

seasons

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seasons

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CONTRIBUTING PREMEDIA SPECIALISTS: **MARK HALL, TOM STEGMAN**
COVER PHOTOGRAPHER: **ANDY LYONS**
THIS PAGE PHOTOGRAPHER: **KING AU**

All products shown in *Hy-Vee Seasons* are available from local Hy-Vee stores. Please ask our helpful employees if you need assistance locating these products.

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Hy-Vee Seasons recipes are tested by the Hy-Vee Test Kitchen food technologists to guarantee that they are reliable, easy to follow and good-tasting.

We value your opinion. To sign up to receive *Hy-Vee Seasons* magazine or to offer ideas for future issues, visit www.hy-vee.com/seasons.



Please recycle after use.

Letter

Dear Hy-Vee Friends,

As a registered dietitian, I spend my workdays focused on customers' nutritional needs. The same concerns spill over into my family life. I'm a wife with two active sons and a challenging assignment: Get my men to eat a balanced diet while allowing them the occasional treat.

While shopping, I've encouraged my 7-year-old son, Austin, to pick out some of his own foods using the NuVal Nutritional Scoring System. For instance, I'll tell him to find a cereal with a NuVal score of 25 or better and he'll run off and find one. All Austin—or any shopper—has to do is compare NuVal labels, located next to the price tag on the shelf. It's kind of a game to Austin. He doesn't realize that I am teaching him to shop with nutrition in mind. And in all honesty, he was thrilled to find a cereal with chocolate that scored high enough, although he won't be getting that one all the time.

My husband, Ted, has been using the system and soon enough our other son, Sam, will learn. But not now—he's only 2 years old.

If you haven't taken advantage of NuVal for your own household, check out the story "Hearty Winter Salads" on page 28. What you learn will guarantee that your next trip to the store will put healthier offerings on your table. One high-scoring food you may buy is oatmeal. It's a versatile ingredient found in breakfast meals, power bars and snacks, as you will see in "Power Up with Oatmeal" on page 16.

In this issue you'll read about fitness, exercise and a program to help you develop a healthier lifestyle. There are also stories about personal care products, recipes, breads, Hy-Vee's great pharmacies and much more. Every story touches in some way on our mission to help make customers' lives easier, healthier and happier.

Julie McMillin
Heath and Wellness Supervisor





We love coffee.
That's why we pour it.

Caribou



A LATTE LOVE

Hy-Vee knows that few aromas are as enticing as freshly brewed coffee. It's the taste, however, that ultimately makes for happy coffee drinkers. To satisfy customers' desire for great flavor, Hy-Vee Kitchens and convenience stores are now serving Caribou Coffee. The two companies have scoured the world to provide the best cup you can get anywhere. Taste their success.

TEXT JENNIFER RUISCH PHOTOGRAPHY KING AU AND ADAM ALBRIGHT

A great cup of coffee warms the body and calms the soul, so it comes as no surprise that over 1.4 billion cups are savored worldwide every day. That's enough to make coffee the second-most-traded commodity in the world. And for good reason. A cup of delicious, aromatic coffee pleases the senses of taste and smell. For many people the aroma of freshly roasted and brewed coffee is an invitation to sit down and relax. Every coffee lover knows that a memorable cup of the brew is a few minutes of heaven.

THE PERFECT BLEND

Hy-Vee customers are among those coffee lovers—our kitchens serve about 300,000 pounds each year. To bring great coffee flavor to the Midwest and Hy-Vee stores, Jon Peterson, Hy-Vee Food Service Supervisor, has become a coffee expert, digging deep into beans, grinds, brewing and serving. He and other Hy-Vee Kitchen staff who will be brewing coffee have gone through extensive training, passed testing and received certification. You'll recognize them by their identification badges that attest to their coffee-brewing expertise.

To further offer the freshest, finest coffees, Hy-Vee has recently partnered with Caribou Coffee, the Minnesota-based coffee company that's recognized for quality. When you order a cup at the Hy-Vee Kitchen, you'll be able to choose among several of the popular Caribou blends.

The primary reason Hy-Vee chose Caribou? "Great coffee," says Jon. Caribou is known for its focus on quality and taste. The

company regularly sends expert teams across the globe searching for fresh flavors. They bring back beans from plantations as close as the hills of Central America and as distant as the mountains of Africa. Before customers see a drop, a Caribou coffee-hunter has sampled and hand-selected the essential beans.

In addition, the Midwest locations of the two companies means that coffee beans won't be stalled for days at a processor on the opposite side of the country waiting for delivery to Hy-Vee. "Beans hit our stores within a week or two of being roasted," Jon says. "It's unbelievably fresh." Hy-Vee sets its own standards, as well. "If our coffee is one hour old, it's replaced with a fresh pot," Jon says.

FRESH AND FLAVORFUL

While he was searching for an exceptional coffee supplier, Jon became something of a coffee connoisseur. He is passionate about serving superb coffee to customers who appreciate high quality. His commitment is to keep coffee drinkers happy by offering them a perfect cup, whatever their taste preferences.

Caribou coffee—always served fresh—has subtle degrees of flavor, even in a single cup of coffee. "There are fifteen hundred different flavor characteristics in coffee," says Jon. "That's almost twice as many as have been identified in wine."

What gives coffee its complex characteristics? Consider where the beans are grown. Primarily, coffee trees thrive in tropical regions, those extending approximately 30 degrees north and 30 degrees south of the equator. That would include Central and

South America, southern Asia, some Pacific islands and much of Africa. High elevations of 3,000 to 6,000 feet and higher provide ideal conditions. As elevation increases, the flavor profile of each bean becomes more pronounced—from mild and sweet qualities at lower altitudes to bold and soaring notes at higher altitudes. Rainfall and temperature also play a role in the final profile.

Brian Aliffi, Communications and Sourcing Manager for Caribou, travels with the team that meets with coffee farmers around the world in the search for the most flavorful beans.

“I’ve had the opportunity to work and stay at the mills where they process coffee,” Brian says. “Electricity can be a premium, and water is not always abundantly available. The luxury of a hot shower can elude you for a couple of days. But all of that is overshadowed by the friendliness and openness of the people.”

CARE FOR THE EARTH

Because growing, harvesting and processing coffee have environmental impacts, Caribou has committed to do the least harm by meeting high standards. The Rainforest Alliance certification seal, a symbol of strict sustainability standards, is now on 85 percent of Caribou coffee; by the end of 2011, 100 percent of the coffees will qualify. The seal assures that coffee has been harvested and processed in a socially, economically and environmentally responsible way. The commitment to Rainforest Alliance standards, which protect ecosystems, people and wildlife, ensures that coffee-farming partners continue to thrive.

FIND YOUR FAVORITE

To determine which coffees you prefer, be adventurous. For a drink that whispers cocoa as you finish, ask for a medium, smooth roast. Count on a light roast to pick you up with a slightly sweet nudge of energy. Decaf shuns caffeine yet has full coffee flavor.

Four Caribou blends have been specifically selected for sale in Hy-Vee Kitchens. The tempting brews are listed here by the names they have been given at Hy-Vee and, in parentheses, their names at Caribou Coffee stores.

- 1. House Favorite (Caribou Blend)** This perfectly balanced coffee is a blend of Guatemalan and Costa Rican beans, offset by an earthy Sumatran. It delivers a cup of coffee that starts smooth and finishes with a touch of cocoa. Enjoy it with or without cream.
- 2. Light and Lively (Daybreak Morning Blend)** Crisp sweetness from Central and South American coffees mingle with the winery, floral intensity of East African. It’s roasted delicately to preserve the nuance and has just enough body to give you a lift.
- 3. Relax (Caribou Blend Decaf)** This brew has all the flavor with almost none of the caffeine. Water-processing ensures that no chemicals ever touch these delicate beans, while preserving the flavor that decaf drinkers treasure in their cup.
- 4. Bold and Brave (French Roast)** Roasted to bring just enough oil to the surface and impart the trademark smokiness associated with this style, this coffee preserves the creaminess and stout body of a Papua New Guinea bean. Coffees from the Americas bring some sweetness, preventing bitterness.

BLENDS:

- HOUSE FAVORITE
- BOLD AND BRAVE
- LIGHT AND LIVELY
- RELAX



FLOURLESS CHOCOLATE TORTE

This is a treat for chocolate fanatics. The flavor is deep and dense, making it an appealing companion for strong coffee.

Serves 12.

- 1 cup Hy-Vee unsalted butter, cut into pieces, plus more for the pan
- ¼ cup Hy-Vee unsweetened cocoa powder, plus more for the pan
- 1¼ cups heavy cream, divided
- 8 ounces bittersweet chocolate, chopped
- 5 Hy-Vee large eggs
- 1 cup Hy-Vee granulated sugar
- ½ cup crème fraîche or Hy-Vee sour cream
- ¼ cup Hy-Vee powdered sugar, plus more for dusting

Heat oven to 350°F. Butter a 9-inch springform pan and dust with cocoa powder.

In a medium saucepan, heat 1 cup butter with ¼ cup of the heavy cream over medium-low heat until the butter is melted. Add the bittersweet chocolate and stir until melted and smooth; remove from heat.

In a medium bowl, whisk together the eggs, granulated sugar and ¼ cup cocoa powder; whisk in the chocolate mixture.

Transfer the batter to the prepared pan and bake until puffed and set, 35 to 40 minutes. Let cool in the pan for 1 hour. Run a knife around the edge of cake before removing sides of pan.

Using an electric mixer, beat the remaining 1 cup of heavy cream with the crème fraîche and powdered sugar until soft peaks form. Dust the cake with powdered sugar and serve with the whipped cream mixture.

The cake can be baked up to 2 days in advance; refrigerate covered. Before serving, bring the cake to room temperature, dust it with powdered sugar and whip the cream.

Nutrition facts per serving: 450 calories, 37 g fat, 22 g saturated fat, 0.5 g trans fat, 170 mg cholesterol, 60 mg sodium, 31 g carbohydrates, 2 g fiber, 27 g sugar, 5 g protein. Daily values: 20% vitamin A, 0% vitamin C, 4% calcium, 6% iron.

DOUBLE CHOCOLATE CHUNK BISCOTTI

This recipe comes from Sharon Bremser, mother of Brett Bremser, Hy-Vee Assistant Vice President, Advertising. "Biscotti is the only cookie I make at Christmas," Sharon says. "but it may slip in again around Brett's birthday."

Serves 30.

½ cup Hy-Vee unsalted butter
1 cup plus 1 tablespoon granulated sugar, divided
2½ teaspoons Hy-Vee baking powder
2 Hy-Vee large eggs
1 Hy-Vee large egg, separated
2¾ cups Hy-Vee all-purpose flour
¼ cup Hy-Vee cocoa powder
2 ounces semi-sweet chocolate bar, chopped
1 teaspoon water

Preheat oven to 375°F. In a large bowl, cream butter with an electric mixer on medium to high speed for 30 seconds. Add 1 cup sugar and baking powder. Beat until combined. Beat in 2 whole eggs and 1 egg yolk, reserving egg white. Beat in as much flour as possible with the mixer. Stir in remaining flour, cocoa powder and chocolate with a spoon. Divide the dough in half.

Shape each half into an 11×2×1 inch loaf. Place on parchment-lined cookie sheet. Stir together egg white and water; brush on dough. Sprinkle with 1 tablespoon sugar. Bake for 20 to 25 minutes. Cool on sheet for 15 minutes.

Reduce oven temp to 325°F. Cut each loaf diagonally into ½- to ¾-inch slices. Place slices on parchment-lined cookie sheet. Bake at 325°F for 10 minutes. Turn slices over; bake 10 to 15 minutes more or until crisp. Remove biscotti to wire rack and cool completely.

Nutrition facts per serving: 100 calories, 4.5 g fat, 2.5 g saturated fat, 0 g trans fat, 30 mg cholesterol, 55 mg sodium, 16 g carbohydrates, 1 g fiber, 6 g sugar, 2 g protein. Daily values: 2% vitamin A, 0% vitamin C, 2% calcium, 4% iron.



HOW TO BREW A SATISFYING CUP AT HOME

When you're in the mood to make a perfect cup of coffee at home, choose your favorite Caribou blend, then follow these coffee-making suggestions:

- **Choose your brewing method.** Taste and texture vary according to brewing method. For examples: Coffee that drips through a paper filter will likely have a clean, light bodied taste. Coffee from a French press will have heavy body and rich quality. Makers that brew single cups offer a wide range of coffee flavors.
- **Use the right grind for your brew method.** For example, use only drip-brew grinds for drip-brewers. When the coffee grind does not match the machine, coffee flavor will be compromised and sometimes the coffee maker will not function properly. Read your coffee maker manufacturer's recommendations.
- **Start with the freshest coffee available.** Buy coffee in amounts that can be used within a couple of weeks. Store coffee, either ground or beans, in an airtight container, away from heat and light, and at room temperature. Do not refrigerate or freeze coffee.

- **Use filtered, good-tasting cold water.** If the water is drinkable, it's OK for brewing coffee. Do not use distilled water; there should be some mineral content. Read the recommendations for water that come with your coffee maker.
- **Follow the recommended coffee-to-water ratio.** When trying a new coffee maker or a different coffee, experiment by starting with two tablespoons of coffee to each six ounces of water. Too strong or weak? Adjust accordingly to your taste.
- **Grind as you brew.** When grinding beans for coffee, grind them just before brewing for the freshest taste. Look for Cuisinart Coffee Grinders, available at Hy-Vee.
- **Is coffee brewing at the right temperature?** To brew coffee successfully, without burning it, water temperature for home coffee makers should reach and hold steady at 200 degrees throughout the entire brew cycle. Here's a test: If, after using the proper coffee-to-water ratio, coffee is thin and weak-tasting, the water in the brewing is likely not getting hot enough. On the other hand, if coffee tastes bitter, the water temperature is likely too high.

COFFEE'S SURPRISING HEALTH BENEFITS

- Researchers are finding some nice things to say about coffee. A new report from Harvard Medical School says that drinking a moderate amount of coffee leads to lower risk for type 2 diabetes, reduces occurrence of gallstones and helps discourage development of colon cancer, among other benefits. Still, it's also true that coffee's caffeine can become addictive and lead to increased heart rate and high blood pressure.
- Athletes can improve their performance by up to 12.4 percent by drinking coffee prior to exerting themselves, according to a 2004 study. Caffeine seems to affect muscles in a positive way, though the exact reason is not yet understood.
- Drinking coffee regularly protects against development of Parkinson's Disease. This preventative effect has been studied since 1968 and includes a project that tracked 8,000 Japanese men living in Hawaii for 27 years. Those who drank four cups of coffee a day were five times less likely to develop the disease than those who drank no coffee. Most recent studies have supported this protective characteristic of coffee.
- Coffee drinkers are more alert. Researchers have proven that coffee helps us maintain daytime alertness levels at night, improves driving performance at night, provides a pick-me-up during that post-lunch dip that's so common and it helps us sustain attention when working.





1. CHOCOLATE ALMOND CAFÉ AU LAIT

Thinned with milk and lightly sweetened with chocolate, this treat is sure to please.

Serves 1.

- ¾ cup Hy-Vee skim milk
- ¾ cup strong brewed coffee
- 1 tablespoon sweetened ground chocolate (such as Ghirardelli), plus more for topping
- 1 tablespoon almond-flavored syrup

Steam milk to 120°F. Combine all ingredients. Pour into mug. If desired, sprinkle with additional chocolate.

Nutrition facts per serving: 130 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 5 mg cholesterol, 90 mg sodium, 24 g carbohydrates, 0 g fiber, 23 g sugar, 6 g protein. Daily values: 6% vitamin A, 6% vitamin C, 25% calcium, 2% iron.

2. MIEL LATTE

This is a fine, frothy drink with an undercurrent of nutmeg. Good for a long winter's night.

Serves 1.

- 1 shot espresso
- 1 cup Hy-Vee skim milk
- 1 tablespoon Hy-Vee honey
- ½ teaspoon nutmeg, plus more for dusting

Pull espresso shot. Steam milk to 120°F. Mix honey and nutmeg with espresso until smooth. Stir into steamed milk. Pour into mug and sprinkle with nutmeg.

Nutrition facts per serving: 140 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 5 mg cholesterol, 105 mg sodium, 29 g carbohydrates, 0 g fiber, 28 g sugar, 9 g protein. Daily values: 10% vitamin A, 0% vitamin C, 30% calcium, 2% iron.

3. CANDY BAR LATTE

The taste has a hint of a familiar candy bar, and it will give you the energy of a kid again.

Serves 1.

- 1 shot espresso
- 1 cup Hy-Vee skim milk
- 1 tablespoon caramel-flavored coffee syrup
- 1 tablespoon hazelnut-flavored coffee syrup
- 1 tablespoon sweetened ground chocolate (such as Ghirardelli)
- Hy-Vee whipped cream, optional
- Caramel ice cream topping, optional

Pull espresso shot. Steam milk to 120°F. Mix syrups and chocolate with espresso until smooth. Stir into steamed milk. Pour into mug. If desired, top with whipped cream and caramel ice cream topping.

Nutrition facts per serving: 190 calories, 1 g fat, 0.5 g saturated fat, 0 g trans fat, 5 mg cholesterol, 115 mg sodium, 35 g carbohydrates, 1 g fiber, 33 g sugar, 10 g protein. Daily values: 10% vitamin A, 0% vitamin C, 30% calcium, 4% iron.

Keurig Coffee Brewer 10% off

Keurig Coffee K Cup: select varieties
12 pk. \$6.99



TOOLS OF THE TRADE

Drip-style coffee makers and percolators make a good cup. For simplicity, hot water poured through a funnel-shaped paper cone yields a smooth cup. Or try one of these:

Single-Cup Brewer. An example of this is a Keurig K-Cup brewer, *above*. This machine serves one perfect cup at a time using small, sealed containers filled with a measured amount of ground coffee. Simply insert a K-Cup, add water to the reservoir and press a button. The end result is a fresh-brewed cup of coffee with no messy filters or measuring guesswork. The Keurig Single-Cup Coffee Brewer and premeasured K-Cups can be purchased at Hy-Vee.

French Press. A French press pushes coffee grounds down into boiling water for a stronger, thicker coffee than most other methods. Because a mesh filter is used instead of a paper one, more of the coffee's flavor and essential oils remain.



Cuisinart Coffee Grinder
\$19.95



Thermor Ceramic Coffee Mug
15 oz. \$8.99



Berres Brothers Healthy Perks Coffee:
select varieties 10 oz. \$6.99



Equal or Purevia Sweetener:
4 oz., 40 or 115 ct. \$1.99



Seattle's Best Coffee: select varieties
12 oz. \$5.99



Hy-Vee Refrigerated Flavored Creamers:
select varieties 32 oz. \$2.19

A still life composition featuring a woven basket, a vase with pink flowers, and a tray with honey and lemon. The basket is made of light-colored woven material and has a handle. The vase is clear glass and contains water and a stem with several bright pink flowers. The tray is white and rectangular, holding a small dish of honey with a wooden honey dipper and a small dish with a slice of lemon. The background is a bright, slightly blurred window with white curtains.

Natural Beauty

Honey and lemon, coconut and almond—many of your favorite natural ingredients are as healthy on your body as in it. Now you can choose from a growing number of personal care products prepared with nature's benefits in mind.

TEXT DEBRA LANDWEHR ENGLE PHOTOGRAPHY KING AU

Your skin does a lot for you, so take good care of it. You have 20 square feet of it, holding your body together, protecting it and making sure you're neither too hot or cold. A smorgasbord of products promises skin with a sweeter scent, a softer touch and younger looks. But are those potions and creams healthy when absorbed into all that skin?

Increasingly, research says maybe not. Some common ingredients in personal care products also are used in paints, bath mats and trash bags. Several are known carcinogens, and others interfere with the immune system.

As a result, natural products are gaining popularity with people who have food or environmental allergies, and with those who are minimizing their exposure to toxins and chemicals, says Hy-Vee Dietitian Amanda Jochum of Omaha, Nebraska.

"The natural products have fewer ingredients, and you can dissect the list and see where they come from," she says.

CHEMICAL EXPOSURE

Studies show that people are exposed to hundreds of chemicals every day, with multiple exposures from personal care products alone. The nonprofit Environmental Working Group (EWG) found that the average adult uses nine personal care products each day, containing 126 unique chemical ingredients. More than a quarter of women and one of every 100 men use at least 15 products daily. No one knows precisely how all these chemical ingredients interact when combined or the effects they may have.

What are some of the most common ingredients? They include propylene glycol, parabens (often listed as ingredients containing the "paraben" suffix, such as methylparaben and propylparaben), phthalates (frequently listed as "fragrance"), sodium lauryl sulfate (SLS) and triclosan.

Some ingredients are petroleum by-products. It may be more than a little unnerving to think your face cream contains some of the same chemicals as gasoline.

To find out the risk of a particular product, visit the EWG database at www.cosmeticsdatabase.com, which allows you to search by product name and type.

AU NATURAL

In contrast to the chemicals, natural ingredients even sound fresh and soothing. Honey, cucumbers, aloe, peppermint—they're all part of natural personal care products. At the Hy-Vee where Amanda works, the top three lines are Burt's Bees, Tom's of Maine and Kiss My Face.

Burt's Bees has been in business for more than 25 years. Their first product was Beeswax Lip Balm and it remains a top seller. Made with such friendly ingredients as coconut and sunflower oils, lip balm paved the way for their Thoroughly Therapeutic line, which is made with honey, orange and other natural substances.

There seem to be more players in the natural care field every day. These include:

Yes to Carrots. They produce hair and skin products that combine high-quality organic fruits and vegetables with minerals from the Dead Sea. Carrots, tomatoes, cucumbers and blueberries are among the ingredients.

Nature's Gate. This company started more than 30 years ago when the founders collected rainwater, blended it with herbs and created their first rainwater shampoo. Now they offer herbal and fruit extracts in skin healers and moisturizers.

In the end, such companies are making a difference that is more than skin deep. Amanda says. "Customers are happy knowing they can choose something healthy to put on their body."



Exfoliating Bath Sponge or 2-n-1 Bath Sponge \$1.99

Faux Sea Sponge \$3.69

BURT'S BEES: A HONEY OF A COMPANY

Thirty years ago, Burt Shavitz lived in an 8-foot-square turkey coop near Garland, Maine, along with a flock of chickens and 30 hives of bees. To pay for property taxes and gas, he sold honey on the weekends from the back of his pickup. Meanwhile, he stored beeswax in the honey house, figuring he'd use it someday.

When Burt struck up an acquaintance with Roxanne Quimby, a single mom who lived with her kids in a one-room tent, an idea was born. Burt suggested she make candles from his stockpile of beeswax. When they took them to a school craft fair, they made \$200—a sign of big things to come.

Headquartered in a friend's one-room schoolhouse—where there was no heat or running water—Burt and Roxanne incorporated the business in 1991 and started making their original beeswax lip balm. Eventually they moved up to an abandoned bowling alley, where they began developing their line of personal care products. A loyal fan base soon began talking up the company.

Since then, the company has become known for natural products and for its earth-friendly mission. Employee volunteers, known as Ecobees, develop green practices and make sure the company is on the cutting edge environmentally.

Burt's Bees celebrated its 25th anniversary in 2009, with well wishes from celebrities and thousands of fans. Now headquartered in North Carolina, it's one of the world's most successful manufacturers of natural personal care products.

While Burt and Roxanne have both retired from the company, their mission lives on. In fact, the company teamed with the Natural Products Association and other personal care companies to develop The Natural Standard for Personal Care Products. Look for the Natural Seal, which identifies products that are made with at least 95 percent all-natural ingredients and use only synthetic ingredients that are free of any suspected health risks. "Natural ingredients work," Burt says, "and they're good for you."

nourished by nature

At Burt's Bees, we believe the mother of invention is Mother Nature.

Back when Burt Shavitz and Roxanne Quimby were first starting out, they concentrated on handcrafted, traditional recipes that harnessed the power of time-tested ingredients from the natural world.

Today, we still focus on naturally nourishing ingredients such as milk and honey. Ingredients that meet your needs for the highest quality in natural body care.

Luckily for us, Mother Nature dreams up the wildest inventions. Her world is truly filled with infinite variety. As a result, we're constantly dreaming up new ways to package her gifts in top-quality, all-natural body-care products.



Our Beeswax lip balm contains coconut and sunflower oils that are rich in vitamins and essential fatty acids, the beeswax seals in hydration.

Burt's Bees Lip Balm Tube or Carded Lip Balm: select varieties
.15 oz. \$2.99



Our most intensive hand treatment for rough dry hands.

Burt's Bees Hand Salve 3 oz. \$8.99



NEW & IMPROVED luxurious, lightweight lotion is proven to moisturize for up to 24 hours.

Burt's Bees Body Lotion 6 oz. \$7.99



This natural foot cream revives, refreshes and rejuvenates even the driest, most neglected feet.

Burt's Bees Foot Creme 4.34 oz. \$8.99

Power Up With OATMEAL

What your mom said still holds true. Oatmeal is good for you. So ward off any winter blues with a hearty bowl of this whole grain. A steamy serving will energize you, keep your heart healthy and warm you up inside and out.

TEXT LOIS WHITE PHOTOGRAPHY ANDY LYONS

What you eat during the winter months can help you survive some of Mother Nature's cruelest whims. It turns out that the comfort food that will bring you real happiness when the thermometer dips is a warm bowl of high-fiber, wholesome oatmeal. There's nothing better on a blustery winter day.

More oatmeal is consumed in January—proclaimed National Oatmeal Month—than any other month. "The demand for oatmeal has picked up as people have become more aware its health benefits," says Alexandra Economy, a registered dietitian at the Hy-Vee store in Winona, Minnesota.

Eating the wholesome grain assists in weight loss and control for every age group. Its complex carbohydrates help you feel full as they release a steady supply of energy over a long period of time. "With oatmeal, we're talking a real breakfast here—protein, carbs and fiber—one that will stick to your ribs," says Alexandra. "You'll be less tempted to grab an unhealthy snack before lunch."

THE THREE-MINUTE BREAKFAST

A morning ritual of eating a wholesome breakfast will set your day on a healthy path—rather than on an empty stomach or with empty calories from a fast food restaurant. Finding time to fix breakfast is the biggest reason Americans skip the morning ritual or make poor choices, even though the majority of them know it's important. According to a nationwide poll, just over half (54 percent) of those surveyed regularly eat breakfast. Men, teens and college-age folks are particularly prone to missing breakfast because of the time factor.

If you or someone you love are among those who can't find enough time for breakfast, spend a few moments in the cereal aisle at Hy-Vee. You'll find a variety of oatmeals, all made with the goodness of whole-grain oats—most ready to eat in three minutes or less. Quaker Oats has improved its popular instant cereals, which now have heartier oats and 25 percent less sugar than before. The company has introduced a multigrain product called Hearty Medleys that includes a healthy blend of oats, wheat, rye and barley, along with fruits and nuts. "These are ideal for the hot cereal lovers who are in a hurry. In the time it takes to boil water, you get all the benefits of a warm, nutritious breakfast," says Candace Mueller Medina, senior manager of Quaker Foods & Snacks Communications.

Getting kids to eat oatmeal with a smile is easy. Quaker introduced Mix-Up Creations, an instant oatmeal that comes in apple, cinnamon, blueberry, maple, or banana flavors. The fun happens when mixing two different flavors to create a unique bowl of oatmeal. "These also cook quickly so there's really no reason to skip the most important meal of the day," says Candace.

Another good option for kids is to let them top their bowl of oatmeal themselves. It's easy to make a pot of oatmeal for them to self serve on busy mornings. Offer a variety of nuts, jams or syrups to let them participate in preparing their own breakfast while you finish your morning routine.



“Any of these are great if you’re in a hurry,” says Alexandra. But, when making oatmeal at home isn’t an option, stop by the Hy-Vee Kitchen on your way to work to enjoy the warmth and goodness of a bowl of our readymade oatmeal. “You can even spoon on such toppers as fresh fruit, yogurt or granola to enhance the oatmeal’s flavor,” says Alexandra.

WHOLE GRAIN GOODNESS

Grains, breads and cereals are the foundation of the USDA’s food pyramid model for healthful eating. It’s recommended that Americans eat 6 to 11 servings per day, with at least half being whole grains. “People who regularly eat whole-grain foods, such as oatmeal, will have a lower incidence of heart disease, certain cancers and diabetes,” says Alexandra.

Aside from fiber and other essential nutrients, oatmeal offers a regular dose of antioxidants, vitamins and minerals—Vitamin E, thiamin, folic acid, zinc, iron and magnesium.

CHOOSING OATMEAL

You may wonder which is better: instant or regular oats? Because of the added sugar, instant oatmeal is often portrayed

as nutritionally inferior. “It’s still a whole grain and will give you about the same amount of fiber as regular oats,” says Alexandra. “If you add fresh fruit or nuts, you’ll boost the nutrition even more.”

Many consumers prefer the taste and texture of steel cut or regular oats, which take longer to cook. If time is short, try making oatmeal ahead and warming it in the microwave.

MAKE IT TASTY

There are dozens of ways to spice up your bowl of oatmeal. For creamy, rich texture, make it with low-fat or skim milk in place of water, boosting both calcium and protein. If you like oatmeal sweetened, try Stevia, a natural sweetener in liquid or powder form that’s available at your Hy-Vee HealthMarket. Or add honey or agave nectar. Fresh berries or sliced bananas add taste, texture and vitamins. “You may even get a picky eater to eat a nutritious breakfast by making a smiley face in the oatmeal with chocolate chips and mini marshmallows,” suggests Alexandra.

TASTY TOPPERS:

Make your hearty breakfast oatmeal even better for your body with these healthful additions.

- Dried cranberries, walnut pieces and a drizzle of agave nectar
- Raisins, cinnamon and a sprinkle of brown sugar
- Chopped pecans and diced apples
- A spoonful of plain yogurt and diced peaches or all-fruit jam
- Cinnamon- or berry-flavor applesauce
- Chopped oranges, slivered almonds and shredded coconut
- A sprinkle of flax seeds, ground flax seed meal or wheat germ

Hy-Vee Honey Bear
12 oz. \$2.49

Hy-Vee Dried Fruits or Trail
Mix 4.5 – 12 oz. 3/\$5.00



Z3 HIGH OCTANE BARS

Fuel up with these no-bake power snack bars, created by Jenny Weber, head coach of USA Triathlon's second-ranked youth and junior team program. This dose of carbohydrates helps athletes replenish blood sugars during recovery.

Serves 16.

- 2 cups Hy-Vee quick oats
- 1 cup natural peanut butter (creamy or chunky)
- 1 cup Hy-Vee honey
- 1 cup dark chocolate chips
- 1 cup Hy-Vee dried cranberries
- 1 cup milled flaxseed
- 1 cup vanilla whey protein powder

Mix all ingredients together and stir until blended. Spread mixture into an 8×8-inch pan and refrigerate until ready to serve.

To serve, cut into 2×2-inch squares.

Nutrition facts per serving: 340 calories, 16 g fat, 4.5 g saturated fat, 0 g trans fat, 5 mg cholesterol, 70 mg sodium, 45 g carbohydrates, 5 g fiber, 31 g sugar, 10 g protein. Daily values: 0% vitamin A, 2% vitamin C, 4% calcium, 6% iron.

Jenny Weber is owner and coach of Zoom Performance and Z3 Youth and Junior Triathlon Team. For further information, go to www.z3triathlon.org.



Blue Diamond Almonds: select varieties 16 oz. \$5.29



Better Oats Oatmeal: select varieties 4.9–8.1 oz. 10/\$10.00



Hodgson Mill Flax Seed: milled or whole 12 or 16 oz. \$2.49



Bob's Red Mill Steel Cut Oats 24 oz. \$2.88



MLO Genisoy Protein Powder 16 oz. \$9.99



Hy-Vee Semi-Sweet Baking Chips 24 oz. \$3.59



Hy-Vee Oats: quick or old fashioned 42 oz. \$1.99



Hy-Vee Kitchen Fresh Oatmeal & Toast \$2.59



HOT APPLE-QUINOA OATMEAL

Get a double hit of nutrition with this delicious combo. It has all the benefits of whole-grain oats plus an almost perfect balance of eight essential amino acids from the quinoa.

Serves 4.

- ½ cup steel-cut oats
- ½ cup quinoa
- 2 tablespoons ground flaxseed meal
- 1 Braeburn apple, cored and chopped
- 1 teaspoon Hy-Vee ground cinnamon
- ¼ teaspoon Hy-Vee salt
- 2 cups water
- 2 tablespoons golden raisins
- 2 tablespoons Hy-Vee dried cherries
- 2 tablespoons agave nectar
- Hy-Vee low-fat vanilla yogurt, optional

In a 4-quart microwave-safe bowl, combine oats, quinoa, flaxseed, apple, cinnamon and salt. Stir in water. Microwave on high power for 12 minutes.

Stir in raisins, cherries and agave nectar. If desired, top with low-fat vanilla yogurt.

Nutrition facts per serving: 220 calories, 3.5 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 150 mg sodium, 43 g carbohydrates, 6 g fiber, 17 g sugar, 6 g protein. Daily values: 4% vitamin A, 4% vitamin C, 4% calcium, 10% iron.

DISH UP DELICIOUS OATMEAL

Try preparing different types of oats and toppers to add variety to your morning routine, get all the heart-healthy benefits of whole grains and discover some new breakfast choices. To cook oats—from slow-cooking steel-cut oats to quick-cooking, follow these steps.

1. Read package directions for the proportions of oats, water (or milk) and salt per serving.
2. Bring the water (or milk) and salt to boiling. Stir in the oats.
3. Simmer steel cut oats, uncovered, for 25 to 30 minutes or until most liquid is absorbed. Cook old-fashioned or quick-cooking oats over medium heat, stirring occasionally, allowing 5 minutes for old-fashioned and 1 minute for quick-cooking oats.



1

AN OATMEAL PRIMER

When you shop for oats, you'll notice several varieties. Each contains the bran, germ and endosperm. The bran is the coarse outer layer—an excellent source of fiber. The germ is the embryo of the plant and is rich in antioxidants, vitamins, minerals and unsaturated fats. The endosperm is the central starchy portion that contains carbohydrates, along with some protein and B vitamins. The main difference in oats is the size and shape of the grain, which affects cooking time and texture.

1. Quick oats are similar to rolled oats but steamed longer and rolled thinner, allowing them to cook quickly. They offer a fast way to a good-for-you breakfast.

2. Instant oats are the same as quick oats, but rolled even thinner and cut finer. Sugar and natural and artificial flavors are commonly added to enhance flavor. Pour hot water over the oats and they cook instantly.

3. Steel-cut oats, also called Irish oats, have been hulled and steamed and sometimes roasted for greater flavor, then cut by large steel blades. They are thick, hearty and chewy with rich, nutty taste.

4. Scottish oats are steel-cut oats that have been ground between two large mill stones into a coarse meal. The oats produce a creamy bowl of oatmeal.

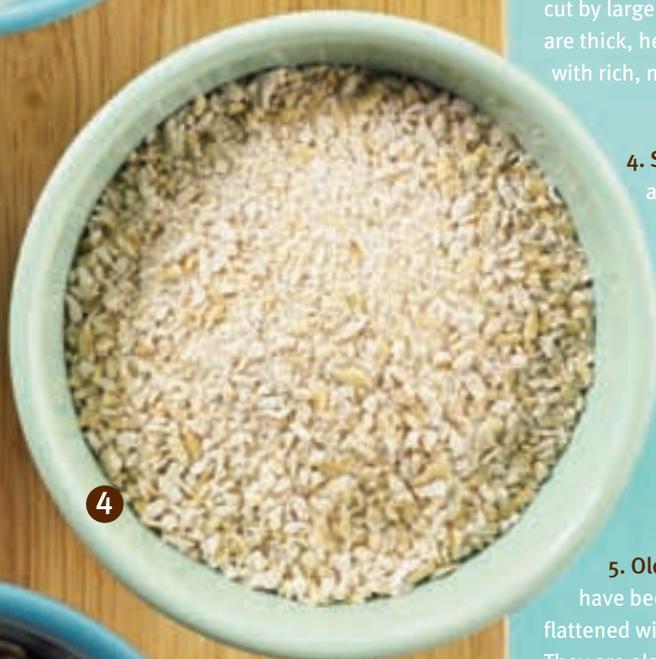
5. Old-fashioned oats have been steamed and flattened with big rollers. They are also labeled as rolled oats.



3



2



4



5

LEAN & LIVELY

Get on track to better health and fitness by exploring exciting options for equipment and classes. Learn about working with a trainer, exercise tools for home, eating after a workout and tracking calories burned during 30 minutes of everyday activities. Make this your best year yet for getting and staying in shape, the healthfully fun way.

TEXT JENNY WEBER AND PEG SMITH PHOTOGRAPHY TOBIN BENNETT

SEE YOUR DOCTOR, SET GOALS

Excited about getting in shape? Start by visiting your doctor for an exam and discuss specific, realistic health goals—ideal weight, body fat and activities that fit your lifestyle, age and abilities. Once you get the green light, set reachable short- and long-term goals, such as improving overall appearance, lowering cholesterol, improving blood pressure, strengthening core muscles, increasing stamina, improving quality of sleep or generally staying fit and healthy. Then find exercise programs. Professionals agree: The programs people stick with are the ones they enjoy and that have personal value. Check out several to find the ones you love.

PURSUE NATIONAL FITNESS STANDARDS

Health and fitness is a national concern. To encourage better health through exercise, the Federal Government established and published its 2008 *Physical Activity Guidelines for Americans*. This extensive and helpful report promotes a combination of aerobic and strength training exercise for optimal health, and offers exercise options and advice by age, activity levels and physical limitations, as well as ways to prevent injury. Visit www.health.gov/paguidelines for the document, which you can print out if you wish. At a minimum, the report makes the following recommendations:

- 2.5 hours a week of moderate-intensity aerobic training or 1.25 hours a week of vigorous-intensity aerobic training, in episodes lasting at least 10 minutes.
- 2 or more days a week of strength training, involving all major muscle groups.

When you reach those goals, keep going for even better health and greater fitness. You can do more than the minimum.

ANY MOVEMENT COUNTS

Burn calories all day to increase metabolism. The Mayo Clinic suggests these healthful daily options:

- Wake up 30 minutes earlier than usual to walk or exercise.
- Take 10-minute walks throughout the day, indoors or out.
- Count household chores, such as cleaning. A 130-pound woman burns up to 47 calories during 20 minutes of vacuuming.
- Involve the family. Get outdoors to walk or bike.

Begin a new exercise program slowly, building intensity as you strengthen your body. Make certain that the types of exercises and physical activities you engage are the proper ones to meet your goals. Be patient; it takes time to get in shape.

MIX IT UP

A recent survey by the American College of Sports Medicine reports that a variety of activities—called cross-training—keeps exercisers motivated. Whether you take a kick-boxing class once a week, hike or bike on weekends or get moving to exercise videos at home, get your whole body fit by mixing it up:

1. Aerobic fitness. Get your heart pumping, moving blood to organs and improving stamina. Running and swimming are two ways to get the entire body moving and increase heart strength.
2. Muscular fitness/strength training. Build strong muscles and bones and a lean body by lifting free weights or resistance training. Strong muscles support bones, burn more calories than fat and lead to good posture. Strong bones may protect from osteoporosis.
3. Stretching. Relax and lengthen muscles that move repetitively. Static stretching and yoga postures are two ways to achieve long muscles and flexibility. You should also make stretching a part of



TOP 10 EXERCISE TRENDS

These are the right-now exercises for burning calories and getting fit. In addition, mind-body workouts are popular, fitness fans want to burn many calories quickly and exercise buffs look for programs that include nutritional advice.

1. **Boot Camp:** high-intensity military-style.
2. **Spinning:** Invigorating, sweat-dripping group indoor biking.
3. **Buddy System:** Partners achieve together.
4. **Zumba:** Part dance, part aerobics in response to TV dance shows.
5. **TRZ Suspension Trainer:** Attaches to something solid, body weight creates the resistance.
6. **Interval Training:** Alternating bursts of high- and low-intensity work.
7. **Strength Training:** Developing muscles.
8. **Aerojump:** Swinging and jumping that burns 450 calories in 10 minutes.
9. **Piloxing:** Figure-polishing, core-strengthening Pilates plus punching.
10. **Kangoo Jumps:** Shapes legs and bums with a reinvented '90s workout.

your post-workout regimen. It helps reduce muscle tension.

4. Core stability. Reduce risk of back injury by building strong supportive muscles at the center of the body, which also improves posture and digestion. Build core stability through Pilates classes, kick-boxing and routines that focus on abs and lower back.

5. Balance training. Prevent falls and move gracefully by improving overall balance. Try dancing, yoga and stability ball exercises.

Vary your workouts by giving some of these a try:

- **Kick-boxing:** Remaining popular for several years for a range of ages has encouraged instructors of this high-intensity exercise to develop classes for particular audiences. Find one at your gym.
- **Pilates:** Various styles of this very effective core-strengthening fitness system, developed by Joseph Pilates nearly 100 years ago, are taught in classes and are available on DVD to practice at home.
- **Wii systems:** Get the family moving together with game-style systems that offer a huge variety of fun, invigorating exercises.
- **Dance or Hoop:** For feel-good fun that's more like play than work, put on your dancing shoes or get out a hoop.

COACH YOURSELF OR HIRE A PRO

Certified professional fitness trainers work with clients to safely and effectively target specific health goals. However, many people prefer reading up on exercises, gaining instruction from DVDs or working out with a knowledgeable friend. Any approach may work as long as you've checked with your doctor, set up realistic goals and chosen a regimen that will prove effective. While not required, hiring a personal coach usually leads to more consistent results and helps to keep you free from injury.

Working one-on-one or in group settings, many trainers are staff members at gyms or fitness centers; some are self-employed. Look for trainers who have earned exercise science degrees and have certification as personal exercise trainers; all should have current CPR (cardiopulmonary resuscitation) certification. Ask to see credentials to ensure that they are accredited certificates and ask for references of previous clients. Discuss fees, length of sessions and how fitness will be evaluated to design a personalized program.

GET READY, STAY SAFE, COOL DOWN

To stay safe and reduce risk of injury, select the appropriate type and duration of exercise programs for your current fitness level. Listen to your body and pay attention to performing exercises with correct body form. Learn to use gym equipment safely. Take time for proper warm-ups and cool-downs and avoid overdoing new routines. If in doubt about exercise, check with your doctor or an experienced trainer.



DYNAMIC WARM-UP

Get blood pumping and muscles warmed up before tackling exercise. Increasing body temperature warms muscles, activating the neuromuscular system to extend flexibility and enhance mobility and coordination. Failure to warm up may lead to painful muscle cramps and injury.



PROPER EQUIPMENT AND ALIGNMENT

Specific exercise routines may call for specialized equipment, such as hand-wraps and boxing gloves, or learning correct body alignment in making punches and kicks. Talk to a qualified instructor about how to use and wear equipment and how to safely perform moves.



REWARDING COOL-DOWN

Static stretching following a workout is more beneficial than prior to it. Following exercise, hold stretches until you feel a slight pull—NOT pain—in the muscle. Feel the “aaah.” During the stretch, muscles relax. As tension fades, increase the stretch until you feel another slight pull. Repeat.

WORKOUT RECOVERY WITH THE RIGHT FOODS

What you eat after exercise really does matter! Christy Finn, Hy-Vee dietitian in Davenport, Iowa, suggests ways to help your body recover following exercise. Before, during and after exercise, stay consistently hydrated. Within 30 to 60 minutes after a workout, restore fuel (glycogen) to muscles and provide protein to repair muscles with a mix of complex carbohydrates and lean protein. Planning which foods to carry or consume post-exercise helps keep your fitness goals in check—you'll be less likely to snack on high-calorie, low-nutrition foods.

For low-cal, healthful snacks and meals, Christy suggests:

- skim milk or low-fat yogurt
- fresh or dried fruits, such as banana, apple or orange
- raw veggie strips
- yogurt with low-fat granola, banana and a handful of nuts
- whole grain bagel chips with peanut butter or turkey, baby carrots and yogurt or skim milk
- brown rice bowl with beans, vegetables, cheese, avocado and salsa served with a whole grain tortilla

Good-for-you choices include fruit, vegetables, egg whites, lean meat, dried beans and whole grains.

Small amounts of fiber and protein provide a full feeling that stays with you, helping you avoid unhealthy nibbling later. Christy says, "Remember to count those calories you eat after a workout toward your daily total. Don't reduce workout benefits by overeating."



Thermor Stainless Steel Water Bottle:
limited designs 24 oz. \$6.99

Koko Designer Lunch Bags \$19.99



8th Continent Soymilk:
select varieties 64 oz. \$2.69



Laughing Cow Cheese Wedges:
select varieties 6 oz. \$3.49



Old Orchard 100% Blends or Healthy Balance:
select varieties 64 oz. \$1.79



V8 V-Fusion Juice: select varieties
6 pk. or 46 oz. \$2.97



Dole Fruit Bowls or All Natural Jars:
select varieties 4 pk. or 24.5 oz. 2/\$5.00



General Mills Cereal: Cheerios,
Fiber One, or Honey Nut Clusters
14.25–18 oz. \$2.99



All-Natural NUGO Bars: select varieties
50 gr., 1.59 or 1.76 oz. 10/\$10.00

CALORIES BURNED PER 30-MINUTE ACTIVITY

Physical activity helps you manage weight loss while building healthy muscle. To lose about 1 pound a week—generally agreed to be safe—burn 3,500 calories, or 500 calories per day. This chart, based on Harvard Medical School research, shows calories burned for every 30 minutes of activity.

ACTIVITY	125-LB. PERSON	155-LB. PERSON	185-LB. PERSON
Aerobics, high impact	210	260	311
Basketball or Football	240	298	355
Bicycling, 16-19 mph	360	446	533
Carrying, stacking wood	150	186	222
Cross-country skiing	240	298	355
Dancing	165	205	244
Elliptical machine	270	335	400
Gardening	139	172	205
Golf, carrying clubs	165	205	244
Hockey	240	298	355
Rock-climbing, rappelling	240	298	355
Rope-jumping	300	372	444
Running, 6 mph	300	372	444
Shoveling snow	180	223	266
Soccer or Tennis	210	260	311
Stretching, yoga	120	149	178
Swimming, vigorous	300	372	444
Volleyball	90	112	133
Walking, 4.5 mph	150	186	222
Weight-lifting, vigorous	180	223	266

BUDGET-CONSCIOUS EXERCISE

Fancy exercise equipment will help you get in shape only if you use it. Investigate before you buy and make sure you're committed to spending time and energy. Some home gyms have space-saving features and multiple ways to use them. Start small with these versatile investments.

JUMP ROPE

This inexpensive, space-saving tool can be used indoors when there's enough head-room. Swing one for a simple warm-up or learn challenging moves from a class or exercise video.

RESISTANCE AND STABILITY BALLS

From softball size to chair height, resistance and stability balls teach coordination and balance and build core muscles through a range of challenging and fun activities. Learn crunches, planks, bridges and more with these versatile exercise tools.



FREE WEIGHTS

From light to heavy, dumbbells are basic to many exercise routines, providing extra oomph to work and strengthen muscles and bones. Work with a pro to learn to lift properly to avoid injury. For home, look for pretty colors with textural plastic covers that protect surfaces and are fun to use.



KETTLEBELLS

This centuries-old European fitness tool made a comeback for training military and Olympic athletes. Find the cast-iron balls at fitness centers and sports stores, along with classes and instructions. Use the correct weight kettlebell for a full-body workout—cardio, flexibility, strength training and core stabilization.



RESISTANCE TUBES AND BANDS

Use these fairly inexpensive, very portable stretch bands or tubes in addition to or in place of heavy, awkward weights to build strength and flexibility. Target leg and arm muscles, plus tummy and glutes with a range of moves, or use them for cool-down stretches. Classes and videos show how to use them effectively.

Winter Salads



Salads aren't only for the summer months. With an array of vibrant colors, textures and tastes, winter produce—which already scores high with NuVal—gets an extra healthy boost with such wholesome additions as high-quality carbs, heart-healthy oils or toasted nuts.

TEXT STACI SCHEURENBRAND PHOTOGRAPHY KING AU

If the malaise that often comes with relentlessly cold weather and dreary days has you craving carbohydrate-loaded comfort foods, make a beeline to the produce aisle where you'll find a natural powerhouse of nutrition. Winter produce not only provides an array of health benefits—including extra immunity to germs during cold and flu season—it's loaded with mood-boosting vitamins too.

Current dietary guidelines recommend five to nine servings of fruits and vegetables per day, making fresh produce an excellent addition to your shopping cart. When it becomes the focus of a meal, as it is in the main dish salads featured on the following pages, salads can pack a seriously healthy punch.

EAT BY COLOR

For the best winter salads choose produce with a range of different colors. "Eat a rainbow," says Nikki Putman, a registered dietitian at Hy-Vee in Silvis, Illinois. "Variety is key, especially in salads. The more colors and textures the better. Each color contains unique components that are essential to good health. And with the vast majority of produce having a NuVal score of 90 or above, you can't go wrong with just about anything you choose."

At first glance winter produce may not be as appealing as the beautiful berries of summer, but look closer and you'll find sunny citrus, bright orange root vegetables, ruby cranberries and pomegranates and dark leafy greens, all of which add visual appeal and nutrition to your salad repertoire. Citrus fruits are at their best in winter, so toss them with bitter greens to add sweetness or try a squeeze of their zesty juice in olive oil for a light dressing.

SOME LIKE IT HOT

Remarkably versatile and somewhere in taste between sweet and savory, root vegetables (and other winter storage fruits and vegetables) are even more succulent when roasted until sweetened and blistered. "Roasting, grilling or sautéing fruits or vegetables brings out the natural juices so very little dressing is needed if using them for salads," says Lindsey Grote-Rodgers, a chef at

Hy-Vee in Council Bluffs, Iowa. "Radishes mellow and become tender-crisp, beets lose some of their earthy flavor and become sweeter and nuttier, and grilled greens turn vibrant, adding stunning hues to the salad. When other healthy ingredients like grilled meat or fish, goat cheese or toasted nuts are added, the vegetables meld to them, adding extra creaminess and flavor," she says. Discover for yourself with Lindsey's "Grilled Romaine" recipe, *page 31*.

A PORTION OF PROTEIN

Mixing meat into your salad is a great way to include protein and boost the nutritional value. However, it's important that you make the right choices. Deep-fried chicken or processed lunchmeat will only take away from your healthy base. Cooked lean meats, grains and seafood are satisfying options, adding nourishing protein and succulent flavors.

Low-fat cuts of beef are perfect weekday fare. They cook fast, stay juicy and carry other flavors perfectly. Meat was paired with jewel-like pomegranates in "Steak and Pear Salad," *page 30*, from Al Hernandez, a chef at the Hy-Vee in Rochester, Minnesota. Pomegranates are not only a dazzling, delicious red, they are quite possibly the most nutritious fruits of the season. High in vitamin C and potassium, pomegranates are also a good source of fiber and their juice contains potent forms of antioxidants.

For a nonmeat protein punch, turn to such hearty ingredients as quinoa (*keen-wa*), which contains more protein than any other grain. High in lysine, fiber, minerals and vitamins, quinoa can be substituted for almost any grain in almost any recipe, and when added to salad, it turns a ho-hum dish into an extraordinary nutrient-dense meal.

"Quinoa adds a powerhouse of nutrients to any salad, but if you don't have time to cook it, garbanzo beans, lentils or canned black beans are good substitutions, and you still end up with a healthy, south-of-the-border-inspired salad," says Jim Nadeau, a chef at Hy-Vee in Cedar Falls, Iowa, and creator of the "South-of-the-Border Chicken and Quinoa Salad," *page 33*.



Yo-Plus Probiotic Yogurt: select varieties
16 oz. 2/\$3.00



Land O Lakes Omega 3 or
All-Natural Large Eggs 12 ct. \$2.19



Earthbound Farms Organic Salad
1 lb. Clamshell \$4.49



Melissa's Korean Pears
2/\$5.00



Monterey Grillabella Caps or
Sliced Grillabella 8 oz. \$3.49



Organic Cara Cara Navel Oranges
per lb. \$1.38



Stemilt Artisan Organic Braeburn Apples
per lb. \$1.18



Texas Juice Oranges 5 lb. Bag
\$3.29



STEAK AND PEAR SALAD

"My customers want recipes made with wholesome, simple ingredients that come together quickly, especially on busy week nights. I provide the inspiration and NuVal helps them make the best ingredient choices."

—Hy-Vee Chef Al Hernandez in Rochester, Minnesota

Serves 4.

- 4 (4-ounce) beef tenderloin steaks, cut ¾ inch thick
- ¾ teaspoon coarse ground Hy-Vee black pepper, divided
- 1 teaspoon Hy-Vee sea salt, divided
- 5 tablespoons Grand Selections olive oil, divided
- ½ cup red wine
- 5 tablespoons Grand Selections white wine vinegar
- 2 tablespoons agave nectar
- 2 teaspoons Hy-Vee Dijon mustard
- 1 fennel bulb, sliced into sticks and roasted
- 2 medium red or green pears, cored and sliced

- 1 (5-ounce) package baby arugula/watercress, washed and dried
- 1 pomegranate, quartered and seeded
- ¼ cup Hy-Vee pecans halves, toasted
- Zest of 1 lemon

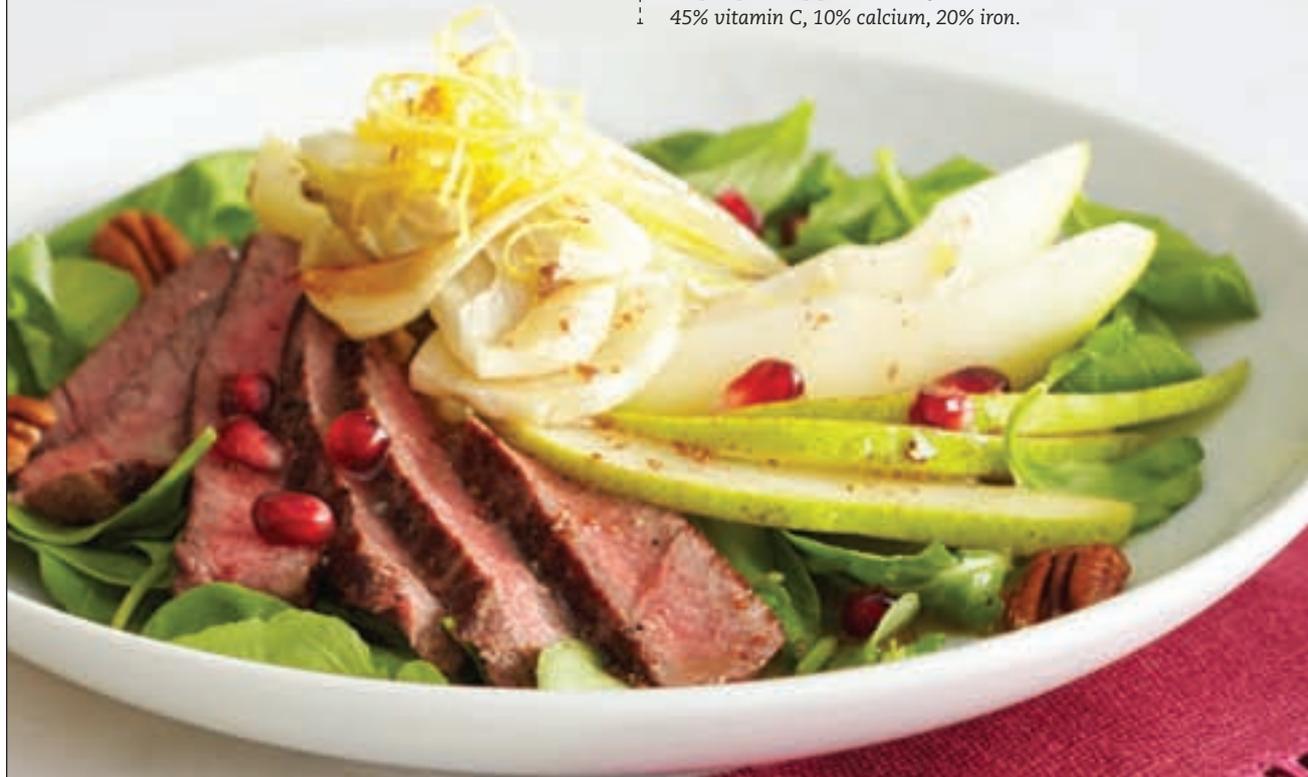
Season steaks with ½ teaspoon pepper and ½ teaspoon salt. Heat 1 tablespoon olive oil in a large nonstick skillet over medium heat. Place steaks in skillet and brown on both sides. Pour red wine over steaks; cover and cook until tender, 7 to 9 minutes for medium rare to medium.

For dressing, whisk white wine vinegar, 4 tablespoons olive oil, agave nectar, Dijon mustard, ½ teaspoon salt and ¼ teaspoon pepper in a small bowl until well blended. Set aside.

Prepare fennel, pears, arugula or watercress and pomegranate. Set aside.

Divide greens evenly among 4 plates. Carve steaks into thin slices and place on greens. Place sliced pears and haystacks of fennel on top. Sprinkle with lemon zest, ½ cup pomegranate seeds and toasted pecans. Serve with dressing.

Nutrition facts per serving: 490 calories, 28 g fat, 6 g saturated fat, 0 g trans fat, 55 mg cholesterol, 740 mg sodium, 33 g carbohydrates, 7 g fiber, 20 g sugar, 26 g protein. Daily values: 25% vitamin A, 45% vitamin C, 10% calcium, 20% iron.





**GRILLED ROMAINE WITH RED ROOT
VEGETABLES SERVED WITH GOAT CHEESE
AND COCOA VINAIGRETTE**

“Goat cheese has double the protein as most other cheeses. When it is combined in salad with heart-healthy walnuts, you get double the health benefits.” —Hy-Vee Chef Lindsey Grote-Rodgers in Council Bluffs, Iowa

Serves 6.

- 2 (4-ounce) logs goat cheese, chilled
- 2 (2-ounce) packages Hy-Vee walnuts pieces, toasted and divided
- 1 tablespoon Hy-Vee butter
- 2 bunches radishes, trimmed, cleaned and halved
- Hy-Vee sea salt and freshly ground Hy-Vee black pepper
- 1 (8-ounce) package Melissa’s™ baby beets, halved or quartered according to size

Grand Selections olive oil, as needed
 1 (18-ounce) package Hy-Vee romaine hearts, halved lengthwise through the core
 ½ small red onion, very thinly sliced
 Cocoa Vinaigrette (recipe at right)
 Take & Bake honey whole grain baguette, prepared according to package directions, optional

Roll cheese logs in ¾ cup toasted walnuts. Cut each log into slices. Set aside.

Melt butter in a large skillet over medium heat. Add radishes and cook until crisp-tender, about 10 minutes. Remove from pan and set aside. Season with salt and pepper.

Return pan to medium heat and add beets. Add a drizzle of olive oil, if needed. Heat through, stirring frequently, about 5 minutes. Remove from pan and set aside.

Meanwhile, preheat a grill or grill pan to medium heat. Brush romaine with olive oil and season with salt and pepper. Place on grill or grill pan and cook until the lettuce begins

to wilt, 1 to 2 minutes, turning once. The color will also brighten during grilling.

Lay grilled romaine spears on a platter. Top with radishes, beets, onion rings and goat cheese slices. Drizzle with Cocoa Vinaigrette and sprinkle with remaining ¼ cup walnuts.

COCOA VINAIGRETTE

- ½ cup Grand Selections red wine vinegar
- 2 teaspoons Hy-Vee cocoa powder
- 1 teaspoon Hy-Vee sugar
- ¾ teaspoon Hy-Vee sea salt
- ½ teaspoon freshly ground Hy-Vee black pepper
- ½ cup Grand Selections olive oil

In a screw-top jar, add all ingredients except olive oil. Cover; shake well. Add olive oil and shake to combine until well blended.

Nutrition facts per serving: 450 calories, 40 g fat, 11 g saturated fat, 0 g trans fat, 20 mg cholesterol, 430 mg sodium, 12 g carbohydrates, 5 g fiber, 6 g sugar, 11 g protein. Daily values: 110% vitamin A, 40% vitamin C, 0% calcium, 15% iron.



Fast Favorite

Fast Classics offers a broad line of chicken, beef and pork perfect for on-the-go families. They're available in your local Hy-Vee freezer aisle, so stock up for meals in just minutes.

Fast Classics breaded chicken or chicken-fried steak: select varieties
20–28 oz. \$6.99

Land O' Frost Premium Sliced Lunchmeats: select varieties
10 or 16 oz. 2/\$7.00



NUVAL NUTRITIONAL SCORING SYSTEM

GOOD NUTRITION MADE EASY

Foods found at your local Hy-Vee are part of the NuVal Nutritional Scoring System, which takes the guesswork out of making healthier choices. The NuVal System uses a scientific model that examines food based on the presence of more than 30 nutrients. Food is given a score based on a scale of 1 to 100. The higher the score, the higher the nutritional value. The numbers are easy to find: Just look for the NuVal emblem and the 1 to 100 food score on shelf tags next to the price. NuVal is an independent system developed by a team of nutrition and medical experts from leading health organizations and universities.

TRADE UP

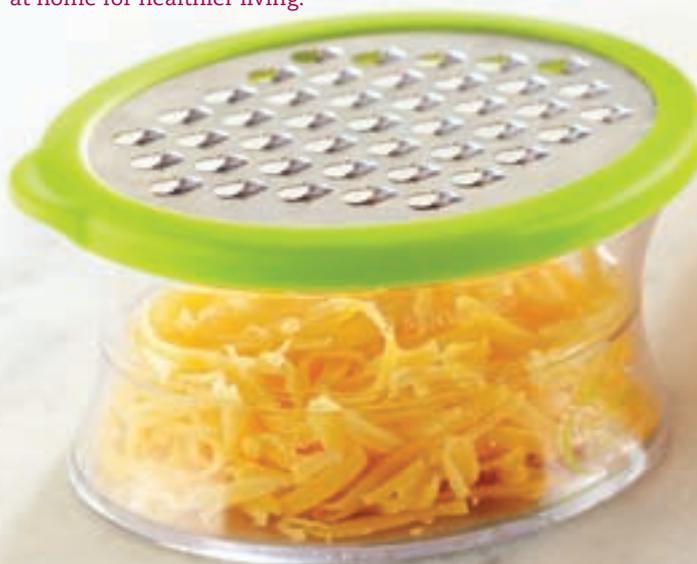
Healthy choices do not have to be an all-or-nothing decision. It's OK to just trade up incrementally. For example, if you're craving chips, go to the chip aisle and look at the NuVal number of your favorite snack. Then find a similar product and pick the one with the higher score. By simply trading up, you've already made a more nutritious choice. Replacing sugary sodas with fruit juices or high-quality herbal or green teas is an easy and less expensive way to trade up to more nutritional beverages.

PORTION CONTROL

Measuring and weighing your food is one way to keep portions in check, but it can also be messy and time consuming. A new shortcut to positive portioning is called "The New American Plate," promoted by the American Institute for Cancer Research. It's easy to use. Imagine your empty plate is divided into quarters. Check NuVal scores and fill it accordingly: Use one quarter of the plate for lean protein, one quarter for whole grains, and fill the remaining half with vegetables. For more information, go to www.hy-vee.com and click on "Health."

CHEAT NO MORE.

Always tempted to round up to the nearest cup? Now available at Hy-Vee, Healthy Steps portion control tools keep serving sizes in check. The various kitchen gadgets and utensils—specially designed for each food group, including ice cream and other sweets—help you recognize correct portion sizes at home for healthier living.



Healthy Steps Portion Control Ice Cream Scoop, Sugar Shaker or Cheese Grater \$6.99

Healthy Steps Portion Control Kitchen Gadgets: ladle, starch server, vegetable server, salt shaker and more \$3.99



SOUTH-OF-THE-BORDER CHICKEN AND QUINOA SALAD

"If you prefer a vegetarian version, simply omit the chicken. If preparing with chicken, serve the salad warm. If preparing without the chicken, I suggest serving it chilled." —Hy-Vee Chef Jim Nadeau in Cedar Falls, Iowa

Serves 6.

- 12 ounces boneless, skinless chicken breasts
- 2 tablespoons Grand Selections olive oil
- ½ teaspoon Hy-Vee crushed red pepper
- 1 teaspoon Hy-Vee ground cumin
- ¼ cup fresh lemon juice, divided
- ½ cup chopped red onion

- 1½ cups Hy-Vee chicken broth
- 1 cup quinoa, rinsed
- Zest of 1 lemon
- Pinch of cayenne pepper
- Hy-Vee salt, to taste
- Hy-Vee black pepper, to taste
- 2 tablespoons rice vinegar
- 1 teaspoon stone-ground mustard
- ⅓ cup chopped cilantro
- 1 large carrot, peeled and cut into matchstick-size strips
- 1 medium jicama, peeled and cut into matchstick-size strips
- 1 red bell pepper, seeded and cut into matchstick-size strips
- ½ cup thinly sliced red onion

Place chicken breasts in a resealable plastic storage bag. Pound chicken until thin. Combine oil, red pepper, cumin and 2 tablespoons lemon juice in a small bowl. Add chicken pieces. Cover and marinate in refrigerator for 30 minutes or up to 2 hours.

Spray a large saucepan with nonstick cooking spray. Add chopped onion and cook over medium-high heat until tender, about 5 minutes. Add broth, quinoa, lemon zest, cayenne pepper, salt and black pepper. Bring to a simmer. Reduce heat to low and cook until liquid is absorbed, about 20 minutes. Cover and let stand an additional 5 minutes.

Preheat grill to medium-high heat. Grill chicken until instant-read thermometer registers 160°F, turning once. Cut into strips.

Combine quinoa mixture, remaining 2 tablespoons lemon juice, rice vinegar, mustard and cilantro. Place in large lettuce-lined bowl. Top with chicken and vegetables.

Nutrition facts per serving: 250 calories, 5 g fat, 1 g saturated fat, 0 g trans fat, 35 mg cholesterol, 320 mg sodium, 33 g carbohydrates, 9 g fiber, 6 g sugar, 18 g protein. Daily values: 50% vitamin A, 90% vitamin C, 4% calcium, 15% iron.



TOWARD BETTER NUTRITION

In a world filled with fizz and empty calories, PepsiCo is remaking itself as a food and beverage company that's a partner in health for consumers around the world, says CEO Indra Nooyi.

TEXT WANDA VENTLING AND STEVE COOPER

Indra Nooyi's achievements are impressive. As chairman and chief executive officer (CEO) of PepsiCo—a \$60 billion international corporation—Nooyi shattered the glass ceiling that suppressed women's careers for so long. Her success has brought her a long way from beginnings in India.

In the last year, the business magazine *Fortune* placed Nooyi atop their list of the "50 Most Powerful Women" and *Forbes* put her at #6 in their list of the "World's 100 Most Powerful Women."

She took a few minutes recently to speak with *Seasons* about her vision for the company she leads. You'll be seeing the impact of her decisions when you shop at Hy-Vee for Pepsi, Mountain Dew, Quaker Oats, Gatorade, Aquafina, Lay's, Doritos, Cheetos, Naked Juice, SoBe and other products.

Q. WILL SHOPPERS SOON BE SEEING FAMILIAR SODAS AND TREATS REPLACED BY HEALTHIER DRINKS AND SNACKS?

A. The way to look at our portfolio of products is that we have:

- A whole group of "fun-for-you" products
- A second group called "better-for-you"
- And the third is "good-for-you"

It's important to make all three groups available because right now 80 percent of our portfolio is the fun-for-you products—the Pepsi and the Lay's and the Doritos and the Cheetos.

Our first goal is to take these fun-for-you products and make them better-for-you. To do this, we are making Diet Pepsi, Pepsi Max, Pepsi Natural, Frito-Lay Natural. We're going to convert the entire Frito-Lay line to natural. We are reducing the sodium content, we are reducing the saturated fat content and moving to heart-healthy oils.

Simultaneously, we take the \$10 billion we have in the good-for-you products—the Quaker Oats, the Tropicana, the Naked Juices and the Gatorade for athletes—and we grow that even faster than

the better-for-you or the fun-for-you products. This way, the portfolio slowly starts moving to a balance of better-for-you and good-for-you products. I think that there's always a place and a time for fun-for-you products, but what you want to do is make the fun choice a better, healthier choice. And always offer a good-for-you choice that is really fun and is good for you inside.

Q. YOU ARE PROMOTING PERFORMANCE WITH PURPOSE THROUGHOUT PEPSICO. WHAT IS IT?

A. This is something that you at Hy-Vee can understand very well because you are leaders in the community. You are used to making life easier, healthier and happier. It's our belief at PepsiCo that companies have a role to play in every society in which they operate. That means you've got to think about all the stakeholders—everyone reached by our company—that you impact, rather than just the shareholder. So Performance with Purpose says that:

- We offer a lot of very healthy eats.
- We are conscious of the environmental implications of our work and make sure that we do everything possible to leave the world a better place than when we came and played with it.
- And that our people bring their whole selves to work.

Q. HOW CAN WE TELL IF YOUR PLAN IS WORKING?

A. One of the things that we do is that we publicly publish our commitments on social responsibilities. In printing these commitments, everybody knows that we are committed to this and we are going to move the company along that path. And it requires making technology bets—investments—in things like new sweetener technology, new processing technology.

So we have a scorecard and we monitor that by country. We have special funds where we give people in the divisions, money to go off and execute programs. If there is an environmental





PHOTOGRAPHY COURTESY OF PEPSICO.

sustainability project—a green project—and a division cannot justify it, we have a special fund that they can come to, which funds these projects.

The key thing is that we are in this for the long haul. We want to make sure that the PepsiCo in 10 years or 20 years or 50 years from now is still a special company, and the only way to ensure that is to make sure that we work with all stakeholders of every society.

Q. HOW WILL THIS TRANSFORMATION TO HEALTHIER PRODUCTS IMPACT THE HY-VEE CUSTOMER?

A. The transformation that PepsiCo is going through is a transformation that Hy-Vee has already started. In fact, Ric Jurgens [Hy-Vee's Chairman and CEO] has been one of my heroes and I have been learning from him. It's been fantastic. Hy-Vee started with in-store nutritionists and you have been using the NuVal system. The fact that you are doing all these things to help consumers make the right choices is something we are learning from. This can't be done by manufacturers alone; it has to be done in partnership with retailers. It involves consumer education. It involves

guiding shoppers and nudging them to make the right choices. So I think that in many ways Hy-Vee is taking the high road and the fact that PepsiCo is making all these changes, too, this is a set of very, very complementary efforts.

Q. THERE ARE CRITICS WHO SAY THAT PEPSICO SPENDS MORE PROMOTING THEIR JUNK FOOD AND LESS ON GOOD WORKS AND HIGH GOALS. WHAT DO YOU SAY TO THEM?

A. First, I don't believe that there is any food called junk food. There are two kinds of food for different occasions. Our first goal is to take treats, fun-for-you foods, and make them better-for-you by reducing sugar, salt and trans fats.

Of course, the skeptics and the critics should be asking those questions. I would be, too, if I didn't work for PepsiCo. But let me tell you one of our tangible commitments. We have said that good-for-you products are going to grow from \$10 billion to \$30 billion over the next decade. Very few people have come out and publicly stated such a goal. And very few would have invested the kind of money that we have invested to transform the core, fun-for-you

portfolio to better-for-you. We are one of those companies that puts its money where its mouth is. We said, "Here is our scorecard, measure us."

Q. MOST OF US HAVE SEEN PROMOTIONS FOR THE PEPSI REFRESH PROJECT. THE COMPANY INVITES ENTRIES FOR PROMISING SOCIAL-NEEDS PROJECTS AND LETS PEOPLE VOTE ON THE WEB TO DETERMINE WHICH PROJECTS SHOULD RECEIVE SOME FUNDS. TELL US A LITTLE ABOUT IT.

A. The Refresh Project was an unbelievable, bold move by our Pepsi people to blur the lines between philanthropy and marketing. They said, "Why can't we rewrite the model?"

The team has done a brilliant job executing it. We've given away more than \$20 million this year in grants from \$5,000 to \$250,000. If your readers go on the Web site [www.refresheverything.com] and look at all the submissions, it will bring tears to their eyes.

I still remember the first submissions. We accepted 1,000 submissions and then we shut it down. The first month, it took us about a day to get the 1,000 submissions. In the third month, only 17 seconds after we opened the Web site for submissions, we had all 1,000 submissions and had to shut it down. We now have a backlog of submissions that runs into the tens of thousands of people wanting a Pepsi Refresh grant.

Q. DO YOU HAVE A FAVORITE AMONG THE PROJECTS THAT HAVE WON GRANTS?

A. There were these young girls [Sarah Herr and Sarah Cronk of Bettendorf, Iowa] and they had a family member, a friend, someone who is close to them, who is disabled. That person always wanted to be in a cheerleading squad. Of course, a cheerleader is someone who is, in a manner, perfect, so this person could never have gotten on a cheerleading squad.

So these girls applied for a Pepsi Refresh grant to go off and create a cheerleading squad [The Spartan Sparkles] for disabled people. They mobilized the votes and this project became one of the first Refresh grants that Pepsi gave out.

Q. WHAT ARE YOUR FAVORITE PEPSICO PRODUCTS?

A. I have a bag of Lay's potato chips almost every day, not because I work for PepsiCo but because in India you eat a crisp with every meal. So I have Lay's Kettle Chips with every meal. There's an orange soft drink overseas called Mirinda, which I absolutely love. Pepsi Max to me is the best diet cola that is in the market. I am a big snack eater. I would rather eat snacks than meals. Oats are something that we have almost every day, so Quaker Oats is something that I eat a lot of.



It's time to leave the guilt behind! With an unbelievable array of smarter products that make it fun to stay on track, PepsiCo brands make keeping those New Year resolutions easier, and more delightful than ever.



SoBe® Lifewater™:
select varieties
20 oz. \$1.18*



Propel® Fitness Water:
select varieties
500 ml., 6 pk. \$2.69*



Lipton® Iced Tea: select
varieties 16.9 oz., 12
pk. \$5.99*



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

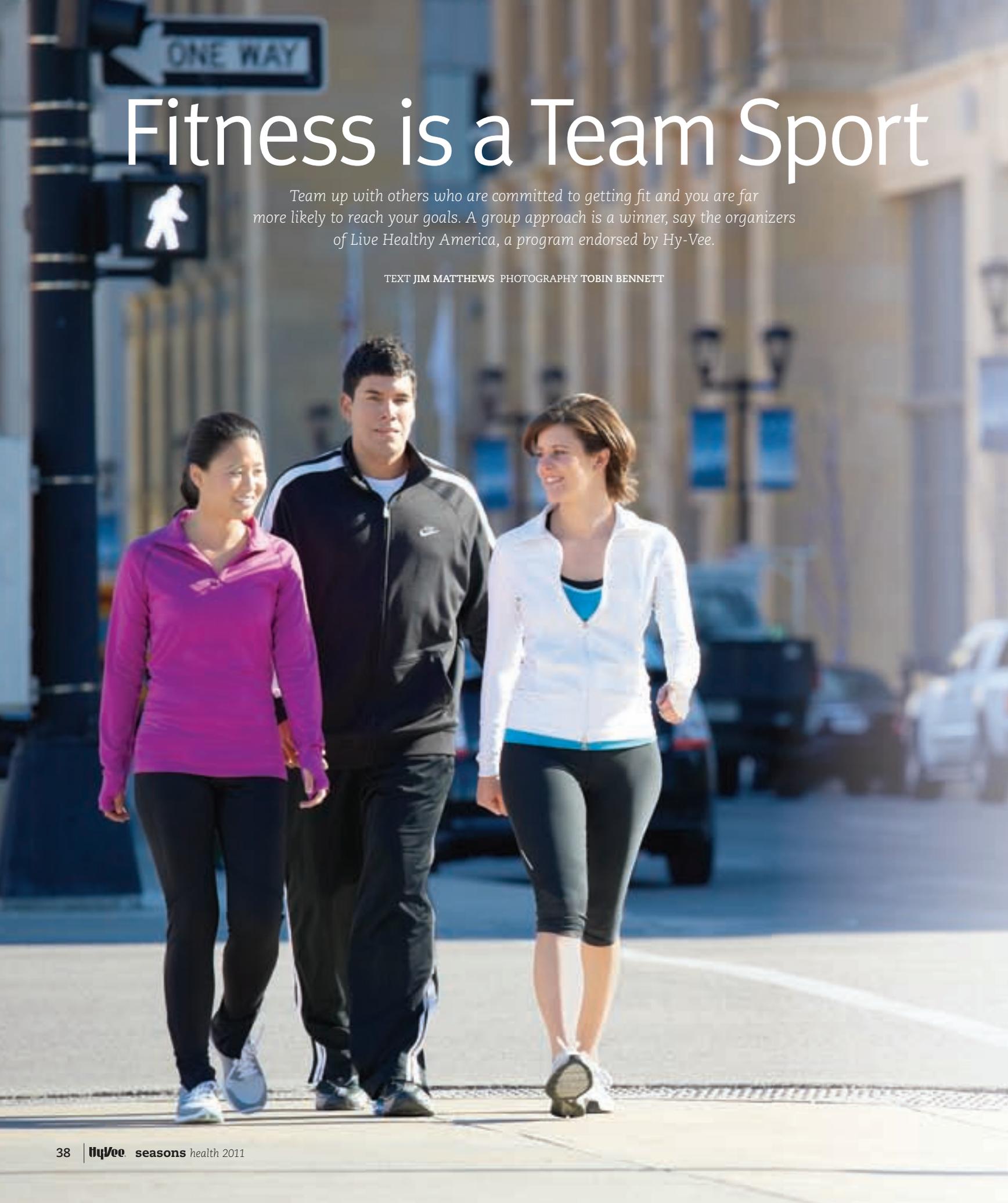


XXL Frito-Lay Baked Chips
or SunChips: select varieties
8.75-11.5 oz. \$2.99



PEPSICO





Fitness is a Team Sport

Team up with others who are committed to getting fit and you are far more likely to reach your goals. A group approach is a winner, say the organizers of Live Healthy America, a program endorsed by Hy-Vee.

TEXT JIM MATTHEWS PHOTOGRAPHY TOBIN BENNETT

If the pounds are creeping up and exercise is a chore, try teaming up. Left unaddressed, too much weight can lead to diabetes, heart trouble, blood pressure problems and a host of other maladies that shorten life. We all know the cure: exercise and eat healthy foods. Yet, too often the scales continue to register weight gain.

One organization trying to shake us out of our sedentary, over-eating habits is Live Healthy America (LHA). Since 2002, LHA and the Midwestern program from which it grew have helped 130,000 people lose 490,000 pounds, while logging the equivalent to 19.7 million miles in activities.

The idea is simple: Create teams of two to ten people to compete against other teams in exercise and better eating. Teams establish their own weight-loss targets and encourage each other as they tackle 100 days of fitness activities.

Hy-Vee has promoted LHA from the beginning by encouraging customers and employees to take part. “We gave our customers more than 30,000 coupons last year for \$5 off of the \$20 sign-up fee for Live Healthy America,” says Sandy Leiferman of Hy-Vee. “This year, we expect to give out even more.”

Through more than 160 Hy-Vee dietitians, the company will

be increasing their promotion of LHA this year. As they educate customers about proper nutrition, dietitians will also encourage more activities and participation in the LHA program.

Teams can be made up of friends, family members, coworkers or any kind of group. Each team may register in the Minutes of Activity Division, the Weight-Loss Division or both.

What activity a group picks is up to them. Some groups will participate in Pilates while others may jog. There will be teams of avid kick-boxers and others made up of pregnant women doing low-impact aerobics. Workmates may decide that vigorous walking during the lunch hour is the way to go.

Those in the program will have a personal online tracking page where they can map their progress. They will get weekly LHA information through their team leader about such topics as exercise, recipes and nutrition. There will also be personalized menus, customized workouts and more.

“People will choose what they want to do,” Sandy says. And the team will be alongside to cheer everyone to success.

For more information, see a Hy-Vee dietitian or go on the Web to www.livehealthyamerica.com.

EAT HEALTHY, AMERICA

Proper nutrition is necessary to fuel a vigorous workout. If you're taking part in Live Healthy America, you will need to energize yourself for the task. These quality foods can help.



Special K Bars: select varieties
3.8–4.86 oz. 2/\$5.00



Kellogg Special K Cereal: select
varieties 12–19.5 oz. 2/\$5.00



Skippy Peanut Butter: select
varieties 26.5 or 28 oz. \$3.77



Dilusso Deli Premium Sliced Top
Round Roast Beef: per lb. \$5.99



Dannon Yogurt: select varieties
4 pk. 2/\$4.00



Campbell's Select Harvest Soups:
select varieties 15.25–19 oz.
2/\$3.00



Planters Premium Snack Nuts:
select varieties 9–10.25 oz.
\$4.69



Quaker Instant Oatmeal: select
varieties 8, 12 or 16 pk.
or 11.5–15.10 oz. 2/\$6.00

Bakery Supervisors Randy Calhoun, *this page*, and Rick Mace, *opposite*, spent more than a year researching sourdough before settling on Hy-Vee's recipes.



A Slice of Old-World Flavor

Sourdough Bread, with its authentic San Francisco flavor, has quickly become one of the most popular new artisan-style Baking Stone Breads prepared daily by your local Hy-Vee.

TEXT JOY TAYLOR PHOTOGRAPHY KING AU AND TOBIN BENNETT



HyVee

RICK
MACE
BAKERY SUPERVISOR
HY-VEE, INC.

Baking Stone Fresh Sourdough Boulé 21 oz. \$3.99

Randy Calhoun and Rick Mace, veteran Hy-Vee bakers and bread lovers recently joined a long line of explorers in search of hidden treasure. What were they in search of? The world's best sourdough bread—and finding a way to duplicate its flavor and make it available every day to Hy-Vee customers.

They did what every man in search of a dream does: They headed West. (That is, after already scouring the East.) Along the way they tasted the best sourdough breads. Finally, they landed in San Francisco where they tasted the winner of them all at The Boudin French Bakery. Their search was over. This bakery met Hy-Vee's standards for sourdough flavor, the men agreed.

Unlike others breads that Calhoun and Mace sampled, Boudin's has a "slightly tangy taste," similar to the natural flavor of plain yogurt, that lingers on the taste buds. The distinctive character of Boudin sourdough also produces bread with a soft, tender texture.

As a result, Boudin's sourdough starter became the foundation for the sourdough breads that have been added to Hy-Vee's line of Baking Stone Bread: Sourdough Baguette, Sourdough Boulé and Sourdough Rolls. Each are baked daily in Hy-Vee stores.

COMING TO AMERICA

This taste adventure actually began in Spain. Through the summer of 1492, Christopher Columbus and his men were busy stocking three small ships for a historic voyage. As with any ship's captain, a chief concern for Columbus was feeding the men. Hungry, grumpy sailors were known to mutiny.

Casks and boxes filled each ship's hold. Among the food and drink were wine, olive oil, cheese, molasses, honey, beans, rice, dry salt cod and salted beef and pork. And what about sea biscuits? For that, some wise soul brought aboard a crock containing a small ball of sourdough starter called "the sponge." Tangy biscuits for all!

Flash forward a few hundred years and the sponge was becoming an American tradition. Long before commercial yeast was available to bakers, cherished starters were passed down through generations. Sourdough could be found in practically all baked goods from the mining camps of Alaska to the cattle ranches of Texas, where cooks used the starter to create cowboy biscuits.

BOUDIN BAKERY SETS THE GOLD STANDARD FOR SOURDOUGH BAKING

During the California gold rush in the 1840s, the state was awash in hungry prospectors and they found a treasure in the sourdough bread that helped sustain them. Visionary entrepreneurs skipped

the slog up rugged mountains with pack mules, opening bakeries instead. At the peak of the boom, 60 bakeries sprouted up in San Francisco to help nourish the swelling population.

One establishment, The Boudin French Bakery, became a different type of gold mine after opening in 1849. City dwellers and miners lined up daily for a warm loaf of sourdough bread. Despite the introduction of commercial yeast, the family-run bakery continued to produce bread using the proven method of leavening with a wild yeast starter they called "mother dough." Today, this yeasty starter is still essential to every loaf of Boudin sourdough bread that comes out of their ovens.

THE TREASURE IS YOURS

These crusty, golden breads with a slightly chewy texture are best enjoyed as soon as you get home. Delicious on their own, they're also good with any meal. Try these ideas:

- For breakfast, try toasted sourdough slices topped with honey and butter. Or try toasted with cream cheese.
- For lunch, perhaps a sourdough panini sandwich made with Gruyère cheese and smoked ham.
- For dinner, a sourdough bread stuffing with chopped apple, celery and turkey sausage. It's a winner with roast pork. For a taste of San Francisco, dine as they do at the popular Boudin Bistro by topping thin slices of sourdough bread with Brie cheese. Bake it in a hot oven just until the cheese starts to melt. Top the cheesy creation with raisin chutney before serving warm.

START A NEW TRADITION BY SERVING DELICIOUS BAKING STONE BREADS

Sourdough is just the start of the expanding list of Baking Stone Breads. There are now more than 20 fresh-daily varieties, including whole loaves, sliced loaves, focaccias and baguettes. Each has rich character, mixing traditional and modern tastes.

Look for a table displaying Baking Stone Bread at your local Hy-Vee Bakery. Once you discover the range of choices, you'll have a tough time making a decision about what to buy. Every loaf looks fabulous, from the big, round whole loaves to smaller baguettes.

If you want exceptional French bread, cut generous slices from a whole loaf of Country Italian. The taste will be full and the texture pleasing, instead of soggy. Surprise yourself with Focaccia Jalapeño Cheddar. Toasted, the bread and cheese tastes mingle and there's just a hint of pepper. For a winter party, offer slices of the new Cranberry Walnut. Guests will love it.

COBBLESTONE CHICKEN PIE

Chunks of sourdough bread give this pot pie an unusual crust. The bread also adds some bite to the taste of the pie.

Serves 6.

- 5 tablespoons Grand Selections extra virgin olive oil, divided
- 3 medium leeks, cut in half and sliced
- 2 cups sliced fresh mushrooms
- 1 cup sliced celery
- 1 cup chopped red bell pepper
- 1/3 cup Hy-Vee all-purpose flour
- 1/2 teaspoon Hy-Vee dried rosemary
- 1/2 teaspoon kosher salt
- 1/2 teaspoon freshly ground Hy-Vee black pepper
- 1 (14.5-ounce) can Hy-Vee reduced-sodium chicken broth
- 3/4 cup Hy-Vee half-and-half
- 3 cups diced cooked chicken breast
- 1/2 cup Hy-Vee frozen peas

- 2 tablespoons dry white wine or Hy-Vee chicken broth
- 2 cups 1/2-inch sourdough bread cubes
- 1/2 cup Hy-Vee shredded Parmesan cheese

Preheat oven to 400°F. Heat 2 tablespoons olive oil in a large skillet over medium heat. Cook leeks, mushrooms, celery and red pepper until tender, about 15 minutes. Stir in flour, rosemary, salt and black pepper. Cook, stirring constantly, 1 minute. Stir in broth and half-and-half. Cook and stir until thick and bubbly, about 5 minutes. Stir in chicken, peas and wine. Spoon into an ungreased 2-quart casserole dish.

Toss bread cubes with Parmesan cheese and remaining 3 tablespoons olive oil. Sprinkle evenly on top of casserole.

Bake, uncovered, for 30 minutes until casserole is bubbly around edges and bread cubes are golden.

Nutrition facts per serving: 400 calories, 18 g fat, 4.5 g saturated fat, 0 g trans fat, 70 mg cholesterol, 570 mg sodium, 31 g carbohydrates, 3 g fiber, 4 g sugar, 28 g protein. Daily values: 35% vitamin A, 70% vitamin C, 8% calcium, 20% iron.



What is Sourdough Starter?

Sourdough starter is the secret to that distinctive sour taste. It's a special lump of dough that causes bread to rise. Starter is a flour-water mixture infused with natural airborne (or commercial) yeast, which is a fungus that promotes fermentation by producing the gas and acid that trigger rising. Once called the "mother dough," a small piece of this leavening agent must be added to each fresh batch of bread. In this way, the starter passes on the sourdough taste. To keep the starter fungi thriving, it is fed from time to time with flour and water.

DINER-STYLE ROAST BEEF SANDWICHES

This yummy stack is a classic American meat-and-potatoes meal. With sourdough as the base, it gains another layer of flavor.

Serves 4.

- 1 small onion, sliced
- 3 tablespoons Hy-Vee butter, divided
- 3 tablespoons Hy-Vee all-purpose flour
- 1 (14.5-ounce) can Hy-Vee reduced-sodium beef broth
- 2 teaspoons Hy-Vee Worcestershire sauce
- 1 (24-ounce) package Simply Potatoes™ refrigerated traditional mashed potatoes
- 4 thick slices sourdough bread
- ¾ pound sliced deli roast beef
- 2 tablespoons horseradish mustard
- 2 tablespoons snipped chives

Cook the onion in 1 tablespoon butter over medium heat until brown; remove onions. For gravy, in the same pan, melt another tablespoon of butter. Stir in flour, allowing flour to brown slightly. Whisk in broth and Worcestershire sauce. Cook over medium heat until thickened and bubbly; keep warm.

Prepare refrigerated potatoes according to package directions.

Spread one side of each bread slice with remaining 1 tablespoon of butter. Toast bread,

buttered side up, under the broiler. Spread mustard on toasted bread. Divide deli roast beef among each bread slice; top with a scoop of mashed potatoes. Spoon gravy on each serving; top with cooked onions and sprinkle with chives.

Nutrition facts per serving: 490 calories, 18 g fat, 11 g saturated fat, 0 g trans fat, 80 mg cholesterol, 1,880 mg sodium, 55 g carbohydrates, 5 g fiber, 4 g sugar, 25 g protein. Daily values: 10% vitamin A, 8% vitamin C, 8% calcium, 60% iron.



Dipping Oils & Spices

“Nothing’s better than a slice of warm sourdough bread slathered with butter,” Hy-Vee baker Randy Calhoun says. Or go Italian and dip it in extra virgin olive oil drizzled on your bread plate with cracked black peppercorns and sea salt over the oil. For a classic French spread, soften a stick of unsalted butter, beat in a tablespoon of lemon juice, then mix in 2 to 3 tablespoons of minced parsley or tarragon, or a combination of those herbs.

Hy-Vee Large Spice Grinders: select varieties 4.8–9.5 oz. \$3.99

Pompeian Olive Oil: extra virgin, light or pure 16 oz. \$4.39



TEN WAYS TO USE SOURDOUGH BREAD

- 1. Croutons:** Cut sourdough bread into ½-inch cubes. Toss 4 cups bread cubes with ½ cup olive oil and a pinch of salt with your choice of fresh or dried herbs, powdered or minced fresh garlic or onion or Parmesan cheese. Spread croutons on a baking sheet. Bake in 300°F oven for about 25 minutes or until crisp and light golden brown.
- 2. Panini:** Stack slices of sourdough bread with favorite deli meats, vegetables and condiments. Brush the outside with butter and press in a Panini maker.
- 3. French dip:** Cut sourdough rolls open, brush inside with melted butter and toast face down in a frying pan until light brown. Mound with thinly sliced roast beef. Dip into seasoned beef broth.
- 4. Bread pudding:** Use stale sourdough bread in your favorite bread pudding recipe.
- 5. Serving bowl:** Slice the top off a round loaf of sourdough bread and hollow out the inside, leaving about 1-inch thick walls. Use the bowl to serve hearty dips for vegetables and crackers. (Note: Save the inside of the loaf for making bread crumbs.)
- 6. Bread cubes/crumbs:** Cube bread into ½-inch cubes. Toss 4 cups

- in 4 tablespoons of melted butter. Place cubes on a baking sheet at 300°F for about 30 minutes or until toasted. For crumbs, put cubes in blender and pulse a few times. Store cubes or crumbs in a zip-close bag. Use cubes for topping soups, salads and casseroles. Use crumbs to coat chicken, pork chops and other meat.
- 7. Grilled bread:** Slice bread into 1- to 1½-inch slices. Butter both sides and place on the grill. Cook until bread is light golden brown.
- 8. Prosciutto and Provolone toasts:** Slice bread ¼-inch thick by 3-inch square. Place on a baking sheet. Brush with olive oil mixed with minced garlic. Sprinkle with salt and pepper. Add cleaned and deveined watercress, a light drizzle of balsamic vinaigrette, prosciutto and provolone cheese. Bake at 350°F for about 10 minutes.
- 9. Fondue dippers:** Cut 1-inch sourdough cubes to dip into artichoke or spinach cheese fondue.
- 10. French Onion Soup:** Fill an oven-safe soup crock with French Onion Soup. Cover the top of the soup with a thick slice of toasted sourdough bread and grated Gruyère cheese. Place under the broiler until the cheese is melted.

TOASTED VEGETABLE-CHEESE SANDWICHES

Sourdough bread provides a snappy taste foundation for grilled cheese dressed up with zucchini, spinach and peppers.

Serves 4.

- ¼ cup Hy-Vee light mayonnaise
- 1 tablespoon prepared pesto
- ¼ teaspoon freshly ground Hy-Vee black pepper
- Dash ground red pepper
- Butter-flavored cooking spray
- 4 tablespoons garlic-and-herb cheese spread (such as Boursin)
- 8 slices sourdough bread
- ¾ cup roasted red pepper strips
- 16 thin slices zucchini
- 1 cup baby spinach leaves

Stir together mayonnaise, pesto, black pepper and ground red pepper.

Spray one side of each bread slice with butter-flavored cooking spray and place sprayed-side down on a baking sheet.

Spread cheese spread on four slices of bread. Layer pepper strips, zucchini and spinach on cheese spread. Spread mayonnaise mixture on remaining bread slices and place mayonnaise-side down on sandwiches.

Broil sandwiches until golden on both sides, about 2 minutes per side, being careful when turning the sandwiches.

Nutrition facts per serving: 390 calories, 12 g fat, 5 g saturated fat, 0 g trans fat, 20 mg cholesterol, 930 mg sodium, 56 g carbohydrates, 3 g fiber, 2 g sugar, 12 g protein. Daily values: 35% vitamin A, 40% vitamin C, 4% calcium, 25% iron.



ABUNDANT BREADS

There's a fresh Baking Stone Bread loaf to suit any menu, palate or preference. A crusty baguette, *left*, serves as a natural companion to soups or salads. Slice up a pumpernickel flute, *center*, for tasty grilled Swiss cheese sandwiches. Or try the versatile sheep herder's bread, *right*, which pairs nicely with warm, cheesy dips or spreads. Pick up these and more breads at Hy-Vee Bakery.

Baking Stone Fresh Baguette Bread 10 oz. \$1.59

Baking Stone Fresh Pumpernickel Flute 8 oz. \$1.99

Baking Stone Fresh Sheep Herder's Bread 30 oz. \$2.99



Simply Wholesome

All Baking Stone Breads start with wholesome ingredients, staying true to old-world recipe formulations. Some breads like the French baguette use little more than flour, water and yeast. Others incorporate such flavorful ingredients as honey, cheese, sugar, raisins and seeds.

Because Baking Stone Breads are preservative-free, many have only a one-day shelf life. Customers are guaranteed straight-from-the-oven freshness along with delightful texture and taste.

There are now more than 20 types of fresh bread in the Baking Stone Bread line. In addition to Sourdough French Baguette, Sourdough Boulé and Sourdough Rolls, Baking Stone includes such breads as Asiago Batard, Honey Whole Grain and Seed, Honey Raisin Pecan, Pretzel Bread, Fresh Pumpernickel Flute and Fresh Sheep Herder's Bread.

There are innumerable ways to enjoy these breads.

- Tear chunks from a Sheep Herder's loaf to dip in stew, soup or chili.
- Cut slices from a loaf of Honey Whole Grain, top with a favorite cheese and bake in the oven.
- Toast thin slices of Honey Raisin Pecan, butter and serve with jam and a plate of scrambled eggs for breakfast.
- Try the Kiev Pumpernickel with turkey sausage. Serve with baked apples on the side.
- You can never go wrong by simply buttering both sides of any Baking Stone Bread and toast quickly on a barbecue grill. For this, buy a whole loaf rather than sliced, so you can offer thick pieces. No one will mistake it for anything as dull as plain old Texas Toast.



Hy-Vee pharmacists and dietitians do much more than fill prescriptions and help customers with menus. They take a personal interest in their customers, often doing more than expected to help during difficult times.

At Your Service

TEXT COURTENAY WOLF PHOTOGRAPHY TOBIN BENNETT

Steve and Elaine Cooper were having a pretty rough day when he called their neighborhood Hy-Vee pharmacist, Eric Peterson, to check on medications for their 24-year-old daughter.

“Back in 2002, Bethany was diagnosed with a fast-moving brain tumor,” Steve says. “Somewhere in that blur we had to order yet more medication. I called Eric and he asked when I’d be over to get it, and I guess I stammered, giving kind of a nonanswer.”

Eric, who manages a Hy-Vee Drugstore in Des Moines, remembers the day well. Sensing that the family was overwhelmed, he had immediately offered to drop off the medication at the Coopers’ on his way home from work. “When you can make a difference for people, that’s when it’s rewarding for me,” he says, sharing that he and his staff make a point of getting to know their customers.

Steve and his wife never forgot Eric’s kindness. “In the end, we lost our daughter, but this is one of those stories that my wife and

I recall as we talk about how generous many people were during those difficult days,” he says.

Eric is not alone in his commitment to his customers. Toni Doster, manager of a Hy-Vee Pharmacy in Columbia, Missouri, tells her new staff, “I can teach you a lot of things, but if you want to work on something, learn our customers’ names.”

For Toni, it’s about treating people like you’d want to be treated. “I think the most important thing is to put yourself on the other side of the counter. If that was you, your sister, your mother, your father, how would you handle that situation?”

LOCAL CONTROL

The opportunity to offer service that goes beyond what’s expected draws pharmacists to Hy-Vee. “One thing that separates Hy-Vee from everyone else is our focus on the customer,” says



ERIC
PETERSON
DOCTOR OF PHARMACY

“When you make a difference for people, that’s when it’s rewarding for me.”
—Eric Peterson, Hy-Vee Pharmacist

Roger Maharry, a 24-year pharmacist at the Ames Hy-Vee Drug-store. “Today we had a lady who lost her inhaler. Based on when she got her prescription last, she’s not eligible for 7 more days, but she needs it. We spent a long time on the phone with the insurance company figuring out how we could get this inhaler for her.”

As a Hy-Vee pharmacy manager, Roger has local control. “That’s what attracted me to Hy-Vee. They say, ‘You run this pharmacy and we’ll help you.’ That autonomy is still there, and it means we can go the extra mile for our customers.”

Toni appreciates the autonomy as well. She and her staff visit their elderly customers who are unable to get to the pharmacy and have no family in town to help them. “We stop by and set up their medications in a daily drug dispenser.” It’s the kind of personal service she’d want for her own parents.

FRONTLINE HELP

As medicine and health insurance grow more complex, people are bombarded with information and need to ask questions. “The pharmacist is a frontline professional, someone you can always talk to,” Toni says.

One of the services that many Hy-Vee pharmacists offer is a medication, or “brown-bag,” review. “We have terrific medications today, but they’re complicated. It’s our job as pharmacists to look out for drug interactions and appropriate dosages,” Roger explains. “It’s not uncommon for people to have three doctors and often there is no communication between the doctors. It’s up to us to watch out, to make sure the patient isn’t put at risk.”

If you have questions about what you are taking, put all your prescription and nonprescription drugs in a paper bag and take them to a Hy-Vee pharmacy for review. “We look for drug-related problems, duplication and things that are contraindicated. For example, Sudafed increases blood pressure, and some vitamins interfere with drug absorption,” Roger says.

NAVIGATING INSURANCE

One of the most time-consuming aspects of the job for Hy-Vee pharmacists is working with insurance companies. This can be an enormous help to customers, who can become frustrated when engaging with health-care systems.

Pharmacists also help customers with what many insurance companies call “step therapy” for drugs. Eric says, “A patient will bring in a prescription from a doctor for an expensive new drug that might cost \$180 a month. But the insurance company won’t pay for it until the patient has tried one or two less expensive generics that may work well and cost as little as \$4 a month. If the cheaper medications aren’t effective, then the company may authorize the more expensive drug.”



“I think the most important thing is to put yourself on the other side of the counter. If that were you, your sister, your mother, your father, how would you handle that situation?”

—Toni Doster, Hy-Vee Pharmacist



“That’s what attracted me to Hy-Vee. They say, ‘You run this pharmacy and we’ll help you.’ That autonomy is still there, and it means we can go the extra mile for the customer.”

—Roger Maharry, Hy-Vee Pharmacist

That’s when Eric and his team get to work, explaining the issue, then contacting the insurance company to understand its requirements and calling the doctor’s office to coordinate the new prescription. Other pharmacies may leave this complicated and time-consuming task to the customer. At Hy-Vee it’s part of giving personal service. “If that’s what they need, that’s what we do,” Eric says.

FLU SHOTS & MUCH MORE

For customer convenience, some Hy-Vee pharmacists are certified to administer flu shots. Look for signs, posted near the pharmacy for hours. Transferring prescriptions to a Hy-Vee pharmacy is also easy. Visit with a pharmacist to help with the transfer and view the list of 400 generic drugs available for \$4 each prescription. Rely on a Hy-Vee pharmacist to answer your questions about drugs and Medicare Part D as well as arrange for sufficient medications while traveling. The pharmacists and pharmacy technicians strive to meet customers’ needs.

“We try to keep people happy,” Eric says. “We think prospectively, offering to make that phone call or deliver those drugs without the customer having to ask.”

Trust Bayer

For daily needs and minor pain relief, look to Bayer for reliable over-the-counter products. One A Day and Aleve are just two of many Bayer products that promote health and wellness for a vibrant life.



One A Day Vitamins: select varieties 50–120 ct. \$6.99

Aleve: select varieties 100 or 130 ct. \$7.99

**STOP
BRUSHING
WITH REGULAR
TOOTHPASTE**



Regular Fluoride Toothpaste

**START
FIGHTING
GERMS FOR
12 HOURS**



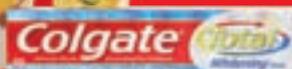
Colgate Total

Reduces 90% more plaque germs*



Colgate TOTAL Toothpaste or Premium Tooth Brushes: 1 ct., 4–6 oz. 2/\$5.00

Soft Soap Premium Hand Soap: select varieties 8.5 oz. 2/\$4.00



*vs. regular fluoride toothpaste 12 hours after brushing

Hy-Vee seasons hy-vee.com | 51



Slim-Fast and Save

Follow the Slim-Fast signature 3-2-1 plan. Slim-Fast bars and shakes help control hunger for up to 4 hours to keep you satisfied and right on track.

Bonus Offer:

Buy \$10 in Slim-Fast products and save \$3 on your next shopping trip!

Coupon prints automatically at checkout.
Offer valid 1/12/2011–2/9/2011.

Above: Slim-Fast 200-Calorie Meal Bars: select varieties 5 ct. \$4.99

Below: Slim-Fast Ready To Drink Shakes: select varieties 6 pk. \$5.99

Slim-Fast 100-Calorie Snack Bars: select varieties 6 ct. \$3.88



COACHING FOR HEALTH

Kimberly Nanninga loves her role as a Hy-Vee community dietitian in West Des Moines. “It’s my dream job. I was always interested in health, even in high school.” As a licensed and registered dietitian, Kimberly is a specialist in the science of nutrition. She teaches clients food plans that meet their needs, taking into account their preferences and lifestyles. “It’s about helping people improve their health naturally,” she says.

“We see so many people for so many different reasons—diabetes, weight management, food allergies, high blood pressure, lowering cholesterol. More and more people are coming to see us to take control of their health in a natural way, focusing on food and nutrition.” While many people seek a Hy-Vee dietitian on their own, 14 area doctors also refer patients to Kimberly and her associates.

Kimberly works with clients in a variety of ways, including structured multiweek individual or group programs designed to manage health concerns. She also gives nutritional tours of the store, guiding people toward more healthful choices in what they eat.

“I saw one gentleman for six months; he’d decided he wanted to get off his cholesterol medication. Using diet and exercise, and introducing cholesterol-lowering foods, he’s been able to achieve his goal,” says Kimberly, who finds such interventions rewarding.

WAKE-UP CALL

“We offer biometric health screening, another tool to help clients.” The affordable screening, which includes a blood pressure reading and blood lipid profile, proved to be a wake-up call for one client. “Laura came in for help to get her weight under control. It turned out that her blood sugar was very high, nearly in the diabetic range, and she didn’t know it,” Kimberly says. “Her triglycerides were also high and she had a cluster of factors that put her at risk for metabolic syndrome [significantly high risk of type 2 diabetes, heart disease and stroke].”

After encouraging Laura to see her doctor, the two met weekly, setting goals that addressed Laura’s eating habits and health concerns. “She worked really hard, and when we retested, she had lowered her readings significantly. This is what separates us from a diet. We teach lifelong habits that change lives.”

MORE HEALTH SERVICES

Locate a dietitian, often located near the pharmacy, in many Hy-Vee stores. These nutrition professionals offer a variety of free and reasonably priced programs to help you, your family or your employees improve health and lower risk factors. Also check the Hy-Vee Web site under Health as a valuable resource of recipes, services, newsletters and more that educate and inspire you toward good health. Visit www.hy-vee.com/health.

“It’s about helping people improve their health naturally. This is what separates us from a diet. We teach lifelong habits that change lives.”

—Kimberly Nanninga, Hy-Vee Dietitian



HEALTH EDUCATION & SCREENINGS

Hy-Vee pharmacists and dietitians, including Eric Peterson and Kimberly Nanninga, *above*, have been certified to offer health screenings, tests and immunizations covering a range of conditions. These low-cost, high-value services include:

DIAGNOSTICS

- Biometric Testing
- Liver Enzyme Testing
- Thyroid Screening

- Diabetes Testing and Management: A1C, foot exams, cholesterol, glucose, liver function, blood pressure
- Osteoporosis Screening
- Vaccination Services: influenza, pneumonia
- Comprehensive Medication Review
- Anemia Screening

IMMUNIZATIONS

- Influenza: Fluzone, Fluzone HD, FluMist
- Shingles: Zostavax

- Pneumonia
- HPV: Gardasil

EDUCATION AND PROGRAMS

- Disease Management Services: diabetes, asthma and hypertension education
- Smoking Cessation Program
- Begin: ten-week weight management, fitness and lifestyle program
- Begin: healthy food, fun and fitness program for kids

Healthy Meal Makeover

A steaming bowl of soup is a fast and easy meal that warms a cold winter day. Easy-to-make homemade soups are often more healthful, tastier and well worth the extra effort.

TEXT KRISTI THOMAS, R.D. PHOTOGRAPHY TOBIN BENNETT



After

Soup is a simple one-dish meal that's easy to prepare, no matter how busy you are. Sure, it may be faster to pop the top off a can and pour it into a pan. But homemade soup contributes so many health benefits that it pays to prepare it from scratch. It's frequently more nutritious, lower in sodium and more economical than canned. Plus, homemade soups often taste even better the next day, so plan for leftovers.

HEALTH BONUSES

Because homemade soups generally contain an abundance of vegetables, grains or beans, they are high in nutrition and fiber. A high-fiber diet helps to lower blood cholesterol levels, reduce blood pressure, control blood sugar levels and control weight.

Chicken soup is touted as being good for what ails you. And research shows it does appear to help reduce symptoms associated with colds. In fact, eating a broth-based soup may have anti-inflammatory properties that ease sore throats and stuffy noses. Additionally, studies show that vegetables cooked with the soup have benefits for cold symptoms separate from the chicken.

INGREDIENTS MATTER

The key to making a soup that is bursting with goodness is to choose high-quality ingredients. Organic meat or poultry, veggies and whole grains will ensure that your soup is free of synthetic pesticides, growth hormones and antibiotics. Choose lean meat with little fat and remove skin or fat from poultry to keep your soup's fat content to a minimum.

Soups brimming with a variety of vegetables contain vitamins and minerals galore. Include several colorful vegetables in the mix, such as carrots, green beans, peas, corn, broccoli, zucchini, sweet potatoes, parsnips or celery (don't throw away the celery tops; use those, too). Toss in dark greens to increase nutrition, flavor and color. Add spinach, kale or collard greens to nudge the nutrition meter over the top. Remember, frozen vegetables retain just as much (and sometimes more) of the nutritional gold as fresh produce does. Keep in mind that vigorously boiling your soup can destroy half of the nutrients found in vegetables, so cook soup gently over low heat. If you prefer firm vegetables, put them in the pot during the last few minutes the soup is cooking.



Legumes, including beans, contain fiber, folate, potassium, iron and magnesium. Because legumes are also high in protein, they can be a good substitute for meat in soups, lowering the saturated fat and cholesterol of a recipe. Choose lower-sodium canned beans

for convenience. Rinse and drain them to further reduce the sodium. You can also use dried legumes, such as black beans, garbanzo beans, black-eyed peas, kidney beans, lentils or lima beans. Soak them as directed on the package, if needed.

For soups that call for pasta or rice, search out brown rice, wild rice or whole grain pastas. Whole grains supply fiber, which helps you feel full, making it easier to manage cravings and weight gain.

BE CREATIVE

The beauty of making your own soup is that it allows you to be creative. Try adding new herbs, especially fresh ones. Hy-Vee carries a variety of fresh herbs in the produce section. Other healthful possibilities include:

- Ginger, which is especially good for digestion and nausea (great for both when you feel sick).
- All members of the Allium family (such as garlic, leeks, shallots and chives), which may help reduce the risk of certain types of cancer. Garlic has also been shown to help reduce risk factors of cardiovascular disease.
- Parsley, an easily overlooked herb which has been shown to inhibit tumors and to have anticarcinogenic properties, especially in the lungs.

Almost any fresh (not dried) herb you choose will supply antioxidants, which combine with free radicals in the body to ward off damage to cells. Cell damage can lead to heart disease, cancer and diseases associated with aging, such as Alzheimer's.

SOUP BASE BASICS

When making cream-based soups use reduced-fat milk or fat-free half-and-half to keep the total fat low. If your soup calls for broth or stock, prepared products are good time savers. Look for organic versions at Hy-Vee. Choose a lower-sodium product with less than 500 mg per serving. Consuming too much sodium increases your risk for high blood pressure.



Locally raised Smart Chicken
Boneless Chicken Breast or
Chicken Tenders per lb. \$5.49

Assorted Colored
Soup Bowls \$2.99



HEALTHY CHICKEN SOUP

Loaded with carrots, celery, peas, onions and kale, this soup also gets its big taste from garlic and bouquet garni.

Serves 22.

- 4 (32-ounce) containers organic chicken broth
- 3 Smart Chicken organic breasts (1½ pounds), skin and fat removed, cut into bite-size pieces
- 2 cups uncooked organic, long-grain brown rice
- 3 tablespoons Gourmet Garden ginger spice blend paste

- 4 cloves garlic, mashed and finely chopped
- 1½ teaspoons Hy-Vee salt
- 1½ teaspoons white pepper
- 1 bouquet garni, tied with string or in cheesecloth (3 rosemary sprigs; 2 savory sprigs; 2 sage sprigs; 15 blades chives)
- 5 organic carrots, peeled and sliced
- 5 stalks of organic celery, sliced
- 1 (16-ounce) bag organic frozen peas
- 1 organic white onion, diced
- 3 cups kale, chopped, washed and dried

In a large stock pot, add chicken broth, chicken pieces, rice, ginger, garlic, salt, pepper and bouquet garni. Heat to a simmer over

medium-high heat. Simmer 45 minutes or until chicken and rice are done. Remove bouquet garni and discard.

Add carrots, celery, peas, and onion to stock pot; simmer 15 minutes or until vegetables are crisp-tender. Add kale, pressing it into the soup and spooning soup over it. Remove from heat; cover for 5 minutes before serving.

Nutrition facts per serving: 140 calories, 1.5 g fat, 0 g saturated fat, 0 g trans fat, 20 mg cholesterol, 610 mg sodium, 20 g carbohydrates, 3 g fiber, 3 g sugar, 11 g protein. Daily values: 80% vitamin A, 25% vitamin C, 4% calcium, 6% iron.

NUVAL SCORES OF SOUP ITEMS

HOMEMADE VS. CANNED CHICKEN SOUP

Use the NuVal Nutritional Scoring System at Hy-Vee to make healthy choices. The NuVal system measures the nutritional value of foods on a scale of 1–100. The higher the NuVal score, the higher the nutritional value. Numbers appear on shelf tags next to prices at stores.

Canned chicken and rice soup scores 24 on the NuVal system. You can definitely score higher than that with our homemade Healthy Chicken Soup. Most of our soup's ingredients have been given NuVal scores, which allow you to make a reasonable estimate of the soup's number. Our recipe includes generous helpings of fresh veggies (all scoring 81–99) and whole grain brown rice (82). Smart Chicken chicken breast fares exceptionally well in the meat category, with a score of 39.

However, don't expect every ingredient to score so high. Sometimes you have to decide whether an ingredient offers enough flavor that you'll accept it despite a lower score. For instance, most cooks will include a chicken or vegetable broth, which gives this soup a flavor boost, even though broth has a NuVal score of only 2. Even with this lower score factored in, it's still safe to say that homemade will score much higher on NuVal than the canned soup.

Also, be aware that not all food products have been scored yet. That work continues and more products are being scored each month. Check with your local Hy-Vee registered dietitian if you have questions about the NuVal system and how to use it.



Hy-Vee Aseptic Broths:
select varieties 32 oz. \$1.59



Hy-Vee Rice: select varieties
14 or 32 oz. 10/\$10.00



Hy-Vee Large Jar Spices: select varieties
7.2–15.7 oz. \$4.99



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

When it's DI LUSSO[®], it's delicious.

Find a ready-to-eat gourmet salad, *right*, in the Hy-Vee produce aisle. DI LUSSO[®] starts with nothing but the highest quality greens, other vegetables and/or fruits. Each is then topped with authentically created deli meats and cheeses—the very best that you've come to expect from DI LUSSO[®]. Also stop by the deli for freshly sliced meats, *left*, and cheeses.



DI LUSSO[®] Large Size Salads:
assorted varieties 10–17 oz. \$5.99

DI LUSSO[®] Premium Sliced Ham: reduced
sodium or black pepper per lb. \$5.99





Changes are afoot for the fifth Hy-Vee Triathlon coming in September. This year will bring a new competition for amateurs and kids, plus a chance for fans to watch some of the world's best compete for a purse of more than \$1 million.

TEXT ALLAN DEAN PHOTOGRAPHY TOBIN BENNETT

5150: A New Breed of

RACE



HyVee.
triathlon
5150 US CHAMPIONSHIP



This year's Hy-Vee Elite Cup Triathlon will be a fresh variation on past competitions. Hy-Vee is partnering with the World Triathlon Corp. (WTC) to introduce the 5150 Triathlon, a short-distance version of the WTC's famous Ironman events. No ordinary race, this will be for the 5150 U.S. championship.

Randy Edeker, Hy-Vee's president, says moving to this new format is an opportunity for the sport and the annual Hy-Vee Triathlon. "We wanted to elevate our event to a position of national prominence in the sport of the triathlon, and WTC wanted a strong championship event to anchor its new 5150 Series," Edeker says. "This partnership is going to create a great deal of excitement among triathletes and fans worldwide."

Bill Burke, race director and WTC's managing director for the 5150 Series, echoes the value of Hy-Vee's involvement. "In just four short years, the Hy-Vee Elite Cup Triathlon has become the most important Elite competition in the world," he says.

The Hy-Vee 5150 will be staged September 4, 2011, in Des Moines, Iowa. This event includes the Pro Elite Cup race, an Open Amateur race for those who have qualified at other races and an open competition for all amateurs. Then, on September 17, 2011, the IronKids U.S. Championship for those 6 to 15 years of age will be held in West Des Moines.

The 5150 format creates a competitive platform for both amateur and pro athletes. The race includes a 1.5-kilometer swim, a 40-kilometer bike ride and a 10-kilometer run, which totals 51.5 kilometers (32 miles). This is the same standard triathlon distance for competition at the Olympic Games.

Amateur athletes are divided into categories. Age groups range from 15 to 19 up to 80+ competitors, and classes include Athena, Clydesdale and Men, Women and Co-ed Teams. Team members may compete in one or two segments of the race. Age Group winners will share in \$121,000 worth of Age Group prizes.

The 2011 series schedule has 13 domestic and additional international qualifying races. These contests will lead up to the Hy-Vee 5150 Triathlon as the U.S. championship race. The 5150 professional championship promises exciting, fast-paced competition. It's an invitation-only event for a field of 30 men and 30 women, and it attracts worldwide attention.

The professional men's and women's winners will each take home \$151,500. A new twist called the 5150 Bonus Line will offer additional incentives to the contestants. Leaders following the swimming, biking and running segments will receive bonus prizes of \$5,150. The Bonus Line creates a race-within-a-race, guaranteeing more excitement and competition.



RACE DAYS

The Hy-Vee Elite Cup Triathlon is much more than a single race. Broken into divisions, it's a race for professionals, men, women, high-achieving amateur athletes and other triathlon amateurs. Include the Hy-Vee IronKids U.S. Championship competition two weeks later, and there are more divisions still.

Professional athletes will swim in the Des Moines River between Grand and Court avenues, bike four laps through downtown and run a course around the East Village. All competitions will finish at the State Capitol. Gray's Lake will be the starting place for amateurs. Their running course begins at the lake and takes them to the capitol.

Each race route will offer great viewing for spectators and admission is free. There is also a chance to get closer to events by signing on as a volunteer race staffer. Registration for volunteers will open in February.

For more information, visit www.hy-veetriathlon.com.



The Hy-Vee IronKids U.S. Championship will be the culmination of the IronKids race series held around the country in 2011. These age-appropriate competitions are open to kids from 6 to 15 years. The September 17, 2011, race will draw qualifiers from twenty-eight events held around the country this year.

The IronKids program seeks to inspire and motivate youth through competition. These weekend experiences have become major family events for competitors. Over the past 25 years, thousands of kids have taken part. Some past participants include U.S. Olympians Hunter Kemper and Laura Bennett and Tour de France champion Lance Armstrong.

Hy-Vee's partnership with World Triathlon Corp. in the new 5150 Triathlon offers the opportunity to spotlight the Hy-Vee Kids Triathlon as a premier event.

"The youth movement in triathlon has seen explosive growth over the last two years," says Randy Edeker, Hy-Vee's president. "The IronKids championship will bring together thousands of young athletes and their families from all over the country. This kind of healthy, family-focused event is exactly what we had in mind when we started the Hy-Vee Kids Triathlon a few years ago."

In addition to the national event in Iowa, Hy-Vee will host 13 different IronKids events in cities throughout the Midwest. Each weekend event includes age-appropriate race distances, where kids will swim, bike and run.

Go to www.ironkids.com for information about the Hy-Vee IronKids Midwest Triathlon series and U.S. Championship. You'll find listings there for times and locations of IronKids races that will be held in the Midwest beginning in June.





Ball Park Beef, Cheese or Angus Franks
12.8, 14.5, 15 or 16 oz. \$3.29



Hillshire Farm Deli Select
Ultra Thins or Hearty Slices:
select varieties 8 or 9 oz. 2/\$6.00



State Fair Corn Dogs: regular or mini
8, 13 or 16 oz. 2/\$4.00



Jimmy Dean Breakfast Sausage: select
varieties 9.6, 9.9, 10, 12 or 16 oz. \$2.99



Sara Lee English Muffins:
select varieties 6 ct. \$1.68



EarthGrains Bread or Thin Buns:
select varieties 12 or 24 oz. \$2.48



Sara Lee Whole Grain White Bread
20 oz. \$1.88



Old Style 99% Fat Free Potato Bread
24 oz. \$2.48



Now That's a Sandwich.

- Wholesome whole-grain bread: check.
- Thinly sliced fresh deli meat: got it.

With these Sara Lee foods from Hy-Vee, you're only a few crisp veggies away from a hearty sandwich that satisfies for lunch or dinner. Check out more convenient and nutritious Sara Lee products and recipe ideas at www.saralee.com.

3:30 Already?

Pulling together an after-school snack—and, more importantly, a healthy one—has never been easier than now. Kraft Foods offers sugar-free Crystal Light, Nabisco 100-calorie packs, re-energizing Planter's trail mix and so much more. With all those to choose from, Kraft makes snack time simple.



Nabisco 100 Calorie Packs:
select varieties 3.7–5.52 oz. 2/\$5.00



South Beach Line or Planter's Bars:
select varieties 5.88–8.10 oz. 2/\$4.00



Planter's Trail Mix: select varieties
6 oz. \$1.59



Kraft Bagel-fuls: select varieties
10 oz. 2/\$5.00



Jell-O Refrigerated Ready to Eat
Pudding or Gelatin: select varieties
6 pk. or 13.8–24 oz. \$2.77



Oscar Mayer Deli Fresh Family Size Lunch
Meats: select varieties 16 oz. \$4.99



Kraft 100 Calorie Cheese Bites:
select varieties 5 oz. \$2.29

Crystal Light: select varieties
10 or 12 qt. 2/\$5.00

Hy-Vee Floral

Sweep her off her feet ...

with fresh, in-season stems artfully arranged by skilled florists with an eye for design. Choose from such colorful bunches as "Happiness," "Easy Elegance" or "Simple Pleasures," (among dozens more) to wow your loved one on Valentine's Day, any other occasion or just because. Pick up an arrangement at your local Hy-Vee or order online at www.hy-vee.com.



Happiness Bouquet: 20 stems \$20.00, *far left*

Simple Pleasures Bouquet: 11 stems \$10.00, *below left*

Easy Elegance Bouquet: 27 stems \$30.00, *below right*



Next Issue

GARDEN

As the world wakes up from a long winter's nap, so will your taste buds as you enjoy fresh recipes that include asparagus, mangoes and other spring produce. Look for *Seasons Garden 2011* to enliven your home menu. Since this is our annual Garden issue, we'll help you put your green thumb back into practice and also share new ways to enjoy life outdoors. The magazine

arrives at stores in March. Sign up for home delivery by visiting our Web site at www.hy-vee.com/seasons.



Find a dietitian near you

SEARCH



NEW YEAR. NEW YOU.

At Hy-Vee we know you want to keep yourself and your family healthy. That's why we have more registered dietitians than any other grocer, offering private consultations and group programs.

Find one near you.

HyVee.com