whole grains like brown rice, quinoa, barley and oats in advance makes it more convenient to add them to daily meals. Oatmeal can be warmed and topped with fruit and nuts for a plant-powered breakfast. Quinoa can be added to green salads with beans, and other chopped veggies for a quick lunch bowl.
- **Try something new.** Experiment with zucchini or sweet potato noodles, which can be found prepared in the produce department or frozen. Try a variety of Michigan Apples that you haven't tried before and add them to your morning cereal or create a colorful fruit salad. Explore the variety of options in the supermarket and plan to try one new healthy plant-based food per week.
- **Take small steps.** Use hummus as a sandwich spread and for dipping veggies. Add onions, mushrooms and colorful peppers to kebobs. Replace part of the fat in your favorite baking recipe with applesauce. Place a fruit bowl with Michigan Apples on your counter for easy grab-n-go snacking. Adding small amounts of plant-based foods throughout the day can provide great benefits overall.
- **Use veggies as vessels.** Stuff it or top it; using vegetables as vessels will definitely get your family's attention. Use sweet potatoes as your new taco shell. Stuff ricotta and parmesan cheese and pasta sauce into zucchini cut lengthwise to create zucchini boats or into portabella mushrooms for a meaty dinner. And definitely try our Baked Squash Stuffed with Michigan Apples and Chicken Sausage!

#### Conduct Recipe Demo:

<http://www.michiganapples.com/Recipes/ID/3779/Baked-Squash-with-Apples-Chicken-Sausage>

#### Provide attendees a copy of the 7-Day Plant-Forward Menu Planner

#### Resources:

<sup>1</sup> Craig, Winston J et al. *Position of the American Dietetic Association: vegetarian diets*. Journal of the American Dietetic Association vol. 109,7 (2009)

<sup>2</sup> Olfert, Melissa D, and Rachel A Wattick. *Vegetarian Diets and the Risk of Diabetes*. Current diabetes reports vol. 18,11 101. 18 Sep. 2018

## Section 10:

### Plant-Forward Eating Pattern with Michigan Apples

# PROMOTING PLANT-FORWARD EATING

## Media or Video Segment:

### Celebrating the Benefits of Plant Foods

#### Props/Preparation:

- Display of a variety of plant foods including Michigan Apples, acorn squash, vegetables, whole grains, canned beans and nuts/seeds.
- Colorful placemats
- All recipe ingredients (precooked squash halves, sliced sausage, sautéed onions, chopped apples (tip: to prevent browning, chop apples and place in diluted lemon water for a few minutes; pat dry and vacuum seal to use for demo); cooked rice, thyme, sage, pepper and shredded mozzarella cheese).
- Bowl for mixing squash filling
- Large spoon
- Serving platter

#### Outline:

- Ask television station to post the outline and recipe on their website to ensure more impressions.
- This outline can also be used for an Instagram or Facebook live video segment.
- Talking points:
  - Eating more plant foods may have several health benefits including a lower risk of obesity, heart disease, Type 2 diabetes and certain cancers. This is likely due to the fact that plant-forward eating patterns have higher amounts of fiber and antioxidants along with less unhealthy fats and added sugars. These nutritional attributes can help reduce blood pressure, increase good cholesterol, provide a feeling of fullness, support gut health and help stabilize blood sugar.
  - You don't have to buy special foods as there is an abundance of naturally plant-based foods at the supermarket — think about canned beans, fresh produce, brown rice, whole-grain cereals and crackers, nut

butters, etc. — (point out the items in your display).

- You don't have to give up animal products. Just emphasize more foods like fruits, vegetables, beans, nuts and seeds and whole grains on your plate. It's ok to be "flexible" and incorporate meat and animal products when desired as they also provide needed nutrients.
- Our recipe demo is an example of a plant-based, or "flexitarian" meal that you could enjoy with or without the meat added.

Conduct recipe demo, talking through the steps as you go. Show stuffed squash on a baking sheet and provide directions about how to bake in the oven at 350°F degrees for 20-30 minutes.

#### Recipe Demo: Baked Squash with Apples & Chicken Sausage

— Winter squash and Michigan Apples are so good for you and they pair deliciously in this plant-forward recipe that includes brown rice and chicken sausage. All you need to complete this meal is a prepared green salad.

Makes 4 hearty servings

#### Ingredients:

2 medium-sized acorn squash  
2 tablespoons olive oil (divided)  
3 links precooked apple-chicken sausage, sliced into bite-sized pieces  
1 small sweet onion, chopped  
2 small Michigan Apples\*, cored, peeled and chopped  
1 cup cooked brown rice  
1 teaspoon dried thyme  
½ teaspoon dried sage  
½ teaspoon ground black pepper  
½ cup shredded part skim mozzarella cheese, plus ¼ cup for sprinkling on top)



## Section 10:

# Plant-Forward Eating Pattern with Michigan Apples

### Directions:

1. Preheat oven to 375°F. Halve squash from stem to point and scoop out the pulp. (Note: to make the squash easier to cut, pierce with a knife and microwave for 2 minutes first).
2. Drizzle baking pan with 1 tablespoon olive oil, then place squash cut side down on pan and bake for 30-45 minutes, or until squash is tender. Remove from oven and let cool.
3. Meanwhile, sauté onions in 1 tablespoon of olive oil over medium heat until softened, about 7 minutes. Mix cooked onions with sausage, apples, brown rice, thyme, sage, pepper and cheese in a large bowl.
4. Scoop out all but 1/2 inch of flesh from each squash half. Place squash in the bowl with the sausage mixture and blend well. Divide stuffing between the 4 squash shells, packing firmly and mounding slightly to fit. Top with additional cheese and place on a baking sheet.
5. Return pan to the oven and bake for 20 to 30 minutes, or until cheese is melted and filling is hot.

Nutrition information per serving: calories; 470, fat; 19.8g, carbohydrate; 57g, protein; 20g, fiber; 12.6g, sodium; 701mg

Note: The squash can be stuffed ahead and baked later in the day and this recipe can easily be cut in half if needed.

*\*Michigan Apple suggestions: Braeburn, Cortland, Empire, Gala, Ida Red*

### RECIPE DEMO: High Protein Apple Pancakes

This demo is designed to boost sales while helping shoppers add more plants to their eating habits. The demo features the creation of a delicious pancake recipe that can be used at any meal while encouraging more whole grains and the inclusion of Michigan Apples, all in a high-protein family-friendly recipe. Make sure to promote the recipe demo hours in ad, online and with in-store signage.

Instructions for High Protein Apple Pancakes recipe demo:

1. Set up demo table with the following:
  - Large nonstick electric skillet

- Cutting board
  - Knife
  - Grater
  - Spatula
  - Mixing bowl
  - Measuring cups and spoons
  - Gloves
  - Napkins
  - Disposable serving plates & forks
  - Hand sanitizer
  - Recipe handouts
  - Syrup
2. Create an attractive display of non-perishable recipe ingredients on your demo table — white whole wheat flour, oatmeal, vanilla protein powder, Michigan Apples, cinnamon and nutmeg.
  3. Gather all ingredients (one recipe will make approx. 40 sample sizes).
  4. Prepare recipe (see below):
    - In a medium bowl, whisk together the flour, oats, protein powder, baking soda, baking powder, cinnamon and nutmeg.
    - Add eggs, oil, vanilla, milk and grated apple. Stir until well combined.
    - Preheat electric skillet to medium heat and spray with nonstick cooking spray.
    - Drop batter onto hot skillet using a 1/4 cup measuring spoon. Cook for 2 to 3 minutes per side until golden brown.
  5. Sample recipe, distribute recipe and provide key talking points to shoppers:
    - Many of our shoppers are trying to add more plant-based foods to their eating habits.
    - Eating plant-forward doesn't mean you have to give up meat, poultry, fish or dairy.
    - To showcase how you can celebrate plants and balance plants with other foods, we've created this Michigan Apple High Protein Pancake recipe.
    - In this recipe, we're combining whole grains with spices, apples and almond milk, along with a protein powder boost.
    - The fiber from the whole grains and apple pairs with the protein to provide satiety.
    - Plant-forward eating habits tend to be lower in saturated fat and cholesterol and higher in vitamins, minerals and antioxidants, and can positively impact

## Section 10:

# Plant-Forward Eating Pattern with Michigan Apples

risk of heart disease, high blood pressure, diabetes, certain cancers, and weight management.

- Handout the 7-Day Flexitarian Menu Planner.
  - These pancakes are delicious served with syrup or warm cinnamon applesauce.
6. Measure the effectiveness of the demo by tracking the following:
- Sales of key recipe ingredients, compared to prior month, same time period of the prior year and for two weeks following the demo.
  - Feedback from shoppers.

### Social Media Posts:

- The simple ingredients in this Apple, Pork & Rice Power Bowl [add link] are cooked together on a baking sheet and combined in a flavorful meal that's chock full of important nutrients to keep you healthy and strong. #PlantForward #MIApples #HaveAPlant #PowerBowl
- If you are a meat-lover, there's no need to remove it from a plant-forward, flexitarian eating pattern, just pair it with plant foods. In this [Baked Squash with Michigan Apples & Chicken Sausage](#) recipe, chicken sausage pairs up with veggies and Michigan Apples for a delicious dinner. #Flexitarian #MIApples #HaveAPlant
- Sliced or diced, Michigan Apples are a versatile, convenient ingredient for flexitarian meals. Add them to cereal, salads, salsa, sandwiches and more. Bonus - they're packed with fiber and important nutrients for better health. #Flexitarian #MIApples #HaveAPlant
- Plant-forward, flexitarian meals and snacks can be easy! Simply start by filling your shopping cart with a variety of healthy plant foods like whole grains, fruits & veggies, beans and nuts. Join our class on \_\_\_\_\_ [add link] to learn how to build a plant-forward shopping cart and meal plan. #PlantForward #Flexitarian #MIApples
- Adding small amounts of plant-based foods throughout the day can make a big difference in how you feel today and, in the future, so simply add a little here and there. Try hummus as a sandwich spread. Add colorful veggies

to kebobs. Enjoy a bowl of oatmeal with diced Michigan Apples, walnuts and cinnamon. For a 7-day flexitarian menu plan click here [add link]. #PlantForward #MIApples #Flexitarian

- It's easy to add more plant foods to your daily meals if you start by focusing on fruits and vegetables. Experiment with all the different varieties that can be found across our store — from canned tomatoes and beans to frozen whole berries and a huge variety of fresh apples. With so many delicious options it's easy to fill half your plate with plants! #MIApples #PlantForward



- More plant foods in your shopping cart may lead to better health! Plant-forward eating habits tend to be higher in vitamins, minerals and antioxidants, and can have a positive impact on weight management, while lowering your risk of heart disease, high blood pressure, diabetes & certain cancers. Our plant-forward shopping cart list [add link] can help you discover those plant foods that have the best nutrition. #Flexitarian #PlantForward #HaveAPlant
- We all love pancakes so start your day with these Michigan Apple High Protein Pancakes [add link] or enjoy them for a quick and nutritious dinner. Scented with cinnamon & nutmeg and filled with whole grains, apples and protein — you won't be able to resist! #PlantForward #Pancakes #MIApples #HaveAPlant

## Section 10:

# Plant-Forward Eating Pattern with Michigan Apples

## Plant-Forward Eating Promotional Concepts

**Earth Day — April** — Celebrate Earth Day on April 22 by making environmentally friendly lifestyle choices like a plant-forward eating plan.

With health and environmental concerns driving more plant-forward eating habits, Earth Day is a great time to help shoppers find ways to add more plant foods to their eating habits. Use intercom messaging, social media posts and website articles to inform shoppers about plant-forward meal ideas while driving traffic to in-store demos and your educational classes. Reinforce the fact that your store provides simple tips, easy recipes and delicious family-friendly meal ideas for April and beyond.

**Fruit & Vegetable Month — June** — National Fruits & Veggies Month™ is celebrated in September and it's a perfect time to discover delicious ways to add more healthy plant foods, like fruits and veggies, to meals.

Helping shoppers increase their consumption of fruits and vegetables is a great place to start choosing more healthy, sustainable and plant-forward meals. Fresh, frozen and canned options abound across the entire store and provide the healthy benefits and fabulous flavors that will have shoppers saying — “more plants please!” Highlight choices in your ads, intercom messages, articles, social posts and demos to show customers how to build a plant-forward shopping cart and plate.

**National Breakfast Month — September** — Looking for a better way to start the day? Include nutrient-rich plant-forward recipes for breakfast to boost energy throughout the day.

Shoppers are looking for new ideas for breakfast, especially during September as kids head back to school and routines shift. Promote plant-forward eating tips and recipes that include whole grains, fruits and veggies and protein sources. Provide a demo with the Michigan Apple High Protein Pancakes and give tips on ways to increase the nutritional value of cereal or yogurt by adding fruit and nuts.

**Apple Month — October** — Eating plant-forward is easy during the fall when you have an abundance of great tasting Michigan Apples and other fall produce in season.

Set up a demo station showing shoppers some simple recipe “redos” for incorporating more apples into their favorite fall foods — hot cereal, hot apple cider beverages, stuffing, quick breads and muffins, squash recipes, etc. Communicate how the delicious ideas will satisfy the personal dietary needs of family members and friends alike. Provide the 30 Ways to Eat More Michigan Apples [add link] as a handout along with recipe cards.

**Store Tours — Anytime** — Plant-forward eating can be easy if you know what to look for across the store.

Deliver an informative store tour to help shoppers identify delicious and healthy plant-based foods throughout all store departments as they fill their cart with healthy choices. Use the Building a Plant-Forward Shopping Cart & Menu Plan class resources and include the 7-Day Flexitarian Menu Plan to help customers discover how plant-forward eating can be easy, affordable, healthy and delicious.

**Pharmacy Tie In — Anytime** — Preventing or managing a chronic disease can be a daunting task but simple lifestyle changes, like eating more plant foods can have a big positive impact.

Provide plant-forward eating tips as a handout to pharmacy customers along with recipes cards to drive grocery sales. Attached plant-forward articles to pharmacy bags and promote any in-store demos or tours.







## SECTION 11:

# Sustainable Farming & EATING PATTERNS FOR A HEALTHY FUTURE

Turnkey resources for educating your consumers on farming and food processing practices, including recipes focused on healthy, sustainable eating.





## **Section 11: Sustainable Farming & EATING PATTERNS FOR A HEALTHY FUTURE**



**Consumers are very interested in how food products are planted, raised and processed, and retail dietitians are managing shopper questions related to the origins and production of the food products they sell.**

For these reasons, retail health influencers need a greater understanding of farming and food processing practices than ever before. Content in this Sustainable Farming & Eating Patterns section includes an outline and tips for conducting two virtual cooking classes focused on sustainable eating. Additional turnkey materials to share with shoppers include a blog post/article, media or video segment and social posts to help drive sales across the store while highlighting easy recipes that can be part of a healthy, sustainable eating pattern.

### **CONTENT:**

---

#### **HELPING CONSUMERS UNDERSTAND SUSTAINABILITY**

- Blog article on The Changing Farm – Practices that Promote Sustainability
  - Tips for Using “Distressed” Produce
  - Virtual Cooking Class Segments
    - Sweet & Savory Apple Sage Baked Beans
    - Apple Grain Salad
- 

#### **ENGAGING YOUR COMMUNITY IN SUSTAINABILITY EDUCATION**

- Media/Video Segment on The Basics of a Sustainable Eating Pattern
    - Michigan Apple & Cider Bread
  - Social Media Posts
  - Promotional Concepts
-



## Section 11:

# Sustainable Farming & Eating Patterns for a Healthy Future

## HELPING CONSUMERS UNDERSTAND SUSTAINABILITY

### Blog Article: Following a Flexitarian Eating Pattern

As you drive, walk or bike down highways and roads, you probably pass many fields and farms but have never stopped to consider all of the thought, research and expertise that go into the environmental care of the land being used. For most farmers, however, sustainable growing practices are always top of mind. They work hard to preserve and protect the air, soil, water and habitat on their farms and in their communities. From technology improvements to new production methods, farmers are continually looking for ways to improve environmental sustainability. This means building and maintaining healthy soil, wisely managing water supplies, minimizing pollution and promoting biodiversity. Let's look at some of the exciting ways farmers are implementing sustainable, modern-day practices that ensure care for the environment and a "healthy" harvest:



- **Crop rotation.** One way to optimize nutrients in the soil, and combat pests and weeds, is the practice of crop rotation. This is when different crops are consecutively planted on the same plot of land. For example, a farmer may have a field planted with corn and when the corn harvest is finished, he may plant beans. The corn consumes a lot of nitrogen from the soil and beans actually return the nitrogen. In addition, crop rotation does not give pests and diseases a permanent home with a guaranteed food source, so fewer chemical fertilizers and pesticides are needed.
- **Cover crops.** These crops are planted during off-season times when soils might otherwise be left bare. Cover crops protect and build soil health by preventing erosion, replenishing soil nutrients, improving moisture retention, keeping weeds in check and reducing the need for herbicides.
- **No-till farming.** Traditional plowing (tillage) prepares fields for planting and prevents weed problems, but can cause a lot of soil loss. No-till or reduced-till techniques involve putting seeds directly into undisturbed soil. This method drastically decreases soil erosion while increasing water retention. No-till farming also promotes soil biodiversity; decreases carbon emissions from less mechanical equipment use; reduces fuel usage from tractors; and increases carbon in the soil.
- **Integrated pest management (IPM).** A range of methods, including mechanical and biological controls, can be applied systematically to keep pests under control while minimizing use of chemical pesticides.
- **Managing whole systems.** Sustainable farms treat uncultivated areas, (think of a strip of land near the farm), as integral to their operation. These unplanted areas can help control erosion, reduce nutrient runoff, and support pollinators and other biodiversity.
- **Transforming planting practices.** You may have noticed changes to fruit orchards. In Michigan, for example, large-canopy apple trees are being replaced by small trees grafted onto dwarfing rootstocks. The trees, a fraction of the size of their predecessors, grow along trellises and produce more fruit on less land. Plus, they are more sustainable and easier to harvest than the trees in previous systems. This type of high-density planting system is becoming the new norm.



## Section 11:

### Sustainable Farming & Eating Patterns for a Healthy Future



High-density orchard planting — from 1,000 to 2,000 trees per acre — help Michigan Apples come into production faster and bring desirable varieties to market quickly.

“Michigan’s apple growers are always working to implement more economically and environmentally sustainable orchard management practices,” said Diane Smith, executive director of the Michigan Apple Committee. “High-density planting practices have helped to enhance economic production efficiency in our state and increase the amount of fruit produced per acre.”

Thank you to our farmers for all they do to help our environment! And the great news is, research into how to advance sustainability efforts for agricultural will remain a central focus of the industry.

### Don’t Waste It! Tips for Using “Distressed” Produce

The supermarket was having a sale on berries so you bought five pints then left three in the back of the refrigerator, or you forgot about the potatoes in your pantry, or you neglected to put your apples in the refrigerator... you know what can happen to food in a busy household. To avoid throwing healthy food and money in the trash, be kind to your pocketbook and the environment by practicing these delicious tips for using up your “distressed” produce:

- 1. Citrus water** — Slice your lemons, limes and oranges and toss it into a pitcher of water in your fridge. Citrus infused ice-cold water is a life-saver on a hot day or after a workout.
- 2. Fruit popsicles** — You can blend virtually any fruit together and it will still taste great. Simply throw your fruit into a blender, taste it (add a little honey if you need more sweetness), then pour them into your popsicle molds. Popsicles will last for many months.
- 3. Fruit smoothie** — Fruit smoothies are ridiculously easy to make and can use any fruit you have laying around. Add extra ingredients like nut butter or your favorite protein powder

for a long-lasting boost. Here’s a tasty [Apple and Almond Green Smoothie](#) that uses both spinach and apples for maximum nutrition.

- 4. Fruit chips** — If you have a dehydrator, it’s simple to make dehydrated fruit chips (apples, apricots, peaches, strawberries, pears, bananas, etc.) — and you’ll be amazed at how good they taste.
- 5. Fruit cubes (for something later)** — Feeling lazy? Simply cut your leftover fruit into chunks, and put it in the freezer in labeled resealable bags. Later, when you have more time, you can add these frozen fruit chunks to a smoothie, make a pie, preserves or add them to breakfast oatmeal.
- 6. Roasted veggies with fruit** — Roasting fruits and veggies is a great way to use up several small amounts of products. One potato, two apples, a few carrots and half an onion all roasted together make a tasty side dish. Try this recipe for [Apples Roasted with Root Vegetables](#) and feel free to be flexible with what veggies you include.

## Section 11:

# Sustainable Farming & Eating Patterns for a Healthy Future

- 7. Make applesauce** — If you find you have an abundance of apples that are getting a bit soft, no problem! Make a batch of cinnamon applesauce and use it to top pancakes, waffles or pork chops.
- 8. Create a soup or stew** — Throw veggies, low sodium broth and seasonings into a stock pot and let them simmer to perfection. You can also puree softened carrots, cauliflower or potatoes with milk to make a creamy cold weather soup.
- 9. Create a pasta sauce** — Overripe tomatoes can be peeled and simmered down to produce a flavorful sauce used on pasta or pizza. Or add grated carrots and zucchini, or diced onions and peppers to a jarred pasta sauce.
- 10. Bake a quick bread** — Use old bananas to make a loaf of classic banana bread, or get creative with other baked goods including peach muffins, blueberry pancakes or this delicious Apple & Cider Bread. [Link to apple bread recipe](#)

## Virtual Cooking Class Segments:

### Sustainable Eating — Good for You & the Planet

The ongoing pandemic has caused in-person classes and community events to be cancelled but there's still a great opportunity to connect with your customers and enjoy incredible foods together virtually. Hosting a virtual cooking class is not only a fun way to engage your community online during these challenging times, but it also provides an opportunity for you to show off your store's products and menu solutions. Here are some tips for getting started and ensuring success:

- 1. Choose your recipes** — You'll want to select recipes that can be easily followed by people of all cooking skill levels. Use ingredients that are found in your stores and suggest alternative ingredients for those who may have allergies. You could also consider selling everything needed for the class in a meal kit or box that's available for pickup or delivery from your store. When selecting your recipes, factor in prep and cooking time to make sure you stay on schedule. Once you've figured out the ideal length, let your attendees know how much time they'll need to set aside for the class.
- 2. Pick the channel & schedule the day and time** — Use your store's Facebook Live or Instagram Live page. If you prefer something more along the lines of video conferencing, try Zoom or Google Meet. To figure out when you should host the class, check with your social media team on your chosen platform, and see what times of day you have the most engagement.
- You may even want to poll your customers to ask them what day and time works best for them.
- 3. Create a run of show** — To reduce anxiety and increase preparedness for a smooth video, it helps to create a detailed outline of the class to be shared with both your guests and your co-host, if you have one. This will set expectations and help everyone to be prepared. Include the ingredients and necessary kitchen tools you'll be using. This will help your guests follow along easily when it's time for them to join you online and go to work in their own kitchen.
- 4. Promote your cooking class and recipes** — Once you know what you're making, when you're making it, and where your customers can follow along, spread the word! Promote the event on your website, in an ad, social media sites and to your loyalty card customers. Share enticing pictures of the dishes you'll be making to create excitement. Be sure to let customers know where they can get the ingredient shopping list, if they want to follow along and cook with you.
- 5. Do a practice run** — It's important to set aside time to do a practice run-through. You'll want to have your cooking area set up so you can test your camera angles, lighting and sound. Invite your co-host to see how everything looks from a viewer's perspective.

## Section 11:

# Sustainable Farming & Eating Patterns for a Healthy Future

- 6. Premeasure and prepare** — On the day of the event, have all your ingredients premeasured and prepared (sliced, chopped, drained) to save time during the show. Remind those viewers who may be cooking with you at home to do the same. You may also want a prepared version of your recipe to show especially if cooking time is involved.
- 7. Time to go live** — Take a few minutes at the start of the class to welcome everyone, review the agenda for the class and explain how you will be monitoring your live chat and any answering questions that come up. If you're on a video conferencing platform, walk attendees through the control panel or any features they may need to use during the class. Also, encourage attendees to take pictures of their prepared dishes or selfies of them cooking so they can enter a contest at the end of the class.
- 8. Don't rush and provide easy-to-follow steps** — Use basic cooking terms and interject cooking and nutrition tips as appropriate. Speak slowly, and don't be afraid to repeat yourself to help everyone stay on track.
- 9. Have a co-host/assistant** — They can do the filming, share questions for you to answer in real time, type answers to questions as necessary in your platform or channel and share resources with the audience. This allows you to stay focused on cooking and providing instructions, while your co-host helps facilitate the one-on-one connection and more personalized experience.
- 10. Wrap it up with your call to action** — Be sure to have a dedicated call to action at the conclusion of the class. Encourage them to attend the next scheduled class, visit your website for resources, follow you on social media and shop your stores online or in person for great products and meal solutions. Thank everyone for participating and encourage them to share photos of their dishes on social media.

You may also want to share a video recording of your cooking class on the store's website to provide further educational engagement. A contest after the class is also a great way to drive social connections. Have attendees share their completed recipes and tag your store for a chance to win a gift card.

## Virtual Cooking Classes focused on Sustainable Eating:

Food sustainability helps create a better environment and healthier diet for communities and individuals. (Your Store Name) is happy to offer this series of sustainable cooking classes with tips and tricks for cooking sustainably, enjoying easy, nutritious meals and saving money. Whether it's expanding your cooking skills, learning to eat more mindfully, eating more local foods or reducing food waste, everyone can take steps toward having a more sustainable kitchen and planet.

### Class I Outline: Shop Locally & Expand Plant-Forward Cooking Skills

**Class Length: 30 minutes**

#### Discussion Topics:

- **Shop Locally.** According to a 2018 study by Nielsen, consumers prefer locally grown produce and perceive it as tasting better and being fresher. It's also better for the environment. First of all, buying locally saves environmental costs such as transportation and refrigeration. It also helps to protect local farm lands and protects the environment through not allowing the biodiversity of the land to become compromised.

During the class, talk about your store's commitment to buying local and supporting the local economies. Share any compelling statistics you may have - for example, the number of local products you buy and/or how many local farms you support. Discuss what "local" means to your company and how your buyers seek farmers who can ensure safe, high quality food that is grown in a sustainable way. Michigan Apples are considered the local apple for many consumers. They have a smaller carbon footprint, and utilize high-density planting to ensure a higher crop production of delicious apples that come to market quickly. Their practices have allowed them to reduce pesticide use and utilize the land more efficiently.

## Section 11:

# Sustainable Farming & Eating Patterns for a Healthy Future

**Prioritize plants.** The Healthy Eating Plate suggests filling half your plate with vegetables and fruits as part of an optimal diet, but planning our meals around produce may benefit the planet as well. Continued research is needed in this area, especially as more farmers and ranchers continue to update their practices. An easy place to start is by focusing on fruits and vegetables. Encourage participants to experiment with all the different varieties in this category. Onions come in red, yellow and white, each with different flavors, textures and best uses. There are more than 16 different types of squash and many varieties of apples. With all the variety in produce, it's easy to fill half your plate with plants!

Clarify that plant-forward eating habits celebrate plants and emphasizes them in meals and snacks. Encourage participants to add more colorful fruits and vegetables, hearty beans and whole grains, and crunchy nuts to daily eating habits. It doesn't mean you have to give up meat, poultry and fish, just shift the balance to enjoy more plant-based foods.

Discuss the nutritional benefits of plant-forward eating habits. Plant foods tend to be lower in saturated fat and cholesterol and higher in vitamins, minerals and antioxidants, and can positively impact risk of heart disease, high blood pressure, diabetes, certain cancers, and weight management. But it's important to consider the type of plant foods and their sources. When adding plants, choose those that have the best nutrition.

### Recipes: Sweet & Savory Apple Sage Baked Beans; Apple Grain Salad

For the baked beans recipe, you will want to have one dish prepared and ready to remove from the oven. For both recipes you will need to set up all prepared ingredients, mixing bowls, utensils, etc. to ensure you stick to the timeframe. Doing a practice run through will be helpful.

**Sweet & Savory Apple Sage Baked Beans** — Locally grown beans, produce and apples can be used in this plant-forward dish that is full of sweet and savory flavors. For a vegetarian version, simply omit the bacon.

Makes approx. 12 servings

#### Ingredients:

6 cups locally grown, cooked navy beans (if using canned, rinse and drain)  
1 tablespoon olive oil  
4 slices precooked bacon, diced  
3 shallots, diced  
1 cup chopped carrot  
2 Michigan Apples, diced, peeled if desired  
¼ cup molasses  
¼ cup maple syrup  
2 teaspoons Dijon mustard  
1 tablespoon chopped, fresh sage or thyme  
1 clove garlic, minced  
½ teaspoon salt  
¼ teaspoon pepper

#### Directions:

1. Preheat oven to 350°F. Add olive oil to a large frying pan and heat to medium. Add shallots and carrot and cook 3-5 minutes, or until tender.
2. Stir in garlic, bacon, apples, sage, molasses, syrup, mustard, salt and pepper; cook for 2 more minutes.
3. Fold in cooked beans and mix thoroughly. Transfer to a 2-quart casserole dish and bake for 45 - 50 minutes until hot and bubbly.

Nutrition information per serving: 210 calories; 3 g fat; 37.5 g carbohydrate; 9 g protein; 11 g fiber; 136 mg sodium

**Apple Grain Salad** — Farro is a deliciously nutty whole grain that adds wonderful flavor to this plant-forward salad filled with apples, cranberries and walnuts.

Makes 6 servings

#### Ingredients:

1 cup farro  
1½ tablespoons apple cider vinegar  
1½ tablespoons honey  
1 tablespoon Dijon mustard  
½ teaspoon kosher salt  
¼ teaspoon ground black pepper  
5 tablespoons extra virgin olive oil  
3 green onions, thinly sliced  
1 large Michigan Apple, chopped  
½ cup crumbled feta cheese  
½ cup dried cranberries  
½ cup roughly chopped walnuts





## Section 11:

# Sustainable Farming & Eating Patterns for a Healthy Future



### Directions:

1. Prepare farro according to package directions
2. Meanwhile, in large bowl, whisk together vinegar, honey, mustard, salt and pepper. While whisking, slowly drizzle in oil until all oil is incorporated.
3. Add onions, apple, cheese, cranberries, walnuts and farro to bowl; toss until well combined. Serve immediately, or refrigerate up to 4 hours before serving.

Nutrition information per serving: 408 calories; 21.5 g fat; 45 g carbohydrate; 10 g protein; 5.3 g fiber; 493 mg sodium

### Run of Show:

- **3 minutes** — Introduce yourself and thank participants for attending to help advance their cooking skills. Remind the audience that when it comes to sustainable cooking, the more you know in the kitchen, the easier it is to create healthy recipes and save money.
- **5 minutes** — Discuss key talking points — eating local foods and adding more plant foods to meals.
- **2 minutes** — Review the recipes you'll be cooking and ensure audience has link to follow along or are prepared to cook with you if desired.
- **8 minutes** — Prepare Sweet & Savory Apple Sage Baked Beans; show completed dish.
- **8 minutes** — Prepare Apple Grain Salad; show completed dish.
  - *Note: you may choose to only do one recipe*
- **4 minutes** — Thank your participants for attending; answer questions and direct

audience to your website and social channels along with any upcoming virtual events, classes or resources you may have in store.

### Class II Outline: Eating Seasonally & Reducing Food Waste

**Time: 30 minutes**

#### Discussion Topics:

- **Eat Seasonally.** Try to purchase foods that are in season to help allow for a natural and sustainable eating plan. Think about summer salads and peaches and fall apples and squash. Most foods have times of the year that they are more abundant locally than others. Take advantage of the peak production foods so they taste their best, are affordable and provide optimal nutritional benefits.
- **Reduce Food Waste.** In the United States, food waste is estimated at between 30–40 percent of the food supply. This figure is based on estimates from [USDA's Economic Research Service](#) of 31 percent food loss at the retail and consumer levels. The total annual cost of the wasted food was estimated to be \$240 billion or \$1,866 per household each year. This is wholesome food that could have helped feed families but instead is sent to landfills where it is piled up under pressure and creates methane. In addition, land, water, labor, energy and other inputs are used in producing, processing, transporting, preparing, storing and disposing of discarded food. Simple efforts such as planning your meals, only buying the groceries you need and figuring out ways to utilize leftovers can stop your household from spending extra money and creating unnecessary food waste.

#### Recipes: Apple-Oat Energy Bites; Apples Roasted with Root Vegetables

For the energy bites recipe, you will want to have one batch prepared and ready to show. For the roasted apples and vegetables, you'll want to have a completed dish ready to pull out of the oven. For both recipes you will need to set up all prepared ingredients, mixing bowls, utensils, etc. to ensure you stick to the timeframe. Doing a practice run through will be helpful.

## Section 11:

### Sustainable Farming & Eating Patterns for a Healthy Future



#### Apples Roasted with Root Vegetables —

Michigan Apples are the perfect sweet accompaniment to the roasted root vegetables and both are abundant in the fall season. This recipe is also a great way to use produce that may be a bit past it's prime — no need to waste!

Makes approximately 8 servings

#### Ingredients:

3 cups peeled tart Michigan Apples  
2 cups carrots, peeled, cut into 3/4-inch thick rounds  
1 medium onion, cut into wedges  
1 lb. small redskin potatoes cut into quarters  
2 large yams, peeled and cut into 3/4-inch cubes  
2 cups parsnips, peeled and cut into 3/4- inch chunks  
3 tablespoons white Balsamic vinegar  
1 teaspoon chopped fresh thyme  
3 tablespoons extra virgin olive oil  
½ teaspoon chopped fresh parsley  
2 teaspoons extra virgin olive oil  
Balsamic Thyme Vinaigrette

#### Directions:

1. Preheat oven to 425°F. Combine apples, carrots, onion, redskin potatoes, yams and parsnips in large bowl. Drizzle with olive oil; season with salt and pepper and toss thoroughly to coat. Spread vegetables evenly on large baking sheet. Bake 20-25 minutes until vegetables are tender and beginning to caramelize. Remove from oven.
2. While vegetables are roasting, whisk together vinaigrette ingredients. Set aside.
3. To serve, transfer vegetables to serving platter and drizzle with Balsamic Thyme Vinaigrette. Season with salt and freshly ground pepper. Serve immediately.

*Suggested apple varieties: Jonathan, Empire, Braeburn, McIntosh*

Nutrition Facts per serving: 194 calories; 6g fat; 33g carbohydrate; 1.5g protein; 6g fiber; 40mg sodium



**Apple-Oat Energy Bites** — Adjust this recipe to use other grains, dried fruits or nuts that you may have on hand and want to use up.

Makes approximately 8 servings (2 energy bites)

#### Ingredients:

2 cups old fashioned oats  
1½ teaspoons apple pie spice  
3 tablespoons ground flaxseed  
¼ teaspoon salt  
2 tablespoons finely chopped walnuts  
½ cup almond butter  
(or another nut butter)  
1 teaspoon vanilla  
3 tablespoons honey  
½ cup raisins or currants  
1 cup grated Michigan Apples: Honeycrisp, Gala, Golden Delicious or your favorite

## Section 11:

# Sustainable Farming & Eating Patterns for a Healthy Future

### Directions:

1. In a large bowl, stir together oats, apple pie spice, ground flaxseed, salt and walnuts.
2. In a small bowl, blend the almond butter, vanilla and honey together. Mix with oat mixture until thoroughly combined.
3. Add the apples and raisins into the oat mixture and blend until fully combined.
4. Using your hands, or a tablespoon, form balls with the mixture. (It may be helpful to moisten your hands with water first). Store the energy bites in an airtight container in the refrigerator for up to 4 to 5 days.

Nutrition information per serving: 270 calories; 12 g fat; 32.5 g carbohydrate; 7 g protein; 5 g fiber; 107 mg sodium

### Run of Show:

- **3 minutes** — Introduce yourself and thank participants for attending to help advance

their cooking skills. Remind the audience that when it comes to sustainable cooking, the more you know in the kitchen, the easier it is to create healthy recipes and save money.

- **5 minutes** — Discuss key talking points – eating seasonally and reducing waste.
- **2 minutes** — Review the recipes you'll be cooking and ensure audience has link to follow along or are prepared to cook with you if desired.
- **8 minutes** — Prepare Apple-Oat Energy Bites; show completed dish
- **8 minutes** — Prepare Apples Roasted with Root Vegetables; show completed dish
- **4 minutes** — Thank your participants for attending; answer questions and direct audience to your website and social channels along with any upcoming virtual events, classes or resources you may have in store.

## Section 11:

# Sustainable Farming & Eating Patterns for a Healthy Future

## ENGAGING YOUR COMMUNITY IN SUSTAINABILITY EDUCATION

### Media or Video Segment:

### The Basics of a Sustainable Eating Pattern

#### Props:

- Menu planner and shopping list
- A variety of fresh produce items including berries and Michigan Apples; an example of a product with a sell-by date
- All of the prepped, premeasured ingredients for the recipe demo
- One large and one medium glass mixing bowl; mixing spoon
- Wooden cutting board with completed, sliced bread recipe

#### Outline:

- Ask television station to post the outline and recipes on their website to ensure more impressions
- This outline can also be used for an Instagram or Facebook live video segment.

#### Overview:

If you want to take steps to improve your diet and make the planet healthier, there are two significant opportunities every individual can focus on. These are to reduce food waste and eat a balanced diet. On average, 40% of all the food brought home in America goes uneaten, and that means food waste costs the average family approximately \$1,800 annually.<sup>1</sup> If we wasted less food, we would improve the environmental impact of our diets because that waste wouldn't be emitting methane in a landfill. It's also a healthy way to emphasize a variety of whole grains, fruits, vegetables, beans, nuts and seeds in your diet. But rest assured, you can enjoy meat, fish, dairy and eggs as part of a healthy and environmentally responsible diet that supports a sustainable food system.

#### Here are 8 tips for reducing food waste at home:

1. Plan your meals for the week and only buy the things needed for those meals. Include quantities for items on your shopping list. Overbuying sale items does not save you money if products end up spoiling.
2. Check out what's in your refrigerator and pantry first to avoid buying food you already have. Plan your menu around those items you want to use up.
3. Learn how to store various fresh produce items. Apples will stay fresh for several weeks in the refrigerator, but fresh berries should be eaten within several days of purchasing them.
4. Freeze food such as bread, sliced fruit, or meat, that you know you won't be able to eat in time.
5. If you have produce that's past its prime, use it for cooking. Michigan Apples for example should never go to waste as you can grate them into baked goods, add them to smoothies, roast them with sweet potatoes, dice into baked beans, or sauté slices to top pork chops.
6. Learn the difference between "sell-by," "use-by," "best-by," and expiration dates. Many items tend to be thrown out for fear they have gone bad when they are still safe to consume.
7. Plan to use leftovers for lunch on another day. You'll save money by not eating out and may eat healthier.
8. Remember that casseroles, stir-fries, frittatas, soups and smoothies are great ways to use leftovers. Search for websites that provide suggestions for using leftover ingredients.

1. <https://www.usda.gov/foodwaste/faqs>



## Section 11:

# Sustainable Farming & Eating Patterns for a Healthy Future

**Recipe Demo** — Delicious, wholesome baked goods are a great way to use “distressed fruit.” You’ll avoid waste while adding flavor and nutrition!

**Michigan Apple & Cider Bread** — Mix up bread ingredients in a large glass bowl. Have a prepared loaf sliced and ready to taste.

Makes 2 loaves



### Ingredients:

3½ cups white whole wheat flour  
2 teaspoons baking soda  
½ teaspoon salt  
2 teaspoons cinnamon  
½ teaspoon ground cloves  
¾ cup melted butter  
1½ cups sugar  
2 eggs  
1 cup Michigan Apple Cider  
4 cups Michigan Apples, diced, not peeled (Honeycrisp are great!)

### Directions:

1. Preheat oven to 350°F. In a large bowl mix the flour, soda, salt, cinnamon and cloves together. Set aside.
2. In a medium bowl, blend the butter and sugar together thoroughly. Add the eggs and mix well.
3. Add the butter mixture to the dry ingredients; add cider and mix well.
4. Fold in the diced apples.
5. Bake for 50 to 60 minutes or until the top springs back when lightly touched.

Nutrition information per serving (½ of loaf):  
181 calories; 6.5 g fat; 28 g carbohydrate;  
3 g protein; 2.5 g fiber; 196 mg sodium

## Social Media Posts:



**Facebook:** Michigan Apples grow on 775 family run farms where they are continually looking for ways to improve environmental sustainability with technology improvements and new production methods. [Click here](#) to meet some of the growers. #MIapples #Sustainability #EatLocal

**Facebook:** Do you have produce that’s past it’s prime? Use it in cooking! Michigan Apples for example should never go to waste as you can grate them into baked goods, add them to smoothies, roast them with sweet potatoes, dice into baked beans, or sauté slices to top pork chops or poultry. Try these delicious [Apples Roasted with Root Vegetables](#) #MIApples #ReduceWaste

**Facebook:** Have you noticed that today’s apple orchards look a bit different? Today’s orchards have about 1,000 trees per acre, a practice known as high-density planting. This practice has many benefits including a reduction in chemical use and an increase in production so desirable varieties come to our stores quicker. #MIApples

## Section 11:

### Sustainable Farming & Eating Patterns for a Healthy Future

**Twitter:** The average household wastes over \$1,800 in food each year. Learning [how to store produce properly](#), planning to use leftovers & using your freezer can help reduce waste. #ReduceWaste

**Twitter:** Avoid food waste by learning the difference between “sell-by,” “use-by,” “best-by,” and [expiration dates](#). Many items may still safe to consume after the date. #ReduceWaste

**Twitter:** Eating more plant foods can be healthier for you and possibly the planet. This [Apple-Grain Salad](#) combines several plant-based ingredients to deliver one tasty and nutritious dish! #MyPlate #MIApples #HaveAPlant



**Instagram:** These Apple-Oat Energy Bites [add link] taste like apple pie and are full of healthy grains, apples and nuts. Feel free to adjust the recipe to use other grains, dried fruits or nuts that you may have on hand and want to use up. #MIApples

### Promotional Concepts:

**Spring/Gardening Season – April/May** - Does the warmer weather have you seeking out ways to eat healthier and more sustainable? Spring forward with flavor by growing your own garden. Big or small, you can cultivate some delicious additions to your plant-forward meals.

As the days grow longer and warmer, shoppers are thinking about healthier, fresh foods and at the same time, retailers are adding flowers, vegetables and herb plants to the sales floor. Promote sustainable eating tips and recipes that include garden-grown veggies and herbs to drive sales. Create a fresh herb display and provide a demo highlighting several ways to use basil, thyme, oregano, rosemary and more. If you use a local vegetable and/or herb supplier, invite them to you store to chat with customers and answer questions about sustainable growing practices and gardening tips. Offer the virtual sustainable cooking classes and discuss ways to use fresh herbs like sage in the Sweet & Savory Apple Baked Beans recipe or thyme in the Apple & Roasted Vegetables recipe.

**National Ag Day – March 24** - National Ag Day is celebrated in March and it's a great time to recognize and celebrate the abundance provided by agriculture and our nation's farmers. Highlight the many local products your store(s) sell and the sustainable practices of your local growers/suppliers.

Make the connection between agriculture and your store by celebrating the contributions and sustainability efforts of your local farmers. Post the blog article on sustainable farming practices and conduct a media segment or Facebook Live providing tips on consuming a more sustainable diet along with a recipe demo.

**Harvest Season – August/September** - Your meals can become more sustainable simply by eating more seasonally with local products. Highlight locally grown produce with signs so shoppers can easily identify products and provide tips on reducing waste during a bountiful harvest.

Shoppers prefer locally grown produce and perceive that it is fresher and tastes better. Promote your stores' commitment to buying local and share any compelling statistics you may have — for example, the number of local products you buy or how many local farms you support. Talk about some of the sustainable growing practices that are important to your company as you seek to provide customers with safe, high quality food and discuss why your store may purchase certain products like Michigan Apples, which are grown on 775 family owned farms. Share tips on reducing food waste during the harvest season and year-round in your ad, online and through social media.

