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Hy-Vee

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Letter

DEAR FRIENDS,

It's a new year! Whether you've already resolved to make 2010 your most healthful year ever or you're trying to figure out how to get on track to fitness and better eating, Hy-Vee can help. We believe that being aware of your choices makes it easier to make smart decisions, and it doesn't have to be hard. Good health begins at home, and small changes go a long way toward making significant health improvements.

As a busy mother of two (ages 14 and 11), I know first-hand just how tough it can be to balance time constraints with putting nutritious foods on the table. In this issue, you'll read how to avoid fast-food counters and save dollars while eating well in "Off the Menu," *page 42*. Find delicious recipes and ideas for celebrating special occasions in a wholesome way with "Let Them Eat Cake," *page 12*. And while shopping the Hy-Vee food aisles, you'll learn how to trade up, save time and make better food choices within specific categories with the helpful NuVal Scoring System, *page 26*.

Challenging as it is to increase activity and fitness, I encourage you to take small steps at first: Park a little farther away or walk at lunch. I am an avid biker and enjoy spin classes during winter, but I also like to mix things up with yoga and just spending active time outside. Getting in shape for you may mean training for a triathlon. Are you inspired by athletes who compete? Read "The Thrill of the Race," *page 30*, and discover what it takes to make the dream a reality. The excitement is contagious!

However you choose to meet your health goals, Hy-Vee is eager to help. Our registered dietitians can recommend nutritional foods—in the best proportions—and show you how to feel great by moving more. Hy-Vee pharmacists can advise you about your medications and provide expert advice on diabetes, asthma, heart health and more. Call, stop in or make an appointment online to learn about other programs and services, such as Live Healthy America, group lunch-and-learn programs, shopping assistance, cholesterol screening, personal consultations and smoking cessation programs.

Wishing you the most healthful year ever!

Helen Eddy,
Assistant Vice President Health & Wellness





Winning the War

The number of obese and overweight kids continues to increase. To improve their long-term health, parental intervention is needed. A few simple rules to live by can get kids and parents back on track toward a long life of wellness.

TEXT COURtenay WOLF PHOTOGRAPHY TOBIN BENNETT



You want your kids to be healthy, but sometimes you worry about whether they're getting the right foods or enough physical activity. You're right to be concerned. According to the Centers for Disease Control (CDC), since 1980 the prevalence of obesity has doubled in children ages 6 to 11, rising to 17 percent, and tripled in adolescents 12 to 19, rising to 17.6 percent. Kids with poor eating habits and sedentary lifestyles are at greater risk for Type 2 diabetes, high cholesterol, heart disease and depression.

PARENTS AS CHANGE AGENTS

The good news is that parents can change the trend and lead by example. Ellyn Satter, M.S., R.D., author of *Your Child's Weight, Helping Without Harming* (2005), believes the place to start is with feeding kids. "Maintain a division of responsibility," she says. "Parents do the *what, when and where* of feeding; children do the *how much and whether* of eating."

As counterintuitive as it may seem, controlling portion size is not the answer. Satter says research shows that kids with parents who limit portion sizes during meals and snacks, or focus on making kids eat "some of everything," are more likely to be overweight. And beware of labeling kids. "Children who are labeled obese and overweight feel flawed in every way—not smart, not physically capable and not worthy," says Satter.

The solution is providing structure and choice. "Parents maintain the structure of meals and snacks and do not let the child graze between times," counsels Satter. "That means no food or beverage handouts—except water—between scheduled snacks and meals." It doesn't mean making kids go hungry or denying them their favorite treats occasionally, but kids choose from selections that parents make available.

RECOMMIT TO SHARED MEALS

With today's busy schedules, it's sometimes hard to find time for family meals. But research shows that kids who sit down to eat meals with their families make healthier food choices, do better in school and are less likely to get into trouble.

Satter advises starting where you are and doing the best you can. Even if you've picked up takeout and have only 20 minutes to eat before delivering your child to practice, she recommends sitting down at the table, turning off the TV, computer and cell phones and eating together. "Without putting a lot of pressure on yourself, the next thing you know the quality will get better," she says.

But you don't have to go it alone. If you've hit the wall on easy, nutritious meals or need to better understand how to provide a healthful diet for your family, Hy-Vee dietitians can help. Melody Cole, a registered dietitian at the Overland Park, Kansas, Hy-Vee, regularly meets with customers for grocery store tours. "I guide them through the store and show them different products, let them taste the foods and share ideas on incorporating them into easy meals. It's a different look at the grocery store." Cole also meets one-on-one with customers and in classes to help meal planners develop strategies to manage weight.

UP THE ACTIVITY LEVEL

Eating is only half the story. Maintaining a healthy weight is all about creating an energy balance—balancing calories consumed with calories expended. And accomplishing balance requires plenty of physical activity. According to the CDC, kids need at least 60 minutes of vigorous activity every day—in 10- to 15-minute segments—which should include bone- and muscle-building activities as well as aerobic exercise. Encourage jumping rope,

swinging, organized sports, riding bikes, climbing, running, playing, dancing, ball games, tag and other active games—whatever it takes to get kids moving while having fun.

Adults need vigorous exercise too, at least 30 minutes a day. The double benefit is that by getting up and moving, you become a role model. “Recognizing that, as parents, you are mentors and whatever pattern you show paints a picture for your kids is vital,” says Kuda Chimaya, M.P.H., M.S., R.D., L.D., head coach and program director for the Healthy Schools Partnership in Kansas City. This pilot program, a partnership of the American Council for Fitness and Nutrition Foundation, the American Dietetic Association Foundation and PE4Life, refocuses the traditional physical education

class toward fun fitness activities. Pairing a nutrition coach with a PE teacher, the program ensures that kids get one-on-one coaching while tracking progress in fitness levels and food choices. Hy-Vee, through participation in the Healthy Weight Commitment Foundation—partnership of 40 of the nation’s leading retailers, food and beverage manufacturers and nonprofit organizations—supports this program and others designed to reduce obesity in the United States by the year 2015.

For more ideas about how you can create a more healthful lifestyle for yourself and your family, visit the following Web sites: www.hy-vee.com; www.cdc.gov/healthyyouth/; www.kidshealthyweightcommit.org; www.kidnetic.com.

HY-VEE JOINS THE FIGHT

“For the first time in 100 years, children today have a shorter life expectancy than their parents,” says Dr. William J. Klish, professor of pediatrics, Baylor College of Medicine.

That’s a shocking statement, and it explains why Hy-Vee has joined 40 of the nation’s leading retailers, food and beverage manufacturers, and nonprofit organizations in an effort to reduce obesity (especially childhood obesity) in the United States by the year 2015. The group established the Healthy Weight Commitment Foundation and has already committed \$20 million to obesity-reduction projects.

“While it may seem like an impossible goal—to reverse a 20-year increase in obesity in five years—we don’t think it is,” says Ric Jurgens, CEO and President of Hy-Vee. “We think together we can actually change the world, and we have to.” The group is partnering with leading nonprofits to develop and invest in programs that work. To measure whether the programs are actually reducing obesity, the Robert Wood Johnson Foundation, one of the most respected health research organizations in the country, will provide an independent evaluation and then publish the results.

EMPHASIS ON KIDS

Hy-Vee dietitians alerted Jurgens and other company leaders to a pilot program in Kansas City, the Healthy Schools Partnership (HSP). HSP brings together PE4Life—a program that has remade the traditional PE class to engage all kids, not just the athletically inclined—with

registered dietitians who coach kids in groups and one on one. HSP is a cooperative effort of the American Dietetic Association Foundation, the American Council for Fitness and Nutrition and PE4Life.

“We went to visit schools in Kansas City and what we saw was phenomenal,” says Jurgens. “The kids were having fun using stair-steppers, Wii Fit and other state-of-the art technology to get their heart rates up to a target level. They were learning about nutrition and energy balance too—calories in, calories out—with games and activities. Everybody was up and moving and having fun.”

NUMBERS TELL THE STORY

The results have been impressive. In the first year of PE4Life at Woodland Elementary in Kansas City, the number of students in the healthy fitness zone for strength increased by 433 percent, and in cardiovascular fitness the number increased by 207 percent. Students showed measurable improvement in nutrition knowledge and made more healthful food choices at lunch and at home.

The benefits of the program are evident in other areas of school. Discipline incidents dropped 67 percent, and the number of suspension days was cut by two-thirds. In Naperville, Illinois, schools that adopted PE4Life (pairing exercise with learning) showed increases in reading and math scores among students. “Exercise is like Miracle-Gro for the brain,” says Dr. John Ratey, Harvard Medical School brain specialist. He was so impressed by the results of PE4Life that he featured the program and its results

in the first chapter of his book, *Spark, The Revolutionary New Science of Exercise and the Brain* (2008).

The Healthy Weight Commitment Foundation is supporting a 3-year pilot project. The HSP program is being rolled out to four schools in each of three communities: Washington D.C., Kansas City and Des Moines, and also to a tribal community in Iowa and to a school in Chicago. Hy-Vee registered dietitians will be working with HSP partners to provide nutrition education to schools in Iowa.

Jurgens was so enthusiastic about what he saw in Kansas City that he shared it with his fellow business associates in Iowa. The result is that the Iowa Business Council will use the PE4Life Adopt-a-School Challenge to scale up the HSP model, with the goal of implementing it in 50 Iowa schools within 5 years.

EDUCATING ADULTS

The Healthy Weight Commitment will also emphasize helping customers and employees make choices that support their long-term health. Hy-Vee is introducing the “Naturally Slim” program to help its employees make healthy choices. In the future, the company will then roll out the program to customers. “Food industry leaders believe that we have a unique opportunity and an obligation to help fight this obesity epidemic because we sell the food that people eat every day,” says Jurgens. “At the end of the day, it’s about education and programs that work in helping people change their lives so they aren’t candidates for life-altering diseases.”



Live Healthy America (LHA) is a popular health and wellness program that focuses on education, motivation and personal achievement.

By bringing together teams of friends, families, businesses and communities, LHA encourages each member to create a healthful lifestyle of physical activity, improved nutrition and weight loss.

READY TO GET STARTED?

Hy-Vee has geared up to provide even more healthful food choices, information and participation discounts for the Live Healthy America 2010 "100 Day Wellness Challenge." As incentive, Hy-Vee is offering \$5 off LHA registration. Here's what to do:

1. Visit the Live Healthy America display at any Hy-Vee, beginning January 1, 2010, or visit www.hy-vee.com.
2. Pick up your \$5 LHA Program discount coupon at Hy-Vee Customer Service Counters, checkouts or at Live Healthy America partner displays throughout the store. Offer is good while supplies last; no purchase necessary. Coupons are available at www.hy-vee.com.
3. After you've joined a team, visit www.livehealthyamerica.org to register!
4. When prompted at Step 2 of the registration, enter the Discount Code to save dollars!

In addition to saving money on your wellness program, this year LHA is offering even more discounts with the Everyday Coupon Book. It's filled with coupons for Dasani® Water, Dannon®, DiLusso®, Crystal Light® and many more. The first 35,000 participants who register will get coupon books absolutely FREE with the LHA registration.

So join us and our Live Healthy America product partners. Create the healthy lifestyle you've been looking for. Change your life!



Chicken of the Sea Tuna or Salmon: selected varieties 2.5 to 5 oz. or 2 ct. \$1.48



Dannon Multi Pack: selected varieties 2/\$4.00



FUZE Singles: selected varieties 18.5 oz. 3/\$4.00



Dasani Water: 24 pk. \$5.29



Campbell's Condensed Healthy Request or 98% Fat Free Cream Soups: selected varieties 10.5 or 10.75 oz. \$1.18



Vitamin Water V10: selected varieties 4 pk. 16 oz. \$3.99



Powerade: selected varieties 8 pk. 20 oz. \$4.99



Kool-Aid Sugar Free: cherry, grape or tropical punch 12 qt. \$2.67



DI LUSSO® deluxe deli ham: per lb. or regular garden salad \$3.99



Vaseline Intensive Care Lotion: sheer infusions 6.8 oz. \$5.88



The Importance of Breakfast

As the world's leading producer of cereals, Kellogg understands the importance of breakfast for fueling bodies and brains for each day's activities and for maintaining a healthy weight. It's especially important that children eat a nutritious breakfast. Scores of studies consistently show that kids who eat breakfast have more physical and mental energy than those who do not.

Breakfast eaters are also more likely to have healthier body weights, greater vitamin and mineral intakes and better memory skills.

Kellogg's Smart Start Cereals: selected varieties 13.2 to 18.3 oz. \$3.18

Kashi Go-Lean Bars or Bear Naked Bars: selected varieties 1.59 to 2.75 or 6 pk. 4/\$5.00



STRIKING THE RIGHT BALANCE

As a parent, you're the most important role model your kids have. If you model healthy eating and an active lifestyle, your kids will follow your lead and create lifelong habits. Ready to make changes? Make them and commit to them as a family.

PROBLEM: Too much screen time. The No. 1 after-school activity for kids is watching TV. Kids between 8 and 18 watch nearly 4 hours a day, not counting time with DVDs, computer, online chats and texting, which can push media time as high as 8 hours a day.

SOLUTION: Set a screen-time budget. One to two hours a day is plenty, and let kids decide how to spend it. Place screens where you can see what's watched. Research shows that kids with TVs in their rooms spend up to 1.5 hours more time watching each day.

PROBLEM: Too little physical activity. Kids miss out on fitness when they plop in front of a screen.

SOLUTION: Create a plan. Brainstorm a list of fun activities to get moving in 10- to 15-minute segments: rope-jumping, swinging, dancing, playing tag, bike-riding or running and playing. Or find active after-school programs. Exercise with kids every week.

PROBLEM: Picky eaters. "My kids don't like/won't eat"

SOLUTION: Kuda Chimaya says it just isn't so. She's found with kids in the Healthy Schools program that when food is there, kids eat it. Give them a healthful variety and let them decide how much to eat and whether to try something. "Typically children will choose one, two or three items," says Ellyn Satter. "Parents should not encourage a child to eat more or try to get her to eat less than she wants."

PROBLEM: Snacking on high-fat or high-sugar foods that diminish mealtime appetites.

SOLUTION: Stock only the snack foods you want kids to have access to. Limit snack times and set a good example.

PROBLEM: Mindless munching while watching TV or playing.

SOLUTION: Limit eating to specific times and specific places, without the interference of TV or other distractions. Encourage an occasional short wait until mealtime. Sit at a table or counter, making snack time also a social time.

PROBLEM: Skipping breakfast or eating only on the run.

SOLUTION: Research shows that kids who eat a nutritious breakfast do better in school and have fewer behavior problems. Make time for breakfast, perhaps getting up 15 minutes earlier. Offer options and ask what kids would like to eat, letting them help shop for or plan the meal. Offer a combination that includes protein, carbohydrates and dairy. Fuel up enough in the morning to last until lunchtime.



Slim-Fast Helps Moms Lose

Follow the 3-2-1 Plan. Clinically proven, ridiculously simple. Slim-Fast® helps control hunger for up to 4 hours to keep you satisfied and help you resist cravings. Because who has time to slim slowly?*

Slim-Fast® products:

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Slim-Fast 200 Calorie Meal Bars: selected varieties 5 ct. \$4.88

Slim-Fast 100 Calorie Snack Bars: selected varieties 6 ct. \$3.98

Promise Margarine: selected varieties 15 or 16 oz. \$1.48



*Up to 2lbs. per week. Individual results may vary.

The Healthy Choice Difference

You know the adage: You are what you eat. But as you juggle a busy family life, a job and running from school activities to practices, don't you sometimes wish eating a healthful diet was easier? "That's why we exist," says Bart Hendryx, Healthy Choice manager. "We believe it shouldn't be so difficult to find food that is healthy and tastes great."

If you want nutritious foods that gives you energy, the basics are the fab four—fiber, whole grains, protein and antioxidants—all of which are in Healthy Choice meals. But no one says, "Give me an order of fiber" or "Mmmm, that antioxidant was delicious!" As you sit down to enjoy a savory pasta dish or a steaming bowl of nutritious soup, it's the rich aroma, fresh taste and complex flavors that are extremely satisfying.

"The key to eating well is starting with naturally flavorful, naturally nutritious ingredients—whole grains, tomatoes, spinach, asparagus, butternut squash, extra-virgin olive oil," says Hendryx. "Our chefs work with a team of product developers and registered dietitians to create recipes that are both healthy and delicious, using fresh-tasting, natural ingredients." You don't have to compromise on taste with Healthy Choice, and you can be sure you're getting the good nutrition that your body needs.

Read on to learn about some of our newest options. Then visit www.healthychoice.com for more menu selections and to learn about the benefits you will gain from the fiber, whole grains, protein and antioxidants in Healthy Choice meals.

ALL NATURAL ENTRÉES

All-natural pumpkin, asparagus, nine-grain pastas, and 100% extra-virgin olive oil are features of the new All Natural Entrées, which include vegetarian options—Portabella Spinach Parmesan, Pumpkin Squash Ravioli, Sweet Asian Potstickers, Portabella Marsala Pasta and Tomato Basil Penne. Each contemporary recipe is crafted to deliver delectable food packed with nutrition.

- High in fiber for digestive health
- Antioxidants, such as lycopene and vitamins A and C
- Low in total fat and saturated fat

FRESH MIXERS

With Healthy Choice Fresh Mixers™, everything is in one compact container: sauce, pasta or rice, and strainer. You can make it fresh at your desk, no refrigeration or freezing necessary. Look for these delicious meals in the pasta or soup aisles at Hy-Vee.

- Low in fat and cholesterol for heart health
- Fiber for digestive health
- Good source of protein

CAFÉ STEAMERS

Crisp vegetables, tender meat, firm pasta and fluffy rice in Healthy Choice Café Steamers™ deliver fresh taste. Steam any of our healthy, fresh-tasting meals in your microwave today.

- Good source of fiber and protein
- No preservatives
- Approved by the Smart Choices Program™

**"THE KEY TO EATING WELL IS STARTING WITH
NATURALLY FLAVORFUL, NATURALLY NUTRITIOUS INGREDIENTS—
WHOLE GRAINS, TOMATOES, SPINACH, ASPARAGUS,
BUTTERNUT SQUASH, EXTRA-VIRGIN OLIVE OIL."**

Bart Hendryx, Healthy Choice manager

Your Life, Your Choices



**Healthy
Choice**

All Natural Entrées
Pumpkin Squash Ravioli

Visit **STARTMAKINGCHOICES.com** for more smart meal ideas.



Healthy Choice Complete Selections or Steamers:
selected varieties 6 to 12.5 oz. 2/\$5.00

Healthy Choice All Natural or Select Entrees:
selected varieties 6 to 10 oz. 3/\$5.00

Healthy Choice Fresh Mixers: selected varieties
6.49 to 7.98 oz. 2/\$6.00



Hebrew National Beef Franks: selected
varieties 11 or 12 oz. 2/\$5.00



Hunt's Spaghetti Sauce: selected
varieties 26 or 26.5 oz. 10/\$10.00



Healthy Choice Soups: selected
varieties 14 or 15 oz. 3/\$3.00



Hunt's Tomatoes: selected varieties
14.5 oz. \$1.00



Egg Beaters: selected varieties
15 or 16 oz. \$2.38



PAM Non-Stick Spray: selected
varieties 5 or 6 oz. \$2.59

Let them eat...

Indulge in these recipe remakes that turn kid-favorite foods into more healthful fare. Then learn how a few substitutions will have your entire family clamoring for good-for-you foods that don't skimp on taste.

TEXT KATHY BARNES PHOTOGRAPHY KING AU





Much has been reported recently about the benefits of healthy eating and living. People who consume whole grains and plenty of nutrient-dense fruits and vegetables benefit from stronger bodies, sharper minds, a positive outlook and so much more. The challenge is how to get kids to eat these healthful foods—when often they have already developed a taste for highly processed, empty-calorie filler foods.

For starters, Heidi Boyd, a Hy-Vee home economist, says to inspire children to try more with a simple renaming strategy. "Children eat with their eyes and ears," says Boyd, the mom of two young children, Maisie, 1, and Ross, 4. "I live with picky eaters, so I make healthy eating more appealing by giving foods a fun name and even by making those foods fun to look at." She says her children turned up their noses at broccoli and peas. Yet they found those same vegetables tasty when she renamed them "princess peas" and "dinosaur trees." She employs other techniques as well, such as cutting sandwiches in surprising shapes and serving full-size portions as bite-size finger foods.

Her tactics help kids get over the new-food hurdles, but teaching healthy eating isn't an all-vegetables-no-cake proposition. It's good to strike a balance, and that can be done by updating recipes to increase fiber, lower fat and calories, and increase vitamins and minerals—making use of simple substitutions. For example, rice cereal-marshmallow bars become more healthful by mixing in such whole-grain cereals as MultiGrain Cheerios. It's a win-win: Good nutrition for kids and rewarding feelings for parents when they see kids eating foods that are good for them.

Dark Chocolate Cupcakes with Ganache

Tender chocolate cupcakes hold hidden health content. Baked with whole-wheat flour, Splenda for sugar and baby food prunes, these cupcakes offer health benefits and they taste over-the-top good. Rich dark chocolate offers powerful antioxidants, which help protect the heart.

Makes 15.

3/4 cup whole wheat flour
3/4 cup Hy-Vee all-purpose flour
1 teaspoon Hy-Vee baking soda
1/4 teaspoon Hy-Vee salt
1/3 cup Hy-Vee cocoa powder
1/4 cup Hy-Vee canola oil
1 (2.25 oz.) container baby food prunes
1 1/2 cups Splenda sugar blend, divided
2/3 cup Hy-Vee skim milk
1 teaspoon Hy-Vee white vinegar
1/4 cup Hy-Vee half-and-half
2 oz. unsweetened chocolate, chopped
1/2 tablespoon Hy-Vee unsalted butter

Preheat oven to 350°F. Place whole wheat flour, all-purpose flour, baking soda, salt, cocoa powder, oil, prunes, 1 cup of the sugar

blend, milk and vinegar in mixing bowl. Mix until well-blended with electric mixer.

Line muffin tins with paper liners or bake in silicone muffin cups. Fill cups three-fourths full with batter. Bake for 20 minutes. Remove from oven and cool.

To prepare ganache, heat half-and-half and remaining $\frac{1}{2}$ cup sugar blend in a small saucepan over medium-high heat just until mixture begins to boil.

Turn off heat; add unsweetened chocolate. Whisk thoroughly until chocolate is melted. Add butter and stir until smooth. Dip the tops of the cupcakes into the ganache.

Nutrition facts per serving: 220 calories, 7 g fat, 2.5 g saturated fat, 0 g trans fat, 5 mg cholesterol, 130 mg sodium, 34 g carbohydrates, 2 g fiber, 22 g sugar, 3 g protein. Daily values: 2% vitamin A, 0% vitamin C, 2% calcium, 8% iron.



Not all food substitutions are one-to-one trade-outs though. If you want to bake a batch of cookies using whole-wheat flour, it's best to use half the amount of whole wheat flour. For example, when a recipe calls for one cup of all-purpose (regular, white) flour, use one-half cup of whole wheat flour plus one-half cup of all-purpose flour. Recipes that call for vegetable oil are often just as moist made with applesauce as a substitute. Naturally tangy plain yogurt works to make dressings or sauces in recipes that call for mayonnaise or sour cream. For more substitutions, visit www.hy-vee.com.

For cooks who frequently do dinnertime battle with picky eaters, Boyd says it's okay to get clever. She's been known to add butternut squash to mac-and-cheese or a small jar of baby food, such as a green vegetable, to pizza sauce. "As long as the texture and color is right, kids will be accepting. It's a clever way to deliver new flavors that kids might otherwise object to," Boyd says, and she doesn't see it as cheating when she's providing good nutrition. Once children accept the taste and texture of new foods, it's time to have conversations about what good foods do for growing and learning. "When kids are little, telling them that a calcium-rich food makes their teeth or bones stronger will do," she says. "You can get more in-depth on nutrients and the importance of feeding your body as the child gets older and is able to understand more."

More than simply nourishing bodies, preparing homemade meals together teaches lifelong skills and bonds families in ways that few other activities can. Begin while your children are young. Toddlers can stir ingredients, go to the fridge to find ingredients, garnish food on plates and set the table. Confident preschoolers can begin to learn to use a microwave oven with supervision and assist with basic cooking techniques, such as measuring, pouring liquid ingredients and cracking eggs. In the process, children learn about kitchen tools by using rubber scrapers and wire whisks, which let them get into the action. "It might be messy, but look at it as an opportunity to influence your child's relationship with food," Boyd says.

Kitchens are classrooms for learning as kids read directions and learn about math, especially fractions. "Help your child understand why you need both a half-cup measure and one-fourth cup measure to equal three-fourths cup, and you're teaching math," Boyd says. And the science of food can inspire awe: "So much of cooking is about chemical reactions between ingredients," she says. To razzle-dazzle kids, show them what happens when they mix baking soda and vinegar.

For people who argue that cooking a meal at home takes too long, Boyd suggests following a weekly menu plan. This tried-and-true remedy keeps family meals on track and makes the most of grocery store trips. "If you get to four o'clock in the afternoon and realize you don't know what's for dinner, it's easy to fall back on quick-fix convenience foods or a drive-through," she says. "So even if you like healthful foods, it can be a challenge to get a healthy meal pulled together when you don't have the ingredients on hand." To ease the time crunch on busy nights, have packages of cut-up, ready-to-serve or ready-to-cook carrots, broccoli, snapped peas, and other vegetables on hand. "Washed and ready to go, these foods will shortcut the meal process," she says.

Also involve your children with menu planning. Ask them to look through cookbooks and food magazines with you, then take them along to help shop for groceries. As children walk the aisles, they have an opportunity to weigh in on what they like. Children are more receptive to a variety of foods and meals when they've been involved with the planning and preparation.

Aside from raising a healthy child, eating at home builds a healthy family. "You know what your children are putting into their bodies and you obviously save a lot of money by eating at home," she says. "But look at mealtime as an investment in your family. It's the one opportunity during the day where you can gather and spend quality time talking about the highs and lows of the day, sharing really important moments that could otherwise slip away. It's important to come together. If you're not doing that, dinner is a good place to start. Set a time to eat, and then be there."



Splenda: packet 100 ct., granular 3.8 oz. or 80 ct. \$3.99



Old Orchard 100% or Healthy Balance Juice: selected varieties 64 oz. \$1.77



Melissa's Dried Cranberries 3 oz. \$2.77



Dole Frozen Fruit: selected varieties 12 to 16 oz. \$2.99



Dole Fruit: selected varieties bowls 4 ct. or jars 24.5 oz. \$2.18



Parkers Farm Peanut Butter: smooth or nutty 16 oz. \$3.49



Hy-Vee Rice Cakes: caramel corn, white cheddar or plain 4.9 to 6.3 oz. \$1.18



Yoplait Kid or Delights Multipack
Yogurt: selected varieties
16 to 18 oz. or 6 pk. \$2.49



Tumaros 8" Tortillas: selected varieties 12.7 oz. 2/\$4.00



Fiesta Garden Salsa: regular, hot or black bean and corn 16 oz. \$3.48



Laughing Cow Cheese Wedges: selected varieties 6 oz. 2/\$6.00



General Mills Salty Snacks: selected varieties of Chex Mix, Bugles and Gartettos 8 to 15 oz. 2/\$5.00



Newman's Own All Natural Pasta Sauce: selected varieties 15 to 24 oz. \$2.18



Bertolli Classico; Extra Light or Extra Virgin Olive Oil 25.5 oz \$8.49



Mini Turkey Sliders

Excite the family with this fun and easy-to-make meal. These tender and delicious sliders accompanied with state-fair inspired baked sweet potato fries let little ones get hands-on, topping sliders to suit individual taste.

Serves 4 (2 sliders each).

- 1 lb. lean ground turkey
- ½ cup Hy-Vee shredded cheddar cheese
- ¼ cup Hy-Vee plain bread crumbs
- ½ small yellow onion, grated
- Hy-Vee salt and Hy-Vee pepper, to taste
- 1 teaspoon Grand Selections olive oil
- 8 Hy-Vee bakery wheat cocktail buns
- Lettuce, sliced tomato, Hy-Vee ketchup and Hy-Vee mustard, optional

Combine turkey, cheese, bread crumbs and grated onion; mix just until combined. Season with salt and pepper. Form into eight patties.

Heat oil in a large nonstick skillet over medium heat. Add turkey sliders and cook until browned and cooked through, about 5 minutes per side. Serve each slider on a bun and top with lettuce, tomato, ketchup and mustard, if desired.

Nutrition facts per serving: 370 calories, 15 g fat, 4.5 g saturated fat, 0 g trans fat, 100 mg cholesterol, 470 mg sodium, 37 g carbohydrates, 3 g fiber, 7 g sugar, 33 g protein. Daily values: 4% vitamin A, 2% vitamin C, 15% calcium, 25% iron.

Macaroni and Cheese

Creamy, cheesy sauce surrounds fun-to-eat bow-tie (farfalle) pasta in this popular side dish. A jar of baby food squash adds extra nutrients yet blends with the natural homemade flavor of the cheese sauce. For added protein or vitamins, stir in strips of grilled chicken or steamed broccoli and make it a main dish.

Serves 4 (about $\frac{1}{2}$ cup each).

- 2 cups Hy-Vee bow-tie pasta
- 1 tablespoon Hy-Vee unsalted butter
- 1 tablespoon Hy-Vee flour
- $\frac{1}{4}$ teaspoon Hy-Vee salt
- $\frac{1}{8}$ teaspoon Hy-Vee ground mustard
- $\frac{1}{8}$ teaspoon white pepper
- $\frac{3}{4}$ cup Hy-Vee skim milk
- 1 (4 oz.) jar Hy-Vee Mother's Choice baby food squash
- 1½ cups Hy-Vee finely shredded
2% milk cheddar cheese

Prepare pasta according to package directions; set aside.

Meanwhile, melt butter in a large saucepan over medium heat. Whisk in flour, salt, ground mustard and pepper. Cook, stirring constantly, until a thick paste has formed. Whisk in milk and cook, stirring frequently, until thickened, about 3 to 4 minutes.

Add squash and stir until smooth. Add cheddar cheese and stir just until combined. Fold in drained pasta.

Nutrition facts per serving: 280 calories, 12 g fat, 7 g saturated fat, 0 g trans fat, 40 mg cholesterol, 510 mg sodium, 28 g carbohydrate, 2 g fiber, 4 g sugar, 16 g protein. Daily values: 50% vitamin A, 2% vitamin C, 35% calcium, 6% iron.





For a healthful and easy-to-make afternoon snack, simply blend these three ingredients:

1 serving of Naked Juice Red Machine (an infusion of strawberries, raspberries and pomegranate), 1 small cup vanilla yogurt and 1 scoop of ice.

Top with a whole fresh strawberry.

Sip and feel refreshed for the remainder of the day.

Naked Juice: selected varieties 15.2 oz. 2/\$5.00

Tropicana 64 oz. or Tropicana 50: selected varieties 59 to 64 oz. or 6 pk. \$2.99



ONE-MINUTE SNACKS

Revive the good reputation of snacks! Take a pass on those high-calorie, little- or no-nutrition junk foods. Instead, read labels for all-natural, low sugar, vitamins, minerals, healthy fats, minimal processing and few ingredients. Remember, if it's difficult to pronounce, it may be an ingredient (or chemical) to avoid. Then serve snacks in small quantities. They're meant to boost energy a bit between meals, not replace the good nutrition of meals. Sample these healthful combinations, then dream up a few that you and your family will love.

WRAP 'N' ROLL

Tumaros Tortillas + Parkers Farm Peanut Butter + Banana = Protein Packed Roll-Up



MOO-FRUIT STACKERS

Toasteds Crackers + Laughing Cow Cheese + Fresh Apple + Fresh Grapes = Fruity Bites



FLYING SALSA SAUCERS

Hy-Vee Rice Cakes + Fiesta Garden Salsa (regular) + Shredded Cheddar = Healthy Nacho



BERRY GOOD SIPPER

Dole Frozen Fruit + Yoplait Kid + Juice = Smoothie



NOT-FOR-THE-BIRDS MIX

General Mills Salty Snack Mix + Melissa's Dried Cranberries + Peanuts = Trail Mix



TASTE THE DIFFERENCE WITH DI LUSSO®

The makers of DI LUSSO® deli meats and cheeses understand that simple flavors make every meal wonderful. Find a full selection of meats and ready-made salads at Hy-Vee.



EXCLUSIVELY AT HY-VEE



The average American lunch hour is shrinking to just minutes. With less time than ever, it's all too easy to turn to fast food or skip lunch entirely. The solution is to pack your own nutritious, portable provisions for one satisfying way to ensure a healthful midday meal.

Lunch



Koko Designer lunch bags: selected
varieties each \$20.00

TEXT STACI SCHEURENBRAND PHOTOGRAPHY CAMERON SADEHPOUR

Bunch



Grimmway Baby Carrots 2 lb. \$1.88

Lightlife Smart Deli Slices: selected varieties 4 to 5.5 oz. 2/\$5.00

Leisurely lunches may be a thing of the past, but that doesn't mean you can't enjoy the meal. Packing your lunch is a great way to save calories and money; time and fuel are also saved because you won't be driving to a restaurant or fighting lunch crowds. Plus, if you follow a specialty diet or are concerned about extra fat and calories, preparing your own lunch makes it easy to stick to a healthy plan.

PACK A POWERFUL PUNCH

Suzanne Farrell, registered dietitian and spokesperson for the American Dietetic Association, says every good lunch should include a few basics: protein, whole grains, fruits/vegetables and, if possible, a low-fat dairy source. "Carbohydrates are good for snacking, but to keep your metabolic rate up throughout the day and to avoid late afternoon vending machine raids, be sure to include a protein source with each meal and eat regularly—every three to four hours."

Stacy Mitchell, Hy-Vee dietitian, Bettendorf, Iowa, agrees. "Lean deli meats (10 grams of fat or less) make great sandwiches, but don't forget those bits of leftover beef, chicken and pork; they make wonderful toss-ins for salads and soups. And you can never go wrong with placing a little tuna or an extra salmon fillet over a bed of greens," she says. "It's an economical way to use up leftovers—just three to four ounces for an entire serving of protein in a snap."

Foods rich in both protein and fiber make great companions. They are filling and can easily be incorporated into a healthy

lunch. Ready-to-eat salad blends are even more nutritious when beans, seeds or hard-boiled eggs are added. A sandwich spread with hummus, instead of dressings, blends perfectly with other wholesome ingredients, such as roasted peppers and sprouts.

AVOID BROWN BAG BOREDOM

Lunches should be tasty and tempting—new twists on old standbys keep you from straying from your healthy path. Prepare tuna or chicken salad with balsamic vinegar and olive oil instead of mayonnaise, and then eat it with whole grain crackers or serve over greens. Weave in additional nutrients with a side of vegetables or a piece of fruit and you have a delicious and nutritious lunch.

Colorful, crunchy vegetables are good choices for sides and snacking. But branch out a bit and get creative. Try jicama instead of baby carrots, or thread vegetables or fruits onto toothpicks for mini kabobs. Stocking up on healthful sides is easy with a trip to the Hy-Vee salad bar, where you can purchase serving sizes of fruits and vegetables already cleaned, cut, and ready to eat or pack.

REVAMP AND REUSE

Giving your lunch a makeover offers you many nutritional benefits, but those convenient single-use plastic bags, aluminum foil or paper bags could all end up in the landfill. Do something good for your body as well as the environment by choosing reusable lunch containers, stainless-steel forks and spoons, cloth napkins and eco-friendly lunch bags, such as the many stylish and fun options available at your Hy-Vee.

GLUTEN-FREE LUNCHES

Gluten, a protein in wheat, rye, barley and foods derived from these grains, has been under dietary attack lately. As a result, many consumers have turned to a gluten-free diet. Is shunning gluten really necessary? According to the Gluten Intolerance Group of North America (www.gluten.net), only 1% of the population may have been diagnosed with celiac disease, the most severe form of gluten intolerance. For this group, and for those who have gluten sensitivity, symptoms range from mild gastrointestinal upset to serious health problems, and a gluten-free diet is the only treatment.

"Although there is a fad aspect to a gluten-free diet, the trend has been good for those who are truly intolerant and for those who want a gluten-free version of their favorite foods," says Stacy Mitchell, Hy-Vee dietitian, Bettendorf, Iowa. "Consumers need to understand that gluten-free isn't necessarily fat free or calorie free; they should choose wisely when making substitutions."

Mitchell recommends perusing the Hy-Vee HealthMarket aisles for a wide range of natural, gluten-free products, including snack foods and baked goods, quick-and-easy meal solutions—such as soups and frozen entrées



for portable lunches. "With new product selections frequently added, Hy-Vee makes it easier than ever to maintain a gluten-free diet," Mitchell says.

Not sure which brands are gluten-free? Hy-Vee takes out the guesswork. Visit www.hy-vee.com to check out the list of private brands for gluten-free products. You'll find many favorites plus plenty of enticing new ones.

Blue Diamond Nut Thins: selected varieties 4.25 oz. \$2.29

Bob's Red Mill Gluten Free Oats: steel cut 24 oz. or rolled 32 oz. \$4.99

Food for Life Gluten Free Bread: selected varieties 24 oz. \$4.48

Hodgson Mill Gluten Free Pasta: selected varieties 8 oz. \$2.69

Hy-Vee HealthMarket:
fiber, psyllium or colon
cleanse 100, 120 or
160 ct. 50% off

Hy-Vee HealthMarket
Children's Vitamins:
selected varieties 60 to
300 ct. 50% off



Reinforce your family's healthy lifestyle with Hy-Vee HealthMarket fiber supplements and children's vitamins. Although there is no substitute for a diet rich in whole foods, supplements are an easy and inexpensive way to ensure that your family gets the Recommended Dietary Allowance (RDA) of essential vitamins and minerals each day.

FIBER-RICH LUNCH

Boosting the intake of fiber is an excellent way to improve your nutritional profile. Foods containing fiber are rich in phytonutrients—chemicals made by plants that have antioxidant and disease-fighting properties. A diet high in fiber (25 to 35 grams per day) promotes good digestive health, lowers cholesterol and helps to maintain a healthy weight. Fiber also helps keep blood sugar—and hunger levels—steady throughout the day.

Fiber supplements are not usually necessary if you eat a wide variety of fiber-rich foods each day. Although some foods tout “added fiber,” loading your lunch box with natural fiber sources remains the best choice because of the additional nutrients and heart-healthy omega-3 fats that they provide.

Start by swapping some of your favorite foods with high-fiber choices. Munch carrots or whole grain crackers instead of chips with your lunchtime sandwich. Sprinkle a tablespoon or two of flaxseeds or chia seeds on salads or in yogurt or smoothies. Make whole grain bread or tortillas the basis of your sandwich. Or forgo lunch meat and replace it with sprouts, tomatoes, cucumbers and other delicious vegetables. And remember: Fiber and water go hand in hand—be sure to drink plenty.

OTHER TOP HEALTHY TAKE-ALONG FOODS INCLUDE:

1. Dried beans, peas and other legumes. This includes baked beans, kidney beans, split peas, dried limas, garbanzos, pinto beans and black beans. 1 cup (9–16 grams).
2. Raspberries, raw, 1 cup, or blackberries, raw, $\frac{1}{2}$ cup (8 grams).
3. Oat bran muffin, medium (5 grams).
4. Whole wheat pasta, 1 cup (6 grams).
5. Dried fruit, 2 tablespoons (2–3 grams), or fresh figs, 4–5 (10 grams).
6. Almonds, pistachio nuts, pecans, 1 ounce (2–3 grams), or sunflower seeds, hulled, $\frac{1}{4}$ cup (3.5 grams).
7. Whole wheat or multigrain bread, one slice (2 grams).
8. Broccoli, 1 cup (5 grams).
9. Pear, large with skin (5–6 grams); apple, medium with skin (4–5 grams); banana, 1 medium (2–4 grams).
10. Oatmeal, quick, regular or instant, cooked, 1 cup (4 grams)

Stemilt Pinata Apples per lb. \$1.48

Hy-Vee Fiber Max Bars or Light N Crispy Bars:
selected varieties 7.4 oz. 2/\$4.00

Hy-Vee Deluxe Fruit & Nut
Cereals: selected varieties
13.5 to 18 oz. \$2.58

Bush's Variety or Chili Beans:
selected varieties 15 to
16 oz. \$0.77



Break
the PB&J
routine with
a variety of
portable and
satisfying Kraft
products. From
frozen entrées
to on-the-go
drink mixes, Kraft
has thought of
everything to make
sure that you'll love
lunch every day.

Jell-O Refrigerated Ready to Eat Gelatin
or Pudding: selected varieties 6 pk. \$2.77



Kraft Cheese Singles: 2% milk selected varieties 10.7 oz. \$2.99



Kraft Bagel-fuls: selected varieties 10 oz. 2/\$4.00



Boca Meatless Entrees: selected varieties 8 to 12 oz. \$2.67



DiGiorno For One or California Pizza Kitchen For One: selected varieties 5.3 to 10.2 oz. 4/\$10.00



Kraft South Beach Living Bars: selected varieties 5.88 or 6.15 oz. 2/\$5.00;
South Beach Living Snack Bar Multi Packs: selected varieties 6 pk. \$4.99



Planters Trail Mix: selected varieties 5.5 or 6 oz. 2/\$3.00; Nabisco 100 Calorie Packs: cookies, crackers or bars 4.05 to 8.4 oz. \$2.59



Crystal Light: selected varieties 6 or 8 qt., or on the go 7 or 10 pk. \$2.69



Nutrition Made Easy

The NuVal system of measuring nutrition is becoming a popular tool for Hy-Vee shoppers. Do blueberries trump bananas? Are frozen and canned green beans equal to fresh? You may be surprised.

TEXT BARBARA HALL PALAR PHOTOGRAPHY TOBIN BENNETT

Angela Lahr is finding grocery shopping and selecting the most nutritious foods for her family much easier these days. Angela is utilizing the NuVal nutrition scoring system available at all Hy-Vee stores. She has a five-year-old son and an infant, and nutrition has always been a priority for her. Now, with the NuVal system, she can make wise decisions—confidently and quickly.

"I'd heard about it, then was doing some research about it online and discovered how easy it is to work with. With two children in tow when I go to the store, I don't have time to read labels closely. NuVal makes it quick and easy."

NuVal began as a joint venture in 2008 by Topco Associates and Griffin Hospital based in Braintree, Maryland. Programs have been developed for retailers and manufacturers, including Hy-Vee, to make shopping for nutritious foods easier.

"NuVal was created specifically to answer the rising tide of health problems, such as obesity and heart disease, in Americans," says Annette Maggi, NuVal's senior nutritionist. "We have more nutrition information at our fingertips than ever before, but as a nation, we're unhealthier than ever. Confusion is the issue—consumers don't know how to make sense of confusing nutrition fact panels, ingredient lists, and other package labeling that call out certain attributes yet ignore others. With NuVal, consumers can deal simply with one number between 1 and 100." NuVal has rated more than 30,000 products so far; the resulting scores are shown on the shelf tags near the items.

The NuVal system measures nutrient density, examining more than 30 nutrients considered to be healthful—such as fiber, folate and vitamins. Those nutrients are rated along with less nutrient-rich ingredients, such as sugar, sodium and trans fats. First, nutrients provided are measured to calories. Salmon, for example, has plenty of omega-3 fatty acids to protect against heart disease, little saturated fat and sodium, no trans fats and plenty of potassium and protein. A four-ounce serving, with all those benefits, has only 165 calories. Salmon, at 82, is high scoring especially in the seafood category.

Some food rating systems, sponsored by food companies, allow for potential bias. David Katz, former director of medical studies in public health at the Yale School of Medicine, however, deliberately designed NuVal outside the food industry to keep the system objective and independent.

This system is easy to learn. Angela's five-year-old, Kayden, likes to find big numbers. "We've been working with Kayden on learning numbers, so this has multiple benefits," Angela says. As Kayden locates numbers, he also has fun choosing good food. "He may not always want the foods with high numbers. He still likes sugary snacks, like other kids, and I don't mind giving him snacks every once in a while, but at least he's learning the difference."

Cereal scores are especially intriguing to Angela. "I just assumed that the cereals he likes would be high in calories and full of sugar. Surprisingly we found some that rate well are his favorites, such as Honey Nut Cheerios, which scores 28."





DIETITIAN SERVICES

Did you know that you can get one-on-one nutritional counseling right in your neighborhood Hy-Vee store?

Anne Cundiff, R.D., L.D. is a certified wellness coach at the Fleur Drive store in Des Moines. "We're here for our customers to help them make healthy decisions in the place where it has the most impact on their daily eating habits—the grocery store."

Cundiff says she is beginning to see more clients individually, and that she also gets out in the aisles often to interact with customers and help them navigate the NuVal system.

Julie Gieseman, R.D., L.D., C.D.E. (certified diabetes educator) is at the Valley West store in West Des Moines, Iowa. Her services include individual nutrition counseling, weight loss programs and personal shopping tours. A recent scheduled store tour focused on identifying the best choices for diabetics. The NuVal system is explained in tours and in counseling sessions.

"I show customers how to make the best choice within a food category. Sometimes claims on food packaging can lead to wrong choices. People hear that they should eat more whole grains, they go to the bread aisle and look at the labels, which can be misleading. The NuVal system helps clear up confusion."

If you are interested in scheduling an appointment with a Hy-Vee dietitian you can go to www.hy-vee.com, click on Find a Dietitian, and locate a store that offers the services you are looking for. If you don't have access to a computer, simply stop at the customer service counter at your neighborhood Hy-Vee and ask to set up an appointment.

"Or ask any employee in the aisles," Gieseman says. "They all know how to access our schedules and can help set up something." Services vary among stores, so check with your nearest store to see which services are available. Some Hy-Vee dietitian services are free, others require a fee.



ELITE 100 NUVAL FOODS

In the NuVal Rating system, in which scores range from 1 to 100, Hy-Vee nutritionists advise to compare scores within a category rather than, for example, fresh vegetables to cereals. "You won't find 100 in every aisle," says Anne Cundiff, R.D., L.D., certified wellness coach at the Fleur Drive Hy-Vee in Des Moines. "One hundred is the highest, but the system doesn't allow for adding for a daily goal," she says.

Heather Illg, R.D., L.D., at the Urbandale and Johnston, Iowa, Hy-Vee stores, shows customers how to compare foods within a category. "For example, in soups, you may be surprised that an old standby, such as tomato soup, scores low because of the high sodium, she says. "To find a better choice, a higher number, in the soup category, look for broth-based, low-sodium options with vegetables and whole grains, such as rice or barley."

In every category, Illg advises, try to trade up. With bread, for example, where a range between 25 and 35 is good, look for fiber and whole grains. Low-calorie (light) breads score higher

because NuVal measures the most nutrition for the least amount of calories. Some white bread scores relatively high because nutrients are added. Note that canned and frozen green beans score as high as fresh. "As long as no salt or other ingredient is added—green beans score 100," says Annette Maggi, NuVal's senior nutritionist. "Canning or freezing do not lower nutrition value; added salt or a high-calorie sauce would affect the score."

SOME FOODS THAT SCORE 100:

- Apricots
- Asparagus
- Blueberries
- Broccoli
- Kiwifruit
- Lettuce (green leaf, red leaf and Romaine)
- Oranges
- Hodgson Mill Unprocessed Wheat Bran
- Birds Eye Frozen Chopped Spinach
- Birds Eye Frozen Tender Broccoli
- Green Giant Frozen Cut Green Beans
- Del Monte Fresh Cut French-Style green beans
(no salt added)

Previously Frozen Ahi Tuna Steaks per lb. \$7.99



Tender Green Asparagus per lb. \$2.48



Celestial Seasonings Tea: selected varieties 18, 20 or 40 ct. 2/\$5.00



General Mills Cereals: selected varieties 10.9 to 18 oz. \$2.98



Horizon Organic Milk: selected varieties 64 oz. \$3.99



Dole Fresh Cut Veggies: selected varieties 12 oz. 3/\$5.00



8th Continent Soymilk: selected varieties 64 oz. \$2.67

Shopping by the numbers.TM

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43290
Item price
3.79
NuValTM Score
91
HYVEE

The higher the NuValTM Score, the better the nutrition. nuval.com

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Hy-Vee
EMPLOYEES OWNED

THE THRILL



SO YONG NEWMAN,
Novice Triathlete:

"Triathlon is part of a lifestyle
that has empowered me to
live healthier and go beyond
what I thought possible."

OF THE RACE

Nearly a million people each year participate in multisport events that range from sprint distance triathlons to such well-known races as the Ironman. It's no different in the Midwest, where this multisport challenge has become extremely popular. Athletes at nearly every fitness level compete in triathlons yearly, proving to themselves that when they commit their minds and bodies, anything is possible.

TEXT JENNY WEBER AND PEG SMITH PHOTOGRAPHY TOBIN BENNETT AND STEVE FRY

In the dawn of a warm summer morning, So Yong Newman set off to finish her first Hy-Vee Triathlon. Along with 1,600 age group athletes from 43 states, she swam, biked and ran her way to the finish line of the fastest-growing participatory sport on the planet.

For this 43-year-old salon owner from Clive, Iowa, and mother of three, triathlon has become part of her life. Encouraged by family, she entered the 2008 Hy-Vee Triathlon as part of a relay team, finishing the bike portion, and she was hooked. "I love the energy and all the encouraging spectators, volunteers and athletes out there," says So Yong.

Overcoming her fear of open water, So Yong learned to swim just 8 weeks before her first sprint distance event later that summer. Then she registered for the 2009 Hy-Vee Triathlon.

Walking to the starting chute at the third annual event last June, she smiled at her trainer and positioned herself at the back of the competitors. "I just kept telling myself, today's my day. If I can do it, anyone can do it!" So Yong finished the 1,500-meter swim, 40k bike and 10k run in just over three hours. The average finishing time: 2 hours 53 minutes 54 seconds.

HISTORY OF TRIATHLON

Roots of the sport can be traced to San Diego in the early 1970s, where a group of friends organized an unconventional competition. Mission Bay Triathlon welcomed 46 eager contenders on a cool September day for a 6-mile run, 5-mile ride and 500-yard swim. Triathlon was born.

Today triathlon is regarded as a multi-discipline sport involving continuous competition of swimming, cycling and running (in that order) of varying distances. Triathletes begin the competition on a beach. Depending on water temperature, they may wear wet suits for warmth and buoyancy.

Upon completion of the swim, competitors run from water's edge to "transition," where they quickly change from swimming to cycling gear, then exit the transition area for the bike portion

of the event. After the cycling course, athletes return to the transition area, throw off helmets and shoes, pull on running shoes and take off for the final leg of the competition.

Every weekend around the world, athletes gather to test their mettle. From races with 100 participants to large events (such as the Hy-Vee Triathlon with nearly 3,000), competitors enter as individuals or in two- or three-person relay teams.

At the 2000 Olympic Games in Sydney, Australia, triathlon debuted as an official Olympic sport. Competitors swam 1,500 meters, cycled 40 kilometers (24.9 miles) and ran 10 kilometers (6.2 miles). Professional triathlete and Olympian Sarah Haskins remembers watching the event as a college freshman, thinking she could swim 1,500 meters and run a 10k in about the same time. Her dream was met when she represented the United States in 2008 as part of the U.S. Olympic Triathlon Team.

Since that time the sport has seen tremendous growth. USA Triathlon, the national governing body, estimates that nearly one million U.S. athletes participate in triathlon annually.

MAKING LIVES EASIER, HEALTHIER, HAPPIER

In 2006, the Des Moines Triathlon Club presented the idea of hosting a triathlon to Hy-Vee management. A year and a half later, through much foresight, extensive efforts, planning and organization by Hy-Vee corporate staff, the world class Hy-Vee Triathlon debuted in Des Moines. The results of continued efforts and overcoming challenges is evident. Now in its fourth year, the Hy-Vee Triathlon has quickly become recognized as a world-class race. The 2007 event was one of few International Triathlon Union (ITU) World Cups held in North America; the 2008 Hy-Vee Triathlon was an Olympic-qualifying event; and the 2009 Hy-Vee Triathlon, hosting ITU Team World Championships, grew to an all-time high in participation of amateurs, age group relays, youth, juniors and professionals.

An ITU World Cup race is different from typical triathlons in the U.S.—the action is fast and furious all the way to the



finish. The world cup race in West Des Moines features a multi-lap bike course and run course, giving spectators a great opportunity to see triathletes in action.

The Hy-Vee Triathlon delivers one of the most thrilling race experiences as well as the largest professional ITU World Cup prize purse of one million dollars. "It's the Super Bowl of triathlon, the Masters of golf," according to professional triathlete and three-time Olympian Hunter Kemper. The vibrant blue-carpeted finish line with flags representing countries around the world, the live broadcast flashing across the jumbotron, hundreds of fans in the covered stadium and the amazing hospitality—all combine to make this event a favorite among participants.

"Hy-Vee has uplifted the sport of triathlon. They have created a corporate culture of health and well-being and they are visionaries by hosting a world class event with an

HUNTER KEMPER, professional triathlete and three-time Olympian, says, "Hy-Vee's vision has uplifted the sport of triathlon by providing a top-notch event with an international audience. In no other place in the world am I treated as well as in Iowa, from start to finish line. It's truly an honor to take part."

international audience." Kemper adds, "I encourage everyone to get involved, as a volunteer, an athlete or a spectator. It's filled with something for everyone."

In 2010, Hy-Vee Triathlon returns to Blue Heron Lake at Raccoon River Park in West Des Moines on June 12 and 13. Saturday events begin with a kids' race. The Sunday morning amateur Olympic Distance age group race will be followed by the Hy-Vee World Cup professional race that afternoon. And radiating through this multi-generational event, the mission statement for Hy-Vee, "Making Lives Easier, Healthier, Happier" will ring true, inspiring everyone present.

In the 7- to 12-year range last year, Hunter Jackson was one of 600 kids to cross the finish line (up from 130 in 2007). This determined 9-year-old from Urbandale, Iowa, got involved after watching his older cousin compete. "I had so much fun. I just kept telling myself I think I can. And I did it!" he says. Hunter's winter training should prepare him to place in the top 10 of this year's event. His advice: "Practice every day, eat good food, get your sleep and keep believing in yourself."

JJ Bailey, 35, an elite amateur from Des Moines, who appreciates being able to sleep in his own bed before the multisport event, says, "It is such a thrill to compete against top athletes from around the U.S. and the world in my hometown." JJ went on to finish fourth overall at Hy-Vee before going on to

CARMICHAEL TRAINING SYSTEM

As a triathlon trainer for Carmichael Training Systems (CTS) for six years, Nicholas White shares what he's learned over the years.

KNOW THE COURSE

It's a huge confidence builder to be familiar with the course. You'll avoid taking wrong turns or being surprised by a scary descent or stretch of gravel. When running, swimming and riding the courses are options, do it; otherwise go online and print out course maps, study them and imagine the course as you train. Be aware

that last-minute adjustments occur. Having a trainer who is a former competitive athlete is a benefit. From racing and coaching, CTS trainers provide athletes with race details or contact knowledgeable colleagues around the country for advice.

PRACTICE TRANSITIONING

During the weeks and months before the race, plan your transition area. Arrange bike, shoes, helmet, and gear—then practice transitioning between events. Focus specifically on bike

set up, removing the wet suit, running from transition area with the bike, getting on and off the bike, and getting into running gear. Make the best use of time and space.

PACE EVENLY

Many athletes work too hard at the beginning of an event then fade and suffer through to the finish. To determine effort levels, CTS trainers measure power and speed and apply training experience for perceived exertion. As you train, strive for steady effort from start to finish.

the World ITU Age Group Championships last summer to win his age group in Gold Coast, Australia. "I was very relaxed on the morning of the Hy-Vee Triathlon. A benefit of having done numerous large-scale races is that you adapt to the unexpected and manage the unproductive versus the productive emotional levels. This adds up to how I feel on race morning, and I had these going for me with Hy-Vee in my hometown."

Athletes who are committed to training for multisports are generally motivated to maintain overall physical fitness and to eat extremely nutritious diets to nourish their bodies. They also enjoy a camaraderie with other athletes in a social atmosphere in which lifelong friendships are forged.

The combination of multisport activities, as compared to training for single sports or events, conditions the entire body, building all-over strength to prevent injury, while allowing some muscles recovery time as others are being pushed. Training, therefore, is also more complicated than for a single event. Planning training sessions, charting progress, working with coaches, trainers and other triathletes, and learning about equipment and courses provides athletes the confidence to succeed. From novice to professional athletes, it's important to assess goals and fitness levels, have a realistic well-planned training schedule (including rest periods), and learn how to avoid injury. And it's important that the training be enjoyable.

For athletes who are intrigued by triathlon and want to get in shape, on the course and to the finish line, there are numerous books and resources available. Check with local trainers or coaches and other athletes who have been involved. For more information, visit www.hy-veetriathlon.com, www.trifind.com, and www.flatlandseries.com.



HUNTER JACKSON, Hy-Vee Youth Triathlon Finisher: "You have to practice every day, eat good food, get your sleep and keep believing in yourself!"



JJ BAILEY, 2009 4th Place Hy-Vee Triathlon Age Group Finisher: "Triathlon has a great appeal in that the suffering, the success or the failure is yours and yours alone. You put together a plan, listen to your body and let 'er rip."



SARAH HASKINS, Professional Triathlete and Olympian: "Advice for newbies: Don't do too much too soon. Be sure to keep balance in your family, friends, work and down time. Don't let the balance topple. Most of all—have fun!"



Stop at nothing to ensure healthful practices in all areas of life—not just physical fitness. Keep your hygiene in shape with Softsoap hand soaps, Total toothpastes and other trusted Colgate products.

Soft Soap Liquid Hand Soap: selected varieties 8.5 oz. 2/\$4.00

Total Toothpaste: selected varieties 4.6 to 7.2 oz. or Brushes 1 ct. \$2.77



Check out some triathlon gear

Choosing triathlon gear from the huge selection available may seem daunting. When you're ready to make a wish list, here are a few of the choices—from essentials to extras—to help you get familiar with what to look for.

SWIM GEAR



SWIM CAP Wrinkle-Free Silicone Cap

Round wrinkle-free design for snug fit and reduced drag. Nonslip interior, tear-resistant and easy to slip on.

GOOGLES TYR Tracer Ti Metalized Swim Goggles

Super-soft silicone gaskets keep water out. The nose bridge, available in five sizes, accommodates nose shapes and sizes.

WET SUIT 2XU Comp 2 Wet Suit

For speed, buoyancy and drag resistance this suit, with flexible underarm panel, provides unrestricted range of arm movement.

BIKING GEAR

HELMET Louis Garneau Superleggra Aero Helmet

Aerodynamic teardrop shape plus dimpled front slice valuable seconds from the ride. Quick-release chinstrap adjusts for fit.

HYDRATION CARRIER

Xlab Deluxe Carbon Sonic Wing Water Bottle Cage

Wind-tunnel proven to be the most aerodynamic and versatile.



RUNNING GEAR



TRANSITION BAG

Louis Garneau Race Day Backpack

Ergonomical, expandable mesh pockets to hold 800-ml water bottles, buckled adjustable flap for helmet, wetsuit and towel storage.

RACE BELT

Tyr Race Belt One-size-fits-all elastic belt with buttons to attach race bib.

SHOES

Zoot Ultra Race 2.0 Shoes Fast-drying, antimicrobial interior to combat moisture, odor and blisters and to wear sans socks. Pull on fast with Quick-Lace system and heel tab.

BIKE

Cervelo P3 Frame Strong, aerodynamic lightweight carbon fiber frame for power transfer and handling.

AERO-BARS

Zipp Vuka Aero-bars Full carbon integrated to optimize aerodynamics. Allows widest possible range of adjustment for comfort and speed.

WHEELS

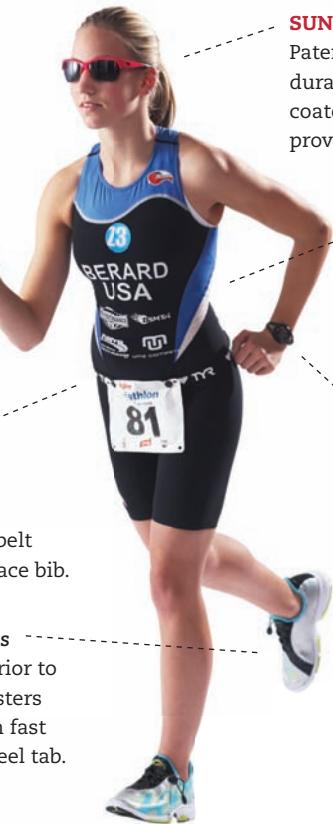
Zipp Racing Wheels Extra-deep carbon fiber wheel rims and dimpled surface for speed.

REAR WHEEL

Zipp Super-9 Disc Wheel For full-throttle power, tires up to 23 mm, with ample chainstay clearance for tight aero frames.

SHOES

Specialized Trivent Carbon Fiber Triathlon Shoes Pull on quickly with shoehorn-style tab and wide strap. Carbon/glass fiber reinforced outsole transfers power to pedal and mesh upper provides maximum ventilation.



SUNGASSES

Oakley Commit Glasses Patented O Matter for lightweight durability. Impact-resistant lenses are coated to prevent water streaks while providing clarity.

RACING SUIT

Kiwami Amphibian Trisuit Comfortable, anatomical cut for flexibility and high-performance. Looks and feels good, while minimizing drag.

WATCH

Timex Ironman Watch Durable aerodynamic design with memory to track workouts, lap splits, averages, fastest and totals.



GPS

Garmin Edge 705 Cycle Computer Wireless, color display power data cycle computers show heart rate, cadence and turn-by-turn directions.



Training hits your body hard. For relief from the aches and soreness that follow a great workout, trust Bayer Aspirin. Its many varieties can handle everything from daily heart maintenance to your toughest pain—so you don't have to. Consult your doctor before starting an aspirin regimen, as it is not appropriate for everyone.

Bayer Aspirin: selected varieties
24 to 72 ct. 2/\$4.00

One-A-Day: selected varieties
12 to 120 ct. \$6.54





Change Your Life

Fresher, more flavorful—and more available than ever—organic and natural products are in almost every aisle. With help from Hy-Vee, you can make the transition to new favorite foods while restocking your shelves.

TEXT DEBRA LANDWEHR ENGLE PHOTOGRAPHY CAMERON SADEGHPOUR

Not long ago, many organic and natural foods were stocked only in health food stores or in remote locations of large supermarkets. And likely, many of those hard-to-reach choices also had out-of-reach prices. Today, as more consumers understand the flavor and health benefits of natural and organic, the demand has increased and there's more variety than ever.

The distinctions between organic and natural are easy to understand.

- Certified Organic is reserved for foods grown or produced without chemicals, including herbicides and fertilizers in crops and hormones or antibiotics in animals. Organic products also are raised using sustainable farming methods.
- Natural describes foods that are minimally processed with limited refined ingredients. They're free of artificial ingredients, colors, preservatives and other unnatural chemicals, and they're responsibly produced and packaged.

Many consumers choose organic and natural foods because of the taste, says Beth Pohlman, registered dietitian for Hy-Vee, Altoona, Iowa. "The biggest comment I hear," she says, "is that people can tell the difference in freshness and in flavor."

Health benefits play a role too. Studies indicate that organic crops more often have higher nutrient content than conventionally grown crops. Some people believe that organic food is safer because it's free of chemicals. And organic milk is shown to have higher levels of vitamins, antioxidants and a healthful fat, which could lead to lower risks for cancer and heart disease.

Organic and natural foods can be found in every category, from fresh produce, dairy and meats to canned and frozen foods and dry packaged grains, beans and cereal. If you choose, you can restock your kitchen entirely with new products that can possibly impact your health and the environment.

One way to make that change, says Pohlman, is to start entirely fresh—make the change immediate. Clean out your pantry and cabinets, donating everything that's usable to a food pantry. Then shop to replace by buying only natural and organic.

Another approach is to make the change gradually while keeping within your budget. "As items are used and need to be replaced, stock up on the newer versions," Pohlman says. "Start with a basic list of essentials and switch things out as you go."

Going natural also means cooking and baking more from scratch. With the diversity of grains, flours and dry ingredients stocked on shelves, you can cook and bake with all-natural and organic foods. If you're concerned about the quality of whole wheat flour, for example, Pohlman suggests trying an organic version, grown and processed without added chemicals or ingredients.

Pohlman says it's easy to adapt your favorite recipes using natural and organic foods. In most cases, it's a matter of substituting ingredient for ingredient, with no change in amounts or cook time. If you have questions, look for recipes that use all natural ingredients and compare to familiar recipes.

When there really is little time to cook a meal, make use of the vast selections of on-the-go natural and organic foods. From snacks and juices to entrées, choices are abundant, quality and taste are high, and prices may be only slightly higher. Although much higher priced in the recent past, many natural and organic foods are priced similarly to comparable foods. In the HealthMarket aisles of Hy-Vee, customers find lower prices than at specialty stores, and one-stop shopping is always a bonus.

An unexpected benefit of natural and organic foods, Pohlman says, is that they may extend your list of favorite foods. "Even if you didn't like certain fruits and vegetables before, organic versions may awaken your taste buds and you'll find a new favorite."

CRANBERRY WALNUT BARS

Chewy and moist, these gluten-free bars are easy-to-make and store nicely in the freezer for quick snacks.

Starting with the Full Circle cookie baking mix, stir in healthful additions such as cranberries and walnuts. In return you will get a great bar perfect for an on-the-go boost.

Serves 24.

**1/2 cup organic applesauce
2 Hy-Vee large eggs
2 tablespoons water
1 (22 oz.) package Full Circle cookie mix
3/4 cup Hy-Vee dried cranberries
1/2 cup Hy-Vee English walnut pieces**

Preheat the oven to 350°F. Lightly coat a 9x13-inch baking pan with nonstick cooking spray; set aside.

Combine applesauce, eggs and water in a large bowl. Add the cookie mix and blend well. Stir in cranberries and walnut pieces.

Spread cookie dough in the prepared pan and bake for 30 minutes or until cookies are light golden brown.

Nutrition Facts: 120 calories, 2 g fat, 0 g saturated fat, 0 g trans fat, 20 mg cholesterol, 90 mg sodium, 25 g carbohydrates, 1 g fiber, 3 g sugar, 1 g protein. Daily values: 0% vitamin A, 2% vitamin C, 0% calcium, 0% iron.



GO FULL CIRCLE

To make organic products more accessible to customers, Hy-Vee offers its private brand, Full Circle, which features 100% natural and/or organic foods.

"Private brands typically are lower in cost," says registered dietitian Beth Pohlman, "and Full Circle is the Hy-Vee organic brand. It includes fresh produce, plus cereals, crackers, soups, cookies and other shelf-stable items."

According to Pohlman, Full Circle items are minimally processed and free of additives, artificial colors and artificial ingredients. The natural flavors are more likely to emerge.

Ingredients in the packaged foods might include evaporated cane juice rather than refined sugar, butter in place of margarine, and unbleached flour instead of processed flour.

Individual items offer specific benefits too. For example, the organic 100-calorie pouches of Chocolate Chip Wafers have no trans fats and are cholesterol free. Others, such as Chewy Trail Mix Bars and Organic Animal Cookies (original or chocolate) are low in sodium.

The many Full Circle snack items are healthful treats for the whole family, Pohlman says. All Natural Soy Crisps, for example, are low in calories and a good source of protein, fiber, soy and omega-3 fats.

With so many Full Circle items to choose from, plan to make favorite family recipes using mostly Full Circle products, such as Full Circle All-Natural Chili and Marinated Full Circle Salmon Steaks with Mango Relish. For easy-to-prepare recipes, visit www.fullcirclefoods.com.

WHAT'S NEW?

• **TEA** Choose from a variety of Full Circle teas, such as Blueberry Flavored Green Tea, Pomegranate Flavored White Tea and new caffeine-free Cranberry Flavored Herbal Tea with a delectable combination of hibiscus, rosehips, chamomile and orange peel.

• **SALAD** From 5-ounce to 16-ounce ready-to-serve bags, select fresh blends of organic Baby Arugula, Baby Romaine, Baby Spring Mix and Baby Spinach.

• **CROUTONS** Sprinkle salads and soups with a bit of crunch. Full Circle Organic Croutons are free of preservatives, have no cholesterol and zero trans fat.

• **MEAT** For all-natural, nitrate/nitrite-free meats, look for Full Circle Spiral Sliced Ham; Smoked Bacon; Italian, Chorizo, Kielbasa and Andouille sausages; Breakfast Links; Bratwurst and Hot Dogs.

• **POPCORN** With the addition of Organic Light Butter Microwave Popcorn and Organic No Salt/No Butter Microwave Popcorn, Full Circle now has four microwave popcorn flavors.

• **FRUIT STRIPS** For portable organic snacks with 100% of the daily requirement of vitamin C and only 45 calories per strip, choose from Pomegranate, Strawberry and Wild Berry. Look for these Full Circle items at Hy-Vee and watch for newcomers to the line.

FULL CIRCLE FAVORITES

- Baby food
- Beef, pork, poultry, seafood
- Butter
- Cereal
- Cookies
- Cranberry juice
- Diced tomatoes
- Dried beans
- Eggs
- Extra-virgin olive oil
- Instant oatmeal
- Ketchup
- Kidney beans
- Milk
- Pasta
- Pasta sauce
- Peanut butter
- Rice
- Salad dressing
- Tea
- Tomato sauce
- Vitamins, minerals, supplements



Full Circle Gluten Free Baking Mix: selected varieties 22 to 27 oz. \$4.99



PureVia All Natural Sweetener:
40 ct. \$2.77



Nugo "Natural" Bars: selected varieties 1 ct. 2/\$2.00



Melissa's Organic Tofu: extra firm,
firm or soft 18 oz. 2/\$4.00



Amy's Pizza: selected varieties
12 to 14.5 oz. \$5.99



Kidco Food Mill with Case
\$14.99



Hormel Natural Choice Lunchmeats or
Chicken Strips: selected varieties
6 to 12 oz. \$2.68



Land O Lakes Omega 3 or Natural Large
Eggs: 1 dozen \$1.69



SPINACH AND RED PEPPER LASAGNA

Bright color layers meld together in this updated spin on a homemade classic. Fire-roasted tomatoes and roasted red peppers pair with smooth cheeses and spinach in a dish both flavorful and healthful.

Serves 12.

- 1 tablespoon Grand Selections olive oil
- 1 small onion, finely chopped
- 3 large cloves garlic, finely chopped
- 1 teaspoon Hy-Vee oregano
- 1 teaspoon Hy-Vee basil
- 1 (14.5 oz.) can organic fire-roasted diced tomatoes, undrained
- 1 (28 oz.) can organic fire-roasted crushed tomatoes
- 2 (10 oz. each) packages organic frozen chopped spinach
- 1 (16 oz.) package silken tofu, drained*
- 1 (15 oz.) container organic part-skim ricotta cheese
- 1 HealthMarket large egg, beaten
- ½ cup grated Parmigiano-Reggiano cheese
- 1 (8 oz.) package HealthMarket mozzarella cheese, shredded, divided
- ¼ teaspoon kosher salt
- ¼ teaspoon freshly ground black pepper
- 9 uncooked Hy-Vee lasagna noodles
- 2 (12 oz. each) jars roasted red peppers, drained

To make tomato sauce, heat olive oil in a large saucepan over medium heat. Add onion and cook about 8 minutes, stirring occasionally, until very soft. Stir in garlic, oregano and basil and cook for 1 minute, stirring constantly. Add tomatoes and simmer for 10 minutes.

Cook spinach according to package directions; cool and squeeze out excess moisture. Set aside.

Crumble drained tofu into a large bowl. Stir in ricotta and egg until well combined. Stir in Parmigiano-Reggiano and 1½ cups mozzarella cheese. Stir in salt and pepper.

To assemble lasagna, cover bottom of a 13×9-inch baking dish with half the tomato sauce. Arrange 3 noodles on the sauce. Layer noodles with half the red bell peppers, then half the spinach. With the back of a spoon, gently spread half the cheese mixture on the spinach. Top with another layer of pasta, remaining peppers, spinach and cheese mixture. Layer remaining 3 noodles. Spread remaining tomato sauce on top. Cover the baking dish with aluminum foil.

Bake at 350°F for 1 hour. Uncover and evenly sprinkle remaining mozzarella. Bake about 15 minutes, until cheese is melted. Let stand for 15 minutes before serving.

*NOTE: To drain tofu, place it between layers of paper towels. Place a cutting board on paper towels, then a heavy skillet on cutting board. Let stand at least 15 minutes, up to 1 hour, replacing towels as they become soaked.

Nutrition facts per serving: 280 calories, 10 g fat, 5 g saturated fat, 0 g trans fat, 45 mg cholesterol, 680 mg sodium, 28 g carbohydrate, 3 g fiber, 7 g sugar, 18 g protein. Daily values: 70% vitamin A, 80% vitamin C, 35% calcium, 15% iron.

STOCK YOUR SHELVES NATURALLY

To find organic and natural products in your Hy-Vee store, check first in the HealthMarket section. Depending on your Hy-Vee, you'll likely find many organic products—including dairy, meat, produce, and frozen items—next to their traditional counterparts throughout the store.

Here are a few of the many companies and their quality organic and natural products. Plan to stock your pantry with these basics.

AMY'S Using natural food ingredients and traditional cooking methods, this company makes frozen pies and cakes, organic pizza and whole-meal convenience foods that taste like homemade.

BACK TO NATURE Satisfy a sweet tooth naturally with Honey Graham Sticks and Chocolate Chunk Cookies, fruit juices, pasta dinners, crackers and other wholesome foods. Some products are packaged in 100% recycled paperboard.

BERRES BROTHERS COFFEE ROASTERS Good beans, good brew. This company has a full line of organic beans and popular blends.

BOB'S RED MILL NATURAL FOODS Add flavor and texture to foods with all-natural and organic stone-ground flours, whole grains, beans, seeds, cereals, baking staples and more.

CASCADIAN FARM Started in Washington's North Cascade Mountains in 1972, this company produces cereals, chewy granola bars, frozen fruit, frozen vegetables, frozen potatoes, fruit spreads, juice concentrates and relish.

EVERGREEN WHEATGRASS JUICES Frozen wheatgrass juice, grown in its natural climate for high levels of vitamins, minerals and chlorophyll. Gluten free and safe for those with wheat allergies.

HEALTH VALLEY The company's soups, such as Organic Cream of Mushroom and Organic Italian Minestrone, contain 40% to 90% less sodium than some leading brands. Also find bars, cookies, and cereals—almost all with 70% to 100% organic ingredients.

THE FILLO FACTORY For convenience that results in gourmet-style baking treats, select from phyllo dough, pastry shells, hors d'oeuvres, appetizers, entrées and desserts.



Smart Chicken Boneless Chicken Thighs
per lb. \$3.99



Smart Chicken Fresh Whole Fryers
per lb. \$1.77



Smart Chicken Ground Chicken
16 oz. \$3.99



Smart Chicken Brats or Italian Sausage
20 oz. \$4.99

Smart Chicken, Smart Choice

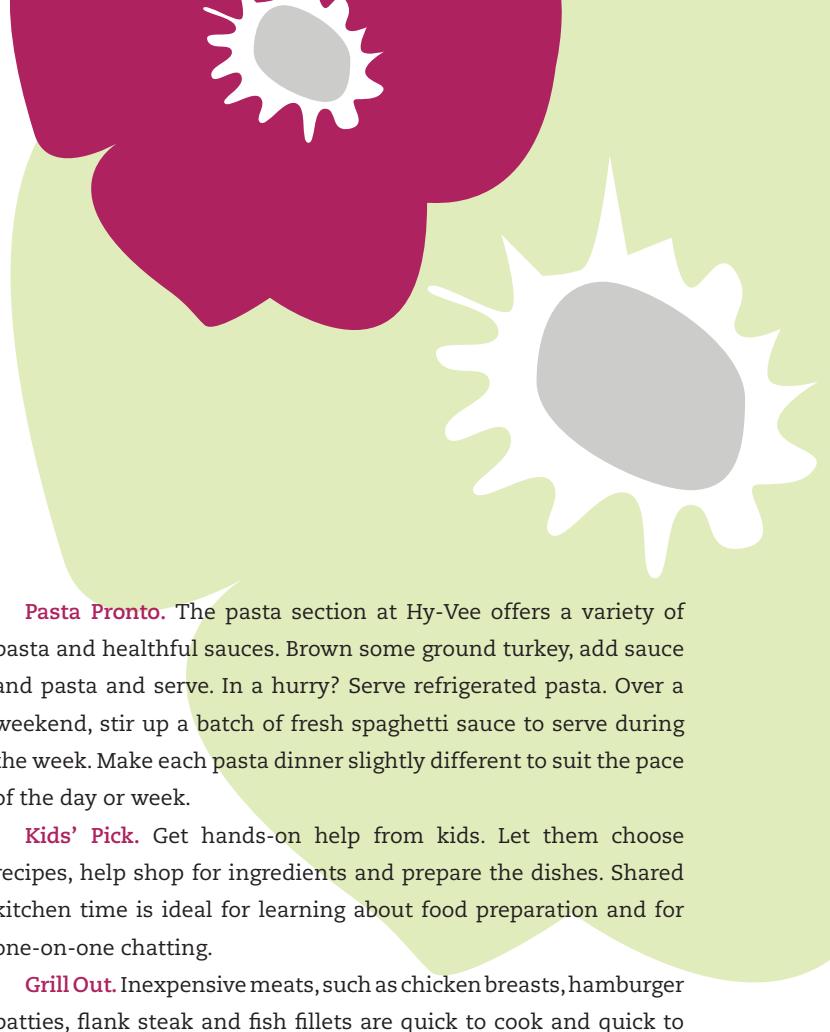
Smart Chicken handles every bird with care in every stage of production—from the free-range farms where they are raised to the production facility and beyond. The process has earned Smart Chicken products the Certified Humane designation. Choose from easy-to-prepare whole fryers, chicken breasts, even chicken bratwurst. Each is significantly lower in sodium than comparable products.

Smart Chicken Boneless Skinless Chicken Breast per lb. \$4.99



OFF THE MENU





Eating at home rather than going out to dinner offers several benefits and is easier than you think. Let Hy-Vee help you plan healthy family menus that go together quickly and with ease.

TEXT KRISTI THOMAS
PHOTOGRAPHY ANDY LYONS

Falling into the habit of eating dinner out or driving through the fast-food lane is easy to do. Especially when tired at the end of a hectic day. The thought of going to the store and picking up groceries for dinner, then having to make dinner once we get home, often feels overwhelming. However, eating out every night or taking home fast food sabotages your waistline and isn't good for your health in the long run. Healthful, family-appealing dinners can be a reality. With Hy-Vee on your side, home-cooked meals become much easier. All it takes is some planning and creativity.

EAT-AT-HOME APPEAL

In addition to costing less, meals at home are likely easier on the calorie budget. Hidden fat, sodium and calories in oversize portions make it hard to keep tabs on what and how much you eat. Preparing food and eating together at home also carves out precious family time, provides opportunities to try new cuisines, instills good eating habits and creates an opportunity to teach your kids to cook. You may even have a little chef in the making, due to your encouragement in the kitchen.

The time and effort in planning family menus and meals pay big dividends. If you set aside time each week for planning, nearly half the work is done. A weekend morning or one evening after dinner may be the best time for your weekly planning session. Clip and look for Hy-Vee weekly specials and coupons in newspapers or online at www.hy-vee.com. Check the Hy-Vee online Recipe Center for delicious inspirations. Go through cabinets and the pantry checking for foods to restock. Then make a shopping list (based on what's provided online) and shop for the entire week, eliminating unnecessary midweek trips to the store.

WEEKNIGHT FAVORITES

"It's Monday—pasta night!" Make planning easy and include a variety of dishes that everyone loves in a routine that you can count on. How about these suggestions?

Pasta Pronto. The pasta section at Hy-Vee offers a variety of pasta and healthful sauces. Brown some ground turkey, add sauce and pasta and serve. In a hurry? Serve refrigerated pasta. Over a weekend, stir up a batch of fresh spaghetti sauce to serve during the week. Make each pasta dinner slightly different to suit the pace of the day or week.

Kids' Pick. Get hands-on help from kids. Let them choose recipes, help shop for ingredients and prepare the dishes. Shared kitchen time is ideal for learning about food preparation and for one-on-one chatting.

Grill Out. Inexpensive meats, such as chicken breasts, hamburger patties, flank steak and fish fillets are quick to cook and quick to the table. For a colorful veggie, accompany meats with a packaged cut-up stir-fry mix cooked in a grill wok or wrapped in foil.

Slow and Savory Meals. Slow cookers are time-savers, budget-friendly and a healthful way to cook. Meats, such as shank, shoulder, round and rump, cook up tender with little to no fat added, and juices stay in the cooker rather than steam away. Soups and stews are full of well-blended flavors. Find recipes that can be assembled in the morning and left to cook all day, many providing enough for leftovers (another benefit). Check the Hy-Vee Recipe Center for Crock Pot/Slow Cooker recipe ideas.

Sandwiches Go Super. Stack up quick meals with bakery-fresh whole grain breads and deli meats and cheeses from Hy-Vee. Serve soups and salads alongside. See "Inventive Sandwiches," page 47.

Go Fish. The Hy-Vee Seafood Department has a variety of fish for grilling, broiling, baking or reheating. See "Succulent Scottish Salmon," pages 52-53. Fish and seafood are usually quick to fix and offer a variety of choices, such as tilapia tacos or salmon sandwiches. Steamed or microcooked veggies are good sides.

Asian or Italian Night. Hy-Vee offers healthful choices for the often necessary night off from cooking, when you can keep going while still eating well. Visit the Chinese Express or Italian Express counters, located right in the store for tasty choices. See "Choose Chinese" and "Fast Italian," pages 50-51.



90% Fresh Angus Ground Beef
per lb. \$3.88



Frito Lay Baked Products or Sun Chips:
selected varieties 9 to 11.5 oz. \$3.29



Blue Ribbon Beef Stew Meat
per lb. \$3.99



Smart Balance Margarine, Butter Blends or Heart Right Spreads: selected varieties 8 to 15 oz. or 2 pk. \$2.28



Daisy Brand Sour Cream: regular or light 24 oz. \$2.48



Local Grown Antibiotic Free Boneless Pork Chops 15 oz. \$6.00



Jimmy's Coleslaw Dressing: regular, pineapple or fat free 15 oz. \$3.49

MENU

MONDAY

French Dip
Coleslaw

TUESDAY

Whole Rotisserie Turkey Breast
Pasta Salad
Steamed Vegetables
Dinner Rolls

WEDNESDAY

Chinese Dinner for Four (includes appetizers, rice and fortune cookies)

THURSDAY

Monte Cristo
Broccoli Salad

FRIDAY

Pizza
Green Salad

SATURDAY

Bacon-Wrapped Sirloin Fillets
Sour Cream & Chive Baked Potatoes

SUNDAY

Salmon Fillets with Lemon and Dill
Spinach & Raspberry Salad

SHOPPING LIST

BAKERY

- Hoagies
- Dinner rolls
- Wholesome Harvest™ stone-ground wheat bread

GROCERY

- Hy-Vee bread crumbs
- Grand Selections olive oil
- Hy-Vee dill
- Hy-Vee raspberry preserves
- Hy-Vee brown sugar
- Salad dressing of choice
- Raspberry vinaigrette
- Hy-Vee honey mustard
- Hy-Vee Au Jus sauce mix
- Mrs. Dash Mesquite Grille Marinade
- 2-liter Coke product (free with pizza)

MEAT

- Emmber's Redi-Roast Deli Sliced Roast Beef
- Amana Natural Beef Bacon-Wrapped Sirloin Fillet
- Scottish Salmon Fillets

DELI

- DILUSSO® smoked ham
- DILUSSO® reduced-sodium turkey
- Hy-Vee Swiss cheese
- Reduced-fat sharp cheddar cheese

PRODUCE

- Green bell pepper
- Red bell pepper
- White onion
- Large sweet onion
- Red onion
- Fresh green beans
- Carrots
- Baking potatoes
- Fresh chives
- Fresh raspberries
- Lemon
- Earthbound Farms Baby Spinach
- Earthbound Farms Organic Spring Mix
- Dole Classic Cole Slaw
- Jimmy's Coleslaw Dressing

KITCHEN

- Hy-Vee Slow-Roasted Whole Rotisserie Turkey Breast
- Hy-Vee Pasta Salad
- Hy-Vee Broccoli Salad
- Hy-Vee Steamed Vegetables
- Hy-Vee Chinese Dinner for Four
- Hy-Vee 16" pizza

DAIRY

- Daisy sour cream



Slow Roasted Whole Rotisserie
Turkey Breast \$17.99 (side dishes not included)

VERSATILE TURKEY When you choose a rotisserie turkey breast from the Hy-Vee Kitchen, be assured that it is lean and healthful. Turkey has B vitamins, folic acid and protein. Served whole, it's a ready-to-go weeknight entrée. Leftovers are a delicious bonus. To eliminate calories from fat, remove the skin before serving or eating. For sandwiches, slice tender breast meat; to add it to casseroles or salads, chop or shred it.

HEART-HEALTHY MONTE CRISTO

Hearty stone-ground wheat bread surrounds colorful, crisp veggies and flavorful DILUSSO® meats and cheeses in this healthful sandwich. This version slashes the calories from the deep-fried diner version because it's made using a sandwich press or countertop grill. Serve it with a sweet side of raspberry preserves.

Serves 1.

- 2 teaspoons Hy-Vee honey mustard
- 2 slices Wholesome Harvest stone-ground wheat bread
- 1 (1 oz.) slice reduced-fat sharp cheddar cheese
- 2 red bell pepper slices
- 2 green bell pepper slices
- 2 red onion slices
- 1 oz. DILUSSO® smoked ham
- 1 oz. DILUSSO® reduced-sodium turkey
- 1 (1 oz.) slice Hy-Vee Swiss cheese
- Hy-Vee raspberry preserves, optional

Spread honey mustard on one side of each bread slice. Layer cheddar cheese, bell pepper, onion, ham, turkey and Swiss cheese on the

bread, mustard-side up. Top with remaining bread, mustard-side down.

Preheat a sandwich press or countertop grill to medium-high heat. Place the sandwich on grill and close the lid. Grill about 5 minutes or until cheeses are melted and the bread is browned. Serve with a side of raspberry preserves, if desired.

Nutrition facts per serving: 500 calories, 15 g fat, 5 g saturated fat, 0 g trans fat, 55 mg cholesterol, 700 mg sodium, 54 g carbohydrates, 7 g fiber, 6 g sugar, 38 g protein. Daily values: 8% vitamin A, 50% vitamin C, 35% calcium, 20% iron.

Wholesome Harvest Breads: selected varieties 24 to 33 oz. \$3.49

Whole Grain & Flaxseed Bread 20 oz. \$3.49

Whole Grain & Flaxseed Buns 8 ct. \$2.49



INVENTIVE SANDWICHES

Hy-Vee Bakery offers a wide selection of tasty sandwich breads and rolls. For the best nutrition, choose whole grain breads, such as Wholesome Harvest stone-ground wheat or Take & Bake Natural Whole Grain breads. High in fiber, protein, vitamins and antioxidants, whole grain breads contain the entire grain kernel (bran, germ and endosperm), which may protect against high blood pressure, high cholesterol, diabetes, obesity and cancer.

When choosing breads, read the label to make sure grain is listed first in the ingredients. Multigrain breads include a mix of grains, such as barley, brown rice, buckwheat, bulgur (cracked wheat), millet or oatmeal.

To make an outstanding sandwich, start with a custom spread to suit your taste buds. Stir one or more of these ingredients into light mayonnaise: chopped roasted red sweet

peppers, roasted garlic, snipped herbs, sesame oil, pesto, lemon pepper or smoked paprika. Fold the flavored mayo into chopped deli rotisserie chicken, hard-cooked eggs or ham. To make hot sandwiches, use a panini maker, a skillet or the broiler. Try these delicious combinations:

GRILLED VEGGIE SANDWICH Brush olive oil and balsamic vinegar on sliced red onion and zucchini. Grill until tender. Serve on grilled ciabatta rolls. Top with crumbled feta cheese and fresh basil leaves.

CHEESE AND GREEN CHILE SANDWICH Layer swirled rye-and-pumpernickel slices with reduced-fat Monterey Jack cheese, canned whole green chile peppers (blot dry with clean paper towels) and sliced black olives. Toast over low heat in a nonstick skillet. Carefully open the sandwich; spread on light mayonnaise and top with thin cucumber slices.

PITA BEEF-AND-PEPPER SANDWICH Stuff a whole wheat pita bread pocket with thinly sliced deli roast beef, roasted red sweet pepper strips, sliced reduced-fat Monterey Jack cheese and fresh spinach leaves. Dress with sauce of equal parts light mayonnaise, Dijon-style mustard and prepared horseradish.

SALMON-RANCH SANDWICH Spread whole wheat sandwich rolls with reduced-fat ranch-style salad dressing. Fill the rolls with flaked cooked salmon, tomato slices, shredded carrots and cucumber slices.

GRILLED CHEESE-AND-PEAR SANDWICH

Spread a slice of whole grain bread with fig or plum jam then layer a slice of Swiss cheese, thin pear slices and another slice of Swiss cheese. Grill the sandwich in a nonstick skillet over low heat until the bread is toasted and cheese is melted.



Cook's Center Cut Ham Steaks
per lb. \$2.99



Carl Buddig Lunch Meat: selected
varieties 8 or 10 oz. 2/\$4.00



El Monterey Entrees: selected
varieties 20 to 40 oz. \$5.99



Tyson Family Pack Chicken
Nuggets or Patties: selected
varieties 22.4, 28 or 32 oz. \$7.99

For a wholesome meal in minutes flat, stack Emmber's Redi-Roast Deli Sliced Roast Beef and slices of green peppers and onions in a hoagie bun. Stir up a simple au jus for dipping (available in mix form), and your family can enjoy a French Dip that's delicious for everyone and easy for the cook.



Emmbers Redi-Roast Deli Sliced
Roast Beef per lb. \$4.88



Amana Natural Beef Bacon Wrapped Sirloin Fillet 8 oz. 2/\$8.00

Amana Beef

Sold exclusively at Hy-Vee, Amana beef boasts 100% all natural, USDA Choice, upper Midwest grain-fed and raised beef. Not all beef can make the grade for Amana quality beef standards. Amana beef comes with 100% satisfaction guaranteed, assuring high-quality beef to serve your family. The beef is hand-selected specifically for Hy-Vee and hand cut by Hy-Vee meat specialists. Closely trimming the meat to $\frac{1}{8}$ inch of fat or less ensures that the meat is lean and healthful.

Amana beef must adhere to a strict corn diet in order to meet high marbling specifications for USDA Choice labeling standards. This high standard means Amana products are always juicy and flavorful. Take home a pot roast and cook it with vegetables for the ultimate in comfort food, grill mouthwatering steaks for a special dinner or thinly slice a steak for fajitas or a stir-fry for a budget-wise meal.

According to Jason Pride, Hy-Vee Meat and Deli Supervisor, requests for special orders and cuts are always welcome. Whatever Amana beef cut you choose, it fits perfectly with your goal to prepare healthful dinners for your family at home. Beef, a good source of protein, zinc, selenium, iron and B vitamins, is versatile and delicious.

BACON-WRAPPED SIRLOIN WITH VEGETABLES

Rich and juicy Amana sirloin sits atop a colorful, grilled medley of bright and healthful vegetables. Crown perfectly grilled beef with sweet brown-sugar onions.

Serves 4.

- 1 lb. carrots, peeled and thinly sliced diagonally
- $\frac{1}{2}$ lb. fresh green beans, ends removed
- 3 medium potatoes, thinly sliced diagonally
- 5 teaspoons Grand Selections olive oil, divided
- 4 ice cubes
- $\frac{1}{2}$ cup Mrs. Dash Mesquite Grille Marinade
- 4 (5 oz. each) Amana natural beef bacon-wrapped sirloin fillets
- $\frac{1}{2}$ a large sweet onion, thinly sliced
- 1 tablespoon Hy-Vee brown sugar

Prepare grill to medium-high heat.

Divide carrots, green beans and potatoes in four portions. Cut four sheets of foil large enough to wrap vegetable

portions; spray foil with nonstick cooking spray. Place vegetables on foil; top each with 1 teaspoon olive oil and 1 ice cube. Seal vegetables in foil. Grill for 35 to 45 minutes or until vegetables are crisp-tender.

Meanwhile, spread marinade on bacon-wrapped fillets; marinate for 10 minutes. Discard used marinade. Grill fillets for 10 to 12 minutes or until desired doneness.

Meanwhile, for caramelized onions, heat the remaining 1 teaspoon olive oil in a large sauté pan over medium heat. Add onions and brown sugar; cook, covered, for 15 to 20 minutes, stirring occasionally, until onions are caramelized and most of the liquid is evaporated. Remove from heat and set aside.

Top each fillet with caramelized onions and serve over one packet of grilled vegetables.

Nutrition facts: 630 calories, 30 g fat, 9 g saturated fat, 0 g trans fat, 75 mg cholesterol, 350 mg sodium, 51 g carbohydrates, 8 g fiber, 14 g sugar, 37 g protein. Daily values: 390% vitamin A, 50% vitamin C, 10% calcium, 25% iron.



Earthbound Farms Organic Salads:
selected varieties 1 lb. \$4.99



Blue Ribbon Boneless Beef Top Round Roast per lb. \$3.99



Hunt's Ketchup: 24 oz. \$1.00



La Choy: sauce, noodles or water chestnuts 5 to 10 oz. \$1.18



La Choy Bipacks: selected varieties 21 to 43.5 oz. 2/\$6.00



Palermo's Primo Thin or Hearth Pizza:
selected varieties 13.5 to 19.1 oz. \$3.99



Elite Essentials Kitchen Gadgets:
selected varieties 25% off



FAST ITALIAN Pizzeria-style gourmet and classic pizzas are made fresh daily in the Hy-Vee Kitchen. Ask for a specially prepared pizza piled high with body-smart veggies for a nutrition boost. The piping hot pizza can be ready when grocery shopping is finished, or you can call ahead for carryout. Other quick meals from the Kitchen include take-and-bake pizzas and delicious pastas. The extensive Kitchen menu makes it easy to eat fresh and nutritious foods even when you're too busy to cook.

Buy any 16" Pizza - Get (1) 2L Coke Free
Where applicable, customer must pay deposit.

CHOOSE CHINESE For wholesome food in a hurry, count on flavorful Chinese entrées and sides from Hy-Vee. Select from several delicious meal options, including such favorites as Chicken Lo Mein, Chicken with Broccoli, Szechuan Beef or Shrimp with Vegetables. Most dishes are stir-fried without oil, and a few boast well under 300 calories and less than 10 grams of fat per serving. For nutrition facts, go to www.hy-vee.com/helpful-ideas/chinese-express-nutrition-information.aspx.

Chinese Dinner for Four \$19.99





SALMON FILLETS WITH LEMON AND DILL

Fresh lemon zest and tangy dill lightly coat savory fillets of salmon, a fish that's rich in omega-3 fats. Quick prep and baking means this wonderfully flavorful entrée is deliciously ready to serve in minutes.

Scottish Salmon Fillets per lb. \$8.88

Serves 4 (1 fillet each).

1/4 cup Hy-Vee bread crumbs
Zest of 1/2 lemon
1/2 teaspoon kosher salt
1/4 teaspoon freshly ground Hy-Vee black pepper
1/4 teaspoon Hy-Vee dill
4 (4 oz. each) Scottish Salmon Fillets, skinned

Toss together bread crumbs, lemon zest, salt, pepper and dill in a shallow dish.

Lightly spray each salmon fillet with nonstick cooking spray and coat with breading.

Line a baking sheet with foil then spray the foil with nonstick cooking spray. Place the fillets on the foil.

Bake salmon fillets at 400°F for 10 to 15 minutes, depending on desired doneness.

Nutrition facts per serving: 190 calories, 8 g fat, 1 g saturated fat, 0 g trans fat, 60 mg cholesterol, 390 mg sodium, 6 g carbohydrates, 0 g fiber, 0 g sugar, 24 g protein. Daily Values: 2% vitamin A, 4% vitamin C, 2% calcium, 8% iron.

Succulent Scottish Salmon

Beautiful and pristine, the ocean waters found at the junction of the North Sea and the Atlantic Ocean off the shores of Northern Scotland and the Shetland Islands produce some of the most taste-pleasing fish in the world. The highly oxygenated deep water featuring strong currents forms the ideal natural environment for salmon, eliminating the need for antibiotics, therapeutic agents and chemical support systems common in other farm-raised fish. It is in this environment that Hy-Vee's Black Pearl Scottish Salmon is produced. Add to this the stringent techniques used in Scottish salmon farming and it's clear why Black Pearl Scottish Salmon is a winner for salmon lovers and the environment.

NATURAL BEGINNINGS

Clean, fast moving, deep waters are critical to this salmon's high quality. Equally important is the nutritious feed on which the salmon is raised. Only 100% pure marine oil (no vegetable substitutes) obtained from sustainable fish stocks in order to mimic the wild salmon's natural diet are used, and the result is a potent omega-3 fatty acid content in the fish.

Black Pearl Scottish Salmon is certified by The International Organization for Standardization (ISO 14001) ensuring compliance to the highest environmental management system standards and practices. In addition, feed content and farm management practices are certified by Label Rouge, the benchmark recognized for quality and nutritional value.

To guarantee the fish is as fresh as possible when it arrives in stores, it is live-harvested, processed and delivered to Hy-Vee markets within three days of being caught. Hy-Vee voluntarily employs a full-time U.S. Department of Commerce (USDC) seafood inspector to verify the freshness and quality of these and many more products for your family.

HEALTH BENEFITS

Jason Pride, Hy-Vee Meat and Deli Supervisor, says this salmon has a wonderful natural flavor that is clean, pure and buttery sweet.

The distinct, memorable taste comes with salmon's added benefits of being low in saturated fats, trans-fatty acids and calories and high in protein.

The American Heart Association has long recommended that people eat fish rich in omega-3 fatty acids at least twice a week. Fish that contain a high amount of fat, including salmon, claim the most health benefits. This is because the fat in fish is mostly polyunsaturated and monounsaturated rather than saturated, a less healthy fat found in some meat.

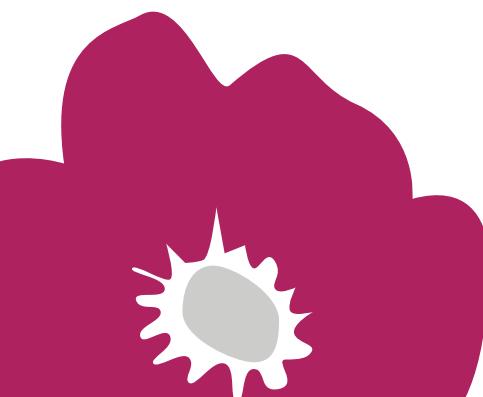
Salmon stands apart from other fish because it is rich in omega-3 fatty acids, which may have the ability to reduce blood clots, lower blood cholesterol levels and reduce risks for heart disease. In addition, omega-3 fat is credited with reducing inflammation in the body, a condition blamed for causing many health problems, including heart disease, diabetes, arthritis and some types of cancers.

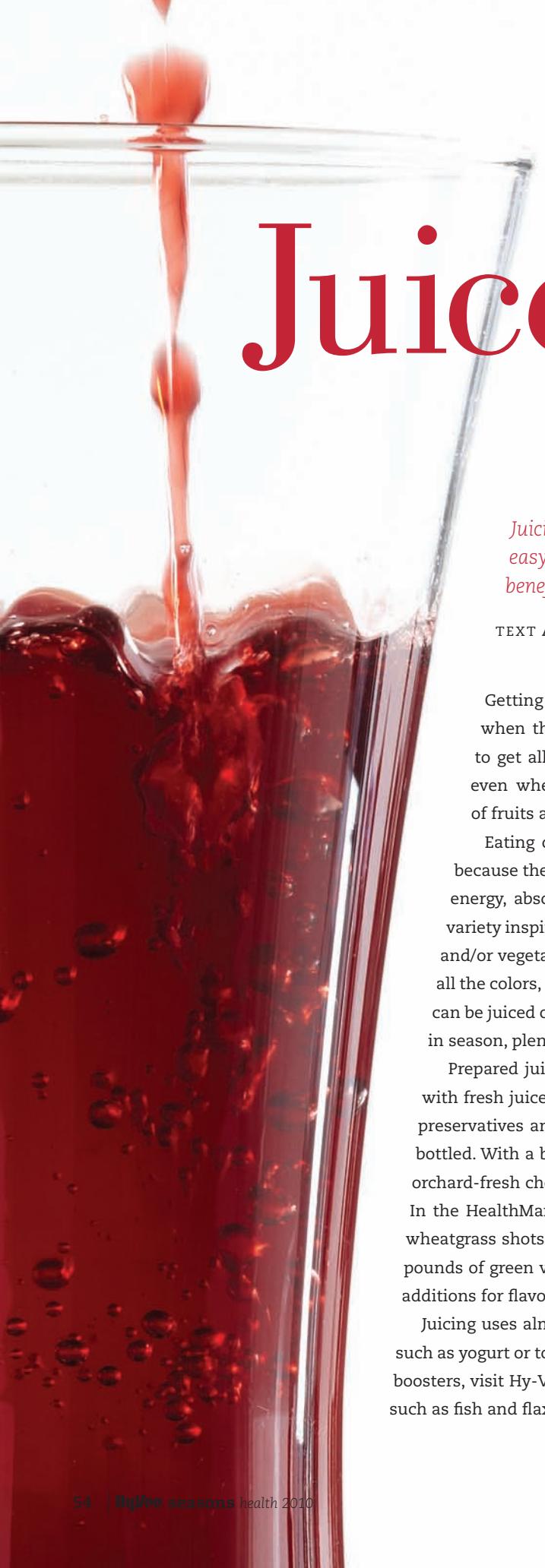
Salmon is a rich source of magnesium and calcium, vitamin B12 and vitamin B6, and it supplies a full day's requirement of vitamin D, which experts believe our population lacks in sufficient quantity. The natural pink color of salmon shows it is a rich source of the naturally occurring astaxanthin carotenoid, which is in the same family of nutrients as vitamin A.

ENDLESS POSSIBILITIES

Grill, smoke, bake, steam, poach, roast, sear or broil—no matter how you serve it, salmon is delicious. Consider using fillets in ginger stir-fried salmon, salmon fettuccine Alfredo, smoked salmon enchiladas, salmon chili, Cajun-blackened salmon or grilled salmon with strawberry salsa. Look for recipes in favorite cookbooks or online.

Plan to serve Black Pearl Scottish Salmon often. After purchasing, store it in the coldest part of your refrigerator until you are ready to use it (cook within two days of purchase). Follow cooking instructions in recipe. Salmon will change from an uncooked pink to an opaque pink when cooked.





Juice for Life

Juicing fresh fruits and vegetables—from a single item to a medley—is an easy way to sip into good health. A little fresh juice goes a long way in benefitting your body with vitamins, minerals and nutrients.

TEXT ALLAN DEAN PHOTOGRAPHY ADAM ALBRIGHT

Getting a whole day's supply of fresh fruits and vegetables is often overlooked, especially when the foods require time-consuming preparation. Juicing, however, is a fast method to get all the healthful vitamins and nutrients that these foods provide. You can eat well even when you're too busy to sit down to dine on the recommended daily allowances of fruits and veggies.

Eating or drinking food in its most natural state means that nutrients stay intact. And because the natural enzymes and nutrients are easily digestible, they go to work fast providing energy, absorbing into cells and protecting against illness and disease. Let color, taste and variety inspire your first combinations. Begin with favorite fruits, then try combinations of fruits and/or vegetables. For inspiration, visit the produce section at your local Hy-Vee store to take in all the colors, aromas, sizes and shapes of these good-for-you foods. Almost any fruit or vegetable can be juiced or pureed, as long as it's fresh. A good time to juice is when fruits and vegetables are in season, plentiful and at their lowest cost.

Prepared juices, quick and ready to drink, are a great nutrition boost, and they can be mixed with fresh juices to create custom blends. Nature Blessed Cherry Concentrate has no additives or preservatives and contains berries that have been picked, quickly processed and bottled. With a bit of sassy taste, this juice works as a pleasant base to add rich orchard-fresh cherry flavor that blends well with other fruit or vegetable juices. In the HealthMarket and organic sections, find wheatgrass juice and frozen wheatgrass shots, a super food so nutritious that just 1 ounce is equal to 2½ pounds of green vegetables. Spices, such as cinnamon and nutmeg, are good additions for flavor and complexity.

Juicing uses almost the entire fruit, except bitter peels and seeds. Add-ins, such as yogurt or tofu, bulk up the beverages to make them hearty. For nutrition boosters, visit Hy-Vee for raw nuts and seeds, grains or healthful omega-3 oils, such as fish and flaxseed oils.

Nature Blessed Cherry Concentrate: 1 qt. \$19.99



FARMER'S MARKET JUICE

Bursting with fresh flavors and wholesome goodness, vegetables should become part of your juicing routine. Starring the red pepper, this deep in tone and sweet to taste juice is full of vitamin C.

1 red bell pepper

1 tomato

1 stalk of celery

1 carrot

Wash the vegetables. Remove the seeds from the pepper and the stem from the tomato. Peel or scrub the carrot. Cut vegetables in chunks. For tomato flavor, use approximately two parts tomato for each one part pepper, celery and carrots. Power juice until well-blended.

Dole Celery: 1 stalk \$0.98

Red Ripe Tomatoes per lb. \$1.28



A dynamic, high-contrast photograph showing a massive, translucent splash of orange juice erupting upwards and outwards from a juicer. The juice is bright yellow-orange and appears to be made from whole oranges. It's captured mid-motion, creating a sense of energy and freshness. In the background, a white Oster Citric Juicer is partially visible, with its dark circular juicing area prominent.

Oster

When making juice from whole fruits and vegetables the right juicer is important for the juice desired. For citrus juices, look for a juicer that is easy to clean and has slow motor speeds for the maximum amount of juice. The Oster Citric Juicer is a low-cost machine with reversible extraction method to maximize the amount of juice from each piece of fruit. To juice citrus fruits using the Oster Citric Juicer, cut the fruit in half and press fruit firmly on the reamer moving from side-to-side and gently squeezing. The built-in pitcher is easy to pour and great for immediate serving.

Power juicers, those capable of juicing bulky fruits and vegetables, such as apples and carrots, are great for advanced juicing. These juicers often can handle a whole or large piece of fibrous fruit or vegetable with little preparation. Depending on the machine, many handle cores and skin and the leftovers are collected in a separate bin and can be used for baked goods or thrown away.

To create your own power juice recipe, select a base fruit or vegetable and add other foods for flavor, color and variety.

Oster Juicer \$18.88

Texas Juice Oranges 5 lb. Bag \$2.88

Fruit Shooter Variations

For each variation, wash fruit. Remove seeds or peels as directed, and place in power juicer. Juice until liquefied, then pour into shot or juice glasses.

CHERRY-BERRY JUICE

2 tablespoons Nature Blessed Cherry Concentrate
12 oz. of water
¾ cup blueberries, rinsed
1 apple, washed, cored, cut in wedges and seeded

GREEN APPLE AND KIWI POPPER

2 kiwifruits, peeled
2 apples, cored, seeds removed and cut in wedges
1 tablespoon lemon juice

WATERMELON AND RASPBERRY JUICE

3 cups watermelon, rind removed, cubed and seeded
1 cup raspberries, rinsed and dried
1 tablespoon lemon juice

CANTALOUPE SURPRISE

4 cups of cantaloupe, rind removed, seeded and cubed
1 tablespoon lemon juice





Here's a simple recipe for a happier and healthier life: Set aside time for exercise and play. Find ways to turn family time into memorable moments while strengthening your muscles, brain power and relationships.

TEXT DEBRA LANDWEHR ENGLE PHOTOGRAPHY TOBIN BENNETT

It's game night with your family, and everyone has gathered around the table for a round of Monopoly. You're all buying and selling hotels, passing Go, and getting out of jail free. With conversation, good-natured teasing and a plateful of snacks, you're set to relax and forget the stress of the day. Best of all, you're doing something important—showing that you care for each other, gathering in the same place to share time together.

Play—whether it's a board game, sharing a hobby or biking and hiking together—reaps countless health benefits for everyone in the family.

Physical exercise, of course, is important for everyone of all ages. Studies show that elementary school students who experience more than 15 minutes of recess a day demonstrate better behavior than those who don't. And middle school students who are physically active perform better on tests.

The mental agility called on in games and puzzles contributes to brain health. For kids, the process of play builds imagination, social and communication skills and memory. For adults, mental exercise is good for keeping the brain sharp, strengthening the parts of the brain that are susceptible to decline over the years.

FAMILY FOCUS

Time together provides opportunities for the family to relax, let loose of day-to-day cares, share what's going on or worries, solve problems and strengthen relationships.

Are you wondering how to incorporate more play into family time or how to carve out time together during busy days of endless activities? Two words: intention and creativity. Be purposeful and imaginative. Set aside playtime with planned activities. Find inspiration in some of these ideas:

- Schedule family game nights. Organize and stock favorite board and card games in a cabinet or where they're easy to see and reach.
- Use time in the car to make up songs or riddles, sing along with music, or play guessing and word games.
- Take the dog for a walk, whatever the weather. It doesn't have to be long, just enough to get outdoors for fresh air and exercise.
- During mealtimes, encourage storytelling, taking turns to tell a story or make up a story, adding to it as it travels around the table. Practice listening attentively.

- Set aside a few minutes after school and homework for a quick game, such as Chinese checkers, or for working on a puzzle set up in a corner for weeks of assembly.

- Regularly schedule family day so it's on the calendar and you stick to it. Let family members take turns determining that day's activities—from physical to mental—for everyone to participate in.

FOOD FOR THOUGHT

While adding playtime and physical exercise into your life, be mindful of the foods you eat. Snacks are important in boosting energy and metabolism and some foods provide great brain food, according to the American Dietetic Association.

Are you wondering what you and your family can munch on that's healthful and good for your brain? Stay clear of sugary snacks, which spike blood sugar then crash. Sample these instead:

- Fresh fruit and berries. Wash, dry and cut up a platter of favorites, including fruits at the height of season and uncommon varieties. Count on apples, oranges, bananas and berries, all of which provide vitamin C, antioxidants and quick and healthy carbs.

- Seeds and nuts. Walnuts, almonds, sunflower seeds, pecans—they're all high in fiber and protein, plus such nutrients as selenium, vitamin E and omega-3s. Because they're high in calories, eat them in moderation, about 1 ounce per serving.

- Soy crisps. What's a family game without some crunchy snacks? This healthful option to greasy, overly salted chips is made of puffed soy protein. They stay with you longer than traditional chips and pretzels.

- Popcorn. High in fiber, popcorn is a whole grain. Have fun popping it in a skillet or kettle on the stovetop or in an air popper. Or choose low-fat microwaveable packages.

- Cocoa and green tea. Warm up after a brisk walk, bike ride or snowball session. Hot chocolate has a higher concentration of antioxidants than green tea. But don't discount the tea; it has been shown to slow the cognitive decline of aging.

- Water. Stay hydrated and healthy with this drink. Keep some cold in the fridge or drink it slightly warmed or with a twist of lemon. Dehydration compromises nerve transmission and diminishes brain function. So drink up—you may win more games of Monopoly.

Roseart Fuzzy Posters 25% off

Crayola Glow Station or Magic Light Brush \$27.99

Monopoly Electronic Banking \$35.99

Monopoly Deal, Scrabble Slam, Crazy Old Fish Card Games \$6.99



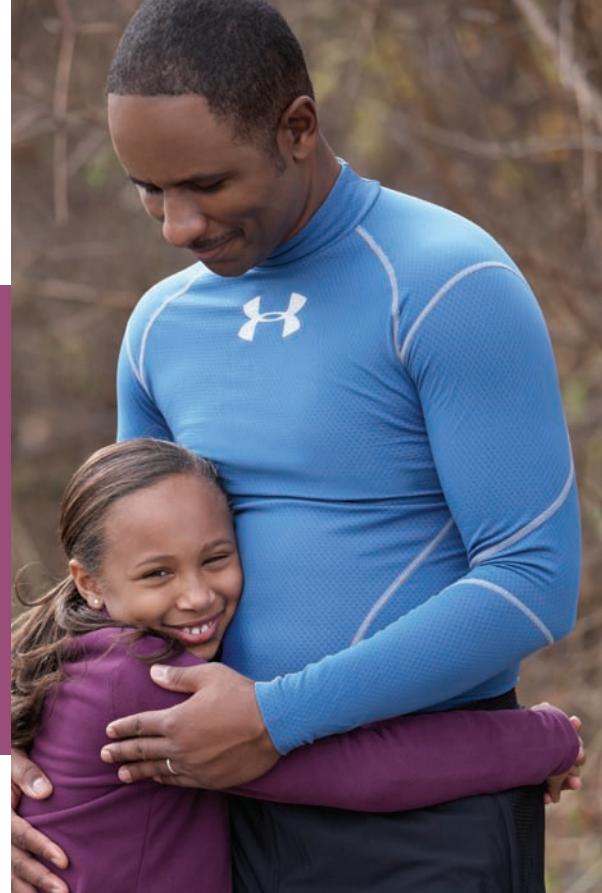
BRAIN PLEASERS

What do crossword puzzles and playing cards have in common? In addition to providing hours of family fun, they help protect you from memory loss.

Research shows that people who are more active physically and mentally during their middle-age years are three times less likely to develop Alzheimer's. While games and puzzles provide protection, other beneficial activities include reading, doing word jumbles, playing a musical instrument, painting and woodworking.

Games and leisure activities are also great brain boosters for kids. Playtime pursuits stimulate nerve growth in the parts of the brain that process emotions and develop the functions of planning and organization. Kids build important life skills while having fun.

Visit your local Hy-Vee for favorite family games, such as Uno and Phase 10. Also find activity books for young children and board games for older kids and adults.



FAMILY PLAY

Shared family activities take on many forms, with mental and physical benefits for everyone. Remind yourself to have fun with these 12 favorites:

1. H.O.R.S.E. AROUND Shooting hoops, playing family games of flag football, ice skating, swimming or engaging in other active sports develops social awareness, cooperation and a sense of fairness—plus muscle for a lean body. Less strenuous sports, such as miniature golf, fishing and bowling, are ideal for youngsters and seniors.

2. TAKE A WALK Increase blood circulation and oxygenate your brain by getting out for a walk. It can also improve memory and provide health protection for older adults. One study shows that stroke risks were cut by 57% in people who walked as little as 20 minutes a day.

3. SPIN A TALE Storytelling boosts the imagination for children and provides the opportunity to share family history and memories—while letting kids relate to family. Set aside times to tell true tales from your youth, share made-up funny or puzzle stories, and encourage youngsters to spin yarns. Choose a theme, if you like, such as most

embarrassing moments, silliest thing you've seen, best birthday or favorite person.

4. PAMPER A PET Whether you wash and walk the dog or feed the cat, spending time with the family pet is a chance to teach kids responsibility—while getting a whole lot of love for a little amount of time and effort.

5. GAZE AT THE STARS Equip yourself with binoculars or a telescope and a chart of the constellations, then spend time with your family looking for Orion and the Big Dipper.

6. SLEEP UNDER THE SKY Camping provides the whole family the opportunity to enjoy a different level of fun: Singing silly songs around a campfire, making and sharing s'mores and staying awake listening to night sounds. You pick the site; camping can be as close as the backyard or as far as a national park.

7. PLANT THE SEED Filling and watching bird feeders and birdbaths close to your house will encourage feathered friends to hang around while creating an educational experience to share. For big vistas, travel to a riverbank or state park to watch for eagles or hawks, and stop in at visitor centers along interstates to learn about birds.

8. WORK IT OUT Rake leaves, shovel snow (taking a break to build a fort and snowman), plant flowers or weed a garden. Whatever time of year, there's an outdoor activity that's productive, healthful and fun.

9. PICTURE THIS Capture family photos and memories in a scrapbook or photo album—electronic or otherwise. Then embellish the photos with captions or stories, sharing the activity to pass along family history.

10. GET GAME Develop a game-playing habit, stocking a selection of card games, board games and electronics appropriate for all ages. Visit familiar games regularly, and learn new ones to stay sharp.

11. BORROW SOME WHEELS Bicycles, roller skates and skateboards develop leg muscles, balance, coordination and overall fitness. Find a fun (and safe) place to ride, donning helmets and other safety gear.

12. BOOK IT Reading books aloud is one of the best ways to introduce kids to the pleasures of imagination and written words. When they're old enough, ask them to read aloud, which prepares them for being comfortable speaking in front of an audience.



Weight Watcher Cheese: selected varieties 6 to 12 oz. \$2.29



Valerie Bertinelli: Losing It and Keeping Fit DVD \$10.99



Hy-Vee Dried Fruits or Trail Mix: selected varieties 6 to 9 oz. 3/\$5.00



Weight Watcher Yogurt: selected varieties 6 oz. \$0.56



Fit N Fresh Filtered Water Bottle: each \$7.97



Red Box Free Rental Code: 3HY2VE27

(Valid once per customer; redeemable only at Hy-Vee 1/13/10 to 2/13/10)



WATER WISE

As you head outdoors to burn off calories, breathe in fresh air, and loosen up joints, take along plenty of water. Here's why:

- When you sweat, you lose fluid, which can lead to dehydration. That can be serious because it reduces blood volume and the amount of oxygen available to muscles. It also negatively affects heart rate and causes energy levels to drop. Remember that dehydration can occur no matter what the weather or physical activity. Drink before you exercise and again before you feel thirsty. By the time you feel thirsty, you're already dehydrated.

- During activity, drink 6 to 8 ounces of water every 15 to 20 minutes—children and adults. Encourage kids to drink until they no longer feel thirsty. Then encourage children younger than 10 to drink another half cup of water, and kids over 10 to drink another cup.

- Don't substitute soda, tea or coffee for water. These drinks act as diuretics, causing even more fluid loss.





Paws Collars or Leashes 25% off



Iams Dog Food: selected varieties
15.5 to 17.5 lb. \$16.99



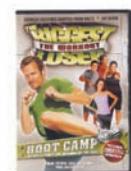
Droll Yankee Bird Feeder (seed
not included) \$22.99



Kaytee Bird Seed: 20 lb. \$5.99



Thermos Stainless Steel
Hydration Bottle: each \$14.99



Biggest Loser DVD:
each \$7.99



Visual-land Touch Screen
MP3 Player: 4G \$59.98

Pick a Perfect Pepper

Nutrient-rich peppers add vibrant color and sweet to fiery flavor to a variety of dishes. Whether you're a veggie lover who snacks on raw bell pepper strips or a daring cook who adds jalapeños to favorite recipes, take your pick from this diverse family for surprising health benefits.

TEXT JENNIFER RUISCH PHOTOGRAPHY KING AU AND ADAM ALBRIGHT

Anaheim, Poblano, Caribe, & Hungarian Wax Peppers per lb. \$1.99

Jalapeño & Serrano Peppers per lb. \$1.49





Fresh sliced in salads, sizzled in stir-fries or cut in rings to top a pizza, peppers—in their entire range of beautiful shiny colors—are versatile, delicious and nourishing. This crunchy vegetable is packed with an abundance of nutrients for a vegetable powerhouse unlike any other.

Peppers are a family of many varieties, covering a wide range of shapes, flavors, colors and heat levels. The pepper plant contains two separate parts: the fruit, which is an edible herb, and the seed, which can be used as a spice. All peppers are green while young, and the longer they are left on the vine, they more they ripen—first turning red, then yellow. Colors other than green cost more because they've been nurtured longer.

Peppers have a long history as a versatile edible. Archaeological evidence indicates that chile peppers were domesticated in Ecuador more than 6,000 years ago. From the Americas peppers made their way around the globe via Spanish and Portuguese explorers, including Christopher Columbus. Peppers are essential to most cuisines—from Louisiana Creole to Szechuan. Paprika (Hungarian for pepper) is made from dried red peppers and is used as a seasoning all over the world.

BEAUTIFUL BELLS

Few can resist a row of crisp red pepper strips next to a bowl of dip. And peppers in all colors, cut in bite-size pieces, add flavorful crunch to fresh green and vegetable salads.

Deep shiny color is an indication of high levels of nutrients. A single green bell pepper offers twice as much vitamin C as an orange; and one red, yellow or orange bell pepper offers three to four times as much vitamin C as an orange. Diets rich in vitamin C fight inflammation in the body, work toward a strong immune system and contribute to healthy joints and skin.

The brighter the color and the shinier the skin, the greater the concentration of antioxidants, which fight free radicals (an uncharged molecule that can contribute to diseases). The lycopene in red peppers has such powerful antioxidant activity that it beats out the rest of the carotenoid family, those other colorful veggies—carrots, tomatoes and spinach.

Here's what happens when you consume this nutritious veggie. Your body converts beta-carotene into retinol, one of the most

usable forms of vitamin A, which works with vitamin C for optimal nerve and tissue health. For even more health benefits, choose organically grown peppers—locally grown when in season. They're grown without artificial fertilizers and pesticides.

HOW HOT IS HOT?

Ever wonder what gives hot peppers their burning sensations? It's capsaicin [pronounced *kap-SAY-ih-sih-n*], the chemical compound in all peppers (except bells) that stimulates nerve receptors.

The hotness level of a pepper is measured on the Scoville Scale. The higher the number of Scoville Heat Units (SHU), the hotter the pepper and the higher the amount of capsaicin. Bell peppers rate zero. Jalapeños rate 3,500 to 5,000 SHU (about the same as Tabasco sauce), and habaneros rate 100,000 to 350,000 SHU. The current record holder for the world's hottest pepper—the Naga Jolokia pepper (or king cobra chile)—has been sampled as high as 1,041,427 SHU. Grown in northern India, this pepper is currently being tested by the Indian government for use in hand grenades. It may be one pepper to avoid for people who like food with mild heat.

CAPSAICIN WONDERS

Don't let capsaicin heat ratings frighten you, however, because this natural chemical has remarkable health benefits. In cancer research studies, capsaicin has been found to obliterate cancer cells—causing almost 80 percent of prostate cancer cells to shrink and die. Further studies conducted in Japan and China show that natural capsaicin directly inhibits the growth of leukemia cells.

Recent studies have also shown that capsaicin helps to prevent and relieve headaches and migraines. Based on findings as a potent anti-inflammatory agent, capsaicin is currently being studied as a potential treatment for arthritis, psoriasis and diabetic neuropathy, among other things.

With myriad health benefits, versatility and appetizing color, it's almost too much to suggest that peppers can possibly offer more. But here it is: Capsaicin is a thermogenic agent that burns calories. When you read labels, you may see that some "fat-burning" supplements contain capsaicin, the ingredient that increases metabolic activity for more than 20 minutes after ingestion.



STUFFED PEPPERS

Vitamin-rich red bell peppers take center stage filled with a medley of flavors and textures: hearty beef, sautéed vegetables and smooth mozzarella. Baked and hot from the oven, this colorful updated recipe serves up comfort food without the fat and high calories of its earlier version.

Serves 6.

- 6 medium red bell peppers
- 1 lb. 95% lean ground beef
- ½ white onion, diced
- 2 cloves garlic, minced
- ½ cup diced green bell pepper
- ½ cup organic shredded carrots
- ¼ cup quick-cooking barley
- ½ cup dry Hy-Vee instant brown rice
- 1 cup vegetable broth
- 1 cup Hy-Vee 2% milk shredded mozzarella cheese, divided

Preheat oven to 250°F.

Cut tops off peppers; remove seeds and membranes. Place peppers in a large pot; cover with salted water and bring to a boil.

Reduce heat, cover and simmer for 5 minutes. Drain peppers and set aside.

In a large skillet, brown beef with diced onion and garlic. Stir in green bell pepper, carrots, barley, rice and broth. Simmer, covered, for 10-15 minutes. Stir in ½ cup cheese. Fill each pepper with beef mixture. Top each with remaining cheese and bake for 25 minutes.

Nutrition facts per serving: 300 calories, 9 g fat, 4.5 g saturated fat, 0 g trans fat, 75 mg cholesterol, 270 mg sodium, 23 g carbohydrates, 6 g fiber, 8 g sugar, 31 g protein. Daily values: 140% vitamin A, 370% vitamin C, 15% calcium, 20% iron.

Peppers

Mild or scorching? Best for salsa or sandwiches? Tough questions to answer while standing in the produce aisle. This chart of facts, tips and use suggestions for some favorite peppers stocked at Hy-Vee will help you bravely branch out from the familiar to discover new tastes.



ANAHEIM

Derived from California, this mild chile pepper is available both green and red. It's ideal for stuffing and in salsas.



BELL

This pepper is available in green, red and yellow. Sweet and mild, bells are crunchy additions to sandwiches, stir-fries, pastas and soups.



SWEET RED BELL

Mild and yummy as its name implies, this familiar chile is actually a ripe green bell pepper. Even after ripening, it holds its crisp and firm texture, use it cooked or fresh.



BANANA

Known as yellow wax or banana, this pepper is best pickled, served with sandwiches or in salads. Hotness depends on maturity of the pepper; young peppers tend to be sweeter.



SERRANO

Great tasting in salsas, this thin-skinned pepper doesn't need peeling or steaming. Serranos ripen from green to several hues of red, orange/yellow and brown.



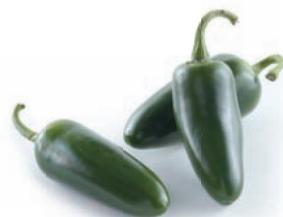
POBLANO

This relatively mild chile has a large interior perfect for stuffing, but it tastes just as great when served fresh. When dried, the poblano goes by a different name: the ancho chile.



HABANERO

Its flesh thin and waxy, the habanero ranks comparably to the Scotch bonnet as one of the hottest commonly used peppers. Its citrus-like flavor adds a fruity element to hot sauces and spicy foods.



JALAPEÑO

Popular in salsas, stir-fries and soups, this pepper is respected for its fiery heat. Use them fresh, making sure to cut them while wearing kitchen gloves to prevent your fingers from burning.



RED FRESNO

This zippy chile is perfect for salsas and best when used fresh or pickled. It's similar in body and texture to the jalapeño, except the Red Fresno's intense flavor is slightly hotter.



CARIBE

Slightly sweet with a sharp flavor, this variety of yellow chile ranks as moderately hot to hot in intensity. Best either pickled or fresh, caribe peppers are perfect for salsas, salads and sauces.



Oster Rice Cooker/Steamer:
each \$37.99



Minute Rice: white, brown
or boil in bag 14 oz. \$1.88



Monterey Steakmate Mushrooms
12 oz. \$2.77



Mrs. Dash Seasonings: selected
varieties 2 to 2.5 oz. 2/\$5.00



Mrs. Dash Marinades: selected
varieties 12 oz. 2/\$5.00



Swanson Broths or Cooking Stocks:
selected varieties 26 or 32 oz. 2/\$5.00



USDC Lot Inspected Cooked Shrimp
31 - 40 ct. \$6.88

PEPPER CORN CHOWDER

The always satisfying duo of sweet corn and creamy potatoes is an ideal base for roasted Anaheim peppers, bell peppers and other cooked-till-tender veggies. Warm and filling, this version of chowder delivers a slight kick.

Serves 6 (about 1 cup each).
6 Anaheim chile peppers
1 lb. Yukon gold potatoes, peeled and cut in 1-inch cubes
1 tablespoon Hy-Vee unsalted butter
1 cup finely chopped yellow onion
1 yellow bell pepper, seeded and finely chopped
1 stalk celery, finely chopped
1 (16 oz.) package Hy-Vee frozen sweet corn, thawed
3 cups Hy-Vee 1% milk
¾ teaspoon Hy-Vee salt
¼ teaspoon white pepper
2 tablespoons chopped fresh cilantro, for garnish

Place Anaheim peppers on a foil-lined baking sheet; broil 5 to 6 inches from heat source, about 10 minutes, turning occasionally until blackened. Place peppers in a zip-top plastic bag; seal. Let stand for 15 minutes.

Wearing gloves and being careful not to touch eyes or face, peel peppers; cut in half lengthwise, discarding seeds and membranes. Finely chop peppers; set aside.

Place potatoes in a medium saucepan and cover with water; bring to a boil. Reduce heat; simmer 10 minutes or until tender. Drain; roughly mash with a potato masher. Set potatoes aside.

Melt butter in a large saucepan over medium heat. Add onion, bell pepper and celery; cook 10 minutes, stirring frequently, until softened. Add Anaheim peppers, potatoes, corn, milk, salt and white pepper; cook about 30 minutes, until thickened, stirring occasionally.

Serve with chopped cilantro, if desired.

Nutrition facts per serving: 250 calories, 4 g fat, 2 g saturated fat, 0 g trans fat, 10 mg cholesterol, 360 mg sodium, 43 g carbohydrates, 3 g fiber, 14 g sugar, 11 g protein. Daily values: 130% vitamin A, 100% vitamin C, 20% calcium, 4% iron.





CHICKEN AND PEPPER FAJITAS

A variation on the popular favorite ordered for take-out, this simple and flavorful recipe features sizzling sweet and spicy fresh peppers partnered with boneless, skinless chicken breast. The array of peppers is tossed with lime for a flavor boost.

Serves 4 (2 fajitas each).

- 2 teaspoons Hy-Vee canola oil, divided
- 1 medium onion, vertically sliced
- 1 medium yellow bell pepper, seeded and thinly sliced
- 1 medium red bell pepper, seeded and thinly sliced
- 1 medium green bell pepper, seeded and thinly sliced
- 1 jalapeño pepper, seeded and thinly sliced
- 12 oz. boneless, skinless chicken breast, cut in thin strips
- 2 tablespoons lime juice
- 1/4 teaspoon chili powder
- 1/4 teaspoon cumin
- 8 Hy-Vee whole wheat tortillas, warmed

In a large nonstick skillet, heat 1 teaspoon of the oil over medium-high heat. Add onion,

bell peppers and jalapeño; sauté 12 minutes or until crisp-tender. Remove bell pepper mixture from pan.

Heat remaining oil in pan and add chicken. Sauté 3 to 4 minutes or until cooked through. Return pepper mixture to pan and add lime juice, chili powder and cumin; cook 1 minute more or until heated through.

Evenly divide chicken and pepper mixture among tortillas.

Nutrition facts per serving: 490 calories, 12 g fat, 2.5 g saturated fat, 1 g trans fat, 50 mg cholesterol, 980 mg sodium, 63 g carbohydrates, 8 g fiber, 7 g sugar, 31 g protein. Daily values: 25% vitamin A, 210% vitamin C, 10% calcium, 25% iron.

Living Green

Use it up, wear it out, make it do or do without. This old adage is making a comeback, from the way corporations do business to how we live at home. Here are ways we're learning to be frugal and reduce stress on our planet.

TEXT PEG SMITH PHOTOGRAPHY TOBIN BENNETT

People everywhere have learned a lot the past few years about how to treat the earth with more respect, consume responsibly and lighten the environmental impact while doing business and living day to day. Caring for the environment requires conscious thought and, admittedly, a little sacrifice. But that sacrifice is worth every effort as we consider how to make the planet healthy for generations to follow.

At Hy-Vee, taking care of the environment while being frugal makes common sense. Actions begin at the top, demonstrating what can be accomplished at that level and inspiring employees and consumers to keep the environmental ball rolling—because we're all in this together.

GETTING THE MOST FROM ROAD MILES AND PACKAGING

Fuel-efficiency, a priority for everyone, is critical to getting food to stores where and when it's needed. To keep transportation costs low and operate efficiently, Hy-Vee has installed aerodynamic wide-base tires with rolling resistance and trailer skirting to reduce airflow on their trucks. Onboard computers collect data to evaluate drivers, trucks and equipment, helping to identify where improvements are needed. And routing software ensures that drivers make the most of road and delivery time and that there are fewer trucks on the road. Trailers are seldom unloaded to return to the warehouse empty; instead they are restocked for deliveries en route to the warehouse or filled with recyclables.

The warehouse in Chariton, Iowa doubles as a center for collecting, baling and recycling huge amounts of cardboard boxes and plastic bags, keeping them out of landfills and putting them back to use. Baling equipment compacts material in 1,000-pound bales, which are then sold and recycled into new products. Recycled containers are easily identified by the bold green arrows icon, looping in a triangle shape to signify continuous use and reuse.

In addition to behind-the-scenes actions to keep the carbon footprint as low as possible, Hy-Vee has been at the forefront of encouraging consumers to reuse shopping bags. Trendy colorful

bags made from recycled materials are inexpensive, sturdy and convenient for toting back and forth to fill with groceries or to use for a variety of activities. The pretty, ample-size health-themed reusable bag shown at right is ideal for carrying more than groceries, showing that being frugal and caring for the environment can also be classy. Many shoppers have already made it a habit to keep bags handy to grab at the back door or stash in the car immediately after unloading. If you haven't already done so, remind yourself for several shopping trips and it will soon become a worthy habit.

When plastic bag use is unavoidable, resolve to repurpose. At home, use bags to line trash cans, hold soiled or wet clothing in gym bags, pick up yard and pet waste, or enclose paintbrushes and rollers between applications. When more bags accumulate than you can use, drop them in the large bins at the entry of your Hy-Vee store for recycling. Along with other plastics, the bags may find their way into something as sturdy and long-lived as colorful park and playground equipment.

BUILD WITH BAGS FOR PLAYGROUNDS OF FUN

Reducing the millions of plastic bags produced and wasted is being addressed on national and local levels. To encourage shoppers to recycle and cut down on plastic bag waste, Hy-Vee is part of the Build With Bags (BWB) Program, a cooperative effort of the Iowa Grocery Industry Association, Keep Iowa Beautiful, Iowa Department of Natural Resources and Metro Waste Authority. BWB is committed to reduce the consumption of plastic bags, increase the use of reusable bags, double the number of plastic bags recycled over the next two years, and develop and administer a grant program to help parks and schools purchase playground equipment, benches and tables from recycled materials. The well-engineered equipment is built to last for generations and to be extremely safe for playing while enticing kids to be active.

Rather than support legislation that calls for banning bags, BWB teaches about and promotes recycling, providing communities an opportunity to share in the benefits of the program by increasing the demand for recycled products.

Health Themed Reusable
Bag: each 4/\$6.00



GREEN IS BEAUTIFUL INDOORS AND OUT

At every level, people have the opportunity to make a positive change for our environment. If you're looking for ways beyond typical recycling to be frugal and kind to the planet, get involved in your community. Check with local park and recreation representatives to help plant trees and gardens. Volunteer on cleanup days to remove litter in parks and along trails and streams. While getting a good workout outdoors, you'll become better acquainted with your local park system and make the environment a cleaner place.

In your own yard, plant vegetable and flower gardens, grasses and trees, especially to provide shade for your home and air-conditioning units. During cool months, plan where and what to plant and start flower and vegetable seeds indoors to transplant later. Find ideas online and in books for planting gardens that attract birds and butterflies and for ways to get your yard in tune with Mother Nature. Encourage kids to help; getting them involved teaches valuable lessons about stewardship along with the joys of being outdoors.

Indoors, there are many ways to reduce and reuse. In the laundry room, be conservative. Wash only full loads of clothes using the coolest water possible and eco-friendly detergents. Hang



Classic Tulips: Indoor Blooming Kit \$15.00

Small is Beautiful: Indoor Blooming Kit \$8.00

some clothes to dry, if that's an option, or tumble-dry a little then hang clothes on hangers to completely dry. While saving on gas or electricity, the humidity that evaporates makes the air easier to breathe in your home.

In the kitchen, save fruit and vegetable peelings and eggshells to compost, enriching garden soil without using chemical fertilizers. Composting can be done small to large scale, using special under-the-sink containers or outdoors permanent bins. Outdoor bins also collect yard waste, eliminating the need and cost of yard waste bags and the expense of soil amendments. Check kitchen shops for indoor composters and county extension offices for plans to build an outdoor compost bin.

Living green makes environmental and economical sense. To celebrate being a good environmental steward, brighten up your home—or that of a friend or neighbor—with pretty blooming bulbs set in beautiful recycled glass vases. The blooms will remind you to continue to live green while adding a welcome splash of color that summons spring. When the bulbs finish blooming, return them to the earth, either planted in the garden or added to compost to enrich your garden later. Together, we'll make our earth a healthful place to live.

Hy-Vee Pharmacy

MEET THE PEOPLE WHO MAKE THE DIFFERENCE

We're here to help you.

The next time you need to fill or refill a prescription, look to your local Hy-Vee Pharmacy. Our friendly, knowledgeable pharmacists go the distance for your needs, with many stores accepting online refill requests. Visit www.hy-vee.com for details.



Next Issue

GARDEN

Get ready to revel in warmer outdoor temperatures while enjoying casual spring gatherings. For tips on all things entertaining, our newest outdoor furniture sets and our freshest gardening ideas and products, watch for *Hy-Vee Seasons Garden* 2010 in the mail or at your local Hy-Vee store. You can request a copy at www.hy-vee.com/seasons.





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