

seasons

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EMPLOYEE OWNED

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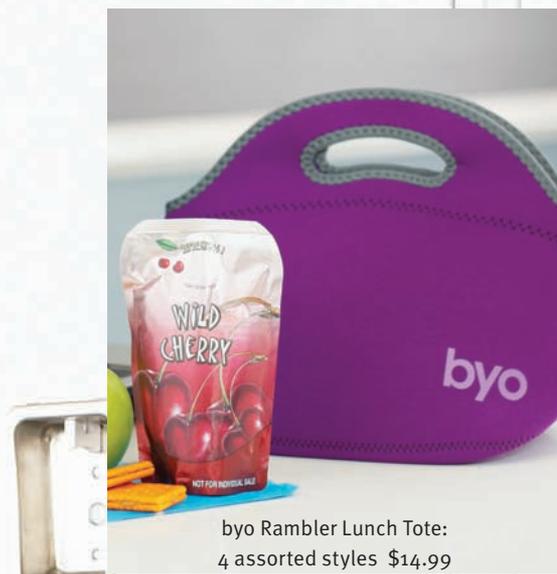
31

COOL WAYS
TO CREATE A
SIGNATURE
STYLE

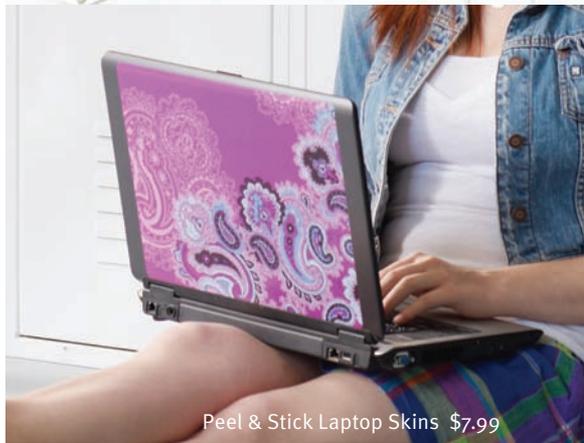
TOP 10 ORGANIZING SOLUTIONS
EASY NUTRITIOUS LUNCHES
PLUS: GARDENING, COOKING AND SHOPPING

BACK TO SCHOOL 2010
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Table of Contents

school

28 hugs from home
Sending kids off to college creates new demands for parents. “How soon can you send cookies, Mom?”

40 signature style
Getting family and friends to recognize your kid’s individuality is tough. Begin by helping him or her personalize school gear.

56 get educated: paying for college
Smart shoppers save money each week using coupons. Smarter shoppers apply those savings to college funds.

62 bringing baby home
Turns out that newborn babies don’t come fully equipped. They need diapers, bottles, wipes and other incidentals.

68 off to school
It’s the first day of kindergarten, a new school or college. Help your child take this big step with confidence.

36 healthy meal makeover
Want to break the fast-food habit? Read the nutrition numbers, then pack a healthful lunch.

home

4 organization 101
Tame those out-of-control piles of stuff that threaten to take over your life. Put everything in its place.

50 bag it!
Earth-friendly reusable grocery bags help cut down on waste. See how fun a bag design can be.

52 summer gardens: the heat is on
Summer sun and pests create maintenance and watering questions. Hy-Vee garden expert Jerry Kløver to the rescue!

62



18



eat

12 cook once, eat twice
The question following “What’s for dinner?” is “What’s for lunch?”
The best answer: a variation on “Both of the above.”

18 what’s hot? chile peppers
Some would argue that Hatch peppers are the best thing ever to come from New Mexico. They’re right, of course.

IN THIS ISSUE

- 3 letter from Hy-Vee
- 48 smiles for education
- 49 good to the core: Stemilt apples
- 60 new at Hy-Vee
- 72 Hy-Vee Pharmacy
- 73 next issue

4

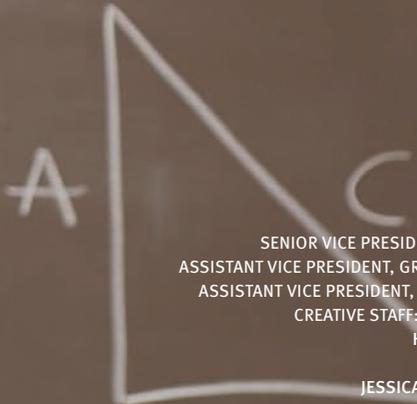


seasons

BACK TO SCHOOL 2010 • VOLUME 4 ISSUE 4



$A^2 + B^2 = C^2$



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Please recycle after use.

Letter

DEAR FRIENDS,

As a parent with children getting ready for the new school year, I recall the excitement I experienced as a child during back-to-school season. I looked forward to catching up with friends and getting involved with new classes. But then, and now, this time of year also comes with a slightly melancholy feeling—summer is coming to an end.

My husband, Sean, and our two boys, nine-year-old Owen and seven-year-old Henry, and I live in a historic Des Moines neighborhood. During summer, the kids roam at dusk, chasing down fireflies and playing ghost-in-the-graveyard until way past what will be normal bedtime during the school year.

We are a family that loves to entertain, and I am extremely lucky to have a seasoned (no pun intended) cook in the house. Sean takes care of almost all of our family's nutritional needs.

Once school starts, he'll send off the boys each morning with a wonderful breakfast. When there's time, I sometimes get to join them and reap the benefits of this perk.

If you have children at home, you're probably facing the same back-to-school issues that we are. You need to get the kids organized and resupplied for the upcoming year. And you'd probably like to provide more healthful lunches this year. Check out stories on these topics, including "Organization 101" on *page 4*, "Healthy Meal Makeover" on *page 36* and "Off to School" on *page 68*. Even if your children are just starting out in school, you've probably thought about how you will pay for their college years. If so, read "Get Educated: Paying for College" on *page 56*, which details a new Hy-Vee program that will help you set aside funds for those challenging years.

There are also stories for other interests, including gardening, food and smart shopping. Whatever your life stage or household makeup, Hy-Vee and *Seasons* are here to help!

Aimee O'Leary
Director, Retail Design





ORGANIZATION 101

Ready for School

With school coming on fast, look for quick and easy ways to get your household in order. Try these tips to keep family members organized and efficient.

TEXT KELLY ROBERSON PHOTOGRAPHY ADAM ALBRIGHT

Take a snapshot of a typical family of four at home, and the background of the photo likely shows the substance of life: book bags and coats, shoes and athletic gear, school papers and science projects, clothes and lunch boxes. Just keeping track of all that stuff makes getting out the door feel like a constant race.

It's small wonder then that whole product lines and professions are devoted to organization. Meryl Starr, author of *The Home Organizing Workbook* and *The Personal Organizing Workbook*, has been straightening up other people's homes and lives for 17 years. For her, being organized equals being better prepared for demanding schedules—and the occasional curve ball that life throws.

"It is really about decluttering," Meryl says. "If you walk into a room and have the feeling that you don't want to be there, it's a sign that it's disorganized."

These 10 tips, tricks and easy-to-find products will get your school year off to an organized start. As a result, your mornings will feel less like a photo finish and more like a leisurely stroll to school on a pretty fall morning.

1. Create family schedules. Various scheduling tools keep your family operating as a team. For some households, a master schedule on a computer works well. Web sites and software programs offer shared family calendars that are easy to update. Check out www.cozi.com for one system. If your family prefers to scan a calendar at a glance, put up a blackboard or dry-erase board in a spot, such as the kitchen, where it will be easily seen and used by everyone. Because each child also has scheduling needs, put a small board up in each bedroom. Use it as a billboard for important events, such as "Big History Test Tuesday!"

2. Jump-start the day. To prepare for the next day, have everyone lay out clothes the night before. For yourself, program automated appliances, such as a coffeemaker, so it's operating

when you roll out of bed. A healthful breakfast for kids does not usually involve chocolate O's poured from a box. Instead, yogurt or oatmeal and fresh fruit take only a few minutes to prepare. At a minimum, choose a cereal from Hy-Vee with a high NuVal score. (For details about NuVal, turn to *page 36*.) Get prepared by dividing fruit into serving-size containers the evening before or right when you get home from the grocery store. Stash morning protein bars in the car for last-minute lifts after you deliver kids to school.

3. Pack for school. Making lunch for kids doesn't have to be a last-minute fridge scramble. They can assist in making choices and packing healthful lunches the night before. On Sunday, help them make selections, such as dried fruit, crackers or cookies, then pack their choices in plastic bags for the week. Or shop for serving-size packages of fruits and snacks with high NuVal scores, then let kids choose the ones they want. Getting kids involved invests them in your healthful-eating plan.

4. Cook dinner; plan a lunch. Try the strategy introduced in "Cook Once, Eat Twice," *page 12*. Prepare an evening meal that covers next day's lunch as well. Rather than eating leftovers as a repeat performance, lunch becomes a fresh take on last night's dinner, saves time and energy, is likely more nutritious and certainly has fewer calories than takeout. Two meals for the price of one is a good deal. Our recipes include entrées for Grilled Salmon and New Potatoes with Lemon-Garlic Sauce, Tex-Mex Pot Roast and Herbed Chicken and Veggie Skillet. Reinvented the next day, the meals become a salad, a soup and a wrap. For another idea, try a European-style dinner of cold cuts. Just slice meats, cheeses, breads and fruits, and you're ready to eat. Experiment with flavors and enjoy freedom from cooking a hot meal for the night.

5. Embrace listing. Sometimes it feels like we all live under an avalanche of demands, appointments and obligations. To gain



some sense of control, become a list-keeper and encourage your children to embrace the list as well. Lists can be traditional, such as a family calendar, a to-do list of school assignments or a list of doctor and dental appointments. But it may be easier for children to organize schedules by priority and position. For example, your son's most important homework goes in the front of the backpack, the second behind that and so on. Or suppose a daughter is memorizing a lengthy poem. Divide the poem into 10 parts, set out 10 blocks and have her remove a block after she memorizes a section. Every time you glance in her room, you'll know if she is making progress or needs encouragement. Another regularly created list is the shopping list. Instead of writing on the backs of envelopes or squeezing the list onto small sticky notes, use the shopping list template, shown on page 8. Download the list template at www.hy-vee.com and make a stack of copies. The shopping list will organize your efforts at the grocery store, saving you time and money.

6. Take inspiration from the store. With kids busy with school activities, it's time to organize the kitchen for peak performance. Ever notice the clutter-free appearance of a grocery store? Up and down the aisles there are plenty of organizing tips that motivate people like Meryl. Use those tips in the pantry and refrigerator: Put the newest items in the back, group together like items (canned goods, yogurt, kids' snacks) and label your shelves. The same is true for closets—cluster similar colors and styles (short-sleeve shirts together, for example). "I have my spices alphabetized," Meryl says. "It wouldn't work for everyone, but it works for me. If it feels good to you, that's all that should matter."

7. Divide and conquer. A quest for paper clips, thumbtacks, pens, erasers or even the car keys can leave you stymied.

Replace that frustration with a little bit of calm, courtesy of divided food containers. Use them for school and office supplies, toiletries (cotton balls and cotton swabs), extra house keys, pens and pencils, school ID cards, wallets and cell phones. Containers labeled with the days of the week give the family an agreed-upon spot for such things as a week's worth of snacks.

8. Tame the paper beast. Even with our reliance on electronic communication, papers—test papers, artwork, club announcements, notes from a teacher—are still a fact of school life. On top of that is the flow of household mail. "People are so overwhelmed by paper, I recommend getting rid of unnecessary items on a daily basis," says Meryl. Keep bins or boxes in each child's closet for such things. One holds homework; another contains projects, such as drawings to save; and a third is Mom's Bin to be checked daily. Of course, you'll have bins of your own filled with photos, artwork, the occasional magazine clipping, poem and report cards.

9. Tuck it in a bucket. Remarkably useful inventions, buckets are good for carrying around more than water. Place a few—one for each member of the family—in an entryway to corral shoes and hats. Plastic containers also work well and can easily be labeled, as shown *opposite*, for each family member.

10. Practice zone defense. Have you lost your dining room table to stacks of school schedules and piles of homework? Zoning your home can help. "Establish stations for everything—where homework is done, where backpacks go, where lunches are packed," Meryl says. Create one station near the door by placing hooks at eye level to encourage little ones (big ones, too) to hang coats and bags. Another mini zone might be a charging station in the kitchen or family area for frequently used electronics, such as school laptops, cell phones and music players.



Emma



Olivia



Isabella



Frito Lay Variety Pack 36 ct. \$9.99



Hy-Vee Super Size String Cheese
24 oz. \$5.88



Farmland Specialty Cut Ham Steaks,
Cubes or Slices 14 or 16 oz. \$3.99



Hy-Vee Small Bag Cereals: selected
varieties 12 to 18 oz. 2/\$3.00



Del Monte Fruit Cups or
Fruit Chiller Tubes: selected varieties
4 or 8 pk. 2/\$4.00



Skippy Peanut Butter: selected varieties
26.5 or 28 oz. \$3.69



Nabisco Tray Packs or Kraft
Handi Snacks: selected varieties
12 or 15 ct. \$3.99

shopping list

Download
this form at
www.hy-vee.com

FRUITS

- apples
- bananas
- berries
- grapes
- lemon/limes
- oranges
- _____
- _____
- _____
- _____
- _____
- _____
- _____

VEGETABLES

- broccoli
- carrots
- cucumbers
- garlic
- lettuce
- onions
- peppers
- potatoes
- spinach
- tomatoes
- _____
- _____
- _____
- _____
- _____
- _____

MEAT & FISH

- bacon
- beef
- fish
- pork
- poultry
- seafood
- _____
- _____
- _____
- _____

COLD CASE

- butter/margarine
- cheese
- cold cuts
- eggs
- milk
- yogurt
- _____
- _____
- _____
- _____

FREEZER

- ice cream
- pizza
- quick dinners
- vegetables
- _____
- _____

- pasta sauce
- peanut butter
- salad dressing
- tea
- vinegar
- _____
- _____
- _____
- _____
- _____

GRAINS

- dry cereal
- oatmeal
- pasta
- oatmeal
- _____
- _____
- _____
- _____

CANNED

- beans
- soup
- tomatoes
- tuna
- _____
- _____
- _____

SNACKS & DRINKS

- candy
- chips
- cookies
- crackers
- juice
- nuts
- salsa/dip
- soda
- _____
- _____
- _____
- _____
- _____

BAKERY

- bagels
- fresh bread
- sandwich bread
- tortillas
- _____
- _____
- _____
- _____

BAKING

- chocolate
- flour
- spices
- sugar
- vanilla
- _____
- _____

KITCHEN

- aluminum foil
- dish shop
- garbage bags
- paper towels
- plastic bags
- plastic wrap
- sponges
- _____
- _____
- _____

HOUSEHOLD

- batteries
- bleach
- dryer sheets
- fabric softener
- glass cleaner
- hand soap
- household cleaner
- laundry detergent
- light bulbs
- _____
- _____

ADDITIONAL

- _____
- _____
- _____
- _____
- _____
- _____



Breakfast

Who says a beneficial breakfast takes too long? Let the toaster do the work! Serve up wholesome Sara Lee Deluxe Bagels with smooth cream cheese and fresh fruit.

Sara Lee Deluxe Bagels: plain, blueberry, cinnamon raisin or honey wheat 20 oz. \$1.99



Jimmy Dean Regular or Mini Breakfast Sandwiches: selected varieties 8 ct. or 34 to 36 oz. \$6.99



Ball Park Beef, Cheese or Angus Franks: selected varieties 12.8, 14 or 16 oz. 2/\$6.00



Sara Lee Premium Deli Sliced Meats (Including New Lower Sodium) per lb. \$5.99



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



Sara Lee Classic White or Classic Honey Wheat Bread 20 oz. \$1.88



Sara Lee Hearty and Delicious Potato Buns: hamburger or hot dog 17 oz. \$1.99



EarthGrains Thin Buns or 100% Natural Breads: selected varieties 12 or 24 oz. \$2.38



Wishbone or Western Salad Dressings or Wishbone Spritzers: selected varieties 7 or 16 oz. \$1.99



Healthy Choice Fresh Mixers or Marie Callender's Home-Style Creations: selected varieties 6.49 to 7.95 oz. 2/\$6.00



Bakery Fresh Whole Grain & Flaxseed Bread 20 oz. or Hamburger Buns 8 ct. \$2.99



Hormel Natural Choice Lunchmeats, Chicken Strips or Bacon: selected varieties 6 to 12 oz. 2/\$5.00



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



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

Lunch

Put together a well-rounded lunch that's quick and kid-friendly. Hy-Vee carries everything you need: reusable containers, fresh produce, snacks, sandwiches and more.



Easy Meals the Entire Family Will Love



Cheesy Chicken Quesadillas



Manwich Slider Pull-Aparts



Easy-to-Please
Chocolate Tarts



Manwich Sloppy Joe Sauce
15 or 15.5 oz. \$1.18



Chef Boyardee Canned Pasta 15 oz. or
Microwave Meals 7.25 oz.:
selected varieties 5/\$5.50



Kid Cuisine Dinners: selected varieties
7 to 10.6 oz. \$1.88



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



Snack Pack Puddings: selected
varieties 4 pk. 5/\$5.00



Orville Redenbacher's Gourmet
Popping Corn: selected varieties
2 to 4 pk. \$1.77



Reddi-wip: selected varieties
7 oz. \$1.99



Banquet Bag Chicken: selected
varieties 24 or 26.5 oz. \$4.28



Your back-to-school schedule is hectic enough: Let Hy-Vee® take care of finding fun, delicious recipes for your family! Start here for simple ingredients that make your busy schedule a little easier and a lot more fun.

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A person wearing a bright yellow cardigan with a white lace collar is holding a white plate of food. The plate contains a piece of salmon with a hard-boiled egg on top, some potatoes, and green herbs. The background is plain white.

COOK ONCE,



Make dinners perform double-duty. Serve up deliciously hearty meals one night and create a new meal using the leftovers for the next day's nutritious, time- and money-saving lunch.

TEXT LOIS WHITE

PHOTOGRAPHY ANDY LYONS AND PETE KRUMHARDT

EAT TWICE

You've had a great summer, and the first day of school is right around the corner. Make the transition from carefree to routine a smooth one by planning a few dinner-plus-lunch recipes for your family. Even with a cell phone or study guide in one hand, you can pull this off.

For evening meals, check the family-friendly recipes on pages 15–17, which include ways to use grilled salmon, slow-cooker pot roast and a skillet-cooked chicken. Visit Hy-Vee to pick up a tasty salad, side dish, freshly baked bread or dessert, and you're set to serve a hearty, nutritious dinner—while you get a jump start on tomorrow's lunch.

These well-planned dinner and lunch combinations come together easily, saving time, dollars and, very possibly, calories. Good planning makes for healthful eating.

LUNCHTIME OPPORTUNITIES

Although school hot lunches have improved over the years, both in taste and nutrition, some still exceed recommendations for fat. In some school cafeterias, kids can still choose an unhealthy

mix of foods, especially less-nutritious a la carte fare or vending machine products. Packing lunches gives parents the chance to steer kids toward eating nutritiously.

Students learn the benefits of healthful eating when they recognize that they feel alert through the entire school day rather than slowing down during a midday math class with cravings for sweet or fatty food. Study after study shows that kids who eat well-balanced meals with good nutrition—a balance of protein, good carbs and healthy fats, with limited sugar—perform better than students who eat a poor diet.

PACKING LESSONS

To pack lunches in right-size portions to satisfy a variety of ages and tastes while ensuring good nutrition, use these tips:

- Follow the food pyramid. Include one serving from the meat and beans (protein) group; two to three servings from the vegetables and fruit groups; one serving from dairy (low-fat milk, yogurt or cheese); one or two servings from grains; and a small treat. See the chart, page 14, for food groups, portions and recommended

number of servings, which differ for age and gender. These guidelines are established by the U.S. Department of Agriculture and the U.S. Department of Health and Human Services.

- Pack foods that include more than one food group, such as a meat-and-vegetable soup, chicken salad, or a peanut-butter-and-banana sandwich. Add fruit or a vegetable and low-fat milk as the beverage, and the result is a balanced meal.

- Toss in fruits and veggies. Fruits and vegetables are like hitting the nutrition jackpot. They make lunch colorful and they're loaded with vitamins and fiber. Strips of zucchini, carrots or sweet peppers plus an apple or banana quickly add up to two servings. Other choices: ½ cup cut-up fruits or vegetables or ¾ cup of fruit or vegetable juice.

- Load up on whole grains. They satisfy hunger and taste, aid in digestion and calm the nervous system. One slice of bread or ½ cup of cooked rice or pasta equal one serving. Brown rice, whole grain pasta and whole wheat pita pockets are good choices.

- Make milk the lunchtime beverage, with skim milk as one of the best low-fat options. Yogurt and cheese are rich in calcium, vitamin D and protein. For one serving size of dairy, try 1 cup of milk or yogurt, ½ cup cottage cheese, 1½ ounces natural cheese (cheddar) or 2 ounces processed cheese (American).

- Pack protein. Two to three ounces of lean cooked meat,

poultry or fish equal one serving. Whenever you have leftover meat, cut it up, properly package it and stash it in the fridge or freezer for lunches.

SAFETY RULES

While packing and eating lunch, remember these important food safety tips from the Partnership for Food Safety Education.

- Wash your hands with warm, soapy water for 20 seconds before and after handling food or eating. Teach your kids to make this a hygiene habit. Tell children to sing “Happy Birthday” to themselves twice while washing hands. This takes about 20 seconds.

- Choose an insulated lunch box or bag. Use an insulated container for hot soups or dishes. Use ice packs or freezer-gel packs to keep sandwiches and cold foods cold.

- When you prepare lunches the night before, keep anything perishable in the refrigerator. Pack lunch boxes and bags in the morning, reheating soups or hot items right before packing.

- Thoroughly wash all fruits and vegetables before putting them in containers and packing them in a lunch.

- Tuck a small bottle of hand sanitizer in lunch boxes.

- Teach children to toss into the cafeteria trash bin any perishable items not eaten at lunchtime.

- Thoroughly clean lunch boxes and containers before reuse.

HOW MUCH FOOD DOES A BODY NEED?

Here's a guide for your family's nutrition. Shown are daily caloric intakes required by different groups and the number of servings needed to meet the calorie and nutrition goals. *Source: Center for Nutrition Policy and Promotion, USDA*

	CHILDREN AGES 2 TO 6 1,600 calories Servings	OLDER CHILDREN, TEEN GIRLS, ACTIVE WOMEN, MOST MEN 2,200 calories Servings	TEEN BOYS, ACTIVE MEN 2,800 calories Servings
GRAINS (Serving size: 1 slice bread, 1 cup cold cereal, ½ cup rice or pasta)	6	9	11
VEGETABLES (Serving size: 1 cup raw leafy, ½ cup cooked, ¾ cup juice)	3	4	5
FRUIT (Serving size: 1 apple, orange or banana; ½ cup canned, ¾ cup juice)	2	3	4
DAIRY (Serving size: 1 cup milk or yogurt, 1 ½ ounces natural cheese)	2 or 3*	2 or 3*	2 or 3*
MEAT AND BEANS (Serving size: 1 egg, ½ cup beans, 2–3 ounces lean meat or poultry)	2 (total 5 oz.)	2 (total 6 oz.)	2 (total 5 oz.)

* Older children and teens ages 9 to 18 years and adults over age 50 need 3 servings daily; others need 2 servings daily.

TONIGHT

GRILLED SALMON AND NEW POTATOES WITH LEMON-GARLIC SAUCE

Let the succulent aroma of this salmon create a memorable dinner, then make a delicious, light lunch like Salmon and Nectarine Salad with Honey-Lemon Dressing, right, the next day.

Serves 4 + reserves.

Nonstick cooking spray

1½ pounds small red potatoes, cut into wedges

1 small red onion, cut into small wedges

Hy-Vee salt and Hy-Vee ground black pepper

2 tablespoons Grand Selections olive oil, divided

¾ cup Hy-Vee mayonnaise

3 cloves garlic, minced

1 teaspoon grated lemon peel

2 tablespoons lemon juice

2 pounds fresh wild Alaskan salmon fillets, with skin

**2 tablespoons fresh snipped basil
Lemon slices**

Preheat grill to medium-high heat. Fold a 36×18-inch piece of heavy-duty foil in half to make an 18-inch square. Lightly coat foil with cooking spray. Place potatoes and onion in center of foil. Sprinkle with salt and pepper; drizzle with 1 tablespoon

Fresh Wild Alaskan Sockeye Salmon Fillets per lb. \$11.97

of the oil. Bring up opposite sides of foil and seal with a double fold. Fold remaining edges together to completely enclose vegetables, leaving space for steam to build. Place packet on grill rack over medium heat. Grill for 35 to 40 minutes or until potatoes are tender, turning packet once.

Meanwhile, for lemon-garlic sauce, add mayonnaise, garlic, lemon peel and lemon juice to blender. Cover; blend or process until smooth. Cover and chill until serving time.

Rinse salmon; pat dry. Cut fillets into eight (4-ounce each) pieces. Brush salmon with remaining oil. Sprinkle with basil; season with salt and pepper. After potatoes have grilled for 20 minutes, place fillets, skin sides down, on grill. Top with lemon slices. Grill for 8 to 12 minutes or just until fish flakes when tested with a fork. Do not turn fish.

Reserve four pieces of salmon.* Serve remaining salmon with potatoes and lemon-garlic sauce.

* Note: Remove skin from reserved salmon; break up salmon into large chunks. Place in a container. Cover and store in the refrigerator up to 3 days. Use in Salmon and Nectarine Salad with Honey-Lemon Dressing, right.

Nutrition facts per serving: 730 calories, 55 g fat, 9 g saturated fat, 0 g trans fat, 75 mg cholesterol, 300 mg sodium, 31 g carbohydrates, 3 g fiber, 3 g sugar, 27 g protein. Daily values: 2% vitamin A, 45% vitamin C, 4% calcium, 10% iron.

TOMORROW



SALMON AND NECTARINE SALAD WITH HONEY-LEMON DRESSING

This recipe takes minutes to pull together. If nectarines aren't available, try other canned or fresh fruits.

Serves 4.

6 cups mixed salad greens

4 nectarines or peaches, pitted and sliced

1½ cups seedless green and/or red grapes, halved

Reserved salmon from Grilled Salmon and New

Potatoes with Lemon-Garlic Sauce, left

1 tablespoon Hy-Vee honey

¾ teaspoon finely shredded lemon peel

1 tablespoon lemon juice

1 tablespoon Hy-Vee apple cider vinegar

2 tablespoons Hy-Vee canola oil

Toss together greens, fruit and salmon. For dressing, combine honey, lemon peel, lemon juice, vinegar and canola oil. Drizzle over salad.

For lunches to go: Transfer salads to individual containers. Pack in insulated lunch bags with ice packs to keep salads fresh.

Nutrition facts per serving: 440 calories, 24 g fat, 5 g saturated fat, 0 g trans fat, 60 mg cholesterol, 100 mg sodium, 34 g carbohydrates, 5 g fiber, 26 g sugar, 26 g protein. Daily values: 70% vitamin A, 35% vitamin C, 2% calcium, 10% iron.

TOMORROW

BEEF TORTILLA SOUP

This super-quick taco-seasoned soup has a lightly spicy taste that your whole family will love.

Serves 4.

Reserved beef and liquid from the Tex-Mex Pot Roast, right

1 (14.5-ounce) can Hy-Vee diced tomatoes with green chile peppers, undrained

1 (14.5-ounce) can Hy-Vee stewed tomatoes, undrained

1 (15-ounce) can Hy-Vee pinto beans, drained and rinsed

1 cup frozen whole kernel corn

Fresh cilantro and/or Hy-Vee tortilla chips

Combine reserved beef and liquid, diced tomatoes, stewed tomatoes, pinto beans and corn in a large saucepan over medium-high heat. Bring to boiling; reduce heat to medium-low. Cover and simmer for 20 minutes. Serve soup topped with cilantro or tortilla chips.

For lunches to go: Transfer soup to individual insulated containers.

Nutrition facts per serving: 260 calories, 1.5 g fat, 0 g saturated fat, 0 g trans fat, 0 g cholesterol, 1,680 mg sodium, 53 g carbohydrates, 12 g fiber, 19 g sugar, 10 g protein. Daily values: 100% vitamin A, 80% vitamin C, 15% calcium, 15% iron.



TONIGHT



TEX-MEX POT ROAST

Not only is this slow-cooked roast flavorful, it's also wallet-friendly. Let the leftovers star in Beef Tortilla Soup, left, for next day's lunch.

Serves 4 + reserves.

2 medium carrots, sliced

1 green bell pepper, seeded and chopped

1 medium onion, sliced

2 cloves garlic, minced

2 tablespoons quick-cooking tapioca

1 (2½-pound) chuck pot roast

1 (1.25-ounce) package Hy-Vee taco seasoning mix

1 (14.5-ounce) can Mexican-style stewed tomatoes, undrained

1 (16-ounce) jar Hy-Vee salsa

In a 3½- or 4-quart slow cooker, combine carrots, bell pepper, onion and garlic. Sprinkle tapioca

over top. Rub roast with taco seasoning mix; place on top of vegetables.

In a bowl, combine tomatoes and salsa. Pour over roast in cooker. Cover; cook on low-heat setting for 8 to 10 hours or on high-heat setting for 4 to 5 hours.

Remove roast from cooker. Reserve one-third of beef.* Slice remaining beef and return to cooker. Serve beef and vegetables with a slotted spoon. Reserve remaining liquid.*

*Note: Shred reserved beef or cut into chunks; place in a container. Transfer remaining liquid to another container. Cover and store in the refrigerator up to 3 days. Use in Beef Tortilla Soup, left.

Nutrition facts per serving: 320 calories, 8 g fat, 3 g saturated fat, 0 g trans fat, 80 mg cholesterol, 1,050 mg sodium, 17 g carbohydrates, 4 g fiber, 10 g sugar, 40 g protein. Daily values: 80% vitamin A, 60% vitamin C, 6% calcium, 20% iron.

TONIGHT

HERBED CHICKEN AND VEGGIE SKILLET

Tomatoes and thyme add a burst of flavor to this skillet meal. Reserve half the chicken breasts for tasty Sesame Chicken Salad Wraps, right.

Serves 4 + reserves.

- 1 teaspoon Hy-Vee dried thyme, crushed
- ¾ teaspoon Hy-Vee salt, divided
- ½ teaspoon Hy-Vee ground black pepper
- 2 pounds Smart Chicken boneless skinless breasts
- 3 tablespoons Grand Selections olive oil, divided
- 8 ounces sliced mushrooms (about 3 cups)
- 1 small Vidalia onion, halved and sliced
- 3 cloves garlic, minced
- 1 cup Hy-Vee chicken broth
- 2 teaspoons Hy-Vee all-purpose flour
- 1 teaspoon Hy-Vee Dijon-style mustard
- 4 plum tomatoes, cut into thin wedges

Combine thyme, ½ teaspoon of the salt and the pepper. Sprinkle on both sides of each chicken breast. In a very large skillet, heat 2 tablespoons of the oil over medium-high heat. Add half the chicken to skillet. Reduce heat to medium and cook until golden and cooked through (170°F), about 6 minutes, turning once. Remove chicken from skillet; cover and keep warm. Repeat with remaining chicken, adding more oil if necessary.

Add 1 tablespoon olive oil to skillet. Heat over medium-high heat. Stir in mushrooms, onion and garlic. Cook and stir until onion is tender. Combine broth, flour, Dijon-style mustard and remaining ¼ teaspoon salt. Add to skillet. Cook and stir until bubbly. Stir in tomatoes. Add half of the chicken; heat through and serve with vegetables and sauce. Reserve remaining chicken.*

*Note: Cut reserved chicken into strips; place in container. Cover; refrigerate up to 3 days. Use in Sesame Chicken Salad Wraps, right.

Nutrition facts per serving: 250 calories, 10 g fat, 1.5 g saturated fat, 0 g trans fat, 75 mg cholesterol, 520 mg sodium, 13 g carbohydrates, 2 g fiber, 6 g sugar, 28 g protein. Daily values: 20% vitamin A, 50% vitamin C, 4% calcium, 10% iron.

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

TOMORROW



SESAME CHICKEN SALAD WRAPS

Fresh broccoli slaw and veggies add a pleasing crunch and a boost of nutrition to these hearty tortilla wraps.

Serves 4.

- 2 cups reserved chicken strips from Herbed Chicken and Veggie Skillet, left
- 4 (8½-inch) Hy-Vee flour tortillas
- 1 cup packaged shredded broccoli (broccoli slaw mix)
- 8 fresh cooked green beans and/or yellow bell pepper strips
- ½ cup bottled sesame dressing

Arrange ½ cup chicken on each tortilla. Top with shredded broccoli and beans and/or pepper strips. Drizzle with dressing. Roll up. Wrap tightly in plastic wrap. If desired, chill up to 24 hours.

For lunches to go: Pack wraps in individual containers. Tote to school or to work in insulated lunch bags with ice packs.

Nutrition facts per serving: 340 calories, 8 g fat, 2.5 g saturated fat, 0 g trans fat, 75 mg cholesterol, 690 mg sodium, 31 g carbohydrates, 2 g fiber, 6 g sugar, 29 g protein. Daily values: 2% vitamin A, 60% vitamin C, 6% calcium, 15% iron.



What's Hot? CHILE

Doug Riley totes a basket of freshly picked Hatch chiles through a farm field in New Mexico. Gathering the best peppers is an enjoyable part of the job for Doug, Hy-Vee assistant vice president of produce operations. "With the beautiful mountains and the warm sun, I can't think of a better place to be," he says.



PEPPERS

Pick a pepper, but not just any chile pepper. World-famous Hatch chiles from southern New Mexico are arriving soon. Mild or hot, their rich, spicy flavor is hard to beat and you can enjoy these plump green pods year-round.

TEXT LOIS WHITE PHOTOGRAPHY JESSE RAMIREZ, PETE KRUMHARDT AND ADAM ALBRIGHT

Doug Riley is in the middle of a chile pepper field in Hatch, New Mexico, and he is enchanted. This is a place where growers raise more peppers and people eat more of them than in any other state. This is the very heart of chileland.

An assistant vice president of produce operations at Hy-Vee, Doug has come here to pluck a few of the prize beauties to take home to Midwest consumers. “These are what our customers—the pepper connoisseurs—come to Hy-Vee for,” Doug says.

Hatch peppers will arrive in the produce aisles at Hy-Vee in mid-August. Whether they are eaten fresh, roasted to bring out subtle flavors or frozen to use later, these peppers are simply the best chiles you’ll find.

The village of Hatch, in the rich, fertile valleys along the Rio Grande River, lies about an hour’s drive north of the border between the United States and Mexico. During the summer harvest, farm workers pluck plump, succulent pepper pods from the bushy green plants that cover more than 30,000 acres in this desert valley.

If you ever visit this high-desert country, come prepared for intense heat. This time of year, it usually reaches well into the 90s by noon. Although the area sometimes receives only 8 or 9 inches of rain a year, chiles thrive. Chile flavors percolate in the blistering sun. It’s a dry heat of blast-furnace intensity.

“Hatch Valley has a pretty consistent climate, which makes it one of the best areas for producing the tastiest green chile in the world, year after year,” says James Ditmore, international marketing specialist for the New Mexico Department of Agriculture.

Farmers began planting peppers here around 1912, once a reliable water source was established. Things really took off after a horticulturist crossed several different peppers grown by the ancient Anasazi Indians. The hybrid is a long green chile that carries the region’s name.

Today, Doña Ana County, which includes Hatch and the small thriving city of Las Cruces, ranks as the top chile-producing region of the United States. It also boasts the Chile

Pepper Institute, a research center at New Mexico State University, Las Cruces. This year, the school will host the International Pepper Conference, where prominent scientists and researchers gather to talk peppers.

There's always something new to learn about chile peppers, especially hotness issues. Most people mistakenly believe that a chile's heat is related to its seeds. Turns out, though, that the heat from a chile pepper is concentrated in the white interior veins or membrane near the seed heart.

"My wife doesn't like her chiles as hot as I do, so I cut away most of this white membrane, and they're mild enough for her," Doug says.

Hatch chiles are long and lean. If picked in late August or September, the chiles will be mostly green. But as fall and the end of harvest approaches, the chiles begin turning an orangy red. One thing is consistent, Doug says. Whether green or red, the chiles always taste good. Hotness is about the same regardless of the color.

When the first shipments of Hatch chiles are delivered to Hy-Vee stores in late August, they cause quite a stir. Doug says it's not unusual for people to buy them by the 20-pound case. To reserve a case of chiles for yourself, check with the produce manager.

"As our customers have discovered how great these Hatch chiles are, the peppers have really become popular with them," he says.

When shopping, look for clearly marked "Hatch pepper" signs in the produce section. Selecting good chiles is easy: Look for peppers with tight skins and little wrinkling. If there is a splash of red on a green pepper, that's fine.

While at the Hatch display in many Hy-Vee stores, you may view a video of instructions on roasting chiles at home. To ensure your chiles stay fresh, Doug recommends storing them in the refrigerator up to one week. Peppers can also be frozen for year-round use. See "Roasting and Freezing Peppers," page 22.

"I roast and freeze chiles at home so I can use them whenever I want," Doug says. "Just the other night I fixed some up with cream cheese and crabmeat. Oh, boy, that's some good eating!"

Look for delicious Hatch peppers in late August at your local Hy-Vee store.

CHILE LINGO AND LORE

- Chile or chili? Debates on the correct spelling are heated. *Chile* is the Spanish adaptation of *chilli*, the Aztec name for the pod. The official New Mexico spelling is *chile*. *Chili*, at least in New Mexico, refers to a Texas soup prepared with beef and tomatoes.
- Capsaicin (cap-SAY-ih-sihn) is what gives chiles their bite and subsequent addictive qualities. The substance is localized around the stems, inner membranes (or veins) and seeds.
- The hotness of peppers is measured by the Scoville heat scale. It's similar to the Richter scale, which gauges earthquake intensity. According to the Scoville scale, Hatch, poblano and Anaheim peppers are milder than jalapeños. Even hotter are serrano, tabasco and cayenne peppers.
- How do you temper the flame when you bite into a hot pepper? Try drinking milk or cool beer. Flames can also be foiled with plain yogurt or sour cream. Dairy products and alcohol dissolve capsaicin, the hot oil that burns your taste buds.
- Low in calories, one Hatch chile contains more vitamin A than a carrot and more vitamin C than is found in six oranges.
- New Mexico has two official state vegetables: the chile and the bean. Both are fruits, botanically.





ROASTING AND FREEZING PEPPERS

Have an abundance of fresh peppers on hand? Roast some so you can turn up the heat in your favorite dishes all year long. Roasting softens the intense flavor of chiles, bringing out their earthy, smoky goodness.

While roasting peppers on a broiler or grill, watch them closely. The skin should be just charred, which enhances the flavor of the fruit's flesh. Roast over very hot heat and turn frequently to avoid extreme charring, which reduces the flesh to mush. Use long-handle tongs to turn the peppers safely and quickly.

When chiles are in season, roast them on the grill to top turkey burgers. "Add a slice of smoked Gouda cheese, and they taste even better," says Doug Riley, Hy-Vee assistant vice president of produce operations.

Freeze just-roasted chiles, then thaw them to add zest to any meal. Mix them with scrambled eggs. Toss them into salsa. Use them to turn up the heat in quesadillas. Stir them into soups or casseroles. To roast peppers, follow these steps for flavorful results:

1. Select firm chiles that are heavy for their size and have smooth, unblemished skins. Steer clear of peppers that are shriveled, bruised

or have soft spots. Wash the peppers before roasting. Wear disposable plastic gloves and be careful not to touch eyes or other sensitive areas.

2. With a small knife, slit one side of each pepper lengthwise. Carefully scrape out seeds and veins with a spoon. A serrated grapefruit spoon works well.

3. To roast peppers under a broiler, first preheat the broiler. Arrange the peppers in a single layer on a foil-lined baking sheet. Broil 4 to 5 inches from the heat for 4 to 5 minutes, turning frequently with tongs, until the skins are blistered on all sides. To grill the peppers, first preheat the grill. Lay the peppers directly on the grill rack and roast over high heat for 4 to 5 minutes, turning frequently with long-handle tongs until the skins are blistered on all sides.

4. Place the roasted peppers in a paper bag; close the bag tightly. Allow the peppers to steam for 10 minutes or until skins easily pull away from the flesh. To use immediately, peel the peppers when cool enough to handle. To freeze, leave the skins on to preserve flavor and texture. Pack the peppers in freezer bags; freeze up to one year. To use frozen peppers, allow them to thaw a few minutes; the skins will slip right off.

HATCH GAZPACHO

Roasting the Hatch peppers brings out deep, smokey flavor. Follow the directions for roasting on page 22. Soup made with these peppers has a refreshingly zesty, cool summertime flavor.

Serves 8 (1 cup each).

- 2 Hatch chile peppers
- 1 large red bell pepper
- 2 cups Hy-Vee tomato juice
- ¼ cup lime juice
- 2 tablespoons cilantro leaves
- 1 tablespoon Grand Selections olive oil
- 2 cloves garlic
- 1 teaspoon Hy-Vee salt
- ¼ teaspoon freshly ground Hy-Vee black pepper
- 8 roma tomatoes, quartered (1½ pounds)
- 1 medium yellow onion, quartered
- 1 medium cucumber, peeled and cut into 1-inch pieces
- 1 small avocado, peeled, seeded and sliced
- Additional cilantro leaves, for garnish

Roast, steam, peel, seed and coarsely chop the chile peppers and red bell pepper. In a blender or food processor combine chiles, bell pepper, tomato juice, lime juice, cilantro, olive oil, garlic, salt and black pepper. Cover and process until smooth. Transfer chile pepper mixture to a large bowl. Place tomatoes and onion in blender or food processor; process a few seconds until vegetables are coarsely chopped. Add the cucumber; process 2 to 3 seconds until vegetables are chopped to desired size. Stir chopped vegetables into tomato juice

mixture in bowl. Cover and chill for 2 to 24 hours. Serve in bowls. Garnish with sliced avocado and additional cilantro.

Nutrition facts per serving: 90 calories, 4.5 g fat, .5 g saturated fat, 0 g trans fat, 0 mg cholesterol, 480 mg sodium, 12 g carbohydrates, 3 g fiber, 6 g sugar, 3 g protein. Daily values: 30% vitamin A, 150% vitamin C, 4% calcium, 6% iron.



HATCH CHILE RICE

This easy-to-make casserole is a pleasing side for chicken, pork chops or burgers. A little jalapeño slightly kicks up the flavor of milder green chiles.

Serves 10 (½ cup each).

- 2 Hatch chile peppers
- 1 tablespoon Hy-Vee butter
- 1 medium onion, chopped
- 1 clove garlic, minced
- 3 cups cooked Hy-Vee long-grain white rice
- 1 cup Hy-Vee light sour cream
- 1 cup Hy-Vee low-fat small curd cottage cheese
- 2 teaspoons minced fresh jalapeño peppers
- ½ teaspoon Hy-Vee salt
- ⅛ teaspoon Hy-Vee black pepper
- 1 8-ounce package Hy-Vee shredded sharp cheddar cheese, divided

Roast, steam and peel the Hatch chiles following directions on *page 22*. Seed and chop the peppers; set aside. Preheat oven to 375°F. In a large skillet, melt butter over medium heat. Add onion and garlic and cook until onion is soft and translucent, about 6 minutes. Remove from heat. Stir in chiles, cooked rice, sour cream, cottage cheese, jalapeño, salt and pepper. Spread half of rice mixture in a greased 12x8-inch baking dish. Sprinkle with half the cheese. Top with remaining rice mixture and cheese. Bake for 30 to 35 minutes or until cheese turns golden.

Nutrition facts per serving: 220 calories, 11 g fat, 7 g saturated fat, 0 g trans fat, 35mg cholesterol, 410 mg sodium, 19 g carbohydrates, 1 g fiber, 4 g sugar, 10 g protein. Daily values: 10% vitamin A, 40% vitamin C, 20% calcium, 4% iron.



**GRILLED PORK TENDERLOIN
WITH CHILE-MANGO SALSA**

Here's an impressive entrée with little fuss: Spice-crusted slices of tender pork pair with a sprightly salsa of Hatch chiles and juicy mangoes.

Serves 5.

- 1 medium mango, seeded, peeled and diced**
- 2 Hatch chile peppers, seeded and diced**
- ¼ cup diced red bell pepper**

- ¼ cup diced red onion**
- 2 tablespoons chopped cilantro**
- 1 tablespoon lime juice**
- 1 tablespoon Grand Selections olive oil**
- ¼ teaspoon Hy-Vee salt**
- 1½ pounds pork tenderloin**
- 2 teaspoons Jamaican jerk seasoning**

For salsa, in a medium bowl combine mango, chile peppers, red bell pepper, red onion, cilantro, lime juice, olive oil and salt. If necessary, trim fat and shiny membrane

from pork tenderloin. Rub all sides of meat with Jamaican jerk seasoning. Preheat grill to medium heat. Grill over direct heat for 15 to 20 minutes or until internal temperature of thickest part reaches 160°F, turning to brown all sides. Slice tenderloin ¾ inch thick. Serve with salsa.

Nutrition facts per serving: 210 calories, 6 g fat, 1.5 g saturated fat, 0 g trans fat, 90 mg cholesterol, 300 mg sodium, 10 g carbohydrates, 1 g fiber, 8 g sugar, 29 g protein. Daily values: 15% vitamin A, 110% vitamin C, 2% calcium, 10% iron.

PEPPERS

Hy-Vee celebrates

Get ready to join Hy-Vee in its celebration of the renowned Hatch chile pepper. When the first peppers arrive in stores during late summer, the produce aisle won't be the only place to pick the peppers. Through autumn, also stop by the Bakery, Kitchen and Meat departments to try limited-time selections featuring Hatch chiles roasted to perfection.



BAKERY FRESH HATCH CHILE BREAD



FRESH FROM HY-VEE KITCHEN ENCHILADAS EL POLLO WITH HATCH PEPPERS



FRESH FROM HY-VEE MEAT COUNTER HATCH CHICKEN GRILLERS
(available in September)



FRESH FROM HY-VEE KITCHEN HATCH PEPPER BURGER



FRESH FROM HY-VEE KITCHEN TUSCANO THIN, CRISP HATCH PEPPER PIZZA

HUGS *from* HOME

There's more to college than curling up all night with "Chemistry for Dummies." Occasionally, a survival-kit box arrives from home to lighten the stress. Mid-terms can wait when there's a feast of snacks in the room.

TEXT STEVE COOPER PHOTOGRAPHY TOBIN BENNETT

As our children fly away to college, most mistakenly believe that they can handle every stress with a wink, a smile and another hour cracking the books. Truth be told, however, they long for reminders of home—a chocolate chip cookie, a bag of bagel chips or even a granola bar.

Mom? Did you send that box yet?

It's been like this ever since the term "overnight delivery" was coined: College students eagerly awaiting boxes of goodies, which are pure gold to bedraggled students with limited credit left on their cafeteria passes.

These days, grocery stores and online services have transformed the idea of sending student-care packages. It's no longer necessary to spend hours assembling and mailing assorted foods, remedies and treats to your kids. Smart moms pick up the phone and order a prepackaged box be sent.

As a service for busy shoppers, Hy-Vee now offers Thoughtbox packages, filled with foods and such necessities as candy and popcorn for students in need. All will be delivered on or off campus in distinctive red boxes. Each is themed to common desires for students. Thoughtbox offerings include:

- "Good Morning." This box sends the not-so-subtle message that life's carefree days are coming to a close. Get up, have a good breakfast (included in the box) and hit the books.
- "Exam Survival Box." The night will soon come when your student will need an energizing pick-me-up as she or he slogs through another chapter of "History of Russia." This box contains candy, dinners and other goodies to charge the batteries.
- "Feel Better Soon." Too many late nights, sketchy meals and a damp dorm lead to a collapse. Start the recovery with this box, which contains pain relievers, health supplements and soup.

To order, all parents, grandparents or friends need do is call their local Hy-Vee store or visit the Floral Shop counter. A Thought-

box will be prepared and sent. Specific contents may vary slightly from store to store, but boxes within each theme will be generally the same. Thoughtboxes are \$100 each.

In addition to sending help in a purchased survival box, there are times when parents may want to put together a package filled with goodies of their own choosing. The day your child leaves for college will certainly be one of these moments. Here's an idea for a "Farewell Basket":

Start at your local Hy-Vee. Select a sturdy laundry basket. Shop the aisles, filling the laundry basket find items your student will love and appreciate. These may include microwave meals, cans of nuts, and heat-and-eat soups. Pack in some fabric-maintenance items, such as an eco-friendly laundry detergent and dryer sheets, a steam iron and a small sewing kit. Small appliances are helpful, so include a sandwich grill or a small coffee maker. Finally, stuff toiletries around the edges of the basket, including toothpaste and a couple of new toothbrushes.

Give your college-bound student their basket of goodies, a Hy-Vee gift card for fresh fruit or other necessities and a big hug before they leave. It's a moment you'll both remember fondly in the years ahead.

Parents can also put together their own themed boxes to help make their students' lives healthier, happier and more fun. Here are a few concepts for a surprise package:

"Game Night." Relieve study stress with a rousing game of Yahtzee or Monopoly. In addition to games, include plenty of popcorn to feed the gamers that gather.

"Health Nut." Keep 'em going with organic nutrition bars, soup, snacks, green tea and more. It's all about creating a lean, mean studying machine.

"Dinner and a Movie." All it takes is a giftcard for a DVD rental and some microwave meals. This stress-reliever will be a hit.

Ceramic Mug, Towel, Oven
and Pocket Mitt ea. \$2.99

Melamine Dinner Plate, Side Plate,
Bowl or Tumbler ea. \$1.99

Select Brands Iron, 5-cup Coffee
Maker, Sandwich Maker or 4-qt.
Slow Cooker ea. \$10.00





Snack & Study



- | | |
|-----------------------------|-----------------------------|
| Mini-Ravioli Microwave Meal | 2 Cappucino and Cocoa Mixes |
| Can Potato Chips | Macaroni Microwave Meal |
| 2 Chocolate Candy Bars | 3 Bags Candy |
| 2 Boxes Raisins | Tuna Salad with Crackers |
| 2 Bags Pretzels | Beefy Meat Sticks |
| Sunflower Seeds | Salted Peanuts |
| Assorted Cookies | 2 Pads Self-Adhesive Notes |



ERIC
ASSISTANT MANAGER

to: Will
from: Mom & Dad
thoughtbox

HyVee.

Feel Better



Hy-Vee HealthMarket C-250 Supplements
Supplement Throat Lozenges
2 Microwave Soups
Chest Cold Rub
Rejuvenating Tea
Throat Drops
Hy-Vee Ibuprofen

Hy-Vee Multi-Symptom Pain Relief
Hy-Vee 60-Second Thermometer
Crossword Puzzle Book
1 Deck Playing Cards
Antibacterial Wipes
Healing Lip Balm

Good Morning



4 Bottles Orange Juice
Assorted Small Boxes of Cereal
Two 3-Packs of Instant-Brew Coffee
2 Cereal Bowls
5 Granola/Breakfast Bars
Instant Oatmeal



Tropical Plants in Eco or Mendoza Container 4.5" \$7.97



Fisher Dry Roast Nuts: selected varieties 14 oz. \$1.99



Duracell Batteries: AA 10ct., AAA 10ct., 9V 2 ct., C & D 4 ct. \$5.99



Hy-Vee Rice & Sauce or Pasta & Sauce: selected varieties 4 to 5.1 oz. \$0.79



Hy-Vee Instant Oatmeal Packets: selected varieties 11.3 to 16.2 oz. \$1.48



Brach's Sugar Peg Bag: selected varieties 3.5 to 13 oz. 4/\$5.00



Crunch 'n Munch: toffee or caramel 4 oz. 10/\$10.00

ALL READY

Class, gym, library, dinner, all-night study group: All in a day's work for your collegian. Axe products keep him fresh, no matter what college life throws his way.



Axe Shower Gel, Body Wash or Dove For Men Body Wash: selected varieties 1 ct., 12 or 13 oz. \$3.99

Axe Body Spray: selected varieties 4 oz. \$4.39

Axe Shampoo or Conditioner: selected varieties 12 oz. \$4.99

Axe Anti-Perspirant or Deodorant: selected varieties 2.7 or 3 oz. \$3.77



FOOD FOR THE FAST LANE

Years of preparing your son or daughter for college will come in handy—eventually. But for those stress-induced cravings that are happening right now, give them something they can really sink their teeth into. Sweet or salty, morning or midnight, satisfy their hankering with help from Kellogg's.



Kellogg's Mini-Wheats or Nutri-Grain Bars: selected varieties 6.7 to 18 oz. 2/\$5.00



Keebler Pie Crusts: selected varieties 6 oz. \$1.29



Kellogg's Cereals: selected varieties 2/\$4.00



Keebler Club Crackers or Sandies: selected varieties 9.5 to 16 oz. 2/\$5.00



On The Go Caddy Packs: selected varieties 8.8 to 16.8 oz. \$3.99



Fudge Shoppe or Cheez-It Snacks: selected varieties 7.5 to 15 oz. \$1.99



Kellogg's Pop-Tarts: selected varieties 12.2 to 14.7 oz. \$1.88



Kellogg's Fruit Snacks or Cracker Packs: selected varieties 4.2 to 11 oz. \$1.88

Healthy Meal Makeover



For lunches that don't cost oodles of time and money—and score an “A” for nutrition—consider brown-bagging. Packing a lunch-to-go guarantees that a midday meal will be wholesome.

TEXT STACI SCHEURENBRAND PHOTOGRAPHY PETE KRUMHARDT

Before



As summer slips away, a new school year looms on the horizon. Now is the time to rethink lunch strategies and create nutrition-packed midday meals with items that assemble quickly, tote easily and satisfy even the pickiest of eaters.

THE DILEMMA: LUNCH ON THE RUN

While fast food may seem the best idea for a meal on the run, too many teens and adults make it a regular lunch option. With sandwiches marketed as being more healthful options popping up at fast-food outlets, it's hard not to be fooled into thinking you're making a smart nutrition decision by snagging a meal deal. But compare the nutrition values of some favorite fast-food items, shown *below right* in “Fast Food or Brown Bag?”, with those earned by our brown-bag creation. By most measures, homemade is more healthful.

THE SOLUTION: A NUVAL MAKEOVER

It's time to pack a sandwich—that lunch box classic—that's quick to prepare and convenient to eat. This time, skip the processed cheese and slather of heavy dressing. Those empty calories will leave you feeling as wilted as the lettuce by the end of the day. Building a champion sandwich, one that will be enjoyed by kids and adults alike, takes minimal effort when you enlist the help of Hy-Vee and the NuVal Nutritional Scoring System. Developed by an independent panel of nutrition and medical experts, the NuVal system helps you see, at a glance, the nutritional value of food by scoring it on a scale of 1–100. Simply put, the higher the score, the higher the nutritional value.

The Bread: As the canvas of your healthy sandwich, breads should have high fiber, low sugar and low sodium. “Many consumers don't think about bread in terms of sugar and salt content, though these can be lingering culprits in the bread aisle,” says Kara Behlke, a registered dietitian at Hy-Vee in Marion, Iowa. “Look for whole wheat flour listed as the first ingredient, instead of enriched wheat flour, and look for 2 grams of fiber or more per slice,” she says. “Flatbreads and wraps are great options because they're typically higher in fiber and rank well with NuVal. Plus,

with all the flavors to choose from, you won't suffer from sandwich boredom.”

Bread is a major player in a healthy sandwich. Here's how the NuVal numbers stack up. Compared to regular white bread, which scores 6, flatbreads and multigrain light breads have a NuVal range of 29–37. To up the health factor, opt for tasty, high-fiber, low-calorie wraps, such as La Tortilla Factory wraps, sold in the Hy-Vee Health Market, which score 60.

The Spread: Forgo traditional toppings and choose spreads that add texture, taste and extra nutrition. “Hummus makes a great sandwich spread and kids like it,” says Kara. “Cranberry sauce is delicious on a turkey sandwich any time of year, and flavored pesto is fabulous on roast beef and chicken.” One of Kara's personal favorites is avocado. With a NuVal score of 89, it's an ideal spread or add-on to sandwiches. If mayo is a must, use it sparingly—a little for flavor, not oozing out the sides of the sandwich as it would at many sandwich shops. Don't be deceived by low-fat or fat-free spreads; pay attention to the NuVal scores. Sometimes food items that appear to be a more nutritious choice

FAST FOOD OR BROWN BAG?

HOMEMADE CHAMPION CHICKEN SANDWICH

Calories: 340; Total Fat: 12 g; Trans Fats: 0 g; Salt: 840 mg; Sugar: 7 g; Carbs: 32 g; Protein: 27 g

ARBY'S® ROAST TURKEY RANCH AND BACON SANDWICH

Calories: 820; Total Fat: 36 g; Trans Fats 0.5 g; Salt: 2,270 mg; Sugar: 18 g; Carbs: 78 g; Protein: 48 g

McDONALD'S BIG MAC®

Calories: 540; Total Fat: 29 g; Trans Fats: 1.5 g; Salt: 1,040 mg; Sugar: 9 g; Carbs: 45 g; Protein: 25 g

BURGER KING WHOPPER®

Calories: 670; Total Fat: 51 g; Trans Fats: 1.5 g; Salt: 1,020 mg; Sugar: 11 g; Carbs: 51 g; Protein: 29 g

For complete nutrition information on restaurant sandwiches, see company Web sites.

have a lower NuVal score than their full-fat counterparts. The offenders? Reduced-fat or fat-free products sometimes contain more sodium, sugar and calories.

The Fillings: Deli meat is a convenient, nutritional choice as long as you shop wisely. “Bologna has a NuVal score of 8 but sliced meats, such as turkey, chicken and ham, score higher at 24–25, depending on the product,” says Kara. “Look for lean meats that are low in sodium. DiLusso meats—freshly carved at the Hy-Vee deli counter—have low-sodium options and no MSG, fillers or artificial ingredients. For products outside the deli case, some brands carry a natural line with labels reading ‘no nitrates/nitrites,’ ‘no artificial ingredients,’ ‘no MSG’ and ‘minimally processed.’”

Be choosy with cheese. A kid favorite, sliced processed cheese is fortified with calcium, but a more healthful choice is sliced part-skim, 2-percent cheese. NuVal scores range from 19 for mild cheddar to 24 for Baby Swiss.

Veggies are the most nutritious items in a sandwich, so pile them high. Fresh vegetables have a NuVal range of 80 to 100. The challenge is to mix it up for optimum nutrition. “Each food group has a unique nutritional makeup, and the more color you eat, the more vitamins, minerals and antioxidants you take in,” says Kara. “From old standbys like lettuce and tomato to adventure-some choices, such as zucchini, broccoli slaw, apples, eggplant and jicama, let your eyes be your guide to colors that inspire you.”

AVOID BROWN BAG BOREDOM

The ideas for nutritious sandwiches are endless, but sometimes you need to mix things up a bit to steer clear of the ho-hum factor.

COOK ONCE, DINE TWICE

Leftovers are welcome lunch options for busy adults. Grilled meats easily transform into outstanding sandwiches or power salads; and leftover vegetables, cooked or raw, are perfect to tuck into wraps or toss into soup. See “Cook Once, Eat Twice,” *page 12*, for more menu ideas and recipes.

PLAY WITH YOUR FOOD

Because kids always like to have fun with their food, pack lunch-box surprises that get them excited about eating healthfully. For a Sandwich on a Stick, thread cubed bread, meat, cheese and vegetables on a wooden skewer. Add to the nutritional fun factor by serving it with a fruit kabob.

Looking for more fun? Try Peanut Butter and Jelly Sushi. Remove crust from bread and flatten bread completely with a rolling pin. Spread peanut butter and fruit spread on the bread. Roll each slice into a tight spiral and cut it into four sushilike pieces.

SHED THE BREAD

For carb-conscious eaters, create lettuce wraps using Boston or Bibb lettuce. Wrap up seasoned chicken or beef topped with shredded carrots or broccoli slaw. Even kids who hate broccoli love the crunchy slaw.



HOMEMADE CHAMPION CHICKEN SANDWICH

Cuts of savory rotisserie chicken from Hy-Vee Kitchen save you prep time.

Serves 1

- 2 slices Arnold Select Honey Wheat Sandwich Thins
- 1 romaine lettuce leaf
- 2–3 red bell pepper rings, thinly sliced
- 1 slice Kraft 2% cheddar cheese
- 2 ounces Hy-Vee rotisserie chicken, breast cuts
- Freshly ground Hy-Vee black pepper
- 1 tablespoon Homemade Ranch Sauce
- 2 slices ripe tomato
- Alfalfa sprouts, optional

On one sandwich thin, layer lettuce, pepper rings, cheese slice and chicken. Sprinkle chicken with black pepper. Spoon ranch sauce over chicken. Top with tomato, alfalfa sprouts and remaining sandwich thin.

Homemade Ranch Sauce:
Combine 8 ounces fat-free sour cream with half of a 1.1-ounce packet Hidden Valley Fiesta Ranch dry dip mix.

Nutrition facts per serving: 340 calories, 12 g fat, 4.5 g saturated fat, 0 g trans fat, 55 mg cholesterol, 840 mg sodium, 32 g carbohydrates, 7 g fiber, 7 g sugar, 27 g protein. Daily values: 70% vitamin A, 200% vitamin C, 200% calcium, 10% iron.

Hot & Handy

Fresh from the oven, even frozen pizza can be a healthful alternative to fast food. Hy-Vee is proud to carry Palermo's pizzas in several varieties, including this Primo Thin Supreme Pizza with a thin, crispy crust and an assortment of colorful veggies.



Palermo Primo Thin or Hearth Pizza:
selected varieties 13.5 to 19.10 oz. 2/\$9.00

Palermo Classic Thin or Rising Crust Pizza:
selected varieties 16.25 to 29 oz. 4/\$10.00

Palermo Hearth Organic, Rustico or Breakfast Pizza:
selected varieties 14.75 to 32.25 oz. 2/\$9.00

Signature Style

Students will define more than words this school year. Show your student how to apply signature style by putting his or her personal stamp on a school locker, backpack, laptop and other gear.

TEXT JENNY MCCUEN PHOTOGRAPHY TOBIN BENNETT

From the outside, locker No. 203 looks just as dull as storage units 204, 205 and 206. But with a little help from you and the school-supply aisles at Hy-Vee, your student can turn the lock on No. 203 to reveal something completely different inside.

Make the locker stand out among drab metal closets filled with a jumble of textbooks, backpacks and jackets. Transform it into a space for self-expression, imagination and well-organized storage. The locker door may still get stuck once in awhile, but with a little personalization, the small assigned space can be a bright spot between classes and a fun place to meet friends.

The first step is to determine style preferences. Help your child decide whether to be defined by color, pattern or theme—such as music, sports, a hobby or films. Think of the project as decorating a room, just on a smaller scale. Once the visual trademark is established, find items that make the space more personal. Select tasteful and creative ways to define the look so distinctly that the locker and school supplies won't require a name tag—everyone will know at a glance whose space this is.

Keep the creativity going beyond the walls of the locker and encourage your students to personalize backpacks, notebooks and laptops to reflect their interests and talents.

To make the designing job easy, most items needed for decorating a locker and study accessories can be found at your Hy-Vee store. With a few materials conveniently picked up while you shop, your student will be ready to get to work.

Share these locker-design ideas with your student:

✱ Clearly state the locker owner's tastes and interests by lining inner locker walls with magnetic or easy-to-peel-off wallpaper, selecting one pattern or mixing and matching. Or personalize with favorite posters, pictures, magazine pages or fabric.

✱ Apply the next layer of style—using colorful maps, cards and photos or black-and-white photos—to locker walls, notebooks and accessories. Remind your student to be respectful of school property and policies and to only adhere items either magnetically or with removable adhesives.

✱ In addition to personalization, include practical items for the locker. To prevent digging through a backpack looking for pens, pencils and little items, get a pencil case or tray to stash on the shelf or to attach magnetically to the inside of the door. Consider other essentials, such as lip balm, fruit or snack packs, a list of phone numbers or an address book. Then plan to make the items easy to use. Good planning at this stage may prevent being late to class during the school year.

✱ Select dividers to keep the locker organized and as clutter-free as possible. Use a divider specifically as a slot to collect homework, then encourage your student to get in the habit of stashing class notes, textbooks and anything needed to get the homework done. At the end of the day, it's front and center and easy ready to grab.

✱ For a girl or boy, a personalized framed mirror is handy for checking grooming. Easily attached round magnetic locker mirrors are available at Hy-Vee. For a do-it-yourself frame, apply bright color duct tape or self-adhesive stickers to a plain mirror.

✱ Stay organized and up-to-date with a magnetic dry-erase board for writing assignments, schedules and reminders.

✱ Set up a mail slot for notes from friends. Attach a small strong cardboard box, using adhesive picture hangers, to the inside of the locker vents.

Any room can be given a new look. It's the same with a locker. Redecorate it to suit changing tastes, adding new photos or memorabilia—or merely rearrange at the end of a semester.





- Fodeo Peel & Stick Frames \$3.99
- Magnetic Holographic Locker Wallpaper 3 pk. \$7.99
- Locker Lights Round Mirror \$6.99
- Acco Square Metallic Dry Erase Board \$9.99
- Locker Heart Magnets 4 pk. \$3.99



GEAR UP FOR CLASSES

Your student will likely need No. 2 pencils, lined notebook paper and at least one folder for classes. And those supplies are far from boring. Here's how to build on the basics.

BACKPACKS

The 33 bones of a growing spine take a beating when a school backpack is full. The weight of the bag pulls a child or teen backward, making the student bend forward in an unnatural way and hurting the spine. Too-heavy backpacks also lead to neck and shoulder pain. A backpack with rollers offers the best solution, but even a backpack with two straps more evenly distributes the weight of books. If your student decides on a messenger-style bag, make sure it doesn't get filled too full.

When deciding which backpack to buy, look at the pockets and compartments. Some bags have compartments for a laptop and other items. Choose a sturdy backpack that best fits the use and function. Then, to make the backpack stand out, let the student pick the design, color and embellishments.

LAPTOPS

Here's the solution to keeping laptops from looking alike: Laptop skins in a variety of colors and patterns. And keyboard covers make keys multicolored and individual. For something unique, add a collage of pictures or fabric to the laptop skin.

NOTEBOOKS AND FOLDERS

The things your teen takes to class, first of all, need to be practical. Some students like to have one big binder for all their classes; others like to have individual folders and notebooks for each class. The important thing is for the student to stay organized. Let him or her choose notebooks to spice up with stickers, photocopies, photos, ribbons or other personal items.



Mead Trapper Keeper \$9.99

Mead Five Star Flex Notebook/Binder \$10.99



MAKING THE GRADE

Give this quiz to your student to grade his or her study skills. If he or she falls short in the studying department, have him or her follow the advice of our teacher so your student moves to the head of the class.

HOW OFTEN DO YOU ASK QUESTIONS?

- Never.
- Only when I am really confused and I can't think of another way to find out the answer.
- Whenever I don't understand something.

Tami Kreykes, a math teacher in central Iowa, says many of her students have questions but won't ask them. In order to get good grades, students need to understand the material, and that often requires asking questions. "I structure my class so students have time to work on their assignments," Tami says. "That's when I'm available to help them and they don't have to ask questions in front of the rest of the class." (Making the Grade answer: c)

WHAT DOES YOUR STUDY SPACE LOOK LIKE?

- Everything is in its place.
- It is buried under a pile of books, papers and dirty dishes.
- I don't have a study space.

Your first assignment is to designate a study space. Choose a desk or a table—not your bed. If you spend a half hour clearing a work space each time you study, you need to get organized. Turn off your TV, music and cell phone so you can focus on your work. Before you start, set a time when you can stop and take a break. Your study space should be well lit. Also, keep everything you need in front of you so you're not wasting time by constantly getting up and down. (Making the Grade answer: a)

HOW OFTEN DO YOU TAKE NOTES?

- In class and while I am studying.
- Only when my teacher writes something on the board.
- Only when my teacher says, "Write this down."

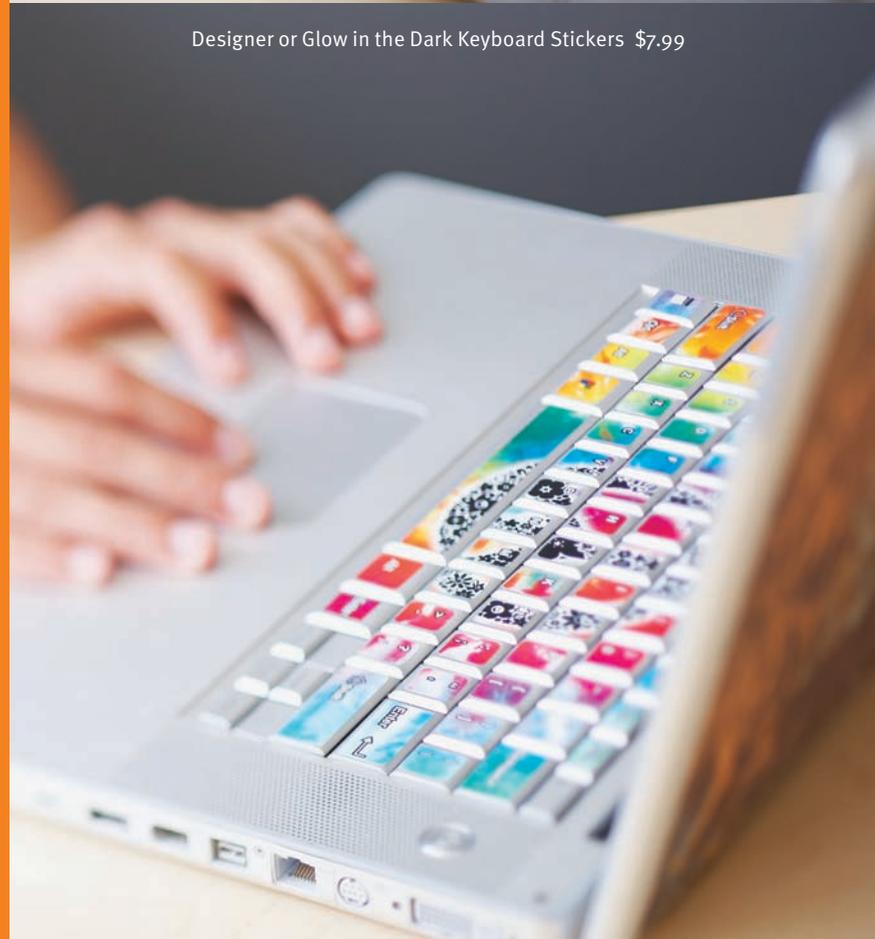
If your teacher writes something down on the board, you need to write it down. "Make bullet points and number things so that you can go back and look at them," Tami says. If your teacher talks about angles, and her first point is about right angles, write a big "A" in the margin of your paper and put all of the information about right angles in that spot. Make a "B" and write down all the information about obtuse angles, and so on. When you study, use the same system. Organize your notes in a way that makes sense to you. (Making the Grade answer: a)

EXTRA CREDIT

- Be sure not to procrastinate. Don't just study the night before a test. Get a planner so you can schedule study time for upcoming tests.
- Do ask. If you are struggling in a certain subject or topic, talk to your teacher or a friend who is good at the subject. Do this right away; don't wait until you are tested on the information to try and understand it.
- Do make study lists. You will do a better job on projects, papers and tests if you keep to-do lists for studying. Think about what needs to get done first, do that first and then move on to the next thing on your list.



17-inch Backpack: choose from 4 assorted styles ea. \$9.99



Designer or Glow in the Dark Keyboard Stickers \$7.99



Zip-It Pencil Case \$6.99



Cadoozles Mechanical Pencils
10 pk. \$3.99



Ed Hardy Composition Book \$3.99



Studio 9 Composition Book \$2.99



Westcott Antimicrobial Ruler, Protractor
or Compass ea. \$2.99



Zebra Z-Grip Daisies Pens 5 pk. \$2.99



Boy and Girl Backpacks ea. \$14.99

2010

STYLE GUIDE 2010

Think eclectic. That's the message from the fashion world this year. As long as you understand how clothes match, you can break the rules by not matching. Different things look great together, so experiment. It's OK to blend era, color and patterns. You can add a bright color or bold pattern to your wardrobe basics to try the season's look.

Plaid and checked prints are taking over shirts, shorts and skirts. Warm, bold colors will heat up the chilly months. By pairing bright colors with neutral browns, blacks and grays, you will make your wardrobe seem bigger and more versatile.

GIRLS

Fashion is in the details. Buttons, graphics and cut-outs make shirts look unique and personalized. If you're nervous to try something too stylish, start out with accessories. Wear a fun pair of shoes or add a bold necklace or earrings to your outfit to make it unusual. Stick to one or two funky pieces. If you don't wear them all at once, you can stretch your wardrobe.

Jeans are skinny. Long shirts and layers are still in. Denim is ripped and frayed, and jeans in bright green, red and orange are making a comeback. Dresses are going to extreme lengths—short and long. For a classy look, girls can tuck shirts into high-waist skirts. And playful rompers are not just for kids anymore.

For shoes, ballet flats and strappy sandals can go casual or dressy, depending on what you wear with them. Boots can be paired with dresses for a fun and feminine look.

GUYS

Skinny jeans paired with sneakers are a favorite for fall. Leather boots and straight-leg denim lead the classic American comeback in fashion. Lumberjack-inspired plaid flannel will also be popular.

This fall, shirts with graphics and horizontal stripes can be paired with a Mr. Rogers-style cardigan. Add vintage flair with V-neck T-shirts. Some guys are even adding suspenders or bow ties. For dress-up, skinny ties in patterns are paired with neutral-color shirts.





Poly Pencil Box \$0.99



Princess or Sports 2-Pocket Portfolios \$0.99-\$1.99



Studio 9 or Rocking Pet Portfolios \$0.99-\$1.99



Fashion Theme Books: rocking pet, Ed Hardy, Animal Planet and more \$1.99-\$3.99



Zak Lunch Bags \$8.99



Zak Sports Bottle, Sandwich Container or Snack Container ea. \$1.28



Smiles for EDUCATION

As schools experience cutbacks in funding, Hy-Vee's commitment to education grows. This year's Smiles for Education program offers new ways for students and teachers to win needed cash and prizes.

TEXT DEBRA LANDWEHR ENGLE PHOTOGRAPHY TOBIN BENNETT

Building successful communities is as important to Hy-Vee employees as the freshness of the produce they sell. So six years ago the company established the Smiles for Education program, and so far \$2.8 million has been awarded to Midwest schools.

With school district budgets squeezed throughout the Midwest, this is a challenging time for schools. That's why Hy-Vee remains committed to local schools and education.

"Many schools don't have the funding and resources they need right now, so teachers and programs are being cut," says Sara Heim, marketing specialist for Hy-Vee. "For that reason, Smiles for Education is especially important this year."

Shoppers can help their own communities by nominating worthy schools in Iowa, Kansas, Minnesota, Missouri, Nebraska, Illinois, South Dakota and Wisconsin. Student achievers can be nominated, too, and they will receive prizes that will help them continue on a path toward academic accomplishment.

At the time of this writing, details for the 2010 program were being finalized. The goal remains the same as it is each year: Make schools in Hy-Vee communities among the best in the nation.

For details about the program, ask at your local store or visit www.hy-vee.com.

GOOD to the CORE

No doubt about it: Apples are a healthful treat. And when you choose organic apples grown with respect for the environment, you're biting into some of the most nutritious fruit on earth.

The crunch of a recently harvested apple is bound to recall good memories: The day you polished a Red Delicious and set it on your teacher's desk. The first time you told your kids how to keep the doctor away. Or the aroma of a fresh-baked pie cooling on the kitchen counter.

For generations, it's been known that apples are good for health. And now, thanks to Stemilt Growers of Washington state, you can be sure the apples you eat are produced by farmers who are committed to protecting the environment.

The Stemilt family's first fruit trees were planted in 1914 in high-elevation orchards overlooking the Columbia River. Now, more than a century later and still family-owned, the company has joined forces with Dovex Fruit Company to become the largest supplier of organic tree fruits in the nation.

Headquartered in Washington's Wenatchee Valley, Stemilt works with organic growers up and down the West Coast to raise a variety of fruits, including cherries, pears, blueberries, peaches and apricots. In every case, they choose locations with climate conditions and nutrient value that are best for each type of fruit.

You can taste the healthy growing conditions in every bite of a Stemilt apple. This fall, look for classics like Red Delicious, Golden

Delicious and Granny Smith—plus new varieties such as Honeycrisp, SweeTango and Stemilt's exclusive variety, Piñata.

In 1989, the company began transitioning to organic production and launched a sustainability program called Responsible Choice. That program focuses on three areas: conservation, composting and community outreach. The cumulative effect of the Stemilt Growers effort is impressive:

- The company uses trained falcons to ward off fruit-damaging birds. Ladybugs have also been enlisted to help control pests; in fact, Stemilt features a ladybug in its logo. The company also uses environment-friendly packaging, and it recycles paper, cardboard, plastic, aluminum, oil, batteries and leftover supplies.

- Twenty-three acres have been dedicated to composting 100 percent of the orchards' green waste, such as leaves, culled fruit and wood chips. The composted nutrient-rich fertilizer then nourishes more than 1,000 acres of orchard and results in more than 160 fewer truckloads of waste from being hauled to area landfills each year.

- During the past several years, Stemilt has donated one million pounds of apples, pears and other fruits to more than 370 food banks and hunger programs in Washington state.

—Text Debra Landwehr Engle Photography Tobin Bennett

Stemilt Apples: Granny Smith, Red Delicious or Golden Delicious per lb. \$1.18



bag it!

Want to bag a better world? Pick up a reusable tote (or two or three) from Hy-Vee. Available in more styles than ever, the bags are a fashionable way to go green—or virtually any color you want.

TEXT DEBRA LANDWEHR ENGLE PHOTOGRAPHY TOBIN BENNETT AND ANDY LYONS

It's a pretty impressive bag of tricks: With a single fabric tote, you can save trees, protect the environment, make a fashion statement—and carry home your groceries. Priced anywhere from \$1 to \$4, reusable bags are an eco-friendly fashion bargain.

These bags aren't a new idea, but they're gaining ground in the effort to cut back on plastic and paper sacks. Plastic bags, used in this country since 1977, are the fifth most collected item in coastal cleanups. Americans go through 100 billion plastic shopping bags annually, according to *The Wall Street Journal*. Production of paper bags requires cutting down 14 million trees each year in the United States.

In contrast, a single reusable fabric bag eliminates the need for more than 1,000 plastic bags. A reusable bag made from polypropylene fabric lasts up to 3 years. A cotton bag lasts at least a year. One shopper's use of a polypropylene bag for a year leaves behind 1.05 pounds of waste, while plastic bags account for 6.86 pounds and paper bags for 28.8 pounds of waste in a year, according to the 1 Bag at a Time company. That's the reason reusables are part of Build with Bags, a program Hy-Vee shares with other grocers.

"We use signage in stores and messaging on

the bags themselves to promote reusable bags and recycling of plastic," says Michael Smith, director of real estate and sustainability for Hy-Vee.

Style is another advantage of reusables over their thin plastic and paper competitors.

"Our customers want to see more designs," says Angela Birkenholtz, general merchandise category manager for Hy-Vee. "They're like women's shoes. No matter how many we have, we're going to keep buying them."

That's why Hy-Vee continues to introduce new designs with more creative options and functional fabrics. Some designs tie in with events, such as a Holstein motif for National Dairy Month in June. A bag design can state your cause ("Support breast cancer research") or proclaim your colors with a collegiate bag bearing your favorite team's logo. There's even the new "eco Doodle" bag with a surface that lets you draw your own design.

Look for bags that fold to fit in your purse or scrunch down into a small tote bag. Some, made with a fiber called Microban, repel bacteria, too.

Availability of specific reusable-bag designs will vary among Hy-Vee stores.

This design was created by: _____

ecoDoodle





get growing
every season

SUMMER GARDENS: *The Heat is On*

Even as summer sizzles, discover the secrets of a gorgeous lawn and garden from the experts at your local Hy-Vee Garden Center.

TEXT JULIE MARTENS PHOTOGRAPHY ADAM ALBRIGHT

Give your yard the equivalent of a summertime spa treatment by pampering plants and lawn. Pay attention to your yard and garden during the year's brightest, hottest days and you'll savor some sparkling scenery when fall's cooler days saunter into town. Not sure where to start? Glance through these tips from Hy-Vee Garden Center manager Jerry Kluver. His guide to summer lawn and garden care will help your yard look its best ever.

ANNUAL AND TROPICAL COLOR

Enhance the flower show from your annuals by treating them with a good bloom-booster fertilizer. These flower foods are manufactured by Miracle-Gro and other companies.

Tropicals, which thrive in summer's steamy days and nights, need extra water and fertilizer. "Give tropical flowers, such as mandevilla, hibiscus, gardenia or jasmine, a bloom-booster fertilizer every three weeks," Jerry says. "Use a slow-release fertilizer like Osmocote for leafy tropicals."

Develop a habit of perking up plants by faithfully removing spent blooms. "Some annuals benefit from a midsummer trim," Jerry says. "Trim back rangy or scraggly plants by at least half. Examples include snapdragon, petunia and salvia."

PERENNIALS AND ROSES

The warm weather drill for perennials is simple: weed, water, stake, mulch. Tall bloomers, such as hollyhock and gladiolus, definitely require stakes. As summer storms roll through, you might discover other perennials that could benefit from a

helping hand. If such bushy plants as helianthus or garden phlox take a beating during a thunderstorm, wait until leaves dry to see whether stems straighten. If not, use bamboo stakes and string to rig a support that cradles stems and coaxes them upright.

Keep the soil around perennials mulched to maintain soil moisture and suppress weeds. "Water perennials a minimum of once every 10 days when there's no rainfall, giving them about ½ inch of water," Jerry says. "Try a Miracle-Gro hose-end feeder to give perennials a summer feeding."

Snip spent blooms on roses to encourage more flowers to form and fertilize plants every six weeks during summer. "It's a good idea to spray susceptible roses with rose spray every five weeks to prevent powdery mildew, black spot and rust," Jerry says.

VEGETABLES

The key to successful vegetable harvests is twofold: adequate water and frequent picking. "The more you harvest, the more you'll get from your vegetables," Jerry says. "Fertilize crops about every four weeks and keep them mulched. You can use grass clippings as long as they haven't been treated with a weed killer. Water vegetable gardens weekly, giving them 1 inch of water."

Jerry urges using Nutri-Cal, a liquid calcium supplement that is sprayed on leaves, for tomatoes and peppers. "These plants need calcium to form good fruit," he says. "Fung-onil Fungicide Concentrate, a multipurpose fungicide, keeps blight down on tomatoes, but make sure you allow 48 hours between applying Nutri-Cal and the fungicide."



In Central Iowa, watch
Get Growing with Jerry
Kliver 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.

insider's tips

VACATION WATERING

When summer plans include some out-of-town R & R, stop by the Hy-Vee Garden Center to get the product Vacation. This clever treatment triggers natural drought resistance in plants so they won't need watering to stay healthy while you're away. A concentrated nontoxic liquid, Vacation is sold in 8-ounce bottles that treat up to 128 six-inch potted plants.

Ideal for containers, Vacation also works well on indoor plants. "With Vacation, you only have to water once every 10 days or two weeks," Hy-Vee Garden Center manager Jerry Kliver says.

For vegetable gardens, planting beds or a large number of containers, use the old-fashioned yet reliable vacation-watering system: Ask a friend. "It's OK for them to water in the evening," Jerry says. "Ideally, summer watering should occur in the morning for vegetables, ornamentals and lawns." Morning irrigation allows leaves to dry before dark, which is when diseases most easily exploit wet foliage.

SUMMER BUG WARS

Summer outdoors is an invitation to insects to come and join the party. To make mosquitoes buzz off, adopt these practices.

Citronella candles have long been counted on to give bugs the brush off. Now comes the mosquito plant, a hybrid geranium that has traits of the Chinese citronella grass—the source for natural citronella, the sweet lemon-scent oil that repels mosquitoes. Fill a few pots with these mosquito-repellent plants and tuck them around outdoor seating areas. Before taking your seat, gently shake the plant stems and rub your hands on the leaves to release the citronella aroma. You can also crush the leaves and rub them on your skin.

Another tactic to defeat mosquitoes is to limit breeding in standing water. If you have any pooled water on your property, drop in a Mosquito Dunk tablet. Harmless to humans or pets, this product contains bacteria that kill mosquito larvae for days.



LAWN CARE

Keep your summer lawn in best toe-tickling form by frequent mowing, but “never shorter than 3 inches,” Jerry says. Sharp mower blades yield the cleanest, healthiest cut. Dull blades tear grass, giving lawns a brownish hue and leaving turf vulnerable to disease. Sharpen mower blades once a month. To avoid downtime while a blade needs sharpening, keep two blades on hand. Have one sharpened while the other is in use.

When fertilizing during summer, Jerry cautions against using any products that contain more than 29-percent nitrogen. “That means that first number on the fertilizer bag shouldn’t be over 29,” he says. “Any number higher can burn grass.”

Water lawns in the morning. “One inch of water per week will keep a yard from going dormant,” Jerry says. It’s a personal call whether you want to water or allow dormancy to take over. Plan to tackle weeds when fall’s cooler weather arrives.

TREES AND SHRUBS

“During summer, trees and shrubs really take up a lot of fertilizer,” Jerry says. “I recommend Miracle-Gro Tree and Shrub Fertilizer Spikes on landscape plants. Just follow label directions to determine how many spikes you need per plant.”

Newly planted trees deserve special attention during their first summer. Water at least twice a week and make sure you maintain 3 to 4 inches of mulch around trees, but do not mound mulch against tree trunks. “Mulch will help hold moisture in soil and keep weeds out,” Jerry says. “More important, it will provide an effective barrier so you don’t accidentally hit the tree with your mower.”

FERTILIZER RULES

“An important rule is not to fertilize any time soil is bone dry,” Jerry says. “That increases the chance of burning plant roots.” If rainfall has been lacking, water soil well before applying fertilizer.



GET EDUCATED: paying for college

As the cost of college continues to rise, consider these surefire suggestions to help you get started saving for your kids' education right now.

TEXT KATHY ROTH EASTMAN PHOTOGRAPHY TOBIN BENNETT

Before Matthew Hamm was even 1 week old, he had a college-education savings account. Baby Matthew isn't really so wise yet, but his parents are. Trent and Sarah Hamm know that with three children, the college years that look so far away today will actually get here in a hurry. So they are already planning.

As writer of the blog “The Simple Dollar” and author of several personal-finance books, Trent has—through trial and error—become an expert saver. His philosophy: Spend for what's important and cut back in areas that are less critical to your family's health and happiness. For example, the Hamm family rarely purchases new clothing or toys; instead they shop at thrift stores and garage sales. They also make their own baby food, use cloth diapers and have installed a programmable thermostat to save energy in their Iowa home.

JUMP-START YOUR SAVINGS

To start your family's education savings program, establish your goals and examine your budget, seeking sensible ways to economize. Implement your plans and then bank any money you save (this is critical to success). For example, if you save \$50 by buying your child's back-to-school wardrobe at garage sales, add the \$50 to your education savings account. Try these ideas for saving or dream up your own:

- Plan vacations around camping or staying with relatives rather than spending for expensive resorts and hotels. Kids love campfires, sleeping under the stars, hiking, watching wildlife and getting to know relatives better.
- After your child starts school and day care is no longer needed, continue the same payment schedule, setting aside for college the money that was previously paid to child-care providers.

- Pay older children to complete chores you currently hire out, such as yard work, housecleaning, painting or whatever. Since you'll likely pay your child less than you would a pro, deposit the difference. Help your child invest a portion of the earnings and, to help the dollars grow faster, match the amount. If you own your own business, paying your child to work for your company may also provide a tax deduction.

- Save on food bills by playing “Shoestring Dining.” Rotate meal-planning responsibilities to see which family chef can produce the best meals for the least money. Utilize on-hand supplies and seasonal foods. Calculate costs and see who “wins” each weekly contest. Set aside the saved money in your family's college-education account.

- Deposit a portion of any money gifts that your child receives. A windfall from a rich uncle? Stash some of the cash.

In your search for extra cash, saving on “autopilot” is the best way to ensure you continue your good savings habits. Trent says, “I have a small amount deducted each month from our checking account and added to our education account. We don't even miss the money.” The Hamms put their savings into College Savings Iowa, a 529 account with tax advantages for Iowa residents. (See “Save for College while Shopping,” page 59, to learn about 529 programs throughout the country.)

Trent's best college savings tip is to save consistently over a long time. For example, depositing just \$5 per week in a savings account when your child is born, at an average interest rate of 5.05%, will provide \$9,441.68 at age 21. At \$10 per week, your child will have \$18,883.35 at age 21.

Realizing that small amounts make a huge difference is inspiration enough to begin saving, starting right now.

small change

Scan the price labels at Hy-Vee and you'll notice a trend that comes as no surprise: National brands cost a bit more. So what's the use of saving a fraction of a dollar? Crunch some numbers and find the answer. A complete pancake meal using Hy-Vee brand and Midwest Country Fare products feeds a hungry family for just over \$0.20 per serving. Putting the same meal on the table using leading national brands costs \$0.38 per serving—nearly double. Now imagine how your kids' college funds will grow with that kind of savings at every meal. You won't sacrifice taste or selection, either. Private-label products are chosen by strict quality standards that you have come to expect at Hy-Vee.

Midwest Country Fare Muffin Mix Pouches: blueberry, apple-cinnamon or strawberry 7 oz. \$0.44

Midwest Country Fare Barbeque Sauces: honey, original or hickory 18 oz. \$0.88

Hy-Vee Complete Pancake Mix: buttermilk or original 2 lb. \$1.48

Midwest Country Fare Canned Mushrooms 8 oz. \$0.88

Midwest Country Fare Pancake Syrups: original or butter-flavored 24 oz. \$1.39

Hy-Vee Coolers Juice Pouches: selected varieties 10 pk. \$1.88



SAVE FOR COLLEGE WHILE SHOPPING

Shopping at Hy-Vee can help you save automatically for your child's college. Here's how.

Upromise is a savings plan that makes deposits automatically every time you shop at Hy-Vee. Signing up for and participating in Upromise is free, and savings are automatic, as long as you swipe your key tag for the program before checking out.

Participating starts with the Upromise list, a long listing of brand-name grocery items. Simply purchase eligible products when you shop and earn 1 to 5 percent on the purchase. It's much like using coupons, but the money is directed into your education account rather than deducted from the bill.

"Before you shop, go to the Upromise Web site and select Upromise eCoupons to save even more with Upromise," says Heather Mitchell, a Hy-Vee marketing specialist. "The dollar amount of the savings is automatically loaded into your Upromise account after the purchase is complete."

The list of eligible Upromise eCoupons changes monthly. These coupons can help you garner up to \$30 extra each month for your Upromise account as you purchase groceries and other goods you would probably buy anyway.

To multiply education savings, encourage grandparents, other relatives and friends to sign onto your account. When they purchase Upromise items, their program earnings go into your child's account and his or her educational future.

Besides saving at Hy-Vee, you can gain additional savings by using a Upromise credit card across the country at thousands of participating restaurants, gas stations and grocery, drug and retail stores (including online).

You'll receive quarterly email statements and you can check your account online anytime. And because Upromise is a manager of the College Savings Iowa 529 plan, Upromise funds can be automatically moved into that account. Find details and links at www.hy-vee.com.

All 529 education savings plans are operated by states or educational institutions; every state has at least one offering (there are a total of 118 plans to choose from). These plans are a popular savings tool, primarily because of the tax advantages. Money in the account does not incur federal taxes as it increases in value and isn't taxed by the federal government when the money is withdrawn to pay for college expenses. In addition, states may offer their own tax benefits.

For details and to compare plans, visit www.savingforcollege.com.

REALIZING THAT SMALL AMOUNTS MAKE A HUGE DIFFERENCE IS INSPIRATION ENOUGH TO BEGIN SAVING, STARTING RIGHT NOW.



new

at

HY-VEE

We're all about making your life easier, healthier, happier. Check out new products that do just that.

TEXT JENN HINDMAN
PHOTOGRAPHY
TOBIN BENNETT



U by Kotex Pads, Tampons or Liners: selected varieties 14 to 60 ct. \$3.59

Another season is wrapping up. Right now is the perfect opportunity to get your home and family in order, and Hy-Vee is here to help. We've hand-picked these products—from personal care and family hygiene to meal planning—so your daily routine can run a bit smoother.

U BY KOTEX

While Kotex has spent 80 years on the feminine front lines, their products are anything but behind the times. U by Kotex takes a fresh look at the first years of womanhood with its complete line of tampons, pads and liners that combine worry-free protection with convenient, compact design and stylish attitude. Bold, unapologetic colors reflect the brand's main mission: to take the taboo out of periods. Wondering about the changes you're going through? Get your questions answered at www.ubykotex.com, where a panel of experts and peers dish details about you-know-what.

YES TO CARROTS

Yes To Carrots cares about how you pamper yourself while being good to the world around you. The company, founded in 2006 and dedicated to being kind to the environment, has a consumer-inspired line of skin and hair products made from high-quality organic fruits and vegetables combined with a mineral elixir. Choose from products derived from carrots, tomatoes and cucumbers to find a "recipe" just right for each skin type. A portion of each purchase of the products, which are made without parabens or animal testing, goes to the Yes To Carrots Seed Fund, a nonprofit organization dedicated to promoting health and nutrition in schools and to sustainable agriculture. For more information, go to www.yestocarrots.com.

ARM & HAMMER DIAPER PAIL BY MUNCHKIN

Modern technology meets your grandmother's best odor-fighting secret: household baking soda. Designed for multitasking moments in a mom's life, this diaper pail is easy to operate even with one hand. Air filters through a refillable Arm & Hammer baking soda cartridge, leaving behind a naturally fresh scent. As the diapers keep coming—and coming and coming—the patented self-sealing system makes sure the stink stays where it's supposed to. Each disposable bag is easy to change and holds as many as 25 diapers. Visit www.munchkin.com for more information.

P.F.CHANG'S MEALS FOR 2

A favorite for Chinese dining, P.F. Chang's China Bistro has recently opened in a new location: your local Hy-Vee freezer aisle. Eight of the restaurant's most popular entrees inspired the new P.F. Chang's Home Menu Meals for 2 selections. Now you can satisfy cravings for quality Chinese food from your own kitchen. The all-in-one meals come together in minutes and take the effort out of home-cooking. You don't even need to leave a tip. Find details at www.pfchangshomemenu.com.

AQUA SELECT WATER FILTRATION SYSTEM

Sure, your household water filtration system might be taking plenty of harmful materials out of your tap water, but is it adding something worse?

In most brand-name filters, water passes directly through a chamber that leaves the filter exposed to air—and airborne germs—when it's not in use. Aqua Select solved this problem by developing a patented new overflow system that protects the cartridge from air exposure. And, with universal design, the filters work with other brands of pitchers and filtration systems as well as the Aqua Select pitchers. Visit www.aquaselect.com/en for more information.



- Yes to Carrots Daily Cleanser 6 oz. \$7.99
- Yes to Tomatoes Facial Pads 50 ct. \$7.99
- Yes to Cucumber Towelettes 10 ct. \$2.99



Arm & Hammer Diaper Pail by Munchkin \$34.99



P.F. Chang's Home Menu: selected varieties 22 oz. \$6.99



Aqua Select Water Filtration Pitcher or 3 Pack Refill \$13.99

A photograph of a woman with dark hair, smiling warmly, holding a baby. The woman is wearing a white short-sleeved top with a ruffled neckline. The baby is wearing a light purple short-sleeved top with a scalloped edge and is looking towards the camera with a happy expression. The background is bright and slightly out of focus, suggesting an indoor setting with large windows.

Bringing Baby HOME

Babies bring smiles to faces of young and old alike. And while having a baby is one of life's greatest joys, the first year with a little one also brings worry and concern. Although stress can't be totally eliminated, thorough preparations will smooth those initial twelve months.

TEXT JENNIFER RUISCH PHOTOGRAPHY ADAM ALBRIGHT

GOING HOME

That first car ride home with your baby in the backseat can be nerve-racking. Ease your fears by covering all the bases when it comes to purchasing a car seat.

Although many well-meaning family members and friends will offer their used baby items once they find out you're expecting, politely decline used car seats. An older car seat may have missing parts or hidden structural weaknesses. And because seats have expiration dates—six years from manufacture date—they may not have all the latest safety features.

Three out of four parents install car seats incorrectly, according to the National Highway Traffic Safety Administration (NHTSA). Have your installation checked at a car-seat inspection station. To find a station near you and to see recall lists, visit the Web site www.nhtsa.gov/Safety/CPS.

CHANGING TIME

Once your bundle of joy arrives home, there are a couple of things you can expect to happen every day, all day. "When they first get home, babies are in a cycle of eating and sleeping," says Rosanna Brammer, Certified Registered Nurse at Mercy Medical Center mother-baby unit in Des Moines. This means, in the beginning, parenting is all about feeding the baby between periods of sleep and, of course, changing a lot of diapers.

"Most babies go through about a dozen diapers a day at first," Rosanna says. She suggests keeping track of how many wet and dirty diapers your newborn goes through each day, especially for the first few months of life. "That's information your pediatrician will want to know right away if you call in with a concern," she says. It helps to have all the details recorded and ready to go.

There are certainly a lot of diaper brands to choose from—so many, in fact, that it might be difficult to choose. Rosanna says the type of diapers you buy doesn't matter; it's parental preference.

To save money on quality baby products, try the Hy-Vee brand Mother's Choice. The brand has diapers, formula, baby food, safety devices and most other necessary infant items.

FIRST MEALS

Growing newborns will wake up every 2½ to 3 hours to eat. What to feed your little miracle?

"Breast milk is the perfect milk," Rosanna says.

"It's made specifically for baby, and the immunities in it can protect the baby for at least six months."

About 95 percent of new moms who are breast-feeding tell Rosanna that they're worried the baby isn't getting enough food. The baby's diaper will indicate if there is a problem. A newborn can have as many as ten bowel movements a day, but as long as she has at least one per day along with five more wet diapers, she is most likely getting enough breast milk or formula. If she goes more than a day without a bowel movement, consider calling the doctor.

Baby formula is another option for meals during the first year. The nutrition science behind formulas has improved so much that babies eating these products are assured of growing healthy and strong. Rosanna suggests checking with your pediatrician for a formula recommendation. Hy-Vee sells all the top pediatrician-preferred formulas, including Infamil and Similac.

When your little one is approximately six months old, you can begin introducing solid foods in baby-food form. Solid foods during the first year are meant more for practice than anything else. Your baby will still be getting nutrition primarily from breast milk or formula. Letting him try some baby peas, carrots, bananas





BABY GEAR CHECKLIST

Checklist of clothes, furniture, equipment and supplies to have on hand before bringing baby home from the hospital:

SMALL ITEMS:

Baby bath/shampoo
Baby laundry soap
Baby nail clippers
Baby thermometer
Baby wipes
Bibs
Bottles
Bottle brush
Burp cloths
Diaper-rash ointment
Hooded towels
Newborn sleepers
Pacifiers
Receiving blankets
Soft washcloths

BIG ITEMS:

Baby bathtub
Baby carrier
Baby monitor
Breast pump
Car seat
Changing table
Crib, mattress and sheets
Diaper bag
Diaper pail
Infant swing
Mobile
Nursing pillow
Playpen
Stroller

and apples will let him practice his eating techniques. There is no rule about how much solid food a baby should have each day—it really depends on how much he wants. Follow your baby's cues.

When buying bottles for formula feeding, look for a “BPA-free” label. Bisphenol-A (BPA), found in many plastics, can be a dangerous endocrine disruptor. Some states have already banned it from being used in bottles; others states are considering a ban.

While borrowing bottles from friends is probably OK (if the plastic is BPA-free), Rosanna suggests buying new nipples for the old bottles. “We recommend not borrowing anything that's had bodily fluids on it, like nipples.” Nipples can harbor bacteria.

SWEET DREAMS

During the first days that baby is home, you'll learn what it means to “sleep like a baby.” Newborns sleep almost all the time—at least 16 hours a day. Research indicates that babies are safest sleeping on their backs. “The incidence of SIDS [sudden infant death syndrome] has gone down since doctors started teaching that babies should sleep on their backs,” Rosanna says.

Babies begin having slightly longer periods of wakefulness after being home a few days. After about an hour or so of being awake, your baby will become drowsy and need sleep. Watch for signs of drowsiness, such as less movement in arms and legs, droopy eyelids and signs that may be specific for your baby. If baby is drowsy but unable to fall asleep, perhaps because of overstimulation, she will become overtired and stressed. This causes chemical changes

to occur in the body, which make it even more difficult to fall and stay asleep. Peace and quiet is the antidote.

Some babies need a dark, quiet environment to fall asleep while others don't mind light and noise. Every baby is different. But every baby needs sleep to support healthy brain development. You can tell if your baby is getting enough sleep if he is calm and alert while awake. Overtired babies are cranky and irritable during wakeful periods. For more information about developing good sleep habits, read *Healthy Sleep Habits, Happy Child* by Dr. Marc Weissbluth (Ballantine Books, 544 pages, softcover).

STAYING HEALTHY

Plan to avoid exposure to germs in the first few weeks by asking friends and family members to wash their hands before holding the baby. Also, request that anyone who's recently been sick to wait awhile before visiting.

Many new parents worry that they won't know which symptoms to look for in a sick child and whether or when to call the baby's doctor. “The first thing I tell parents is that, if they feel like their baby is warm, they should check the temperature under the arm,” Rosanna says. If a baby has a temperature of 99 degrees or more, it's time to call the pediatrician. Hy-Vee carries several types of baby thermometers.

Renee Chiaramonte, a Registered Nurse at the Neo-Natal Intensive Care Unit at Mercy Medical Center, cites five other symptoms that may indicate a need for medical attention. Call a doctor if your baby:

- cries all the time and can't be consoled
- looks pale or bluish
- coughs at times other than feeding
- is lethargic and doesn't easily rouse from sleep
- has fewer wet diapers than usual (6 to 8 per day)

If your baby cries uncontrollably each time you lay her down to sleep, she may have an ear infection. Ear fluid may be building up as she lies flat on her back. Watch to see whether she tugs at her ears and check to see if there's any visible redness in the ear canal. If you notice these symptoms, call her pediatrician.

Keep in mind that even healthy babies have six or more colds before their first birthday. Medicine cannot cure these colds; the baby's developing immune system must fight it off. No child under the age of two should ever be given any over-the-counter cold remedies. And doctors warn that children in general should never be given cough suppressants. If your baby is at least 6 months old, baby Tylenol or ibuprofen may help with fever discomfort. Never give your baby aspirin, which can cause Reye's syndrome.

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Hy-Vee is celebrating its 80th birthday, and you could win the best gift a mom and new baby can have—free Huggies diapers and wipes for one year.

Hy-Vee may have been born before the invention of disposable diapers but we understand how those diapers are to today's families. Let us give you a birthday gift to help us celebrate the 80th anniversary of Hy-Vee stores in 2010. Enter our diaper giveaway—from July 21 through August 18, 2010—for a chance to win one year's worth of Huggies disposable diapers and wipes.

How many diapers and wipes might this be? It depends on the specific baby, of course, but the makers of Huggies say that an average child from newborn through toddler stage requires nearly three 96-count boxes of diapers each month. At that rate, a year's worth of diapers costs about \$720. About \$240 worth of wipes are used. So, to keep a baby dry, clean and smiling for a year, the entire prize package is valued at about \$960.

Learn more about the contest at www.hy-vee.com. You have as good a chance to win as anyone. Hurry—entry time is limited.



Playtex Newborn Feeding Items: selected varieties 1 to 100 ct. or 4 to 9 oz. \$3.59



MAM Baby Products: our entire selection 25% off



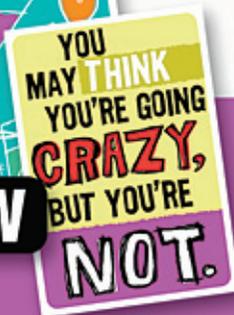
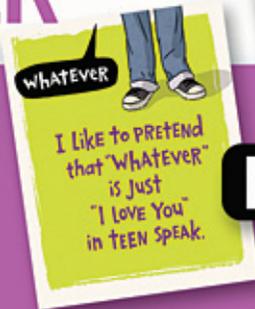
Hy-Vee Mother's Choice Safety Items: our entire selection 25% off



WE'RE ALL IN THIS TOGETHER

EDGE OF MOTHERHOOD

Relevant cards for moms from pregnancy to empty nest. Edge of Motherhood cards offer proudly imperfect moms a simple reassurance: "It's okay - we're all in this together!"



ONE TOUGH CHICK

Cards to help get us through anything from job stress and relationship issues all the way to fighting cancer. Because "life can be tough, but women are tougher."

expressions from Hallmark



Off to School

Set a course for a successful school year. Preparation and a positive attitude take the anxiety out of back-to-school time.

TEXT KATHY BARNES PHOTOGRAPHY TOBIN BENNETT

A new school year is always a mix of excitement and fear for kids. It's most challenging for children stepping into a totally new situation. There's plenty to be anxious about if a child is a kindergartner, a transfer student who is entering an unfamiliar school or a student moving up from one level to another, such as from elementary school to middle school.

During these last carefree days of summer, it's time for parents to prepare for the shift to a school-year calendar. There may still be things to purchase, including clothing, lunch boxes and school supplies. Even more important is calming fears by reassuring children about the adventure ahead.

Being a new kid at school raises so many questions. Will I make friends? What if my teachers are mean? What if I get lost at the school and can't find my way back to my class? What should I do if there are bullies? What will other kids be wearing? What if I don't have the right stuff? How will I remember my locker number? What are the bathrooms going to be like? The list goes on.

Parents should offer repeated opportunities for their children to ask these questions, and they should always treat these questions seriously. Give children a realistic picture of what they will go through at school, emphasizing the positives.

Starting off on the right foot sets the tone for the months to come and can have a direct effect on social and academic success. To prepare your child for a smooth transition this fall, follow these tips from professionals and experienced parents.



Meet the teacher. For little ones, going to kindergarten roundup or back-to-school night is key. It gives the child a chance to see classmates (future friends!) and to poke around the classroom. For older students who might be transferring between schools, talk to the counselor about a buddy system so your student has someone to walk with from class to class. "If you think your child is going to have a hard time with a new school, talk to the teacher or administrator about it," says Laura Cline, a school counselor in Overland Park, Kansas.

Stock up on school supplies. Get a list of required supplies and take your child shopping. This applies to all students, of course, but it presents

a special opportunity to talk to kindergartners about the kinds of things they will do with new crayons, No. 2 pencils, a jumbo pink eraser and a bottle of glue. Let him or her choose items that express personal style, such as a lunch box, backpack and folders. This gives children a chance to own the experience and show some independence.

Get your checkups. Schedule appointments with your pediatrician, dentist and eye doctor early, says Vandana Bhide, a pediatrician and spokesperson for the American Academy of Pediatrics (AAP). Discuss any concerns you have for your child's development and request a copy of the child's updated vaccinations. You'll need to submit copies of your child's health and emergency information to the school prior to the first day. Getting them now will save you a return trip.

BACK-TO-SCHOOL RESOLUTIONS

Tune up the brain. A limit of two hours of TV time per day is recommended by the AAP. If you've become lax over the summer, now is a great time to turn off the television, computer or gaming system. Fill free time with books, puzzles and activities that clear away the mental cobwebs. Help your child carve out a homework spot before school starts, suggests Dr. Richard Bavaria, senior vice president for Education Outreach at Sylvan Learning Center. It doesn't need to be a home office. "Just make sure the place is always available and it's where the student will feel comfortable doing homework," he says. "Stock the study spot with the supplies and tools the student will need to succeed."

Make new friends. Contact the school to get a class list of incoming students, then give kids a chance to meet by planning a big play date at a park. This gives kids friends on their first day of school. "Getting children together before the start of school blends summer fun with schooltime and new friends," says Kansas educator Barbara Higgins-Dover. "Having a get-together addresses the need for transition from one time to another and helps children adjust to the change."

Visit the school. The school will be bustling with teachers and administrators as the school year approaches. If this is a new school for your child, request permission to walk through the halls with him. Look at his classroom, scope out the lunchroom, run around in the gym and spend time on the playground. Listen to what your child says. "If he is quiet," says Los Angeles transitions expert Natalie Caine, "you can give him things to ponder. Statements such as 'I wonder what new friend you'll meet here' give the child a chance to make a positive association with change."

Say good-bye to summer. Shara Aaron, a registered dietitian and mother of three boys, says good-bye to summer with a back-to-school barbecue. "We grill the last of the season's sweet corn and end our meal with some cut watermelon. After dinner, we play a game of soccer—kids vs. adults—and somehow the kids always win," she says.

Manage the time. Parents who have students attending college for the first time can help them make a successful transition with time-management support. Jessica Weleski, assistant professor of English at Lancaster Bible College, says teens need an effective day planner (or a phone app, if more appropriate for your student). Give your freshman a week to collect syllabi, then help transfer all assignments onto a master calendar of due dates. Parents can keep a copy of the calendar so they know when stressful crunch times are happening and they can offer support. For younger children, reset their internal clocks to schooltime in late summer. About two weeks before school begins, make sure kids go to bed and awaken earlier each day.

Late August signals the beginning of the busy season for families with school-age children. Between new classrooms and after-school activities, back-to-school can be exciting and exhausting. There may be great expectations one minute and a torrent of tears the next. Reduce stress by keeping these family resolutions.

1. We will synchronize our schedules. Stop by a Hy-Vee store for a large calendar to hang in a central location. Assign everyone a different pen color and write down dates and times of big assignments, basketball practice, doctor appointments and more. Encourage older kids to add their activities to the calendar, which makes life easier for Mom. For tech-savvy families, check out www.cozi.com and other Web sites and software that sync your calendar and shopping list using your home computer or smart phone.

2. We will count down the last days of summer. In the way that an Advent calendar marks the days before Christmas, a school countdown makes those last few days of summer fun-filled and purposeful. Go backyard camping on Monday, shop for school shoes and more clothes on Tuesday, and take a last dip in the city pool on Wednesday. Fill the days with meaningful activities for your family as you celebrate the best of late summer.

3. We will go to bed and wake up earlier during the two weeks before school starts. This only applies to the kids. A well-rested child is easier to rouse from bed. For two weeks before school starts, set an alarm clock to train sleepy teens to rise and shine. If your kid is slap-happy with the snooze button, move the alarm clock to a dresser across the room so he has to get out of bed to turn it off.

4. We will get a jump on the morning—every night. Once school begins, smooth the morning rush by taking time each night to pack lunches for the next day. It's the kids' job to make sure homework is done and school forms have been signed. Anticipate clothing needs for the next day and have them ready to go.

5. We will be breakfast-eaters. Stock the pantry and refrigerator with healthful and delicious foods to refuel your child. A bowl of cereal is fine, but with little more planning, you can make breakfast more interesting and nutritious. Stock the freezer with a variety of whole grain bagels, waffles and breads. Keep seasonal fruit, low-fat yogurt and cream cheese on hand.

6. We won't stretch ourselves too thin with after-school activities. Before school starts, gauge your child's interest in sports, music, volunteering, clubs or any other activities that might stake a claim on family time. Weigh the time investment against the potential benefit. If she wants to try something new this school year, be prepared to give something up. Remember: Homework comes first.

7. We will set a regular dinnertime and come together as a family. This becomes a challenge, particularly with older children who are busy with extracurricular activities. Take a look at your schedules and find a time that works for your family. Then make sure everyone sets aside personal commitments for the time needed to get home for dinner. Sit, eat and talk as a family.

*Give her things
to ponder, such as
"I wonder what
new friends you
will meet here."*



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It's our mission to fill your prescriptions at the lowest possible prices. That's why your Hy-Vee Pharmacy has the program "400 Generic Prescription Drugs for \$4." The name says it all: Your co-pay is just \$4 for generic drugs on our list. This saves you out-of-pocket cash and helps drive down insurance costs. In 2009, more than \$50 million was saved through the program. Visit www.hy-vee.com for more information.



Next Issue

SEASON OF CHANGE

Shadows are growing longer and summer greenery is morphing into the golds and oranges of fall. It's a more contemplative season—time to mull over ideas for home decorating, family fun, tasty recipes and more. Look for *Hy-Vee Seasons Fall 2010* in the mail, at your local Hy-Vee or online at www.hy-vee.com/seasons.





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Meal Solutions > Weekly Menu

Weekly Menus

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Hy-Vee is committed to helping you eat well and live healthy. If you're on a special diet or have specific nutritional needs, choose from the options below to get an alternate version of this week's menu.

DAY-BY-DAY MEAL IDEAS

mon	tue	wed	thu	fri	sat	sun
Weeknight Chicken Quesadillas	Pork Loin Chops	Loose Meat Sandwiches	Loaded Baked Potato	Bacon-Wrapped Sirloin Fillet	Barbecued Salmon Fillets	Italian Turkey Panini
Frozen Corn	Take and Bake French Baguette	Plums	Lettuce Salad	Hot Cherry Salsa with Chips	Brown Rice	Nectarines
Mandarin Oranges	Watermelon	Baby Carrots	Red Seedless Grapes	Steamed Broccoli	Cherries	Kiwi
405 calories 13 g fat 200 mg sodium 45 g carbs 5 g fiber 24 g protein	300 calories 5 g fat 490 mg sodium 38 g carbs 2 g fiber 27 g protein	395 calories 15 g fat 330 mg sodium 43 g carbs 4 g fiber 22 g protein	420 calories 13 g fat 295 mg sodium 56 g carbs 7 g fiber 24 g protein	500 calories 27 g fat 430 mg sodium 26 g carbs 4 g fiber 37 g protein	360 calories 10 g fat 480 mg sodium 43 g carbs 3 g fiber 25 g protein	441 calories 11 g fat 1060 mg sodium 60 g carbs 13 g fiber 27 g protein

Note on portion sizes and nutritional content of suggested menus. The nutritional content information listed with each suggested menu is approximate and is based on one serving of each of the menu items listed. Each recipe indicates the number of servings it provides. Other menu items are based on normal portion sizes (that is: 3-4 oz. meat; 1 roll or slice of bread; 1/2 cup rice or potatoes; 1/2 cup vegetable or fruit; 1 small piece of fresh fruit; servings per container). You may also check the nutrition facts panel on packaged foods which provides the serving size and number of

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