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HyVee®

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Please recycle after use.

Letter

DEAR FRIENDS,

When I turn the soil in my garden, I'm assured of the transition from winter to spring, one of my favorite seasons. For me, gardening is therapy. It helps me make a connection to my outdoor environment, bringing me closer to nature and our earth. Gardening grounds me—and keeps me humble.

At the Hy-Vee Garden Centers, our favorite thing is putting smiles on customers' faces. We love to see people happy, and flowers are hands down the best gift you could ever give to induce a smile. I can't count the times a customer has bought a flat of flowers and said they're planting some and giving the rest away. What better value is there than that?

At your local Hy-Vee Garden Center, you'll find value in our Garden Helper Jumbo 4-Pack. These larger plants have stronger root systems and are ready to thrive—they respond quicker once they're put in the ground, giving you a longer season of blooming enjoyment.

This year, we also hope you'll plant a few container gardens. We have everything you need to create a striking planter that will turn heads all season long. Discover helpful advice for container gardens along with some ideas for plant combinations on [page 20](#). Above all, remember to smile. It's the best ornament around and will sprout cheer faster than the most ardent seedling!

Jerry Kluver
Hy-Vee Garden Center Manager





Mocha Rattan 4 pc.
Conversation Set \$399.98

Backyard Vacation

There's no place like home to enjoy a relaxing retreat from a hectic world. Create inviting outdoor spaces in your own backyard and escape every day for a summer filled with peaceful, easy living.

TEXT BARBARA HALL PALAR
PHOTOGRAPHY TOBIN BENNETT AND
CAMERON SADEGHPOUR

Make your home more inviting during the summer months by creating an outdoor living space. You don't need to invest in fancy furniture or an expensive landscaping plan. Start with a few simple pieces, strategically placed, and build from there. If you're planning to vacation at home this summer rather than travel, adding extra living space outside will make being home feel like vacation every day.

Before you start, think about whether you want your space to have a theme or look. It's tempting to imagine something completely different from your interior scheme: English country garden, Southwest, Mediterranean or Asian. But keep in mind that if you carry the same theme and style from indoors to outdoors, whether it is clean and sleek or shabby chic, your outdoor space will seem more like an extension of the inside.

Start with a central focal point. It can be a grouping of strategically placed furniture arranged to draw the eye and the crowd or something that occurs naturally in the landscape, such as a pond or perennial garden. Depending on the size of your space, you may need only one focal point, but if your area is large, several are appropriate.



Pasadena Stacking Chair 6 pc. Dining Set \$249.98

HOSTING OUTDOORS

By the pool or on the patio, gathering out of doors for drinks, a casual supper or full blown party is fun. Invite neighbors, friends or family for an impromptu bring-your-own-meat grill supper. Add sides, drinks and condiments to finish the meal. Or, host a themed party, such as Hawaiian, Jamaican or Southern BBQ and serve foods that go with the theme.

Special lighting makes any occasion feel like a party. String white mini lights or lanterns under a canopy or umbrella. Candles also add festivity. Use caution with open flames by placing them in containers that can't be knocked or blown over, such as pretty pots filled with sand or rock. (Caution: Do not leave candles, grill or fire unattended by an adult.)

Buffets work best if you are planning to serve 10 people or more. Use a resin folding table, *page 52*, covered with yard goods or a table cloth for the buffet. Invert garden pots to support platters of food and accent the table with food-safe flowering plants and candles. For fewer people, use a garden or tea cart or a large tray to transport items to and from the kitchen.

Comfy seating placed throughout the yard encourages intimate conversations. Two- or three-seat swings, benches or clusters of chairs tucked into quiet areas add small group seating—perfect for cocktails or after-dinner coffee.

A well-kept lawn discourages insects but to help your evening be pest free spray the yard with an insect repellent (follow product directions) and use citronella torches or candles.

The most visually pleasing way to arrange your focal point(s) is by clustering items in small groups, mimicking the random way elements occur in nature. Don't spread items out too evenly or in geographic shapes. Use the same basic principles as indoor decorating. Instead of pushing all the furniture against the wall of your house, create groupings where guests can face each other. This will make family and friends want to linger longer.

Another effective treatment is to create a contrast between a naturally occurring element (such as a tree) and a purchased piece (such as a swing or hammock). Birdbaths, trellises and arbors are excellent additions. Decorative propane heaters can extend the life of your backyard a few months in the spring and fall. You could place a patio umbrella near a bench for shade, anchoring it with a weighted stand, then transfer the umbrella to your table if you need shade while dining. To add dimension and interest, consider painting an old bookcase with weatherproof paint and filling it with interesting pottery and plants.

Some of the most popular outdoor accessories offered by Hy-Vee are swings, says product specialist Isaac Wiese. Hy-Vee offers two- and three-seat swings in a variety of styles, perfect to create a shady spot. Color trends this year focus on burnt reds, cool blues and warm earth tones.

Hy-Vee also offers benches that can be grouped with potted plants or water features. Eucalyptus is a popular wood for outdoor furniture, Wiese says, because of its durability. When choosing wooden furniture that can withstand the elements, look for a dense wood that is high in oil, he advises.

If you don't have a patio or deck, you can use paving stones to create a "floor" for your living space. The flooring doesn't necessarily need to be nestled up next to the house; you can create the space out in the middle of your yard, perhaps under a shade tree or in a hidden corner. Lay stones diagonally to make the space seem larger, then add a weatherproof rug for color and focus. Tie it to your landscape by using similar stonework along flower borders or around trees.

Other popular elements are arbors, which create a natural entrance or exit to your space. And a privacy fence offers triple advantages: it creates sight and sound barriers, acts as a natural end to your lot and serves as a backdrop for blooming plants and decorative touches.

Rome wasn't built in a day. Your outdoor living space doesn't need to be finished today, this weekend or even this year. Set realistic goals and take it one step at a time. And remember to stop and smell the roses. After all, you're creating a space to enjoy.



Sydney High Bar 8 pc. Dining Set with Umbrella \$499.98

...adding extra living space
outside will make being home feel like
vacation every day.



Adirondack Chair crafted with Eucalyptus Wood \$119.99

Polystone Glass End Table Fountain \$119.98

FEATHER YOUR NEST

Inviting birds, butterflies and other creatures into your outdoor space is only natural, and it adds year-round enjoyment. But before you install bird feeders and baths, think carefully about how you plan to use the space. While it's interesting to watch birds up close, they can be messy. You and your guests won't want to be eating and drinking where birds have spilled their dinner.

Place feeders in a quiet area where birds won't be spooked. Hang them in a location that is low enough for refilling but high enough to keep out other critters. Birds feel more comfortable feeding near natural habitat, such as bushes and trees, but keep feeders away from branches that are large enough to be a launchpad for squirrels and predators. You might also consider a birdbath for your feathered friends. A birdbath heater will keep them coming year round.

The Hy-Vee Garden Center features a selection of feeders and seeds, including some designed for finches and hummingbirds. To attract colorful finches, use niger or sunflower seeds in your feeder.

The Garden Center is also full of plants that attract a variety of birds. The blooms of sunflowers, asters, bee balm, larkspur and coneflower attract birds during summer months. If you leave them standing, the seed heads will keep birds coming back during winter months, too.

Brightly colored plants are also popular attractions for butterflies. The butterfly bush, which thrives in the Midwest, lures butterflies and hummingbirds. If a new tree is in your plans, consider the flowering dogwood, a favorite of many species of birds, including hummingbirds. Plants and shrubbery containing berries, such as sumac, provide natural food sources.

To attract hummingbirds specifically, start with plants they love. Focus on red tubular blooms, such as azalea, trumpet vine, honeysuckle and fuchsia. A hanging basket incorporating these plants placed near your feeder will keep these tiny birds buzzing around long enough for you to enjoy their amazing energy.

RECIPE FOR HUMMINGBIRD NECTAR

With a ratio of one part sugar to four parts water, boil the water, then add sugar. Let cool and store any excess in the refrigerator for up to 2 weeks. Do not add food coloring, honey or artificial sweetener. Hummingbird feeders are usually red in color, so the nectar you use doesn't need red food coloring added. Clean and refill feeders twice weekly in hot weather.

Your bird feeder should be cleaned out at least once a month. The National Audubon Society recommends rinsing with one part vinegar to four parts water. Instead of detergent, which can harm birds, add a few grains of rice to the vinegar solution to help scrub off debris.



Droll Yankees Little Flyer-3 Hummingbird Feeder \$16.99

Droll Yankees Finch Flocker \$29.99

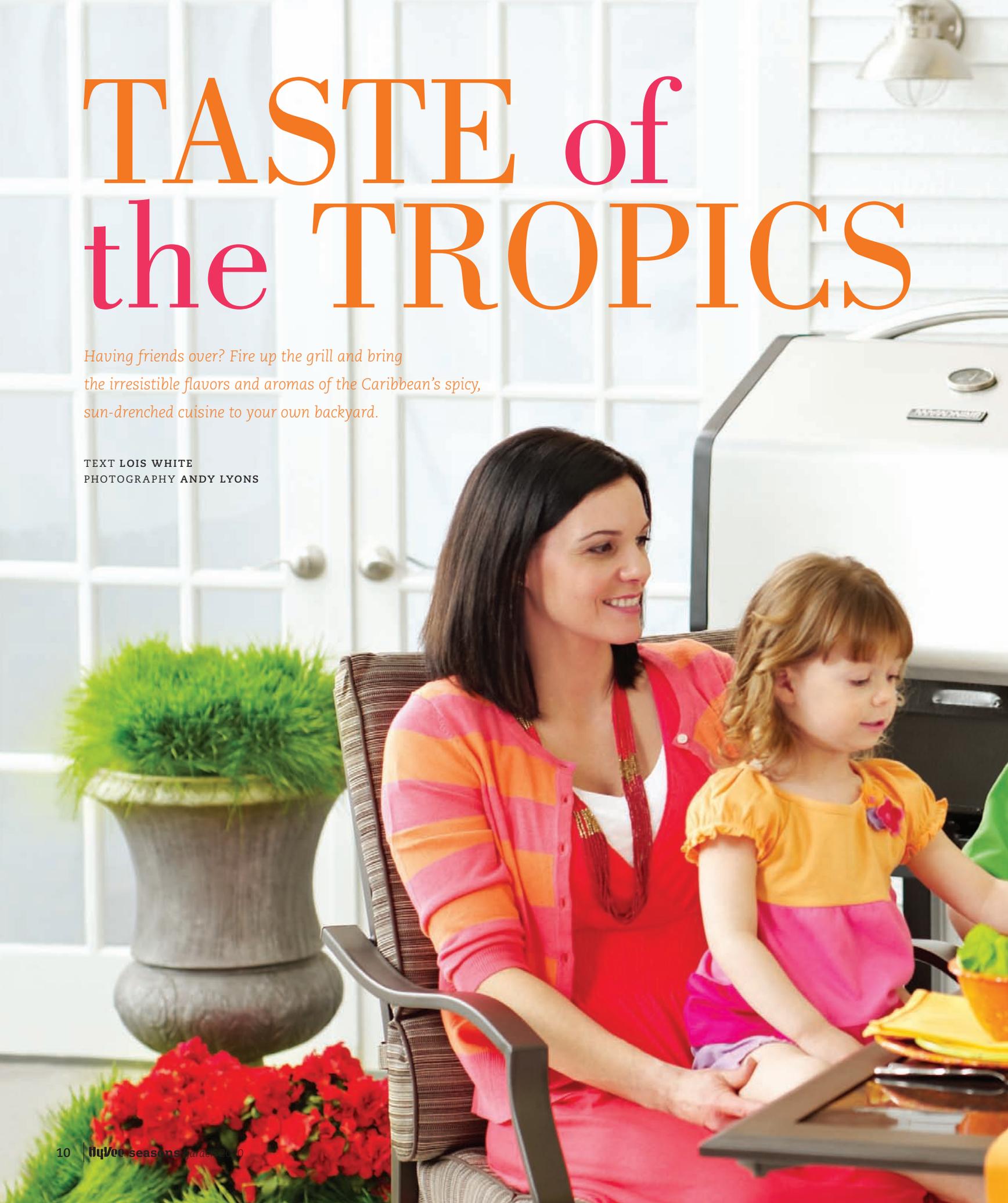


3 Seat Cushion Gazebo Swing \$199.98

TASTE of the TROPICS

Having friends over? Fire up the grill and bring the irresistible flavors and aromas of the Caribbean's spicy, sun-drenched cuisine to your own backyard.

TEXT LOIS WHITE
PHOTOGRAPHY ANDY LYONS





Outdoor cooking weather is finally here. What a perfect opportunity for a party! Make it a feast for the senses. A tropical theme brings color and vibrancy to the event and makes guests feel at home. Fabulous aromas of jerk seasoning, smoke-kissed seafood and sizzling fruits and veggies fill the air—and the flavors deliver on the fragrant promise. What’s even better, Hy-Vee offers everything you need to make the prep as easy as strolling across a sandy white beach.

EASY-DOES-IT-PLANNING

If you’re planning for a dinner menu, schedule the outing so guests arrive just before twilight. Then you can get the food grilled and to the table before it’s dark while enjoying the setting sun and cooling air.

Keep the mood relaxed and casual. Set a table on the patio or deck or even on the lawn beneath a tree. If the weather is breezy, secure the tablecloth by placing a few heavy seashells on the corners. For a super-easy centerpiece, place Gerbera daisy stems in a glass in the center of the table. Freshly picked from the Hy-Vee Floral Department, the vibrant flowers dress up the setting yet are airy enough to allow guests to see each other across the table.

Choose fun tableware that ties in with the tropical theme and complements the food. Sturdy Zak dishware offered at Hy-Vee holds generous servings and adds splashes of vivid Caribbean color with its confetti pattern. The eco-friendly pieces are made from recycled melamine, so you can feel good about helping support a cleaner environment. While looking at dinnerware, check out the stylish acrylic footed tumblers, which come in coordinating colors.

TASTES OF PARADISE

Sampling the delectable Caribbean-inspired dishes will be the highlight of the party. Recipes for Grilled Halibut with Tomato-Basil Medley, *opposite*, and Rum-Glazed Bacon-and-Scallop Skewers, *page 15*, show you how to combine succulent seafood with tropical fruits and vegetables and intensely flavored spices.

Probably the best-known spice of Caribbean culinary traditions is Jamaican jerk. This blend of aromatic seasonings (either a dry rub or wet paste) gives a spicy kick to meat, chicken or seafood, such as the Jerk-Spiced Shrimp with Tropical Salsa recipe, *page 14*. Although the ingredients can vary, jerk seasoning usually includes chile peppers, thyme, allspice, cinnamon and garlic.

To help tame the heat and add variety, round out your Caribbean offerings with a few sides that complement the theme. Tap into tropical fruits and veggies that add fresh tastes and bold, beautiful hues to the plate. Here are some quick ideas:

- Grill fruits with sweet and tart flavors, such as peaches or nectarines. Or toss a few mango slices on the grill. Watch carefully so they don’t overcook. The high heat brings out the sweet and tart flavors and caramelizes the sugars.
- Create a cool and refreshing fruity combo by chopping up pineapple, mango and banana; sprinkle with toasted coconut.
- Toss together chopped melon and cucumber; sprinkle with black pepper and squeeze lime juice over top.

Try as few or as many recipes as you like and you’ll see a kaleidoscope of colors on every plate. Reserve the garnishes for drinks. Orange, lime or star fruit slices and maraschino cherries are fun ways to dress up a tropical drink.

GRILLING FISH

Once you experience the thrill of grilling Alaskan halibut and other fresh seafood available at Hy-Vee, you’ll be hooked. Alaskan halibut is prized for its delicate sweet flavor, snow-white color and firm flaky meat. You’ll always find the freshest and best steaks at Hy-Vee. To help ensure that customers are getting the best quality and the freshest seafood products available, Hy-Vee voluntarily employs a full-time U.S. Department of Commerce (USDC) seafood inspector.

When done right, grilling preserves the sublime flavor of good-quality fish, making it succulent and juicy. Follow these tips for moist, tender and flavorful results.

• **PREPARE THE GRILL RACK.** A clean rack prevents fish from sticking to and absorbing flavors from any rack residue. Make sure to oil the rack or coat it with cooking spray before you get started. Fish steaks will usually hold together a lot easier than fillets. If you choose fillets, be very gentle and keep the surface well oiled to avoid sticking. A grilling basket can make the job easier.

• **BASTE THE FISH WITH OIL.** If you have fresh herbs available, tie a bundle together to use as your baster. You’ll love the added punch.

• **TIMING IS KEY.** On an extra-hot preheated grill rack, a 1-inch halibut steak will grill in about

8 minutes over medium-high heat. Thinner cuts and fillets can cook in as little as 6 minutes. Turn only once during the cooking time to avoid having the fish fall apart. Start testing fish early to prevent overcooking.

• **TEST FOR DONENESS.** The fork test is one way to determine if fish is done. Insert a fork into the thickest portion of the fish, then gently pull and twist. When the fish is cooked, it will fall apart easily, look opaque and be moist. If you are grilling thicker, denser fish steaks, insert an instant-read thermometer horizontally into the steak. Remove the steak from the grill when it reaches an internal temperature of 140°F.

**GRILLED HALIBUT WITH
TOMATO-BASIL MEDLEY**

Jazzing up fish steaks with tropical vibes just got easier. Simply sprinkle a purchased seasoning blend on the fish before grilling. A side of colorful tomatoes heated on the grill adds sweet, juicy bursts of flavor.

Fresh Alaskan Halibut Steaks
per lb. \$10.99

Serves 4.

- ¼ cup Hy-Vee orange juice
- 1 tablespoon lime juice
- ¼ cup plus 2 tablespoons Grand Selections olive oil, divided
- 1 tablespoon Hy-Vee Dijon-style mustard
- 1 clove garlic, minced
- 2 teaspoons snipped fresh basil
- 1 teaspoon Hy-Vee honey
- 4 (1-inch-thick) halibut steaks (1¼ to 1½ lbs.)
- 1 tablespoon Weber® Grill Creations® Mango Lime Seafood Seasoning
- 2 cups assorted cherry tomatoes and/or halved or quartered small tomatoes

Heat grill to medium heat. Lightly oil grate. For citrus vinaigrette, combine orange juice, lime juice, ¼ cup olive oil, mustard, garlic, basil and honey in a bowl. Set aside.

Rinse fish; pat dry. Brush fish with remaining 2 tablespoons olive oil and season with seafood seasoning. Grill fish for 8 to 12 minutes or until fish flakes when tested with a fork, turning once halfway through grilling time.

Thread tomatoes onto wooden skewers. During the last 3 to 4 minutes, add tomatoes to grill. Brush with some of the citrus vinaigrette. Grill until heated through, turning once. Serve halibut with tomatoes. Drizzle with additional citrus vinaigrette.

Nutrition facts per serving: 410 calories, 25 g fat, 3 g saturated fat, 0 g trans fat, 70 mg cholesterol, 250 mg sodium, 7 g carbohydrates, 1 g fiber, 5 g sugar, 36 g protein. Daily values: 15% vitamin A, 30% vitamin C, 2% calcium, 2% iron.





Raw Wild Caught Shrimp
21-25 ct. \$5.99 per lb.

JERK-SPICED SHRIMP WITH TROPICAL SALSA

When served with spicy shrimp, the zesty mango salsa is like a cool breeze on a hot summer day. Try substituting other seasonal fruits and veggies—use peaches or nectarines in place of the mango or cucumber or jicama instead of the bell pepper.

Serves 4.

1 pound uncooked large shrimp
(21 to 25 count)
2½ teaspoons Hy-Vee dried thyme
2 teaspoons paprika
¾ teaspoon allspice
1½ teaspoons Hy-Vee sugar
½ teaspoon Hy-Vee garlic salt
½ teaspoon cayenne pepper
2 tablespoons Grand Selections olive oil
4 (8- to 10-inch) wooden skewers, soaked in water for at least 30 minutes
Tropical Salsa (recipe at right)

Peel and devein shrimp. Rinse shrimp; pat dry. Combine thyme, paprika, allspice, sugar, garlic salt and cayenne pepper. Toss shrimp with oil in a large bowl. Add seasoning and toss to coat. Let stand for 15 minutes.

Preheat grill for medium heat. Lightly grate. Thread shrimp onto four 8- to 10-inch skewers. Grill shrimp for 6 to 10 minutes or

until opaque, turning skewers once. Serve with Tropical Salsa.

TROPICAL SALSA

Combine:

1 seeded, peeled and chopped ripe medium mango
¼ cup finely chopped red bell pepper
¼ cup finely chopped red onion
2 tablespoons snipped fresh cilantro
1 tablespoon lime juice
1 teaspoon finely chopped fresh serrano chile pepper*

*Wear gloves while handling chile pepper and do not touch face or eyes.

Nutrition facts per serving: 240 calories, 9 g fat, 1.5 g saturated fat, 0 g trans fat, 170 mg cholesterol, 470 mg sodium, 15 g carbohydrates, 2 g fiber, 10 g sugar, 24 g protein. Daily values: 30% vitamin A, 50% vitamin C, 8% calcium, 25% iron.

RUM-GLAZED BACON-AND-SCALLOP SKEWERS

Lime and ginger in the glaze add zing to the sweet-tasting scallops, which soak up the distinct flavors of a smoky grill. Watch closely because the scallops cook quickly.

Serves 4.

- 1/3 cup fresh lime juice**
- 1/4 cup dark rum**
- 3 tablespoons packed Hy-Vee brown sugar**
- 1 tablespoon grated fresh ginger**
- 1 1/2 teaspoons Hy-Vee cornstarch**
- 1 large pineapple, cored and cut into eight 1/2-inch-thick rings**
- 4 Hy-Vee bacon-wrapped scallop kabobs**
- 2 (8.8-ounce) packages Uncle Ben's™ Ready Rice cooked long-grain white rice**
- 1/4 cup coarsely chopped Hy-Vee cashews**
- 1 tablespoon snipped fresh cilantro**

Bacon Wrapped Shrimp or Scallops: 1.5 or 2 oz. each
2/\$5.00

Preheat grill for medium heat. Lightly oil grate. For glaze, combine lime juice, rum, brown sugar, ginger and cornstarch in saucepan. Cook and stir over medium heat until thickened and bubbly. Cook and stir 2 minutes more; cool.

Place pineapple rings on prepared grill. Grill, uncovered, 8-10 minutes or until browned, turning and brushing with some of the glaze halfway through grilling time. Remove from grill; keep warm. Place skewers on grill. Grill, uncovered, 5 to 8 minutes or until scallops are opaque, turning once and brushing frequently with remaining glaze during last half of grilling.

Heat rice according to package directions. Place rice in a bowl; stir in cashews and cilantro. Serve rice and scallop skewers over pineapple rings.

Nutrition facts per serving: 470 calories, 9 g fat, 2 g saturated fat, 0 g trans fat, 45 mg cholesterol, 380 mg sodium, 69 g carbohydrates, 3 g fiber, 23 g sugar, 21 g protein. Daily values: 2% vitamin A, 100% vitamin C, 6% calcium, 20% iron.



Zak Confetti Pattern Plates, Tumblers or Bowls: selected varieties 1 ct. \$3.99





all-season PLANTERS

Color your world with container gardens overflowing with eye-catching flowers and fabulous foliage. Follow the Hy-Vee Garden Center's advice on caring for your containers and you'll be savoring the scenery from spring until first frost.

TEXT KATHY BARNES PHOTOGRAPHY KING AU

Hy-Vee Garden Center Manager Jerry Kluger advises the Asche family, Heather and Josh and sons Parker (left) and Carter (right), on plants that will fill their containers with long-lasting color.





Carter Asche chooses his own tomato plant to add to the family garden. “One tomato plant can produce hundreds of good feelings, especially when you share the produce with family and friends,” Jerry says.



Lush container gardens brimming with color and texture are surprisingly easy to grow. Even a complete novice can create a spectacular effect. Decorative containers can be tucked onto a small patio or balcony or grandly staged to provide a focal point in a suburban landscape. Growing flowers, herbs and vegetables in pots takes the heavy labor out of gardening, eliminating the need for removing sod, tilling and even weeding. Containers take the best part of gardening—the reward of beauty—and bring it within reach of everyone.

One of the benefits of a container garden is mobility. You can easily move pots of sun-loving annuals to a shady deck to enhance a special occasion or hide a pot that’s just been pruned until it fills out again. Groups of colorful pots offer an easy way to introduce some floral zing to a setting. “I love to add splashes of color as most of my plantings are perennials,” says Heather Asche of Ankeny, Iowa. “Containers are a great way to do that.” She also uses containers to dress up her family’s patio and deck.

For families in stay-cation mode, lush containers—grown and groomed on a budget—enhance outdoor living areas with resort-style appeal. You don’t have to spend a bundle to enjoy pots brimming with beauty. Start with good soil, mix-and-match plants and containers, water consistently—and you’ll enjoy gorgeous pots.

POTS AND SOIL: THE BASICS

Look for containers of all shapes and materials at your Hy-Vee Garden Center. Porous terra-cotta pots, which allow water to evaporate through container sides, offer an ideal rooting environment for plants that like hot and dry conditions, such as herbs (rosemary, thyme, sage), succulents (sedum, hen and chickens) or heat-loving annuals (moss rose, gazania, vinca). Look for terra-cotta containers in traditional styles and innovative shapes.

For pots that will sit outdoors through Midwest winters, choose materials that stand up to the elements, such as stone, concrete, or cast fiberstone. If you plan to fill containers with upright plants, you’ll want pots that look good. Because cascading plants hide the container, they can feel right at home in a basic plastic pot and will host the garden show with graceful aplomb. “No matter what kind of container you choose, it needs to have drainage holes,” says Jerry Kluver, Hy-Vee Garden Center Manager.

Jerry also stresses matching plant size to container. “You want a pot that will be the appropriate size for the maturity of the plants you’re using,” he says. Avoid putting a tall plant into a shallow container or a ground-hugging lobelia into a deep pot. For most container combinations, a 12- to 16-inch-wide pot can host a mix of plants, with larger pots able to hold more plants.



“I like Miracle-Gro soil,” Jerry says. The mixture holds moisture, gives roots ample air and often contains a fertilizer. “Miracle-Gro Moisture Control also feeds plants up to six months and protects against under- and overwatering,” he says.

CONTAINER CARE

Keeping plants in tip-top shape doesn't require a green thumb. Jerry's secrets to success with container gardens start with planting a larger, more established plant, like those in the Hy-Vee Garden Helper Jumbo 4-Pack. “Remove blooms and buds at planting time and for two weeks after planting, and you'll get more, longer-lasting flowers all season long. This gives plants time to establish strong roots, which are the foundation to a successful plant,” he says.

He also recommends using a Hy-Vee plant starter fertilizer for the first 30 days, followed by a regular water soluble plant food, granulated all-purpose fertilizer or a bloom booster fertilizer. As plants grow, remove dead flowers and prune long, straggly stems.

FAMILY FUN

Growing container gardens is a great way to get the whole family involved in gardening. “Our boys are learning a lot from landscaping,” Heather says. “They know that plants need sun, soil and water to grow, and that too much water can hurt plants.” Heather usually chooses plants for containers based on advice from experts in the Hy-Vee Garden Center. “I ask someone in the garden center what's new and looks great in containers,” she says. “They're very helpful.”

Heather and her husband, Josh, a Des Moines Hy-Vee store director, count on container gardens and other plantings to add value to their home. “Landscaping gives a house curb appeal. As a potential home seller, curb appeal gives a home that hole-in-one feeling,” Josh says. “It makes a potential buyer feel like the home is outstanding, complete and well cared for.” Heather agrees, adding that she also “loves the smells and colors flowers bring to our yard.”



For families in stay-cation mode, lush containers—grown and groomed on a budget—enhance outdoor living areas with resort-style appeal.

CONTAINER COMBINATIONS

With the right mix of plants, container gardens can look terrific from spring to fall. Try a few of these combinations to grow pots that will turn heads for months. Look for these plants at your local Hy-Vee Garden Center in the Garden Helper Jumbo 4-Pack to jump-start your container gardens with larger plants.

Plant these combinations in 14- to 16-inch-wide pots. The vegetable combinations are best in 16-inch-wide pots. Arrange plants with the tallest plant (at maturity) in the center of the pot, then step down according to height with the next tallest plant. Set cascading plants next to container edges.

SUN WORSHIPPER'S COLLECTION

Pot & Patio Mix aster
Marigold (choose your color)
Vinca (choose your color)
Petunia (choose your color)

SHADE-LOVING COLOR

Splash Red hypoestes (polka-dot plant)
Wizard Gold coleus
Dusty miller
Wishbone flower (Torenia)

PATRIOTISM IN BLOOM (sun)

Sun Devil Mojave Salvia splendens
Crystal White Zinnia elegans
Royal Blue Ageratum houstonianum

FRAGRANCE IN BLOOM (sun to part sun)

Avalon Mix flowering tobacco
Dianthus chinensis (choose your color)
Sweet alyssum (choose your color)

MADE FOR SHADE

Wizard Pineapple coleus
Boda Boom Bronze Leaf Scarlet begonia
Splash Red hypoestes (polka-dot plant)
Blue lobelia

PIZZA IN A POT (sun)

Husky Red tomato
Red Skin bell pepper
Basil
Chives
Oregano

FRESH-PICKED SALAD

Gourmet Blend lettuce*
Husky Cherry tomato
Tumblin Tom yellow tomato
Burpless Bush cucumber

*Lettuce has shallow roots. Grow a pot of lettuce solo in a bowl or shallow pot. Frequent picking keeps the goodness coming.

VEGGIES TO GO

Blue Lake Bush bean
Bulls Blood beet

SALSA GARDEN

Husky Red tomato
Cherry Bomb pepper
Holy Mole pepper
Cilantro

BUY WITH CONFIDENCE

When you shop at a Hy-Vee Garden Center, rest assured that you will leave for home with hearty plants that are perfectly suited for your yard. Hy-Vee strives to deliver thorough and consistent care to all of its plants, so you can expect top-notch plant health and endurance. Not sure which varieties are right for you? Our experienced employees are happy to offer their help in choosing the right selections that will look beautiful and thrive in your landscape.



Martha Washington Geranium: 12"
\$24.99



Proven Winner Assortment: 8" \$14.99



Fit N Juice Strawberry Planter:
3 to 4" pots \$9.99



Calibrachoa qt. \$4.99



Sun Coleus qt. \$4.99



Sweet Potato Vine qt. \$4.99



Zonal Geranium qt. \$4.99

GROW ORGANIC

It's easy to go green in your garden, thanks to Hy-Vee's line of organic products. "These items come in ready-to-use bottles, so putting them to work in your garden is easy," Jerry says. Learn which of these environmentally friendly items can coax the best growth from your plants.

ORGANIC BONE MEAL. Bone meal is a long-lasting source of phosphorous and calcium. It promotes root growth and stem strength. Apply to established plants, such as shrubs or perennials, in early spring by working into upper layers of soil. Bone meal is also an excellent choice to use when transplanting, growing root crops or planting bulbs. Work into soil a week or two before planting.

ORGANIC BLOOD MEAL. Fast-acting blood meal douses soil with nitrogen. Work into the top few inches of soil, or sprinkle over compost piles when the amount of brown material exceeds green matter. Many gardeners use blood meal to keep deer and rabbits at bay by placing it in containers with lids (to protect from moisture). Avoid applying to beans, peas or seedlings; the high nitrogen content can harm crops.

ORGANIC ALL-PURPOSE FERTILIZER. A slow-release fertilizer that enhances growth of all crops (annuals, vegetables, perennials, shrubs, trees), this fertilizer is the perfect choice to work into planting beds, holes or vegetable gardens. Check the label to see how long nutrients last in soil under normal growing conditions.

ORGANIC INSECT REPELLENT. Give bugs the brush-off by applying an organic insect repellent to plants. Read the label to understand how often you must apply the repellent for continuous plant protection. The label will also detail which pests are affected.



In Central Iowa, watch
Get Growing with Jerry
Kluver on KCCI TV
Channel 8 Fridays at 5 p.m.
and Saturdays at 8 a.m.
Have a question for Jerry?
Visit www.hy-vee.com
and click on the Get
Growing icon.



MIRACLE-GRO ORGANIC CHOICE:

garden soil 1.5 cu. ft. \$4.98

potting mix 8 qt. \$3.98

potting mix 16 qt. \$5.98

Miracle-Gro
ORGANIC CHOICE
GARDEN SOIL
TIERRA PARA EL JARDIN

GROWS TWICE
AS MANY VEGETABLES!
(Produce a 1/2 bushel of vegetables)

1.5

Miracle-Gro
ORGANIC CHOICE
POTTING MIX
TIERRA PARA MACETAS

ALL NATURAL ORGANIC!
(Professional grade organic)

Miracle-Gro

For Container Vegetables, Flowers And Herbs
Para Vegetales, Flores y Hierbas en Macetas

Delivers twice the growth of ordinary potting soil... naturally
Proporciona el doble de crecimiento que una tierra para macetas ordinaria... de manera natural

Made from All Natural Organic Ingredients
Hecho de ingredientes naturales completamente orgánicos

8

NET CONTENTS: 8 dry qt. (2.3 L)
Contenido neto: 8 cuartales secos (2.3 L)

Miracle-Gro
ORGANIC CHOICE
POTTING MIX
TIERRA PARA MACETAS

ALL NATURAL ORGANIC!
(Professional grade organic)

Miracle-Gro

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Made from All Natural Organic Ingredients
Hecho de ingredientes naturales completamente orgánicos

16

NET CONTENTS: 16 dry qt. (4.7 L)
Contenido neto: 16 cuartales secos (4.7 L)

the **NEW** american grill

TEXT KRISTI THOMAS
PHOTOGRAPHY ANDY LYONS



From Our Full Service Meat Department Fresh Certified Ground Chuck Patties 5 oz. 10/\$10.00
Our Special Recipe Fresh Italian Sausage or Bratwurst: selected varieties 3.75 oz. 10/\$8.00



Weber Spirit 2 Burner Gas Grill
E-210 \$399.00
Also available at hy-vee.com



Weber Spirit 3 Burner Gas Grill
E-310 \$499.00
Also available at hy-vee.com

The next time you plan a neighborhood soiree, fire up your grill to cook an array of dishes from almost any cuisine. It's your perfect partner for making delightful fare for friends. And don't forget: Hy-Vee is your one-stop store for party planning.

Using the grill is the ultimate way to serve an impromptu backyard party. A casual cook-out can fit right into your busy schedule while serving up hamburgers, steaks and even more creative fare. For your next celebration, try these ideas to dazzle guests—without the traditional hassles of hosting.

BURGERS, BRATS AND BEYOND

Hamburgers and brats are a mainstay for grilling. Look to the Hy-Vee Meat Department for premade burgers to make hosting easy. Condiments can be as simple as ketchup and mustard. Or consider transforming your burgers into backyard stars with these taste-pleasing gourmet topping combos: Swiss cheese, bacon and guacamole; Gruyère, barbecue sauce and sautéed mushrooms; jalapeño peppers and Colby-jack cheese; or barbecue sauce, French-fried onions and blue cheese.

Brats can be served in buns piled with shredded cabbage and onions drizzled with vinegar and oil and cracked pepper; chopped

precooked bacon, sweet pickle relish and sweet onions; or the more traditional mustard and sauerkraut. For both burgers and brats, try sweet pickle or corn relish or ready-made salsas.

Pizza is an inexpensive party food and takes little time to grill. Start with a premade pizza crust, such as Boboli. Top the crust with purchased pizza sauce, your favorite toppings and shredded mozzarella cheese. Grill until hot and bubbly.

Quesadillas make fun appetizers or light meals. Brush one side of a large tortilla with cooking oil. Place tortilla, oil side down, on a large baking sheet. Top one half of tortilla with shredded cheese, chopped rotisserie chicken and refrigerated fresh salsa from the produce section at Hy-Vee. Fold the tortilla over the filling; carefully place on the grill. Grill until tortilla is light brown and cheese melts. Cut into wedges and serve with sour cream and additional salsa.

For a luscious fruit dessert, grill pitted nectarine halves or thick slices of fresh pineapple until light brown and tender. Top with a spoonful of sweetened ricotta cheese, honey-roasted cashews and a drizzle of warm caramel sauce.



FUSS-FREE PARTIES

A party should be fun for everyone, host included. To enjoy your get-together as much as your guests do, grilling is the way to go. Cleanup is easy, your kitchen stays clean and cool, preparation is quick and you aren't stuck inside cooking. Try one of these stress-free ideas for your next backyard bash.

Bring It! When everyone brings a side dish or dessert to share, all you have to think about is the meat. Turn to Hy-Vee for hot dogs, premade hamburger patties, bratwurst and chicken breasts. Ask a guest to bring paper products and plastic eating utensils.

BYOM Grill Out. Asking guests to bring their own meat helps you trim the cost of hosting a gathering. Offer to furnish sides, desserts and drinks. The Hy-Vee Deli is loaded with side-dish options, such as coleslaw, potato salad, fruit salad and pasta salad. Mouthwatering pies, cookies, cupcakes and dessert bars are made daily at the Hy-Vee Bakery.

Multiple Deck Party. Enlist two or three adjacent neighbors to cohost the party. Bring out the grills and set up yard games at each house, allowing guests to meander between parties. Serve simple foods, such as hamburgers, a pitcher of smoothies (see recipe, opposite), chips and Whoopie Pies from the Hy-Vee Bakery. Check out Hy-Vee for great outdoor games, too (see below).

ENTERTAIN WITH FINESSE

Practicality and ease are in order when entertaining on the deck. Rely on disposable plates, cups and eating utensils. Hy-Vee carries a variety of patterns and colors to choose from. Also check the Hy-Vee Floral Department for an eye-catching centerpiece. To keep the celebration going, make sure to have plenty of ice and extra munchables on hand. Mixed nuts, fresh veggies for dipping, dips, deli olives, cheeses, crackers and ice-cream bars will satisfy lingering guests or latecomers.

Outdoor Fun



Keep the kids (and adults) busy with a few outdoor activities. Hy-Vee carries lawn games, such as bean bag toss, to keep everyone entertained long after the sun goes down.

Bean Bag Toss Game \$49.98



Cool Down with Kraft

CREAMY ORANGE CITRUS BREEZE

Offer family and friends this light and refreshing drink after an afternoon of food and games. Made with orange juice and Cool Whip Lite Whipped Topping, this spring beverage will soon become a mealtime favorite.

1½ qt. (6 cups) cold orange juice, divided
1 pkg. (4-serving size) JELL-O Vanilla Flavor Fat Free Sugar Free Instant Pudding
1½ cups thawed COOL WHIP LITE Whipped Topping

POUR 3 cups of orange juice into large bowl. Add dry pudding mix. Beat with wire whisk 2 minutes. Gently stir in whipped topping.

ADD remaining 3 cups orange juice; mix until well blended.

SERVE immediately or refrigerate until ready to serve. Pour into six glasses. Garnish each with orange slices, if desired.

Recipe provided by Kraft.com



Kraft Bagel-fuls: selected varieties
10 oz. \$2.28



Cool Whip aerosol topping: regular, extra creamy or lite 7 oz. \$1.99



Planters Trail Mix: selected varieties 5.5 or 6 oz. 2/\$3.00



Kraft BBQ Sauce: selected varieties 16.25 to 18 oz. \$1.18



Kraft South Beach Living Bars: selected varieties 5.88 to 6.16 oz. 2/\$4.00



Nabisco 100 Calorie Packs: selected varieties cookies or crackers
3.70 to 5.88 oz. 2/\$5.00



Oscar Mayer Lunchables: selected varieties 9.4 to 11.7 oz. 3/\$7.00



Country Time Lemonade: 6, 8 or 12 qt. or on the go 10 pk. 2/\$4.00



Zak Plates, Tumblers or Bowls:
selected varieties 1 ct. \$2.49



Hunt's Ketchup 24 oz. \$1.18



Monterey Stuffable or Steakmate
Mushrooms: 12 or 14 oz. \$2.98



A.1. Steak Sauce: selected
varieties 10 oz. \$3.28



Famous Dave's BBQ Sauce or
Marinades: selected varieties
12 to 20 oz. \$2.29



Weber Grill Creations Seasonings:
selected varieties 2.5 to 3 oz.
4/\$5.00



Lawry's Marinades: selected
varieties 12 oz. 2/\$4.00



Hy-Vee Thunder Sports Drinks:
selected varieties 32 oz. \$0.74

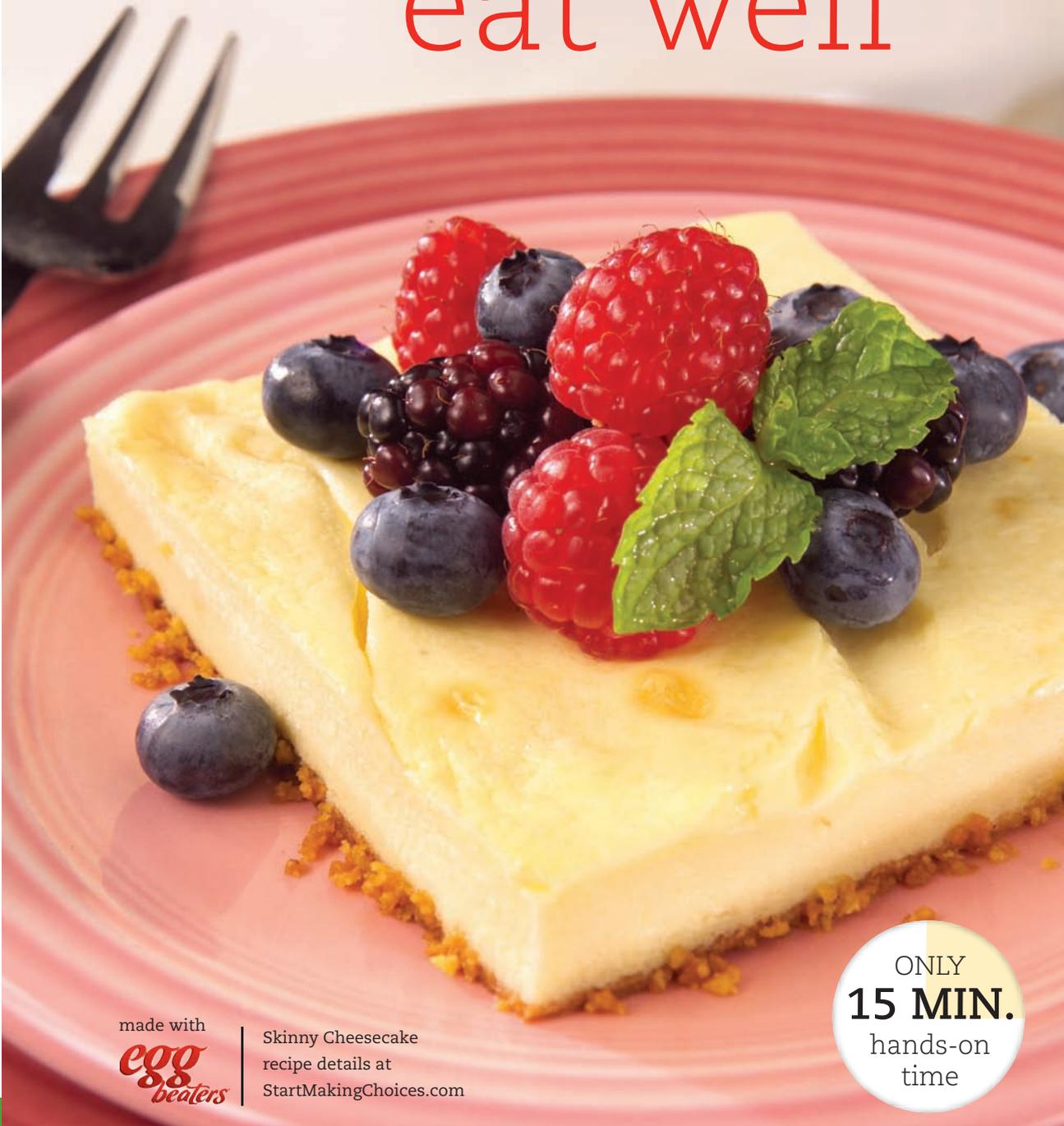
Easy Yummy Endings

Keep dessert simple with an all-time favorite: Whoopie Pies from the Hy-Vee Bakery. Choose from the original buttercreme filling nestled between two dark chocolate cake-like cookies or our seasonal strawberry creme-filled whoopie pies. Be sure to order several of these sweet gems in advance—you won't want to run out. Stack them high on a colorful plate to entice your party guests.

Bakery Fresh Chocolate Whoopie Pie with
Buttercreme Filling or White Cake with
Strawberry Creme Filling 4 ct. \$3.99



Live simply, eat well



made with
**egg
beaters**

Skinny Cheesecake
recipe details at
StartMakingChoices.com

ONLY
15 MIN.
hands-on
time

Start here for a better spring with delicious, affordable brands. With the help of these great products, make your favorite meals easier and better for you. Find inspired springtime recipes, healthy lifestyle tips, and more savings at StartMakingChoices.com.



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



Healthy Choice All Natural or Select Entrees: selected varieties
6 to 10 oz. \$1.79



Healthy Choice Fresh Mixers: selected varieties 6.49 to 7.95 oz. 2/\$6.00



Orville Redenbacher's Microwave Popcorn: selected varieties
2 to 4 pk. \$1.79



Egg Beaters: selected varieties
15 or 16 oz. \$2.48



Pam Cooking Spray: selected varieties
5 or 6 oz. \$2.59



Fleischmann's Original Margarine: sticks or sleeves 11.8 to 16 oz. 4/\$5.00



Hunt's Tomatoes: selected varieties
diced or stewed 14.5 oz. 4/\$5.00

GROWING investment



Welcome spring with a change of scene where it counts the most: in your own front yard. Dressing your entry with eye-catching details improves your view and increases home value.

TEXT JULIE A. MARTENS
PHOTOGRAPHY TOBIN BENNETT



Make your yard the talk of the block with a little makeover magic. Trees, shrubs and flowers can infuse your yard with personality and charm and, more important, add value—up to 20 percent, according to studies conducted across the United States. The American Society of Landscape Architects agrees, stating that a well-done investment in landscaping can improve resale value of your home significantly.

GREEN DIVIDENDS

The moment plants are tucked into the ground, they start appreciating in value. For example, \$100 spent today on a tree, shrub, perennial and mulch combination could easily be worth \$500 in five years. Plus, 99 percent of real estate appraisers agree that landscaping also increases the speed of sale. Whether you're planning on selling your home this year or in five years, you can count on the fact that the investments you make in landscaping will yield reliable returns.

For a front yard, consider adding a mix of trees, shrubs, perennials and annuals, ensuring that all are adapted to your region. You'll find plenty of these beauties at your local Hy-Vee. According to a study done by the U.S. Forest Service, trees alone can add 3 to 7 percent to your home's value. Select a tree for shade, bloom or fall color. Plant trees to stand alone, or use them to anchor a planting bed filled with a mix of shrubs and perennials. Arrange plants according to height in a step-down fashion. For season-long color, add annuals to your beds. Use shorter annuals, such as white wax begonia and blue ageratum (*below*), to edge beds with nonstop blooms.



PLANTING BUSHES

Versatile and beautiful, shrubs offer a sustainable addition to any landscape, providing multi-season interest. Choose a shrub that offers flowers, berries, fall color, winter texture—or any combination of these. Hy-Vee carries bushes that combine good looks with low-maintenance, such as dwarf varieties that need only infrequent trimming or types that prove unpalatable to pests and shrug off diseases.

Shrub roses grace a garden with exquisite blooms rich with fragrance. Jackson & Perkins 3-gallon container roses (*below center*) add beauty to a yard with sturdy, healthy plants that take off after planting. Look for shrubs to introduce reliable, nonstop color to planting beds. An excellent option is the new Boomerang lilac (*below left*; Zones 4-7), featuring trusses of fragrant, purple-pink blooms in late spring followed by intermittent flowers until frost. Evil Ways butterfly bush (*below right*) also gives strong season-long interest, unfurling gold leaves that contrast with sweetly scented deep purple blooms.

Make the most of shrub plantings by following a few simple steps.

SHOP WISELY. When choosing plants, look for ones that aren't wilting. Avoid pots where soil is overly dry and pulling away from pot edges. When buying a flowering shrub, if possible, select one that's in bloom to ensure you're getting the color you want. Don't allow plants to sit in a hot car for more than the time it takes to drive home.

DIG IT. When planting shrubs, you'll need to dig a hole twice as wide and deep as the pot. Improve soil in the hole by adding compost, rich (black) topsoil, or other organic matter. Amend the soil you removed from the hole in the same way.

TEASE ROOTS. Use a box cutter to slice through roots that circle the bottom of the pot. Place $\frac{1}{4}$ - to $\frac{1}{2}$ -inch deep cuts in a few places around the perimeter of the root ball.

PLACE CAREFULLY. Position your shrub in the hole so it's sitting at the same depth it was in the pot. Fill in the hole to achieve the right depth. Tamp soil around the shrub with hands or feet.

ADD MULCH. Cover soil surrounding shrubs with a layer of mulch. Remember that organic mulches shrink over the course of a growing season. Refresh mulch in fall to maintain a 2- to 4-inch-thick layer.

WATER IN. Irrigate shrubs after planting using a gentle spray of water. It's OK to water the shrub before you add mulch, but water again immediately after adding mulch.



Boomerang Lilac: 8" \$14.99



Jackson & Perkins Patented
Container Roses:
3 gallon \$24.99



Evil Ways Butterfly Bush:
8" \$14.99



COLOR YOUR LANDSCAPE

Count on flowers—annuals and perennials—to pack a petal-filled punch in landscapes. Position annuals in a starring role in a planting, or tuck them into empty spaces between small shrubs and perennials until they reach full size.

Perennials promise come-back color with hardy roots that give rise to fresh shoots year after year. Surefire perennials worth including in any landscape include Autumn Joy sedum, Veronica spicata selections, coneflower (Echinacea) and blanketflower (Gaillardia). Daylilies unfurl blooms in a rainbow of hues, including red (*above*), yellow, peach, lavender and white. Perennials with interesting foliage, such as hostas, ferns, ornamental grasses, coralbells and lamb's ears, sound a steady note of color and texture in planting beds all season long.

FINISHING TOUCHES

Give plantings a polished look with mulch, stones, shredded bark or compost. Mulch conserves soil moisture, reduces watering and helps suppress weeds. To block weeds completely, lay landscape fabric over a planting bed before adding plants or mulch. Use a material that allows water, nutrients and oxygen to pass to plant roots.

Edge beds with a material that suits your home's architectural style and budget. Low-cost edging options include a wide trench or plastic edging. Upgrade plastic edging to stones, low ornamental fences or pavers as funds permit.

TURF TIPS

A healthy lawn provides a backdrop that makes plantings shine. Keep your turf looking good with Hy-Vee's step-by-step lawn care program. Developed for the Midwest, the lawn fertilizers include iron and sulfur, nutrients that are often in short supply in local soils. The fertilizers keep grass green for 60 to 90 days. Crabgrass Preventer in early spring battles annual lawn weeds, such as crabgrass, goosegrass and foxtail grass. Weed & Feed in late spring defeats broadleaf weeds like clover, dandelion and violets.

A late summer (Labor Day) application of Hy-Vee Lawn Food thickens and greens grass into fall, thanks to a controlled-release nitrogen source. End the growing (and mowing) season with Winterizer Lawn Food, developed to stimulate root growth of turf and promote winter hardiness.



Take Care

Planning to spend some long hours planting and gardening? Guard yourself against the elements with Claritin allergy products and Coppertone sunscreens, and get the most enjoyment from your time outdoors.



Claritin Allergy: 24 or 30 ct. \$19.99
Coppertone Sport Sun Care: selected varieties
6 or 8 oz. \$7.99

guaranteed fresh
until printed date

WORLD'S FIRST

100%
COMPOSTABLE
CHIP PACKAGE

**Sun
Chips** [®]
BRAND

Original



One Step at a Time

SunChips® believes in small steps toward sustainable living—steps such as reducing your household waste little by little. And because of their efforts, that empty chip bag headed for your trash doesn't have to end up in a landfill. Check shelves at your local Hy-Vee for the newest SunChips® innovation: packaging that's 100% compostable in just 14 weeks.

When added to a hot active compost, the bag breaks down like foliage because it is actually manufactured with plant-based materials. Unlike the previous base for the packaging (petroleum), the new base is produced from corn and other plant starches. This revolutionary change allows SunChips® to reduce their consumption of fossil fuels. (To see a time-lapse video of a bag decomposing, or for information on how to start your own compost, visit www.sunchips.com.)

The recent improvement is a major breakthrough for SunChips®, but it's not their first packaging initiative. Prior to Earth Day, their bags were made from 33 percent renewable products. They also improved small details, such as packaging film thickness, for the sake of sustainability.

As for the chips inside the bags, SunChips® cares about them too! In 2008, the company's Modesto, California, plant began using a solar energy infrastructure—replacing fossil fuel—to help produce 145,000 bags of chips each day. While the Modesto plant counts for only one of their eight production locations, SunChips® proudly considers it a small step in the right direction.

Alongside *National Geographic*, SunChips® created the Green Effect in 2009, a contest for the most inspired and green-minded individuals. Contestants entered their best ideas for implementing their "Green Idea," and how it would positively affect their local community and environment. The five winners, who were recently announced at <http://greeneffect.nationalgeographic.com>, will receive \$20,000 to take their ideas from the drawing board to real life. For those five communities, SunChips® helped brighten their environment, one small step at a time. And SunChips® believes that big changes start with small steps.

SunChips: selected varieties 10.5 oz. 2/\$6.00

Make Mother's Day Special

Mothers are to children what the sun is to earth, warming our hearts, helping us grow, telling us when it's time to wake up and go to bed, and providing a center to our lives. Celebrate Mother's Day this year with little gestures and gift ideas that let her know she'll always be the bright star in your life.

TEXT KATHY BARNES
PHOTOGRAPHY ANDY LYONS



It's a universal truth: There isn't anything a mother wouldn't do for her child. She juggles schedules, keeps track of homework, knows the clothing and shoe size of everyone in her family (off the top of her head, mind you) and completes Saturday morning errands with the efficiency and competency of a world-class athlete. But more than any of that, she loves. No matter what. A well-written line from the old television sitcom *The Golden Girls* seems to sum it up nicely: "It's not easy being a mother. If it were easy, fathers would do it."

For all Mom does, it's hard to imagine a time before Mother's Day was a national holiday. Back in 1914 when President Woodrow Wilson signed it into law, children young and grown

honored their mothers with such simple things as attending church or writing a letter. As the years ticked by, the holiday evolved. Today, we take our mothers out to eat and put in more telephone calls on this day than on any other day of the year. We give cards, flowers and gifts. More than anything, Mother's Day provides us an opportunity to love back, to show her that although you'll never be able to fully reciprocate her affection, you can give her a much-needed break or a special treat.

Of all the things you can do for your mom, consider giving her a chance to trade in her everyday role as caregiver for a brief reprieve. Let her sleep a little later while you plan breakfast in bed, complete with fresh flowers and a favorite magazine.

Gerber Daisy Bouquet 5 stem
(vase not included) \$4.95





So Sweet

For an edible addition to your gift for Mom, add a bag of Brach's candies and chocolates. Mix and match her favorite varieties to present her with a sugar-coated surprise.



Brach's Chocolate peg bag: selected varieties 6 to 7 oz. 3/\$4.00

Brach's Select Sugar Candy: 12 to 24 oz. 2/\$4.00

Brach's Chocolates: selected varieties 12 to 14 oz. \$2.88

Brach's Select Sugar Candy peg bag: selected varieties 3.5 to 13 oz. 4/\$5.00

A thoughtful display can be easy to pull together. Start with a breakfast tray layered with a pretty linen or cotton napkin.

You can buy a few stems of a single flower for a quick and colorful floral arrangement to dress up your tray. Or, pick up an inexpensive premixed bouquet from Hy-Vee and pick out her favorite flowers to make a special arrangement. (Use the remaining blooms to create several smaller arrangements to place around the house—in the bathroom, on the kitchen windowsill and near the computer for a bit of brightness when she returns to her full-time life.)

As for breakfast, keep the focus on Mom's favorite foods. With a few easy twists on the menu, even children can help cook up something she'll remember long after the day has passed. French toast cut into a heart shape is a visual reminder of your love for her. Give younger kids a chance to help, too. If kids are too young to safely use the stove top, try ready-made French toast found in the freezer aisle, which tastes just as delicious. Pop the slices into a toaster, allow to cool slightly and then cut into heart shapes using a cookie cutter. A side of fresh fruit and a glass of juice add a healthful boost.

And of course, breakfast is a good time to share the special projects and cards the kids have made. For simple gift ideas, turn to page 40.

MAKE IT: GIFT BOX

Give Mom a little token of affection wrapped in a pretty felted package that kids will have fun crafting themselves. Follow these easy instructions.

What you'll need:

7-inch-square piece of felt * fabric pen * scissors * plastic needle * embroidery floss * 1/16" hole punch * embellishments (optional)

Lay felt square flat on a work surface. Fold the square in half and crease the folded edge of the rectangle. Open it up and fold in the opposite direction to crease the second fold. Open up the felt. Use a fabric pen to make a 1-inch mark on each of the four creases at the outside edge of the felt.

Pinch two of the folded edges together. Use the hole punch to put 5 or 6 evenly spaced holes through both layers of the felt. Thread the plastic needle with embroidery floss and stitch the sides shut. Repeat on each of the four sides until the felt creates the shape of a square-bottom dish.

Decorate using embellishments, such as buttons or bling. Place your sweet treat inside the gift box and watch Mom smile. After the candy is gone, the container can hold paper clips on her desk or jewelry on her bedside table.



*"Who ran to help me when I fell, And would some pretty story tell, Or kiss
the place to make it well? My mother." Ann Taylor, English author*

"Youth fades; love droops;
the leaves of friendship fall;
A mother's secret hope outlives
them all." -Oliver Wendell Holmes

LITTLE WAYS TO MAKE MOM'S DAY

It doesn't take much to make the mother in your life smile. Each member of the family can contribute with one of these sweet ideas.

WRITE A POEM. No need to be formal, and don't worry about rhymes. Think about who she is and what she means to you. Write it down, and she'll keep your note forever.

DRAW A PICTURE. Help a young child find a special Mother's Day coloring page on the Web (a quick Google search provides plenty of choices). When she helps pick the images, she has more of an investment in the finished artwork. This one is guaranteed to be displayed on the refrigerator.

DO A SECRET ACT OF KINDNESS. Pick up one of her chores and say nothing. Adults and older children can start a load of laundry or clean the bathroom, while the younger bunch can make her bed or set the table for dinner.

GET PERSONAL. Buy cupcakes from the Hy-Vee Bakery that the kids can decorate. Garnish them with homemade frosting and candy for a sweet gift.

MAKE FRENCH TOAST. Look in the freezer section for ready-made versions to make the morning easier.

LEAVE A LOVE LETTER. Each family member can jot a quick note and leave it on her pillow before she goes to bed. She won't be expecting it.

GET ALONG. This one is absolutely free and will mean more to her than almost anything else. Peace and quiet is priceless.

GO NATURAL. Try a showy houseplant, such as an orchid or a hanging basket for the front porch. Planters shaped like the family pet are perfect for an animal enthusiast. Solar powered lights, such as this stained glass butterfly, will illuminate the garden and her smiling face.



George Town Decorative Planters: selected styles 4" \$19.98



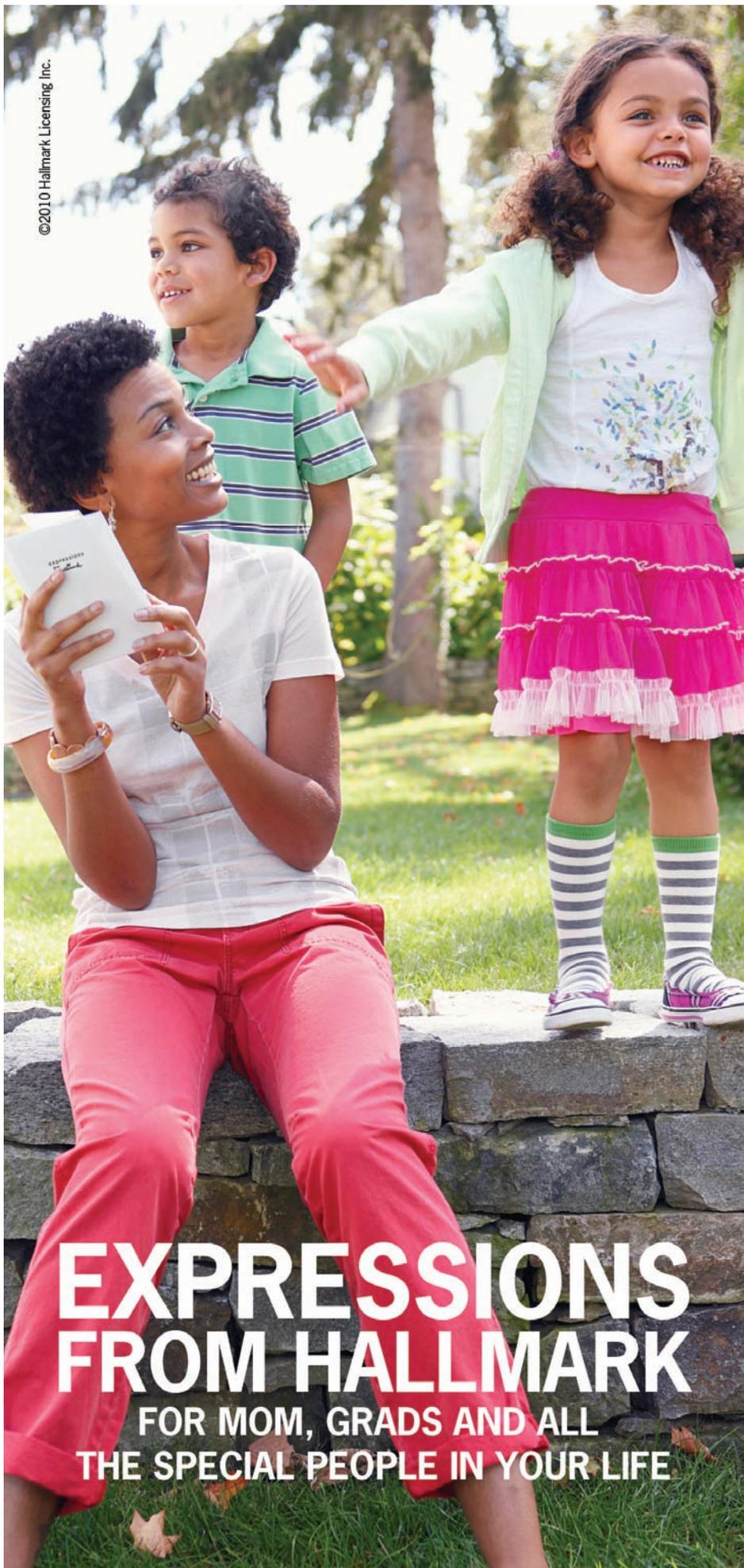
Premium Annual Hanging Basket 10" \$14.99



Stained Glass Butterfly Yard Art with Solar Powered Light \$49.98

Phalaenopsis Orchid 6" \$29.95

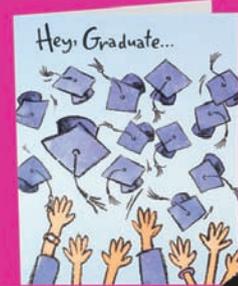
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EXPRESSIONS FROM HALLMARK

FOR MOM, GRADS AND ALL
THE SPECIAL PEOPLE IN YOUR LIFE

Tell the special people in your life that you look up to them. Sometimes the most meaningful gifts are wrapped in an envelope.



Cards starting at **99¢**



Cards with Sound



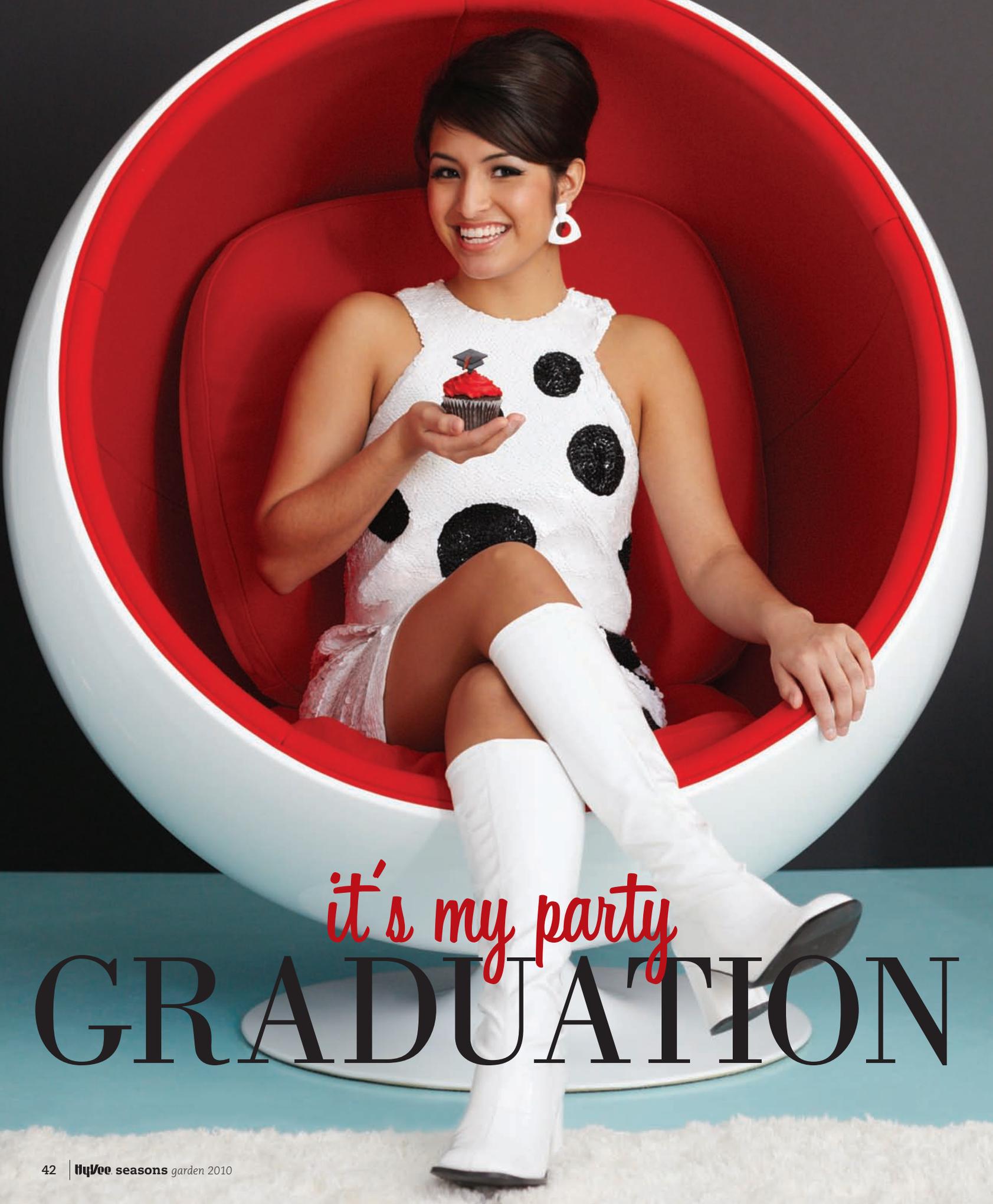
Recordable Cards

A Card.

It's the biggest little thing you can do.

expressions
from Hallmark

expressions.com



it's my party

GRADUATION

Graduation is a rite of passage—a triumphant end to 12 wonderful years. Make your graduate's big day extra special with a party geared to his or her personal style. Planning and executing an unforgettable, no-fuss talk-of-the-class celebration is easy with help from Hy-Vee—your one-stop party shop.

TEXT STACI SCHEURENBRAND PHOTOGRAPHY KING AU

Today's teens are all about personal expression—clothing, cell phone ring tones and Facebook photos are but a few ways kids share their individual identities. Take cues from your graduate's interests when party planning. Does he or she have a favorite sport, type of music, style or city? Include a graphic reference on the party invitation to set the tone before guests arrive (visit www.hy-vee.com to download a pattern for the invitation below).

Class of 2010

You are invited to a 60's retro
Graduation Party in honor of

Emily J. Woodruff

MAY 8, 2010
3:00 TO 6:00 PM
283 SAINT JAMES DRIVE
MCALISTERVILLE, IA 50449

60'S ATTIRE



Whether you're planning your first graduation party or you're a seasoned pro, experts agree: a successful celebration starts with a theme. Offbeat or elaborate, every graduation party should have a basic idea or focus. School colors and sports themes are great options, but use your imagination to make the party really pop. Find ways to incorporate the graduate's personal style into the scheme. Such details as favorite music, activities, experiences, current events, hobbies or trends support the theme and make the party more fun. "Selecting a theme and carrying it through personalizes the party while highlighting your student's interests," says Cherie Robbins, Catering Manager, Urbandale, Iowa. "Don't worry if you're at a loss for ideas; we can help with that, too. We can turn barbecues into luaus or trim main meals down to festive appetizer parties. We'll coordinate all the departments, take care of the details, and ensure everything is organized, finalized and delivered right on time. And the best part of all—our services are complimentary, so customers can spend their time and budget on the party, not on the party planning."

SPRUCE UP YOUR SPACE

Location is key to your theme and sets the mood for the party. Parks and recreational facilities are popular picks, but this is a perfect opportunity (at little or no extra cost) to rethink the possibilities of your own space and furnishings. Host your party under a rented tent or EZUp canopy in the backyard (look for EZUps at Hy-Vee). Or, give the garage a clean sweep and a fresh coat of paint. You'll not only have a brightened up extension to your home, but also a lasting memory once the party is over. Furniture can be repurposed from another room, rented or revamped. The retro credenza, *opposite*, was a secondhand store find. A fresh coat of paint turned it into a beverage table that can later be used in the graduate's first apartment.



BRILLIANT BUFFETS

Next to the guest of honor, the food is often the star of the party. Since most graduation parties are open houses and food is served buffet-style, it's important to devise a buffet that people can eat from any time they arrive. Hy-Vee offers a wide variety of choices to match the occasion. "No two graduations are alike, substitutions are ample," says Kevin King, Kitchen Manager, Urbandale, Iowa. "Some customers want a pick-up order or a single party platter, and others are looking for a lavish buffet that includes display, set up and tear down." Cherie agrees, "We're not the catering service of yesteryear. We handle everything from black-tie events to casual backyard get-togethers, and they all feature slightly different twists. If your heart is set on making the potato salad, just let us know; we can easily accommodate by supplementing the foods that you choose not to make at home."



Cake anyone? When it comes to sweet endings, anything goes. Whether you want a traditional sheet cake, a grand dessert buffet or a chocolate fountain, Hy-Vee can transform imaginative ideas into edible wonders. "The graduation cake is a good way to incorporate school colors into your theme; however, put your own personal stamp on it," says Lisa Fanning, Cake Designer, Columbia, Missouri. Half-and-half cakes, gooey fillings, and cakes that are more artistic and detailed are all the rage.



FINISHING TOUCHES

Graduation party décor is the magic that ties it all together. Kara Hagge, Floral Manager, Urbandale, Iowa, suggests popping in splashes of color throughout the room/space. "Go for a more eclectic mix of items. Single buds placed in funky vases and tucked around the room are more eye-catching than one centerpiece," Kara says. Photos and memorabilia reflecting the graduate's accomplishments are must-have party décor; they add embellishment and spark conversations. "And don't forget the balloons," Kara adds. "Placed at various heights (5 feet or higher) or even hung from the ceiling, balloons are fun, festive and easy on the budget."



Congratulations
CLASS OF
2010

Host a groovy graduation party in your garage with a retro vibe from the '50s, '60s or '70s. Use funky rented or repurposed furniture and inexpensive decorations. Sheer curtains, balloons, a homemade banner and foamcore cutouts help decorate blank walls (see pages 46-47). Include a treat bar with old-fashioned candy, bags of goodies and soda. For events not held on the actual day, you can even ask guests to wear retro clothes or school colors to add to the fun.





1



2



3



4



5



6



- 1. DI LUSO® Piccolo Panino Party Tray (serves 12) starting at \$15.00
- 2. Fresh Made Fruit Tray 16" Executive (serves 35-40) \$49.99
- 3. Fresh Made Veggie Tray 18" Ultimate (serves 35-40) \$45.99
- 4. DI LUSO® Meat and Cheese Tray (serves 10) starting at \$22.00
- 5. Fresh Made Veggie Tray 12" Tailgate (serves 10-12) \$15.99
- 6. Anthony's Choice Party Tray (serves 10) starting at \$22.00



Congratulations class of 2010

Package 1

- Choice of Decorated Cake or Individual Cupcakes iced in school colors
 - Fresh Melon and Fruit
- Broccoli, Cauliflower, Baby Carrots, Cherry Tomatoes and Dip
 - Cocktail Sandwiches with your choice of Turkey, Ham and Roast Beef and Cheeses
 - Fresh Condiments
 - Balloon Bouquet

Serves up to 50 \$400, \$8.00 per guest
Serves up to 100 \$750, \$7.50 per guest





Package 2

- Pulled Pork "Sliders"
- Zarda Baked Beans
- Green Onion Potato Salad
 - Decorated Cake
 - Balloon Bouquet

Serves up to 50 \$225, \$4.50 per guest
Serves up to 100 \$400, \$4.00 per guest



Package 3

Choose Three Desserts:

- Key Lime Pie
- Decadent Chocolate Layer Cake
 - Turtle Cheesecake
 - Gourmet Brownies
- Includes all the toppings: Whipped Cream, Chopped Nuts, Caramel Sauce, Chocolate Sauce, Cherries and Chocolate Stars
 - Balloon Bouquet

Serves up to 50 \$200, \$4.00 per guest
Serves up to 100 \$350, \$3.50 per guest

Package 4

- No Mess, Boneless Wings in your choice of Sauce:
 - Buffalo, BBQ or Asian
- Blue Cheese and Ranch Dressing
 - Fresh Celery
 - Zarda Baked Beans
 - Creamy Coleslaw
- Fresh Salsa and Chips
 - Decorated Cupcakes
 - Balloon Bouquet

Serves up to 50 \$300, \$6.00 per guest
Serves up to 100 \$550, \$5.50 per guest



TABLE HOW-TO

Buffets are a stylish way to decorate and offer self-serve food. Take your buffet table from basic to brilliant with a few simple tips:

- Position the buffet away from the wall so that guests have access to all sides. Round or oblong foldaway tables, *below*, are perfect for serving and seating. Table skirts, available from rental stores in a variety of colors and styles, are a pleasing backdrop. Other options for table coverings include inexpensive ready-made plastic skirts, grass skirts, banners, colorful fabrics or oversize photos of the graduate placed side-by-side around the table.
- Arrange necessities in a logical order—plates at the beginning and silverware at the end. Bundle utensils in a napkin and tie with a ribbon for easy grabbing.
- Make sure food has been cut for serving and avoid runny dishes. Choose flowers that aren't heavily scented so they won't compete with the aroma of the food.
- Set up a separate station for drinks and desserts and arrange food at various heights to add dimension and eye appeal. Use small accents, such as nuts/mints or floating flowers, to fill any empty spots on the table.
- Arrange a menu that includes different colors, textures and flavors. Food can be simple or complex, but remember that people eat with their eyes first so make the presentation stand out.



Resin folding table: long or round 6' \$49.98

Spread the Word

For creating custom 4x8 photo announcements, your local Hy-Vee Photo Center provides nearly endless options. Visit our Online Photo Center for special offers and our newest feature, Premium 5x7 Foldable Greeting Cards.

Special Online Only Offers:

4x8 Photo Announcements: 25% off

Premium 5x7 Foldable Greeting Cards: Starting at \$24.99 for 25 cards (envelopes included)

5x7 Prints 3/\$1.00



Hy-Vee Peanuts: party, honey roasted or dry roasted 32 oz. \$3.88



Wimmers Little Smokies: selected varieties 14 or 16 oz. \$2.77



Betty Crocker Large Size Snacks: Bugles, Gardetto's or Chex Mix selected varieties 10.5 to 15 oz. 2/\$5.00

Catering

“Graduation parties should be fun, not frenzied,” says Cherie Robbins, Catering Manager, Urbandale, Iowa. Your job is to spend time with family, friends and, of course, your graduate. Our job is to ensure your party is unique and memorable.” Knowing how much food you’ll need can be tricky. Hy-Vee caterers take the guesswork out of menu planning by offering package selections to fit every taste and budget. Select from one of the packages shown on *pages 48 - 51*, or let us design a menu to your exact specifications.

HyVee





M&M's Bag Candy: plain or peanut
19.2 oz. \$3.99



Hy-Vee Clear Plastic Party Cups: selected
varieties 18 or 20 ct. 4/\$5.00



Plastic Party Tub: 23 gallon \$8.99



Handi-Foil Cook-n-Carry Line: selected
varieties 1 or 3 ct. 2/\$5.00



Rosina Meatballs: Italian, Swedish or
homestyle 28 or 32 oz. \$6.88



Hy-Vee Translucent or Neon Plastic Cups
or Plates: selected varieties 12 to 50 ct.
2/\$5.00



Grimmway Baby Carrots 2 lb. \$1.99

Cake Decorating

Lisa Fanning, Cake Designer, Columbia, Missouri, uses the theme of this party to create an urban landscape custom cake. Graduation cakes, whether simple or complex, are often the focal point of the buffet table. They serve as edible decorations and can be tailored to suit the graduate's individual tastes and interests. Once you decide on a style and budget, your Hy-Vee cake decorator will work with you to create something distinct and personal—wow factor included!



GRAD CHECKLIST

6 WEEKS AND BEYOND

- Decide on a theme with your graduate-to-be. Purchase a notebook for him or her to fill with ideas and inspiration that you can refer to throughout the planning process.
- Set a detailed budget.
- Schedule a consultation with the Hy-Vee Floral, Catering and Bakery Departments.
- Begin menu planning.

4-6 WEEKS BEFORE

- Finalize a date, time and location.
- Order photo announcements from the Hy-Vee Photo Center.
- Compile the guest list (with addresses).
- Meet with the Hy-Vee Floral, Catering and Bakery Departments to discuss your party options.

3-4 WEEKS BEFORE

- Send photo announcements.
- Rent all decorating items needed: tables, linens, chairs, etc.
- Finalize all party details with the Hy-Vee Floral, Catering and Bakery Departments.

1-2 WEEKS BEFORE

- Buy disposable table service: cups, plates, flatware and napkins.
- Buy all non-catered food items: bottled water, soda, coffee, candies and ingredients for punch.
- Recruit a few friends or family to help you host the party and clean up afterward; designate specific responsibilities if necessary.
- Buy all remaining items needed for decorating tables, walls or other displays.

THE WEEK OF

- If hosting at a private residence, rearrange and thoroughly clean the space to accommodate your party.
- Assemble party favors, displays and decorations.
- Equip your camera and video recorder with fresh or fully charged batteries.

THE DAY BEFORE

- Pick up all rented items that can't be delivered.
- Set up the party space: tables, displays and trash receptacles.
- Finish decorating.

THE DAY OF

- Set out all finishing touches.
- Meet all deliveries at the party site to guide and answer questions while they set up.
- Arrange and stock beverage bar. Buy extra ice as necessary.
- Enjoy the celebration!

Pick a Card

Cover your gift list with one stop. Hy-Vee's unbeatable selection of gift cards lets you find one that's perfect for every graduate.



SPRING

Sweep

Winter snows are gone, warm breezes are on their way—and a host of home-maintenance chores is on your to-do list. Follow these tips to clean, organize and freshen up for spring, making your life easier and more efficient.

TEXT DEBRA LANDWEHR ENGLE
PHOTOGRAPHY ADAM ALBRIGHT

The season of new beginnings, spring is the perfect time to tackle home maintenance projects. Move three of those tasks—cleaning the garage, creating space to groom your pet, and putting together a storm safety kit—to the top of the list this year with the following smart tips to help you get the job done right. For a list of other important projects to do in a weekend, see our checklist on *page 60*.

THE WELL-GROOMED GARAGE

An organized garage doesn't just make life easier, it enhances safety, too. A national study by the Home Safety Council shows that 94 percent of home garages contain potential fire hazards and other dangerous items. And 75 percent of garage-related injuries are due to disorganization and poor lighting, resulting in slips and falls. Thanks to smart storage systems, you can maximize your garage's storage capacity and prevent accidents with unwieldy tools and equipment.

To start your garage makeover, take stock of ways you can make better use of the space, whether it's introducing a pet-grooming corner, adding a potting table or setting up a recycling station. Armed with this plan, organize the space into zones, then corral related items in the zone where they'll be used most.

As clever catchalls, clear plastic storage bins are perfect for nuts and bolts, extension cords, extra lightbulbs or a host of other small items that have a tendency to wander. They also make it easy for kids to find (and put away) their outdoor toys and sports gear.

For long-handled tools, invest in special racks and caddies that keep brooms and shovels upright and within easy reach. Hang ladders horizontally from strong hooks.

Fertilizers, herbicides, chemicals, automotive supplies and solvents all belong in a metal locked cabinet, as do power tools, saws and other potentially dangerous equipment.

To lighten your load, think wheels—and not just the ones on your vehicles. Trash cans and garden caddies are available in mobile versions that reduce the need for heavy lifting.

Take advantage of overhead space by installing well-anchored shelves or racks. Hang shelves near the ceiling for supplies you seldom need.



A well-organized garage works wonders for household efficiency. Designate spaces for cleaning supplies, recyclable materials and pet grooming necessities. Upright storage for long-handled tools takes little space while keeping them safe and secure.

Rubbermaid Fast Track Garage Storage Systems \$49.99



Lightbulbs

Proper illumination is an especially bright idea in the garage, where poor lighting could contribute to accidents. Be sure to replace all burned-out bulbs. And while you're at it, check the batteries in the garage smoke detector.

Hy-Vee CFL 4 pk. \$3.99



Libman



Register at Hy-Vee stores for a chance to win a maid for a year.

(See stores for details.)

Before tackling your to-do list, make sure you have the tools you need for each room in your home. For jobs big or small, Libman designs their products to make every cleaning duty less of a chore.

Select Libman Mops & Brooms: selected varieties 25% off



Hy-Vee Bleaches: selected varieties 96 oz. \$1.28



Hy-Vee Home Helper Household Cleaners: selected varieties 16.9 to 32 oz. 2/\$3.00



Scrubbing Bubbles Power Sprayer: 25 or 30 oz. \$7.99



Midland Weather Radio \$29.99



Energizer Max Batteries: 1 to 4 ct. \$3.49



New GE Reveal CFL or All Glass Covered CFL Bulbs: 1 pk. 15% off

PET PROJECT

As you organize your garage, consider devoting a corner to your pets. Equip it with a table or floor mat for comfort, then stash grooming supplies in a plastic bin, on shelves or on a peg board. Remember nail clippers, a brush, pet shampoo, clean towels and even a hair dryer.

WEATHERING THE STORM

Spring is severe-weather season, making this an ideal time to outfit an emergency kit for your family's safety. Buy large plastic bins with lids and stock them with the following:

- Nonperishable foods, such as canned meats, fruits and vegetables (include a can opener), as well as cereal bars, dried fruit and powdered drinks.
- Plastic utensils, paper plates and bowls, napkins, paper towels, plastic storage bags and trash bags.
- First aid kit stocked with bandages, antibiotic cream, aspirin, rubbing alcohol, peroxide, bug repellent and sunscreen.

- Bottled water. (Plan on one gallon per person per day.)
- Essential personal items, such as extra eyeglasses or contact lenses, prescription medications (and copies of prescriptions), soap, toilet paper, toothbrushes and toothpaste.
- Candles and votives, matches, LED flashlights, fire extinguisher.
- Cleaning supplies, including sanitary wipes and bleach.
- Duct tape, plastic drop cloth, rain ponchos.
- Items for children, such as diapers, formula or baby food.
- Pet food and supplies, including water bowls and a leash.
- Blankets, sleeping bags, pillows.
- Cash, photo IDs and important documents in a waterproof container.
- Flashlights, batteries, solar or hand-powered weather radio.
- Phone numbers of family and friends.
- Small toys and games.



Purina's Passion

A fun-filled spring with your dog or cat begins with a healthy diet of Purina Premium Pet Food. Purina offers dozens of products, all boosting the nutrition your pet needs to grow and live strong.



Beneful or Purina Cat Chow: selected varieties 3.5 lb. \$4.49

Tidy Cats Scoop Litter: selected varieties 27 or 38 lb. \$12.49

Alpo or Mighty Dog: selected varieties 8 or 12 pk. \$7.69

Friskies Canned Cat Food: selected varieties 5.5 oz. \$0.48

Weekend Cleanup

HOME EXTERIOR

- Replace or repair siding and trim as needed.
- Touch up paint.
- Repair chips and mortar on brick and stucco.
- Caulk where needed.
- Clear away leaves, which can attract rodents and insects.

ROOF AND GUTTERS

- Inspect roof for damaged shingles.
- Clean gutters, downspouts and roof valleys of leaves and debris.
- Check gutters for joint separation and loose fasteners.
- Make sure downspouts drain away from the house.

CHIMNEY

- Hire a professional to clean chimney and check for cracks or leaks.
- Leave damper open for ventilation (if you don't have air conditioning).

ATTIC

- Check for proper ventilation and obstructions.
- Inspect rafters for water stains.

BASEMENT

- Clean and start dehumidifier.
- Install battery backup sump pump to prevent water damage.

WINDOWS AND DOORS

- Install and patch screens if necessary.
- Replace seals as needed.
- Take down and store removable storm windows.

FILTERS

- Clean dryer vent and stove hood.

SAFETY EQUIPMENT

- Check batteries in smoke and carbon monoxide detectors.
- Make sure fire extinguishers are working.

AIR CONDITIONER

- Clear unit of leaves and debris.
- Vacuum grilles and registers inside the house for good airflow.
- Change furnace filter and/or window air conditioner filter.

LANDSCAPING

- Clean up debris from winter storms.
- Prune shrubs and trees to provide airflow between plants and siding.
- Remove broken branches.



For Your Pet

As a beloved member of your family, your loyal friend deserves to be happy and healthy. Visit the pet aisle at Hy-Vee for everything you need for the warm weather months. Remember to pick up toys for both inside and outdoors and the proper flea and tick guards.

All Hartz Flea & Tick Products 25% off

Loofa Plush Dog Toys 12" \$3.88

Kong Dog Toys classic or large: each \$7.99

SHOPPING *by the*

Trade up to a healthier diet. Simply choose foods with higher NuVal scores. Look for scores near your favorite products in every aisle.

TEXT COURTENAY WOLF
PHOTOGRAPHY ADAM ALBRIGHT



NuVal 46
Nutritional Scoring System

NuVal 99
Nutritional Scoring System

NuVal 91
Nutritional Scoring System

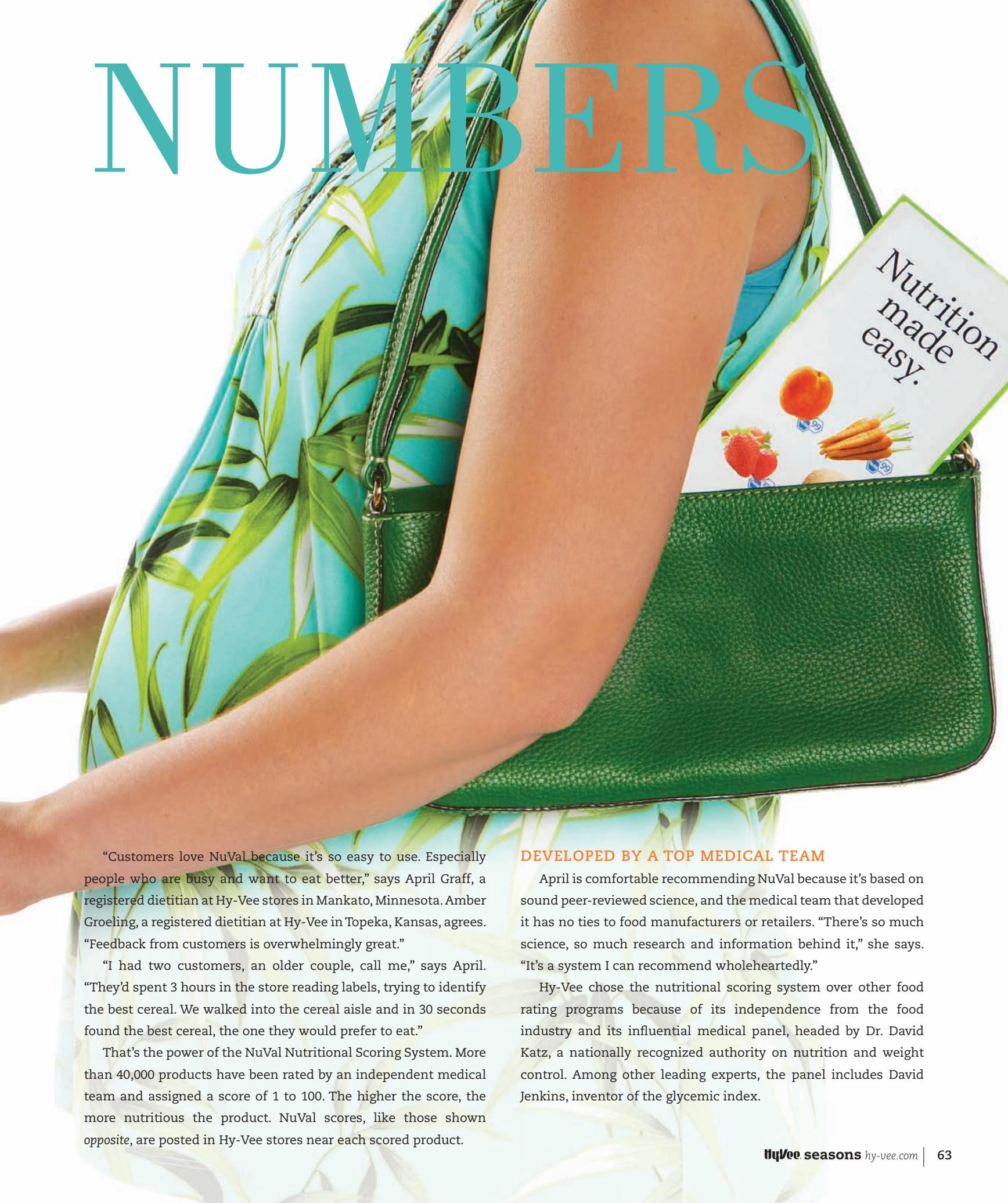
NuVal 91
Nutritional Scoring System

NuVal 96
Nutritional Scoring System

NuVal 82
Nutritional Scoring System

NuVal 91
Nutritional Scoring System

NUMBERS

A woman wearing a vibrant green dress with a white floral pattern is carrying a bright green, textured handbag. A white sign with a green border is tucked into the bag. The sign features the text 'Nutrition made easy.' in a black, sans-serif font. Below the text are illustrations of fresh produce: a whole orange, two strawberries, and a bunch of carrots. Small blue circular icons with the number '99' are placed near the produce.

Nutrition
made
easy.

“Customers love NuVal because it’s so easy to use. Especially people who are busy and want to eat better,” says April Graff, a registered dietitian at Hy-Vee stores in Mankato, Minnesota. Amber Groeling, a registered dietitian at Hy-Vee in Topeka, Kansas, agrees. “Feedback from customers is overwhelmingly great.”

“I had two customers, an older couple, call me,” says April. “They’d spent 3 hours in the store reading labels, trying to identify the best cereal. We walked into the cereal aisle and in 30 seconds found the best cereal, the one they would prefer to eat.”

That’s the power of the NuVal Nutritional Scoring System. More than 40,000 products have been rated by an independent medical team and assigned a score of 1 to 100. The higher the score, the more nutritious the product. NuVal scores, like those shown *opposite*, are posted in Hy-Vee stores near each scored product.

DEVELOPED BY A TOP MEDICAL TEAM

April is comfortable recommending NuVal because it’s based on sound peer-reviewed science, and the medical team that developed it has no ties to food manufacturers or retailers. “There’s so much science, so much research and information behind it,” she says. “It’s a system I can recommend wholeheartedly.”

Hy-Vee chose the nutritional scoring system over other food rating programs because of its independence from the food industry and its influential medical panel, headed by Dr. David Katz, a nationally recognized authority on nutrition and weight control. Among other leading experts, the panel includes David Jenkins, inventor of the glycemic index.



Disney Navel Oranges per lb. \$0.88



Stemilt Pink Lady Apples per lb. \$1.28



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



Bolthouse Juices or Smoothies: selected varieties 450 ml. \$2.18



Clif Bar, Luna, Luna Sunrise or Mojo Bars: selected varieties 1.59 to 2.4 oz. 4/\$5.00



Dole Fruit Bowls or All Natural Fruit Jars: selected varieties 4 pk. or 24.5 oz. 2/\$4.00

TRADING UP

Both Hy-Vee dietitians recommend comparing scores in specific categories—cereals, pastas, margarines—and then trading up to a healthier choice. “You don’t have to go to the top of the line—the ‘best one.’ You can choose a healthier product, making small changes, which is exactly how I think the system is meant to be used,” says April.

Many parents are making a game of it, challenging their kids to pick a cereal with a higher score. “Kids love games and little contests, and they can still choose a product they like. If they have a say, they’re more likely to eat it,” says April.

AIM HIGH

“Everyone wants to know what numbers they should aim for,” says Amber. “But it’s really about looking at the big picture and making the best choice for you in each category.” There’s no magic number. Each category has its own range of scores and brings its own set of nutrients to the table.

Amber and April both recommend eating more foods with high scores—fruits, vegetables and lean proteins—and limiting foods with lower scores. But the benefit of NuVal is that it rates all types of foods, not just those that are “good for you.” So families can make their own choices within each category.

SURPRISING SCORES

In general the NuVal score is higher if positive nutrients are present—vitamins, minerals, omega-3 fatty acids, fiber—and lower if negative nutrients are present—saturated fats, trans fats, added salt and added sugar. If a score for a product surprises you, April recommends looking at the salt and sugar content. “Customers will question the score of a favorite product. Usually, when we look at the ingredients list, it’s high in salt or sugar, sometimes both. That pushes the score down.”

Changing your diet all at once can be daunting. Get started by focusing on one or two categories and go from there, say both dietitians. Look for the NuVal labels posted near products in Hy-Vee stores and start trading up to healthier choices. If you have questions, talk to your local Hy-Vee registered dietitian.



NUVAL SCORES: On a scale of 1 to 100, the higher the number the more nutritious the food. Use NuVal scores to trade up to more nutritious choices in each food category. Here are a few examples.

FRUIT

Blueberries	100
Oranges	100
Grapefruit Ruby Red/pink	99
Apples	96
Bananas	91
Purple Grapes	91

VEGETABLES

Broccoli	100
Butternut Squash	100
Carrots	99
Sweet Potato	96
Avocado	89
Lettuce	82

FISH

Atlantic Salmon Fillet	87
Clams	71
Shrimp	75
Haddock	64

BEVERAGES

Hy-Vee Organic Skim Milk	91
Organic Valley Nonfat Skim	91
Almond Breeze Vanilla	90
8th Continent Soy Light Chocolate	82

CEREAL

Kashi 7 Whole Grain Puffs	90
Hy-Vee Bite Size Shredded Wheat	89
Cream of Wheat	82
Kellogg’s All-Bran Original	54
Post Shredded Wheat Frosted	31
Kashi 7 Whole Grain Flakes	29

BREAD & CRACKERS

Village Hearth Light 12-Grain Bread	45
Nature’s Pride Multigrain Bread	29
Wonder Classic White Bread	24
Kellogg’s All-Bran Crackers Bite-Size Baked Snacks Garlic Herb	35
Kashi TLC Mediterranean Bruschetta Snack Cracker	30
Sunshine Cheez-It Baked Snack Crackers Reduced Fat	23

DR. DAVID KATZ, MD

Dr. David Katz, MD, director and founder of Yale University's Prevention Research Center and the principal inventor of the Overall Nutritional Quality Index utilized in the NuVal Nutritional Scoring System, answers questions for readers:

WHY DO WE NEED NUVAL TO HELP US MAKE GOOD FOOD CHOICES?

I've studied nutrition and written two editions of a nutrition textbook, yet even I can have a hard time in the bread aisle picking out the most nutritious bread. Should I choose low fat, low carb, high fiber, low salt, whole grains, the most grains? You get the idea. Answering the question that actually matters to most of us—"Is this, overall, genuinely good for me and my family?"—is really hard, even for experts.

You might think a health-conscious mom with a pack of kids to feed should take time in the supermarket to sort it all out. But she is busy with a barrel full of obligations and doesn't have time to study every single purchase! As a nutrition expert, public health advocate, husband and father of five children—I don't either. Neither do many of my most esteemed colleagues. And that's why there's NuVal.

WHAT MOTIVATED YOU TO DEVELOP NUVAL?

Of the more than 2 million deaths that occur in the U.S. each year, roughly half are premature and avoidable by changing a very short list of modifiable behaviors we all control every day—limiting alcohol, getting physical activity, eating a healthy diet. Diet is right near the top of the list. It is one of the 'master levers' of medical destiny, and I want everyone to be able to grab hold and pull. NuVal is an effort to take what we know about nutrition and put it into everyone's hands, so that knowledge truly IS power.

WHAT IS NUVAL AND WHY SHOULD I TRUST IT?

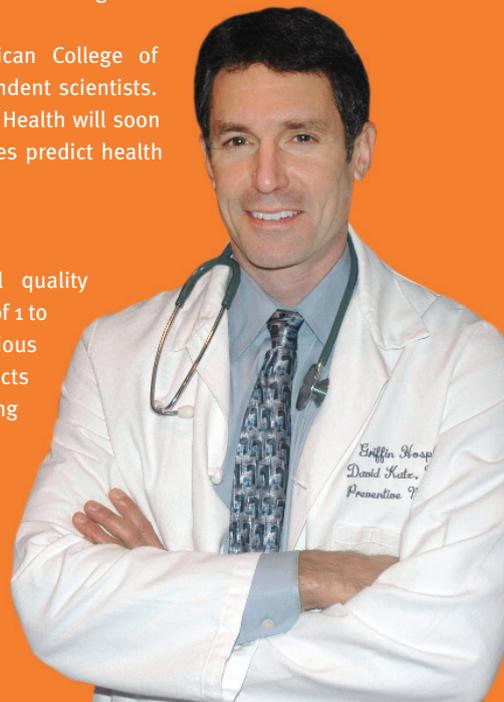
NuVal is the only nutritional scoring system that is totally independent of the food industry. I, and roughly a dozen of the top nutrition and public health experts on the continent, devoted two years of effort to developing the NuVal program and making it excellent. And we have devoted additional years to making it even more so. Products are scored using an algorithm that converts complex nutritional information into a single score.

NuVal has been endorsed by the American College of Preventive Medicine and studied by independent scientists. Researchers at the Harvard School of Public Health will soon publish a study that shows that NuVal scores predict health outcomes, chronic disease and mortality.

HOW DO I USE IT?

NuVal makes relative, overall nutritional quality accessible at a glance to anyone. On a scale of 1 to 100, the higher the number, the more nutritious the food. More than 40,000 grocery products currently have NuVal scores, and we're adding more every day.

For more information on the science underpinning NuVal, go to www.nuval.com.



Kellogg's

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

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



Kellogg's Cereals: selected varieties 12 to 18.3 oz. \$2.69

Step it up

To improve your long-term health, commit to a regular workout routine. Physical trainer Kristen Gostomski shares the steps you need to get started.

TEXT JENNY WEBER PHOTOGRAPHY ADAM ALBRIGHT AND TOBIN BENNETT

“Being physically fit is the most important thing you can do for yourself and your family. Beyond the physical health benefits, regular exercise will give you more energy, more focus and more patience, and it can even combat mild to moderate depression,” says Kristen Gostomski, mother of two and a personal trainer from West Des Moines, Iowa. “It’s better than any miracle drug!”

Kristen stresses the importance of setting goals and maximizing training time. “Goals should be based on feeling good; that’s what keeps people on track,” she says. “Physical accomplishments give you positive feelings about yourself and increase motivation, and that’s when you see the effects of exercise on the inside and out.”

Getting 30 to 60 minutes of exercise four to six days per week is optimal. Short on time? Kristen asks her clients to consider the time spent watching TV and replace that activity with exercise. Here are the four key areas Kristen prescribes for her clients:

1. Core Training *Four to six days per week, 15–30 minutes per session.* The core includes abdominal, lower back and pelvic muscles. A strong core provides stability and balance and makes you less prone to muscle injuries and back pain.

2. Strength Training *Two to four days per week, 30–60 minutes per session.* Strength training does more than increase muscular strength. A well-designed resistance program increases your metabolism; improves bone density, circulation, muscle tone and joint strength; and burns calories.

3. Flexibility and Relaxation *One to three days per week, 30–90 minutes per session.* A program that includes stretching and good breathing techniques to enhance stress relief should be a part of everyone’s weekly routine. Improving flexibility greatly decreases your risk for injury and lower back pain, improves circulation and reduces muscle soreness. Yoga and other mind-body workouts promote flexibility and relaxation.

4. Cardiovascular Exercise *Four to six days per week, 30–60 minutes per session.* Aerobic exercise helps fight heart disease by improving the strength of the heart, making it work more efficiently during exercise and rest. Activities such as walking, cycling, running, swimming and group fitness classes all improve cardiovascular health.

MIND AND BODY

Changing your workout routine frequently is good for your body and mind. Variety keeps your mind engaged and challenges your muscles in different ways, reducing the risk of physical injury. Tweak your workout routine at least once every four weeks.

Choose settings and workouts that fit your personality. If you are competitive, join a sports team or find a group workout. If you are easily distracted, try working one-on-one with a personal trainer.

Don’t be afraid to step out of your normal comfort zone and try something completely new.

PREVENT INJURY

A proper warm-up increases range of motion to reduce the risk of strains and sprains. Warming up also lowers stress on your heart by improving blood flow. A warm-up should be dynamic in nature and include movement rather than static stretching.

General warm-up: Three to five minutes walking, jogging or other low-intensity cardiovascular exercise. Two to three minutes of dynamic stretching, such as high knee and butt kicks.

Specific warm-up: Movements specific to the activity you are about to do—for instance, a light set of bench presses before moving into your regular sets. Seek qualified instruction.

The importance of cross-training: Include several different forms of exercise in your routine. Cross-training reduces risk of chronic injury by varying the stress put on muscles and joints.



1. CORE



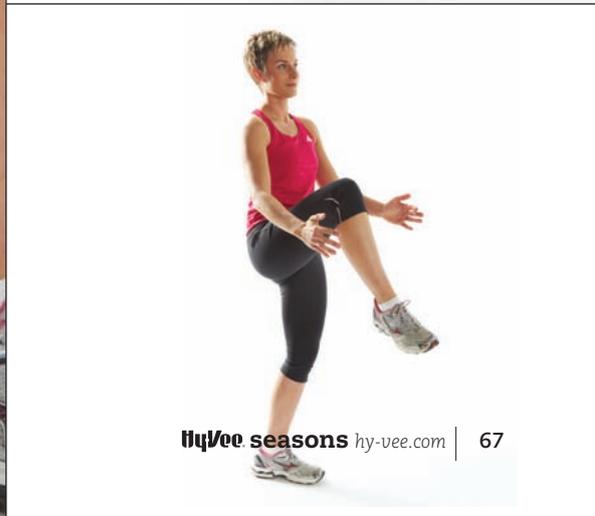
2. STRENGTH



3. YOGA



4. AEROBIC



RECOVER

Cool-down and stretch: A gentle cool-down followed by static stretching helps muscles relax and removes waste products like lactic acid, reducing delayed onset muscle soreness (occurs 24–48 hours after exercise).

Eat properly: Try to eat no later than 60 minutes after a workout. A smoothie (recipe on page 69) that's full of high-quality protein, carbohydrates and fiber is easily absorbed for a quick recovery.

Replace fluids: Drink plenty of water before, during and after your workout. Replace each pound of body weight lost during your workout with at least two cups of water.

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Reduce muscle soreness: Alternating hot and cold showers can reduce muscle soreness. To try it, combine two minutes of hot water with 30 seconds of cold water to constrict then dilate blood vessels and flush out waste products in the tissues. Also consider ice baths and ice massages.

Rest: Rest helps the body repair tissue broken down during exercise. Give sore muscles time to recover before your next intense workout.

Massage: Massage works by flushing out waste products from tissues.

Get plenty of sleep: During sleep, the body releases hormones responsible for growth and repair.

If you have questions about your fitness routine, seek help from a qualified trainer or buy a book or DVD that guides you through a workout.

HY-VEE ON FIGHTING OBESITY

“Reducing obesity, particularly childhood obesity, by 2015 is our goal, and we think we can do it,” says Ric Jurgens, CEO of Hy-Vee. The company has joined with 40 of the nation’s leading retailers, food manufacturers and nonprofit organizations to create the Healthy Weight Commitment Foundation. “We sell the food people eat every day. That gives us a unique obligation and opportunity to have an impact on this serious obesity epidemic.”

To accomplish this lofty goal, Hy-Vee has implemented the NuVal nutritional scoring program in all stores to help customers make more nutritious choices. Registered dietitians have been present in most stores for several years. These trained health professionals work directly with customers, answering questions and creating personalized programs.

Central to Hy-Vee’s effort is a commitment to reducing childhood obesity. “When we learned that for the first time in 100 years, children have a shorter life expectancy than their parents, we were stunned,” said Jurgens. “We have to get kids involved in calorie balance—calories in, calories out—and get them up and moving.”

To do that, Hy-Vee joined with others in the Healthy Weight Foundation to support pilot projects with the Healthy Schools Partnership (HSP) in four major U.S. cities and in Iowa. HSP brings together PE4Life—an innovative program that has reshaped traditional physical education classes—with registered dietitians who coach kids individually and in groups. It is a cooperative effort of the American Dietetic Association, the American Council for Fitness and Nutrition and PE4Life. Kids are showing measurable improvement in health. They’re doing better in school and levels of violence have dropped. Stay tuned for updates in future issues of *Hy-Vee Seasons*.



Smart food and drink choices are just as important as physical fitness. Kristen says 90 percent of the food she buys for her family comes from the Hy-Vee Health Market and Hy-Vee organic produce section. "If you have not checked out the health market lately, you should. Their selection just keeps getting better. Look to Hy-Vee dietitians for advice and quick and healthy meal and snack ideas," Kristen recommends.

RASPBERRY-BANANA RECOVERY SMOOTHIE

Fresh ripe raspberries and bananas combine with almond milk, heart-healthy almond butter, agave nectar and chia seeds to create a delicious powerhouse that will reinvigorate you after an intense workout.

Serves 3.

3 medium bananas, peeled, sliced and frozen
¼ cup fresh raspberries
2 cups plain almond milk
1 heaping tablespoon natural almond butter
1 tablespoon agave nectar
1 tablespoon ground chia seeds

Combine all ingredients in a blender. Cover; blend until smooth. Serve immediately.

Nutrition facts per serving: 220 calories, 6 g fat, 0.5 g saturated fat, 0 g trans fat, 0 mg cholesterol, 125 mg sodium, 41 g carbohydrates, 6 g fiber, 24 g sugar, 3 g protein. Daily values: 8% vitamin A, 25% vitamin C, 4% calcium, 6% iron.

A woman with long brown hair, wearing a bright green trench coat over a white collared shirt, stands in a grocery store's produce aisle. She is smiling and looking upwards, with her right hand raised as if gesturing. In her left hand, she holds a single orange. The background is filled with various fresh produce, including oranges in the foreground and other fruits and vegetables in the background, all slightly out of focus. A single orange is also shown in the top left corner of the page, partially overlapping the title text.

What to eat? Ask the Hy-Vee dietitians!

COLOR IT FRESH!

Nicole Johnson, Hy-Vee dietitian in Cedar Rapids, Iowa, knows that many powerhouse and nutrient-rich foods are found in the produce aisle. Raw veggies are best for your body, and you should make it your goal to include some of every color in your diet. See Nicole's fresh-from-the-garden quick and easy recipes at right. For more healthful meal-planning tips, look to your local Hy-Vee dietitian, who will provide credible, easy-to-understand information. To find a Hy-Vee dietitian and store services, including kids' cooking classes or step-by-step weight management programming, visit www.hy-vee.com/health/hy-vee-dietitians/default.aspx.

PICK A PERFECT FOOD

Here are the top five reasons to add fresh and local produce into meals and snacks this spring:

1. Fresh produce is a powerhouse when it comes to nutrients!
2. Fruits and vegetables are relatively low in calories compared to other convenience items.
3. Colorful food is fun and enticing. Choosing foods in a range of colors ensures the benefits of a wide variety of nutrients.
4. Fresh produce tastes great! Think about biting into a juicy vine-ripened tomato or a sweet ear of corn on the cob.
5. Local produce has a very small carbon footprint and is a great way to support local farmers. Look for Hy-Vee's local displays all season long.

Try these delicious in-season recipes from Nicole to get you started:

BASIC SMOOTHIE (serves 1)

- ½ cup orange juice (or other juice)
 - ½ to 1 cup fresh fruit (such as strawberries in early summer)
 - ¼ cup vanilla or plain yogurt
 - ¼ to ½ cup ice
- Place all ingredients in a blender and whirl up for breakfast or a snack.

BASIC SALAD (serves 1)

- 2 cups dark, leafy salad greens
 - ½ cup sliced fruit
 - Small serving of nuts (about a palm-ful)
 - Pinch of flavorful cheese, such as feta, blue or smoked Gouda
 - 1 to 2 tablespoons dressing, such as French, balsamic vinaigrette or poppy seed
- Layer ingredients on a plate, drizzle with dressing and enjoy!

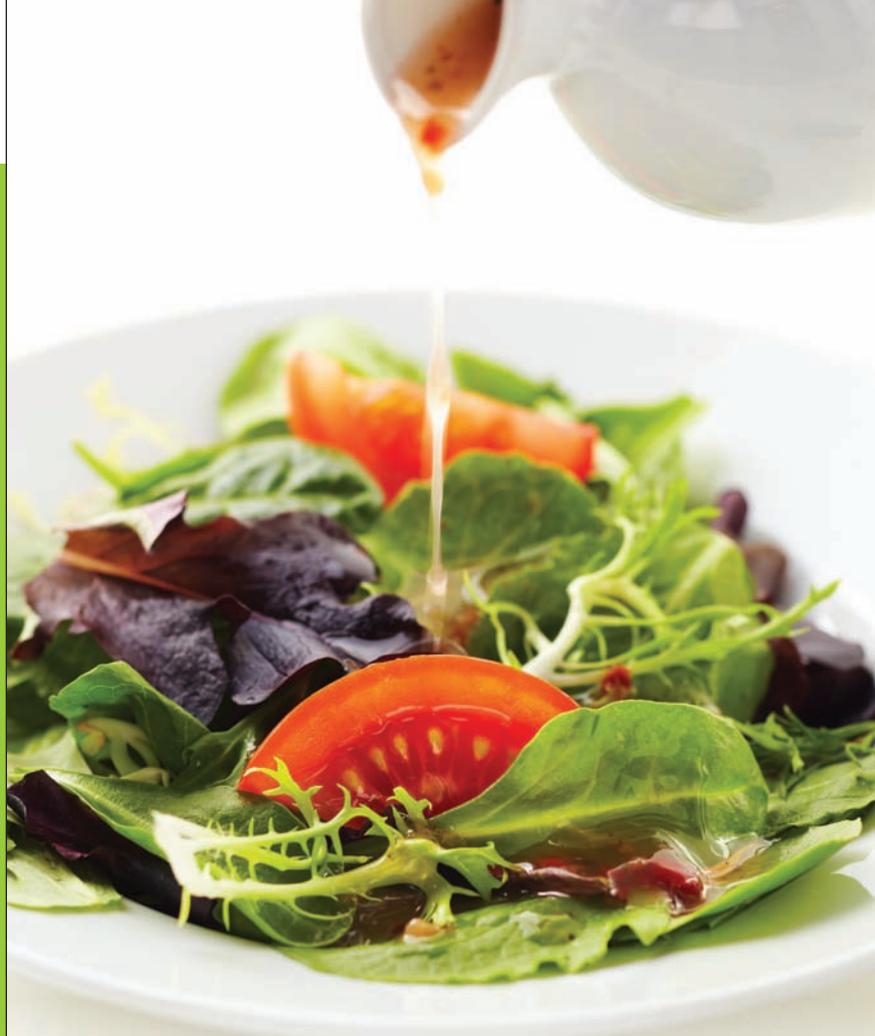
LAYERED GREEK DIP (serves 28)

- Two 8-ounce containers flavored hummus
 - ¾ cup chopped cucumber
 - 1 plum tomato, chopped
 - ½ cup crumbled feta cheese
 - ¼ cup sliced black olives
 - 3 tablespoons sliced green onions
 - Hy-Vee organic blue corn chips
- Spread hummus on a 10-inch serving platter. Top with cucumber, tomato, feta cheese, olives and onions. Cover and refrigerate at least one hour. Serve with organic corn chips.



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Next Issue

SUMMER

Celebrate this summer! Whether you're the host or simply a guest, our next issue will offer helpful tips for all those weddings, birthdays and holidays in the upcoming months. Also check out our refreshing summertime recipes, entertaining ideas and more. Pick up *Seasons Summer 2010* at your local Hy-Vee in May, or request a copy at www.hy-vee.com/seasons.





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