

seasons

HELPFUL PRODUCTS AND IDEAS FOR HEALTHY LIVING

RECIPES INSIDE!



HyVee
EMPLOYEE OWNED

FOOD • FAMILY • HEALTH



Your needs have changed. Your tastes have changed. And The Coca-Cola Company is changing right along with you.

When it comes to meeting the needs and the expectations of parents, educators, government, and, of course, the people who enjoy our products every day, we are listening. And we're doing things to try and make a difference, like providing more options including those that can help people manage their weight.

We're committed to offering products that answer your needs. The Coca-Cola Company now provides more than 80 different products in the United States. Over half of the drinks our customers now choose are low-calorie soft drinks, juices, sports drinks and waters. And the 15 new low-calorie options we added in 2005 provide even more choices.

We're committed to supporting physical activity. Our support of programs that provide nutrition education and physical education help get over 4 million kids in this country informed and up and moving.

We're committed to helping you make informed choices about nutrition. Beginning in 2006, we'll be providing you with more useful information about our beverages and their ingredients beyond the label on the package. It's information designed to help you decide the right role for our products for yourself and your family.

We're committed to listening to your wishes in our advertising practices. Parents have told us that they prefer to be the gatekeeper when it comes to what to serve their children. And for over 50 years we've adhered to a company policy that prohibits advertising full-sugar carbonated soft drinks on television programs primarily viewed by children.

As your needs and tastes change, we're changing right along with you. To find out more about what we're doing, visit coca-cola.com.



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MANUFACTURER'S COUPON EXPIRES 1/31/07

SAVE \$1.00
WHEN YOU **BUY THREE 12-PACKS**
OF ANY *Coca-Cola* DIET PRODUCT



CONSUMER: ONLY ONE COUPON PER PURCHASE. YOU PAY SALES TAX AND/OR DEPOSIT CHARGE. COUPON MAY NOT BE ASSIGNED, TRANSFERRED, SOLD, PURCHASED OR REPRODUCED. ANY OTHER USE CONSTITUTES FRAUD. CASH VALUE 1/100 OF 1 CENT. RETAILER: WE WILL REIMBURSE YOU FOR THE FACE VALUE OF THIS COUPON, PLUS A HANDLING ALLOWANCE, IF YOU AND THE CONSUMER HAVE COMPLIED WITH OUR COUPON REDEMPTION POLICY AVAILABLE AT THE REDEMPTION ADDRESS. MAIL COUPONS TO: CMS DEPT., 49000, ONE FRANCHETT DRIVE, DEL RIO, TX 78840-0000. The Coca-Cola Company. "COCA-COLA," "COCA-COLA ZERO," "DIET COKE," "VAULT ZERO," the "VAULT" Logo, the DYNAMIC RIBBON and FRIDGE PACK and Design are trademarks of The Coca-Cola Company.

52180
Sample

Available at your local Hy-Vee

Sample
Available at your local Hy-Vee

BUY 8 BAGELS GET FREE CREAM CHEESE

With the purchase of (2) Hy-Vee
Bakery Fresh Bagels 4 count package:
selected varieties at \$2.39 each.
Receive Hy-Vee Soft Cream Cheese
selected varieties 8 oz. free.



HyVee
COUPON

Limit 1 coupon per customer | Limit 1 free with coupon
Offer valid January 1, 2007, through January 31, 2007



HyVee bakery fresh
bagels

GREAT SOUP READY WHEN YOU ARE!

Hy-Vee Soup du Jour:
selected varieties 24 oz. **\$4.99**





Hormel
ALWAYS TENDER
BRAND



Hormel Always Tender®
Boneless Pork Sirloin Roast
\$2.28/lb.

Kraft Natural Shredded
Cheese: selected varieties
12 oz. **2/\$5.00**

Bear Naked Granola:
selected varieties
12 oz. **\$4.79**

Fresh Marinated Boneless
Skinless Chicken Breasts:
selected varieties
\$2.98/lb



DEAR FRIENDS,

It's 2007 and time to start anew ... by taking care of yourself. We all know that good health is the foundation to living a full life; that's why many of our top New Year's resolutions revolve around eating better, losing weight, and exercising more.

We at Hy-Vee are committed to health and wellness—our own and yours. To reach our goal of helping you in your quest for health, we offer a multitude of healthful food options, including Hy-Vee Health-Market natural and organic food choices. Our dietitians—more than 70 of them—are available for individual consultations, teaching classes, and offering recommendations. Hy-Vee pharmacists take pride in their knowledge of nutritional supplements and nutrient/drug compatibilities. Staff members in every department, from produce to fish to meat and dairy, are highly trained to assist you in making nutritious and healthful choices.

Our commitment to health goes beyond food choices. In the exercise and weight loss arenas, Hy-Vee offers Lighten Up Hy-Vee for our employees and has been an active supporter of Lighten Up in our communities. This June, Hy-Vee is taking a huge step by sponsoring an Olympic-qualifying triathlon in Des Moines. The event will draw top professional athletes, but will include events for those of us who set personal exercise goals.

As we move forward in 2007, here's to your health!

HAPPY NEW YEAR!
—Your friends at Hy-Vee



seasons **HyVee**

WOMEN'S HEALTH 2007 • VOLUME 1 ISSUE 2

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

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Exercising in the fresh air, surrounded by nature is good for body, mind, and soul. Adding healthful snacks to your outing is easy with packaged organic trail mix, energy bars, juices, and dried fruits.

ORGANIC LIVING

As you seek a healthy lifestyle, consider food choices. Now that organics have moved into the mainstream, they're a natural step for your diet.

WRITTEN BY KATHY ROTH EASTMAN PHOTOGRAPHED BY TOBIN BENNETT



Along with increasing exercise and weight control, choosing organic foods has become a benchmark of healthy living. "Organic products have experienced growth of 17 to 21 percent each year since 1997," says Monte Wiese, president of Lomar Distributing and assistant vice president of Hy-Vee. Wiese explains that Hy-Vee has established the "store-within-a-store" concept, *Hy-Vee HealthMarket*, to offer customers an easy way to locate natural and organic products at their Hy-Vee stores. In addition, some products, such as organic milk, cereals, and healthful snacks, also may be found on shelves right alongside non-organic products.

Currently, the food industry supports several types of organic

products, Wiese says. "The organic movement started as a way for certified organic producers to market their products close to home, so fossil fuels wouldn't be wasted in shipping products around the country." While locally raised produce is available at Hy-Vee stores, the market has grown beyond this purist philosophy. Now, many national companies, such as Ocean Spray and Hunts, are producing—and shipping—organic products nationwide. Hy-Vee carries both local and national organic products—thousands of products—although some locally raised products, such as vegetables and apples, may only be available seasonally.

Hy-Vee corporate dietitian Donna Dolan explains why she believes consumers seek organic foods. "It may be allergies or

NUTRITIONAL SUPPLEMENTS

In addition to organic foods, nutritional supplements are a growing part of the healthy-foods market. Hy-Vee pharmacist Helen Eddy recommends that you find out what you are getting. "Supplements are not regulated in the same way that prescription medicines are, and there are wide variations in the safety of those products," she says, "so be sure you purchase them from a reputable source, such as *Hy-Vee HealthMarket*."

While supplements are useful in some circumstances and have been proven to have value, it is important to know the latest research and recommendations before taking them. In addition, Eddy notes that some over-the-counter supplements may have serious side effects when taken with other medications. Check with your Hy-Vee pharmacist to determine whether it is safe for you to take the supplement you are interested in.

UNDERSTAND THE TERMS

"Organic" and "natural" foods are not necessarily the same thing. **Organic foods** are grown without synthetic pesticides or artificial fertilizers; are not allowed to have artificial colors, flavors, or preservatives added; and cannot be irradiated or bioengineered. **Natural foods** can't have added artificial colors, flavors, or preservatives, but may be grown with the use of artificial fertilizers and synthetic pesticides. Natural foods also may be irradiated and/or bioengineered. Other terms you might encounter at Hy-Vee HealthMarket include **Hormone-Free**, which means that no growth stimulants or hormones were used in production of the food; and **Free-Range Certified**, which means the animals raised for meat (often chickens) have access to the outdoors.

organic

sensitivities to pesticides, they may want to limit their children's exposure to pesticides or antibiotics (which may cause resistance to later treatment with antibiotics). Or it may be because they are interested in doing what they can to save the environment for generations to come," she says.

Both Wiese and Dolan suggest that taste is a factor in choosing organic. Out of curiosity, Wiese conducted a blind taste test using both organic and non-organic bananas. He was amazed that 80 percent of tasters preferred the organic product. "It's not a scientific test," he admits, "but it does indicate that many people think organic foods taste better."

Dolan concurs and adds several more tantalizing reasons why organics may be the wave of the future. "Iowa State University is conducting research on organic foods and from a nutritional standpoint, it seems that some organically grown produce has



more antioxidants than foods grown with pesticides," she says. She also notes that in her own experience, organically-grown lettuces last longer after purchase than other greens. In both instances, she hypothesizes that the results could be because organic plants grow slower, working to protect themselves from pests and adversity as they grow, rather than relying on the protection of chemicals.

Hy-Vee dietitians are available to assist consumers in making healthy and nutritious food choices. Some 70 Hy-Vee stores have dietitians available to offer nutrition programs and consultations with consumers; and according to Dolan, that number is

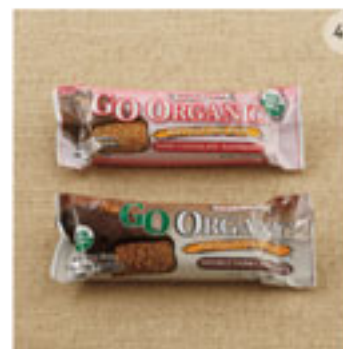
growing. As consumers become more aware of the preventive value of foods and choose healthful foods for their families, Hy-Vee dietitians can assist in answering questions and providing nutrition information.



1 2



1. Kashi Go-Lean Bars: selected varieties 1.76 or 2.75 oz. **10/\$10.00**
2. Kellogg's Organic Cereals: selected varieties 10-17.5 oz. **3/\$8.00**
3. Hy-Vee HealthMarket Organic Tortilla Chips: selected varieties 13.5 or 16 oz. **2/\$4.00**



4 5



4. NuGo Organic Nutritional Bars Double Chocolate or Chocolate Raspberry 1 ct. **\$1.28**
5. Hy-Vee HealthMarket Organic Milk: selected varieties 64 oz. **\$3.96**
6. Stonyfield Farm Organic Yogurt: selected varieties 6 oz. **5/\$4.00**
7. Gerber Organic Baby Food: selected varieties 7 oz. **2/\$3.00**



6 7



Look for Hy-Vee's line of organic products in your local store.





8 9



8. Dole Organic Salads: selected varieties 5-9 oz. **\$2.39**

9. Dole Organic Bananas **\$.68/lb.**

10. Bunny Luv Organic Baby Carrots 16 oz. **2/\$3.00**

11. Kraft Organic Elbows & Cheddar or Shells & White Cheddar 6 oz. **3/\$4.00**

12. Smart Chicken Fresh All Natural Whole Chicken Fryers **\$1.59/lb.**

13. Muir Glen Soups: selected varieties 19 oz. **\$2.27**

14. Kettle Bakes Natural Potato Chips: selected varieties 4 oz. **2/\$5.00**

15. Back to Nature Cereal or Granola: selected varieties 11-16 oz. **2/\$7.00**

12 13



10 11



14 15



thirteen


FIT FOR LIFE

Dr. Kenneth Cooper, a pioneer of the fitness movement and father of aerobics, weighs in on how and why women should step up to a regular exercise routine. Incorporate his mix-and-match exercise options into your daily fitness routine.

WRITTEN BY LINDA WASMER ANDREWS PHOTOGRAPHED BY TOBIN BENNETT

OLIVIA (daughter of Matt)
Matt, Manager of Store Operations,
Hy-Vee Food Store, Ankeny, IA

EMILY
Sales Associate,
Midwest Heritage Your Hy-Vee Bank,
West Des Moines, IA



MANDY
Department Manager
of Prescription Processing,
Hy-Vee Care, Urbandale, IA

DAWN (breast cancer survivor)
Pharmacy Technician, Hy-Vee Drugstore,
Ames, IA

PAT
Human Resource Manager,
Hy-Vee Care, Urbandale, IA



1 2



3 4



5 6



7 8



9 10



11 12



13 14



1. Plastic Water Bottle with Compass 1000 ml 1 ct. \$2.99
2. Fiji Water 6 pk. .5 L \$4.59
3. 20 lb. Vinyl Coated Toning Weight Set: Includes: two 2 lb., 3 lb., and 5 lb. in plastic case. 1 ct. \$25.99
4. Powerade Energy Drink: selected varieties 32 oz. \$.88
5. The Firm Yoga Express Mat 3MM PVC \$14.98, or Premium Yoga Express Mat \$18.98
6. Propel Fitness Water: selected varieties 6 pk. \$2.88
7. Fitness Cotton Jump Rope 9' 1 ct. \$2.99
8. Pedometer with FM Radio 1 ct. \$5.99
9. The Firm Slim and Sculpt Stability Ball: small, medium, or large \$18.98
10. Cool Gear Water Bottle with Nano Case 22 oz. 1 ct. \$6.49
11. The Firm Fat Burning Cardio Sculpt Resistance Cord with DVD \$9.98
Also available (not shown): The Firm Sculpt and Tone Pilates Body Band with DVD \$9.98
Cardio Dance, Fat Burning, Super Body Sculpt, or Firm Power Yoga DVD \$9.98
12. Crystal Light 6/8 qt. or On the Go 10 ct.: selected varieties 2/\$4.00
13. Omron Pedometer 1 ct. \$22.96
14. Coby Digital MP3 Player 256 M Player \$39.99

There's good news and bad news for women and exercise. The good: Studies by the American Heart Association suggest that women have even more to gain than men from the health benefits of exercise. And the bad: According to the Centers for Disease Control, more than half of U.S. women don't get the recommended amount of activity, and 15 percent aren't active at all.

Whatever your age, you can reap the physical and mental rewards of becoming active. Make physical fitness a habit for life.

GETTING MOTIVATED TO MOVE

"Over the years, I've asked people what motivates them to continue exercising year after year. I'd say 90 percent respond that it makes them feel good," says Kenneth H. Cooper, M.D., M.P.H., founder, president, and CEO of the Cooper Aerobics Center in Dallas. Cooper coined the term "aerobics" with his 1968 book of that name, and he has been at the forefront of preventive medicine ever since. In his latest research, which is still in press, he looked at the relationship of fitness level with fatigue, depression, anxiety, trouble sleeping, and decreased sex drive. Cooper says, "We found that levels of fitness correlate perfectly with quality of life." The more fit you are, the less likely that you'll be plagued by these nagging problems.

MIX-AND-MATCH ACTIVITIES

"Moderate intensity" and "vigorous intensity" exercise may be difficult for the average person to quantify. Cooper devised a point system to make it easier. Point value is assigned to various activities based on intensity and duration. To get health and longevity benefits, Cooper says 15 points a week are adequate. For optimal fitness, aim for 35 points a week, working up to that level gradually.

Handball/Racquetball/Squash/Basketball/Soccer/Hockey/Lacrosse	
0.75 points per 5 minutes; do not count breaks and timeouts.	
Golf (no motorized cart)	1.5 points per 9 holes
Tennis/Badminton (Doubles)	0.38 points per 15 minutes
Tennis/Badminton (Singles)	0.33 points per 5 minutes
Waterskiing and Downhill Snow Skiing	0.5 points for every 5 minutes of actual skiing
Cross-Country Skiing	1.5 points for every 5 minutes of skiing
Ice or Roller Skating	1.13 points for every 15 minutes, for speed skating triple the point value
Volleyball	0.33 points for every 5 minutes
Fencing	1 point for every 10 minutes
Football	0.5 points for every 5 minutes of actual play
Wrestling/Boxing	2 points for every 5 minutes
Circuit Weight Training	0.84 points for every 5 minutes
Super Circuit Weight Training	1.3 points for every 5 minutes
Mini-trampoline	1.25 points for every 5 minutes
Aerobic Dance and Other Exercise Programs Conducted to Music	
1 point for every 5 minutes	

WALKING / RUNNING		
DISTANCE	TIME	POINT VALUE
1.0 MILES	OVER 20:01	0
	20:00-15:01	1.0
	15:00-12:01	2.0
	12:00-10:01	3.0
	10:00-8:01	4.0
	8:00-6:41	5.0
	6:40-5:44	6.0
	UNDER 5:43	7.0
5.0 MILES	OVER 1:40:01	4.0
	1:40:00-1:15:01	9.0
	1:15:00-1:00:01	14.0
	1:00:00-50:01	19.0
	50:00-40:01	24.0
	40:00-33:21	29.0
	33:20-28:35	34.0
	UNDER 28:34	39.0
OUTDOOR CYCLING		
DISTANCE	TIME	POINT VALUE
2.0 MILES	OVER 12:01	0
	12:00-8:01	0.5
	8:00-6:01	1.5
	UNDER 6:00	2.5
SWIMMING		
DISTANCE	TIME	POINT VALUE
400 YARDS	OVER 13:21	0
	13:20-10:01	2.5
	10:00-6:41	3.33
	UNDER 6:40	5.0
800 YARDS	OVER 26:41	0
	26:40-20:01	6.0
	20:00-13:21	7.67
	UNDER 13:20	11.0

ROPE SKIPPING			
TIME	70-90 RPM	90-110 RPM	110-130 RPM
5:00	1.5	2.0	2.5
15:00	5.5	7.0	8.5
30:00	13.0	16.0	19.0

SCHWINN AIR-DYNE ERGOMETER (USING ARMS AND LEGS)

Work Load	TIME	5	10	15	20	25	30	35	40
2.0	1.0	2.1	3.3	4.2	5.2	6.3	7.4	8.4	
2.5	1.4	2.9	4.4	5.8	7.2	8.7	10.2	11.6	
3.0	1.9	3.9	5.8	7.8	9.8	11.7	13.6	15.6	
3.5	2.5	5.0	7.5	10.0	12.5	15.0	17.5	20.0	
4.0	3.2	6.3	9.4	12.6	15.8	18.9	22.0	25.2	
4.5	3.8	7.7	11.6	15.4	19.2	23.1	27.0	30.8	
5.0	4.6	9.3	14.0	18.6	23.2	27.9	32.6	37.2	

If you do not find an activity that is applicable to your workout, aerobics points can be estimated by taking total caloric expenditure and dividing by 20.

Charts excerpted with permission from Dr. Kenneth Cooper's website at www.cooperaerobics.com.



"WE FOUND THAT THE LEVELS OF FITNESS CORRELATE PERFECTLY WITH QUALITY OF LIFE."

—Dr. Kenneth H. Cooper





Cool Gear Water Bottle with Nano
Case 22 oz. 1 ct. \$6.49

Over time, regular physical activity reduces risks of developing a host of medical ailments. According to the American Heart Association, women who don't exercise are twice as likely to die from heart disease as those who stay active. Physical activity also decreases the risk of stroke, diabetes, and colon cancer, plus there's mounting evidence that it helps protect against breast cancer. Active lifestyles help manage weight and maintain bone, muscle, and joint health.

SETTING AND REACHING GOALS

If you've been sedentary for a while, start out slowly, then build up gradually to your fitness goals. Trying to do too much too soon can be discouraging and even dangerous. Plus, "you'll wind up so sore that you'll want to give up very soon," says Cooper. You're more likely to be successful if you ease into the habit of exercise.

Eventually, build up to 30 minutes or more of moderate-intensity activity on five or more days each week. Alternately, do at least 20 minutes of vigorous-intensity activity on three or more days. The faster your heart beats and the harder you breathe, the more vigorous an activity. For a healthy person, walking briskly, shooting baskets, swimming recreationally, and cycling at a comfortable pace are considered moderate. Running or jogging, playing basketball, swimming laps nonstop, and cycling uphill are considered vigorous.

Any activity that uses the large muscles of the arms and legs while giving your heart and lungs a continuous workout is classified as aerobic. "You don't have to be an athlete," says Cooper. He notes that some of the activities with the most proven benefit can also be done safely and effectively by the vast majority. His top five picks:

- Cross-country skiing
- Swimming
- Jogging or running
- Cycling
- Walking

Begin each exercise session by warming up for 3 to 5 minutes. Then cool down—for example, by walking, swimming, or cycling at a slower pace—for at least 5 minutes afterward. Never stop exercise abruptly.

KEEPING UP THE GOOD WORK

Launching an exercise program is one thing. Keeping it up for weeks, months, and years is quite another. Because nothing motivates like success, track your progress in an exercise log.

Then reward yourself for successes, large and small.

Let your workout be playtime. You'll be more likely to stick with exercise when you choose activities you enjoy. Add variety to your routine to prevent boredom. Listen to music to stay entertained, or watch TV if you use indoor equipment, such as a treadmill or stationary bike. If you like combining exercise with socializing, find a workout buddy or join a class. Whatever you do, have fun!

Plan ahead for how to work in your routine around bad weather, vacation, or family demands. Can you temporarily move your outdoor workout to an indoor location? Incorporate physical activities into vacation plans? Take your children along for a family walk or bike ride? With a little forethought and ingenuity, you can solve problems before they ever arise.

FITNESS THROUGH THE AGES

Aerobic exercise is only part of the fitness equation. For the best results, combine strengthening activities, such as using weights and weight machines, or isometrics such as abdominal crunches, push-ups, pull-ups, and leg squats.

While both types of exercise are important at all ages, Cooper notes that the relative benefits change as you get older. "Young women have a lot of muscular reserve, so they should focus more on aerobic exercise," he says. On the other hand, "women start losing muscle mass after they go through menopause." Cooper suggests the following ratios for women at different stages:

- In the 20s and 30s:
80% aerobic exercise, 20% strength training
- In the 40s:
70% aerobic exercise, 30% strength training
- In the 50s:
60% aerobic exercise, 40% strength training
- In the 60s and beyond:
55% aerobic exercise, 45% strength training

By making exercise a lifelong habit, you just might gain a longer life. Research shows that regular moderate physical activity leads to a lower death rate for women at every age. Physical activity also helps you live better, by lifting your mood, helping you manage stress, and giving you more energy. As you get older, staying strong and active also wards off chronic disease and disability.

"When I started out, I thought the more exercise, the better," says Cooper. "But we've found that it doesn't take that much to reap great benefits. All it takes is commitment and regularity."



Simply

SIP YOUR SERVINGS
OF FRUIT, CALCIUM, AND
VEGGIES IN
EASY-TO-BLEND SMOOTHIES.

WRITTEN BY JULIE HARTENS PHOTOGRAPHED BY KING AU

Peel, chop, swirl, pour—

and you're on your way out the door with a delicious, nutritious smoothie. Whether it's a breakfast blend, a midday meal, or an afternoon vegetable cooler, smoothies put good nutrition within arm's reach.

These refreshing drinks boast disease-fighting nutrients in energy-revving blends. Rely on a basic recipe that twirls fruit, yogurt, or soy milk; fruit juice, and ice, and you'll serve up a high-energy, protein-enriched drink with little or no fat. A glassful can dish out one serving each of fruit, calcium, and protein—a tasty way to work key nutrition into your diet—and your kid's diets.

Enhance the powerhouse punch of your beverages by adding

fruits for maximum nutrition. Yellow and orange fruits, such as peaches, pineapple, mangoes, oranges, and apricots are chock-full of antioxidants such as vitamin C and carotenoids, which may protect against cancer and other diseases. Blue and purple fruits, such as blueberries, grapes, plums, and blackberries have polyphenols, which also are antioxidants that may help prevent cancer. Red fruits, such as raspberries, cherries, apples, strawberries, and watermelon, contain anthocyanins, which may protect blood vessels.

Smoothies offer make-ahead ease. For blends with a fruit and juice base, freeze the mix in plastic cups or even

Smooth



freezer bags until you're ready to thaw a bit and sip. Some blends store better than others; experiment to determine whether your family's favorite is best consumed on the spot or is still tasty savored later.

Blends made with tofu, oatmeal, or soy milk tend to thicken when frozen. Before drinking this type of smoothie, stir in fruit juice or water to thin the concoction. Ice adds a frosty chill to smoothies; don't hesitate to stir crushed ice into pre-mixed smoothie beverages.

Expand beyond a basic flavor repertoire with a few ingredient shifts. Extra-healthy additions include ground flax or sesame

seeds, wheat germ, fresh sunflower seeds, granola, soy milk, and tofu. For a richly decadent morning eye-opener, blend a caffeine fix with a mocha mix of coffee, chocolate, and cream.

Stage a sneak attack on your vegetable intake by whirling a blend—cucumbers, peppers, and scallions; or carrot juice, tomatoes, celery, and mint—for a refreshing alternative to salad. Cooked butternut squash blended with cinnamon, grapefruit, brown sugar, and lemon juice equals a smoothie that's as tasty as pumpkin pie.

Get your family hooked on smoothies with our favorite recipes. Turn the page to whet your appetite.



1



2



3



4



5



6



7



8

1. Hamilton Beach Personal Blender with Lid 1 ct. **\$18.88**
2. Hy-Vee Yogurt: selected varieties 32 oz. **2/\$3.00**
3. Hy-Vee Whole Strawberries 16 oz. bag **\$1.77**
4. Libby Martello Cooler Glasses 4 ct. 17 oz. **\$8.88**
5. 8th Continent Beverage or Refreshers: selected varieties 48 or 64 oz. **2/\$5.00**
6. Yoplait Smoothies: selected varieties 8 oz. **10/\$10**
7. Bolthouse 100% Juice or 100% Fruit Smoothies 15.2 oz. **2/\$5.00**
8. Concord Orange, Strawberry or Chocolate Banana Smoothie Mix 2 oz. **\$.88**



BREAKFAST IN A GLASS

Add oatmeal to raspberries and vanilla yogurt for a breakfast smoothie. Soak 1½ tablespoons oatmeal in ½ cup boiling water for 10 minutes; add to blender with Basic Smoothie.

Tip: Soak raw oats to break down the starch into natural sugars that you can easily digest.

MIX-AND-MATCH FRUIT SMOOTHIES

Makes 2 to 3 servings.

ALL YOU NEED:

1 cup to 2 cups ripe fruit, cut up (a single summer fruit or combine two or three): blueberries, strawberries, raspberries, kiwi, cantaloupe, peaches, nectarines, plums, bananas, pineapple, apricots
1 cup flavored low-fat or light yogurt: vanilla, lemon, tropical fruit, peach, strawberry, orange or coconut
1 cup juice: grape (use white with light-colored fruits, purple with berries), orange, apple, cranberry cocktail (regular or light), pineapple
1 cup ice

ALL YOU DO:

Combine all ingredients in a blender or food processor. Blend until smooth. Pour into tall glasses.

Some possible combos: Blueberries, lemon yogurt, grape juice, ice. Cantaloupe, tropical yogurt, pineapple juice, ice. Cherries, strawberries, strawberry vanilla yogurt, cranberry-strawberry juice, ice.

Nutrition Facts per serving: Will vary depending on combinations.

BASIC SMOOTHIE

Makes 1 serving.

ALL YOU NEED:

1 cup vanilla soy milk
½ medium banana (may be frozen, if desired)
2 tbsp frozen fruit juice concentrate, undiluted*
¼ cup frozen fruit (optional)*

ALL YOU DO:

Puree all ingredients in a blender until smooth. Pour into a glass and serve at once.

*PINE-ORANGE-BANANA OPTION: Use pine-orange-banana juice concentrate as the frozen fruit juice concentrate in the basic recipe.

Per serving: 248 calories, 4 grams total fat (0.6 grams saturated), 11 grams protein, 42 grams carbohydrate, 0.9 grams fiber, 116 milligrams sodium, 0 milligrams cholesterol. Exchanges: 1 fruit, 1 low-fat milk, 1 other carbohydrate.

*CRANBERRY-RASPBERRY OPTION: Use cranberry (or cranberry-raspberry) juice concentrate and frozen raspberries as the frozen fruit juice concentrate and frozen fruit options in the basic recipe.

Nutrition Facts per serving: 266 calories, 4 grams total fat (0.6 grams saturated), 11 grams protein, 47 grams carbohydrate, 2.3 grams fiber, 107 milligrams sodium, 0 milligrams cholesterol. Exchanges: 1-1/2 fruit, 1 low-fat milk, 1 other carbohydrate.





LIGHTEN UP

MIDWESTERNERS ARE BECOMING MORE HEALTH CONSCIOUS. EMPLOYEES OF HY-VEE, ALONG WITH THOUSANDS OF OTHERS, ARE JOINING STATE- AND CORPORATION-SPONSORED TEAMS AND JUMPING ONTO THE GET-FIT BANDWAGON. THEIR STRATEGY: TO BECOME A WINNER BY LOSING!

WRITTEN BY KATHY ROTH EASTMAN PHOTOGRAPHED BY TOBIN BENNETT

The effort goes by a different name in many states, but the rules are similar. Most programs begin in January. Teams of 2 to 10 people pay a small fee to join the months-long program. They compete with other teams by logging weight loss and miles of exercise. Along the way, participants receive lots of praise and positive reinforcement; gain helpful education, suggestions, and tips; and have fun with their teammates.

Iowa's program, Lighten Up Iowa (LUI), began the war against obesity in 2000, as the board of directors of the popular Iowa Games—spurred on by former governors Robert Ray and Terry Branstad and executives from several large companies—determined it was time that Iowans get in better shape.

Since its inception, the program has moved from strictly weight loss to include an exercise component. The 2002 program had 1,400 participants who lost 6,000 pounds, while the 2006 group racked up an impressive 33,183 participants representing all 99 counties. They joined 4,644 teams, accumulated more than 5 million miles of activity, and lost a total of 69 tons! Lighten Up Iowa has grown to include involvement and support of the Iowa Department of Health, Iowa State University Extension, and many corporate groups. The program even offers grants for community efforts through congressionally appropriated funds.

Jim Hallihan, program executive director, believes these

specific success-builders contribute to Lighten Up's astounding growth:

- Teamwork—Motivates participants to stay on track.
- Competition (at community and corporate levels) Encourages rooting for "the home team."
- Monthly accountability reports—Measures important milestones, which prompts even more success.
- Prize incentives—Keeps participants focused on reporting and ultimate goals.

PORTRAIT OF LIGHTEN UP WINNERS

Jamie Cord gained 112 pounds in 6 years. This former all-state football player had a hard time playing games with his kids, and he huffed and puffed while walking up the stairs. He needed to do something to improve his health, so he volunteered to help implement and manage Lighten Up Iowa for the 4,000 employees of Jacobson Companies, a national company based in Des Moines.

Cord says, "The Lighten Up Iowa program is an excellent way for anyone wanting to lose weight or get in better shape to succeed. It provides the added motivation, discipline, monitoring, and goals for people to stay actively involved. LUI has helped me lose 91 pounds, 33 inches, and 22.5 percent body



fat in five months. I would recommend it to anyone and everyone no matter what their physical status; it has changed my life at home and at the workplace.” Jamie has continued to lose weight and stay in shape even after the program ended; it has turned his life around.

Rose Newton and Angie Barman formed a mother-daughter Lighten Up Hy-Vee team in 2006, through the Hy-Vee in Galesburg, Illinois (both are Hy-Vee employees). Angie, who wanted to lose post-pregnancy weight, incorporated the Hy-Vee program into her regimen, which also included Weight Watchers and Curves. After convincing her mom to join the effort, the team lost a total of 55 pounds to win the women’s division of Lighten Up Hy-Vee. While Angie says she has reached her goal of going from a size 14 to a size 6, this mother-daughter duo inspired Angie’s dad to become a loser, too. So far, he has lost 60 pounds.

HY-VEE’S ROLE

Hy-Vee, with 52,000 employees in seven states, has participated in Lighten Up Iowa with a program tailored to their employees. During each of the past two years, Lighten Up Hy-Vee has drawn participation of about 10 percent of the company’s employees. Hy-Vee is so committed to employee health that the corporation has offered additional incentives (above and beyond the state program incentives) to teams with the largest percentage of weight loss.

In addition, several Hy-Vee stores have been involved in community-wide efforts, giving pedometers to community members who join Lighten Up, offering the store as a weigh-in location, providing kick-off healthy breakfasts, and putting up billboards that support the community’s Lighten Up efforts.

Why would Hy-Vee take the initiative to support a program like Lighten Up? “We are seeking to support a healthy synergy,” says Amanda Hagenow, Registered Dietitian and food technologist with Hy-Vee. “How can we give a healthy message to our customers if we don’t look out for our employees’ health, and vice versa?”

LIGHTEN UP CONTACTS:

- Nebraska: N’Lighten Nebraska, Scott Ash, 800/304-2637; www.lightenupnebraska.com
- Illinois: Lighten Up Illinois, Maureen Moore, 618/233-8665; www.prairiestategames.org
- Missouri: Shape Up Missouri, Larry Lujan, 573/882-7326; www.smsg.org
- Minnesota: Lighten Up America*
- South Dakota: Lighten Up America*
- Kansas: Lighten Up America*
- Lighten Up Iowa: Jim Hallihan, 888/777-8881; www.lightenupiowa.org

* Lighten Up America is run through the Lighten Up Iowa program. Check www.lightenupamerica.org for details.

Soup up to good health

When the weather outside is frightful, a steaming bowl of soup is downright delightful. Whether you ladle a clear broth blend, velvety-smooth chowder, or colorful medley of chunky vegetables, the enticing aromas and good-for-you flavors of satisfying soups warm both body and soul.

WRITTEN BY JULIE MARTINS PHOTOGRAPHED BY TOBIN BENNETT AND KING AU

NOTHING CHASES WINTER'S CHILL LIKE THE SIMPLE, HOMEY PAIRING OF SOUP AND BREAD. JANUARY IS NATIONAL SOUP MONTH, SO PULL OUT YOUR STOCK POT OR DUTCH OVEN, AND PUT TOGETHER A POT OF STEAMY CONSOLATION THAT YOUR FAMILY WILL LOVE. SOUP REIGNS AS ONE OF AMERICA'S TOP COMFORT FOODS—AND ONE FOLKS FEEL GOOD ABOUT EATING.

Soup doles out comfort. For example, studies have shown that a bowl of chicken noodle soup helps clear the common cold. In addition, soup has weight-loss benefits. When served before the main course, soup creates a feeling of fullness that results in reduced calorie consumption during the remainder of the meal. Eaten as the main course with salad, whole grain bread, and fruit, soup provides a nutritious, satisfying meal for calorie counters.

A stock pot simmering on the stove dishes up plenty of soup for several meals. Serve some hot, reheat some for lunch a day later, and stash the rest in the freezer. Meat-packed, stew-like soups stand on their own with even the hungriest crowds. For vegetarian palates, swap beans for meat to serve a protein-rich soup that's high in fiber.

Although clear broth soups generally carry fewer calories per spoonful than their cream-based cousins, you can concoct low-fat creamy soups. Substitute nonfat milk for cream or add nonfat dry milk powder to give soup texture without the fat. Evaporated nonfat milk (canned) offers creaminess with only a few calories, and is lean on fat. Stir in cheese toward the end of the cooking time to give soup character and added flavor.

Tofu gives cream soups a thick, rich base with the nutrient goodness of soy. Choose silken or soft tofu for a smooth, creamy soup. The Cream of Tomato-Tofu soup (*shown opposite*) combines flavorful tomatoes with the bland taste of tofu; it's a good recipe to experiment with when serving nutritious and versatile tofu.

When prep time is at a premium, try canned condensed or dried soups. If you're hesitant about making soup from scratch, begin by using canned or dried soups as a base, then build a soup that your family will love. For example, increase the nutrition of canned or dried soups by adding frozen vegetables. Soup offers a tasty way to make use of leftover vegetables, meats, beans, rice, and cheese.

A pot of soup is also the perfect dish for adding root crops—the kind of veggies your family may avoid. Carrots, rutabagas, sweet potatoes, turnips, and parsnips in chicken broth is a colorful

and flavorful medley that kids and grown-ups will savor. Toss in diced orange, yellow, and red bell peppers, garlic, onion, and thyme, then name it something fun, like "Harvest Confetti Soup" and congratulate yourself on getting good nutrition into your family's diet.

Whip together tasty soups from scratch by relying on ready-to-eat ingredients. Speedy Ginger-Chicken Soup Bowls (*page 21*) is ready to eat in 10 minutes and features instant rice, oven-roasted chicken breast cuts, and canned chicken broth.

When time isn't an issue, simmer South-of-the-Border flavors in a slow cooker filled with Fiesta Chicken Tortilla Soup (*page 22*), which blends hearty ingredients that simmer all day for a Tex-Mex masterpiece.

Soup's homespun goodness appeals to all ages, and a large pot easily rekindles family mealtime. Entertaining is a snap when soup headlines the menu, offering hassle-free hospitality at its best. Table settings can be simple because even the most robust appetites are satisfied with soup, hearty whole grain breads, flavorful spreads, and cheeses.

Pair soup with healthful partners to serve meals that taste terrific and fortify bodies with good nutrition. A salad of leafy greens and freshly ground pepper stands as soup's natural supporter. Sandwiches also hail as soup-side favorites. Choose traditional breads, tortilla wraps, bagels, or pita pockets and serve them cold or grilled, melted, or broiled. Corn bread, bread sticks, and low-fat and whole-grain crackers are familiar and welcome accompaniments to a soup meal.

Garnishes for soup add flavor, fun, and color. Kids love to sprinkle, crumble, and daub cheese shreds, corn bread stuffing crumbs, oyster crackers, cheddar goldfish, and tortilla chips onto steaming bowls of soup. For bisque blends, swirl a dollop of sour cream or yogurt into individual serving bowls.

Whether the weather outside is calm or frightful, keep your family snug and cozy with an old-fashioned favorite: soup. Simmer a big potful, and you'll have enough to invite friends and neighbors for a get-together guaranteed to cure cabin fever.



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For great soup that's ready in minutes try Hy-Vee's frozen "homemade style" soups or the new Soup du Jour varieties.

1. Pepperidge Farms Whole Grain or Natural Grain Bread: selected varieties 16 or 24 oz. **2/\$5.00**
2. Hy-Vee Grand Selections Olive Oil: pure or extra virgin 17 oz. **\$4.49**
Hy-Vee Grand Selections Flavored Olive Oils: selected varieties 8.5 oz. **\$2.99**
3. McCormick Grinders: selected varieties .77-2.12 oz. **2/\$3.00**
4. Barilla Pasta Plus: selected varieties 16 oz. **\$1.48**
5. Chi-Chi's Salsa: selected varieties 16 oz. **\$1.79**
6. Bertolli Olive Oil: classic, extra light, or extra virgin 25.5 oz. **\$10.38**
7. Wishbone Spritzers: Balsamic Breeze, Red Wine Mist, or Italian Vinaigrette 7 oz. **\$1.97**
8. Old Orchard Healthy Balance Juice Cocktails: selected varieties 64 oz. **3/\$5.00**
9. McCormick Taco Seasoning: selected varieties 1-1.25 oz. **4/\$2.00**
10. Jennie-O Turkey Bacon 12 oz. **\$1.88**
11. Elite Essentials Plastic Juicer 1 ct. **\$3.99**
12. Kraft Parmesan Cheese: selected varieties, shredded, or grated 7 or 8 oz. container **\$2.79**
13. Chicken of the Sea Salmon or Tuna Steaks 5.2 oz. **2/\$5.00**
14. Chicken-of-the-Sea Pouch Salmon, Crab, or Shrimp 3 or 3.5 oz. **2/\$5.00**
15. Hy-Vee Trail Mix: selected varieties 32 oz. **\$4.48**
16. Folgers Decaffeinated Coffee 39 oz. **\$7.69**
17. Zatarain's Rice Blends: selected varieties 7-8.8 oz. **3/\$4.00**
18. Louis Rich Carving Board Chicken Strips or Cuts: selected varieties 6 oz. **2/\$5.00**
19. Del Monte Can Fruit: selected varieties 15 oz. **\$.99**
20. Hy-Vee Essentially You Cereals: selected varieties 12 or 13 oz. **2/\$4.00**
21. Lean Cuisine Classics or Dinnertime Selects: selected varieties 6-12 oz. (excludes paninis) **2/\$5.00**

SPEEDY GINGER-CHICKEN SOUP BOWLS

Serves 4

ALL YOU NEED:

- ¾ cup MINUTE White Rice, uncooked
- 4 tsp minced gingerroot or 1 tsp ground ginger
- 1 cup OSCAR MAYER Oven Roasted Chicken Breast Cuts
- 2 cups mixed thinly sliced red pepper, carrot, and green onion slices
- 2 cups chicken broth

ALL YOU DO:

1. Combine 3 tbsp rice and 1 tsp gingerroot in each of 4 microwavable soup bowls.
2. TOP each with ¼ cup chicken and ½ cup of the vegetables; stir until well blended.
3. ADD ½ cup each broth and water to each bowl; cover with microwave-safe plastic wrap. Microwave on HIGH 2 minutes. Let stand 5 minutes before serving.

Nutritional Information: Make this flavorful low-fat soup as an easy start to a week-night meal. The carrots are rich in vitamin A and the red pepper is an excellent source of vitamin C. Diet Exchange: 1 Starch, 1 Vegetable, 1 Meat (VL) Recipe from Kraftfood.com.





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CREAM OF TOMATO-TOFU SOUP

Serves 6.

ALL YOU NEED:

- 1 can (28 oz) Hy-Vee diced tomatoes
- 1 tbsp Hy-Vee chopped dry onion
- 1 tbsp Grand Selections olive oil
- 1 package (12.3 oz) soft tofu
- 2 cans (10.5 oz each) Hy-Vee condensed tomato soup
- Small amounts of salt, pepper, sugar, and basil to taste

ALL YOU DO:

1. Put diced tomatoes, olive oil, and chopped dry onion in a 2½-qt. saucepan on medium-low heat to a simmer.
2. Blend tofu and soup in blender until creamy and mixed.
3. Add soup mixture to tomatoes and onion.
4. Warm thoroughly but do not boil.
5. Add salt, pepper, and sugar to taste. Top with basil.

Nutrition information per serving: Calories: 160, Carbohydrate: 24 g, Cholesterol: 0 mg, Fiber: 3 g, Fat: 6 g, Protein: 7 g, Saturated Fat: 1 g, Sodium: 730 mg, Sugar: 8 g. Daily nutritional values: 30% vit A, 110% vit C, 8% calcium, 20% iron.

Recipe from hy-vee.com.



1. Tostitos Tortillas 8": selected varieties 12.7-16 oz. **2/\$4.00**

2. The Sonoma Diet Cookbook or The Sonoma Diet **\$17.49**

3. Progresso Soup: selected varieties 18-19 oz. **2/\$3.00**

4. Health magazine **\$3.50**
Cooking Light magazine **\$4.50**

5. Campbell's Healthy Request Soup: selected varieties 10.5 or 10.75 oz. **\$.99**

6. V8 or V8 Fusion: selected varieties 4.6 pk. or 46 oz. **2/\$6.00**

7. Manny's Flour Tortillas: selected varieties 8 ct. **\$1.18**

FIESTA CHICKEN-TORTILLA SOUP

Serves 8.

ALL YOU NEED:

- 3 cloves garlic, minced
- 1 medium white onion, chopped
- 1 tbsp Hy-Vee canola oil
- ¼ lbs chicken breast, cubed (about 2 breasts)
- 1 can (15 oz) Hy-Vee whole kernel corn, drained
- 2 cans (15 oz each) Hy-Vee chicken broth
- 1 can (15 oz) Hy-Vee black beans, drained
- 1 can (14.5 oz) Hy-Vee diced tomatoes with green chilies, drained
- Hy-Vee shredded cheddar cheese, optional
- Hy-Vee tortilla chips, optional



ALL YOU DO:

1. In a large skillet, sauté garlic and onion in hot oil 5 to 7 minutes or until tender.
2. Add chicken breast cubes; cook until no longer pink.
3. Pour chicken and vegetable mixture into a greased 4-quart slow cooker.
4. Stir in corn, broth, beans, and diced tomatoes. Cover and cook on LOW for 7 to 8 hours.
5. Serve with shredded cheese and tortilla chips if desired.

Nutrition information per serving: Calories: 130, Carbohydrate: 20 g, Cholesterol: 0 mg, Fiber: 5 g, Fat: 3 g, Protein: 5 g, Sodium: 920 mg, Sugar: 7 g. Daily Nutritional Values: 4% vitamin A, 10% vitamin C, 4% calcium, 10% iron.
Recipe from hy-vee.com.

WELCOME BACK BREAD

Hearty breads are a perfect sidekick for soup. Eat whole grain breads solo or use chunks as soup dippers. Slather slices with jam for a low-fat go-along. More substantial than crackers and not as prep-intensive as sandwiches, slices of whole grain breads bring more than good looks to the table. These wholesome offerings from the oven dish out appetite-curbing power and disease-fighting nutrients. For maximum nutrient value, choose whole grains, those that haven't been refined or processed. Look for labels that say "100 percent whole grain" or "100 percent whole wheat." Whole grains will provide these nutrient benefits:

FIBER AND COMPLEX CARBOHYDRATES. The fiber and complex carbohydrates in whole grains make you feel full sooner—and longer. These complex carbs give a slower energy release, which helps control appetite.

FOLIC ACID. Folic acid found in whole grains reduces the risk of heart disease and stroke. The soluble fiber in oats lowers blood cholesterol.

INSOLUBLE FIBER. Whole grains contain insoluble fiber, which contributes to colon health and lowers diabetes risk.

PHYTOCHEMICALS. Phytochemicals help prevent certain kinds of cancer.

Bakery Fresh Focaccia 16 oz. \$2.99
Bakery Fresh French Loaf 2 ct. \$1.49
Bakery Fresh Baguette 10 oz. \$1.28
Bakery Fresh Pumpernickel Rye 16 oz. \$1.88



NEW YEAR

New You!

WRITTEN BY JULIE MARTENS
PHOTOGRAPHED BY KING AU AND TOBIN BENNETT

THE HOLIDAYS OFFER TOO MANY TEMPTING MOMENTS: OFFICE PARTIES, COOKIE EXCHANGES, FAMILY GATHERINGS, AND ONCE-A-YEAR TREATS THAT ARE HARD TO RESIST. IF SEASON'S GREETINGS HAVE LEFT YOU SQUEEZING INTO A WARDROBE THAT SEEMS TO BE SHRINKING, DON'T DESPAIR. THE HY-VEE DIETITIANS OFFER PERSONALIZED NUTRITION PLANS THAT CAN HELP PEEL OFF THE POUNDS.

Holiday cheer, pastries, and eggnog make their presence felt long after the merry season segues into a New Year's resolution. This year, meet your weight management goals with personalized, professional help from Hy-Vee dietitians.

Their assistance can mean the difference between a success story and a broken resolution. In April 2005, Julie Runyan of Johnston, Iowa, heard an announcement about the Hy-Vee dietitian and a personalized weight management plan while shopping for her family. "I went to the pharmacy for more information, and when I heard the details, I signed up immediately," she says. "I loved that it was one-on-one without costing a fortune."

Julie wasn't waging war against the battle of the holiday bulge; her sights were set on baby fat. "Jacob was born three years ago, and I'd never lost that weight," she says. "I was turning 40, and I knew that losing weight wasn't going to get easier." She admits that "The number one reason for my success is being kept accountable in a way that's convenient for me."

Over 21 weeks, Julie lost and kept off 21 pounds, simply by eating the right blend of proteins, carbohydrates, and fats—as outlined for her in the guidelines developed by Jodi Schweiger, the dietitian at West Lakes Hy-Vee in West Des Moines.

A PERSONAL TOUCH

When a client signs up to pursue weight management with a Hy-Vee dietitian, the first step is a phone consultation. "I like to learn what a client's weight loss goal is," says Jennifer DeWall, a

Hy-Vee dietitian at a Cedar Rapids store. "We discuss their lifestyle, and then set up a meeting."



Clients attend the first meeting with food logs in hand—a detailed record of all that's been consumed over three days. "Most people think of calories in terms of what's on a plate at mealtime," Jennifer says. "It's easy to overlook calories consumed in day-long snacking. That food record starts the accountability process."

Dietitians determine client metabolic rate, body structure, and lifestyle activity level at the first meeting, then the number-crunching begins. Software tabulates the caloric intake rates necessary to initiate and maintain weight loss, breaking down the daily figure into calories of proteins, fats, and carbohydrates. Clients load the same software onto their home computer to compile eating

logs, which the dietitian reviews at weekly appointments.

"The whole process is very numeric," says Julie. "It was almost like a game to me. I'd be strategizing how to eat more of the right foods—more proteins and fewer carbs. I thought it was fun because I was so involved in the process."

Stores charge fees for the personalized eating plan, but Hy-Vee customers can also visit with store dietitians to learn how to shop. "We'll take customers through the store, aisle by aisle, and review their food choices, directing them to healthier selections," Jennifer says. "For instance, if someone is eating crisped rice for breakfast, I would suggest they try a different ready-to-eat cereal that offers more protein and fiber."



“We consider the lifestyle, emotions, genetics, and health history of the person—then we develop a personalized plan.”

—Jennifer DeWall, Hy-Vee Dietitian

WINNING STRATEGY FOR WEIGHT

Hy-Vee's individualized approach to weight management and healthier eating focuses on client education—helping a customer make the best choice for their family's lifestyle. “We don't suggest people give up an entire type of food,” Jennifer says. “We consider the lifestyle, emotions, genetics, and health history of the person—then we develop a personalized plan. A lot of diets focus on willpower, when you should really focus on cleaning up your environment.”

Many of the Hy-Vee dietitian's clients who want to lose weight are working mothers. “These women are busy putting their kids first,” says Jennifer. “They're making sure their kids have meals, they work through lunch to get off work early—their lives are not about themselves.”

For this clientele, Jennifer stresses creating a healthy environment. “Instead of going through the drive-thru or grabbing junk food at the kids' soccer games, stock your purse or car with healthy snacks,” she says. Jennifer's snack recommendations include fruit, healthy granola bars (Kashi brand), soy crisps, or snack bags filled with a controlled portion of whole grain crackers. She also suggests that clients drink 12 to 16 ounces of water when they snack to avoid confusing hunger with thirst.

Through the Hy-Vee dietitian's advice, Julie learned to make healthy choices in her eating. “I've cut back on my diet soda intake. When I eat out, I choose a side salad over fries at least eight out of 10 times,” she says. She used to eat fruits and vegetables once a week; she now eats one of each daily. “I eat a lot more chicken, and I eat breakfast every day—I never used to, which was really bad,” she says.

“It's really a matter of figuring out the foods you want to eat,” Jennifer says. “We don't say that you have to give up your

favorite food. We just help you figure out what food to eat and how much.”

For Julie, one sacrifice was pizza. “My husband, Russ, and I used to have pizza every weekend,” she says. “I can't not eat pizza—but it's not a very healthy food, so I compromise.” Now the Runyans savor pizza once or twice a month, making it a special occasion.

WEIGHT LOSS FACT AND FICTION

The Hy-Vee weight management program goal is to help clients realize that they make daily choices for better health. “I encourage clients to realize that they want to begin today to manage their weight for the rest of their lives,” Jennifer says. “Can you follow a strict diet your whole life? It's better to make wise choices. Research shows that people who lose weight and keep it off share several common actions. They eat breakfast. They exercise. And they have accountability.”

Julie attributes her success on the Hy-Vee program to weekly half-hour meetings with the store dietitian. “I need accountability to lose and maintain weight,” she says. “I have always been a faithful exerciser, and I know that has been a huge asset in the overall success I've experienced.”

Yet even with her 5-times-a-week exercise routine that balances aerobic activity with targeted muscle work outs, Julie encountered weeks when the scale didn't budge. “It was hard when I wouldn't lose any weight,” she says. “That's where Jodi's encouragement really helped.”

With her weight-loss clients, Jennifer also stresses patience. “You didn't gain weight in a week—you won't lose it in a week either,” she says. “Sometimes people get frustrated, but the best way to lose weight and keep it off is to do it slowly.” For women,



FOR A COMPLETE LISTING OF STORES WITH DIETITIANS, GO TO HY-VEE.COM.



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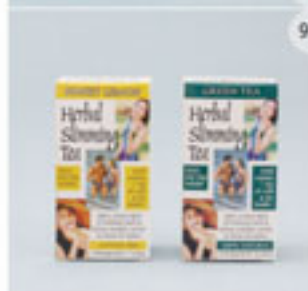


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1. South Beach Diet Frozen Dinners 9.2-11.2 oz. or Pizzas 6 or 6.4 oz. **4/\$10.00**
2. South Beach Frozen Entrees or Breakfast Wraps: selected varieties 6.45-11.2 oz. **2/\$5.00**
3. Weight Watchers Cereal: selected varieties 10 or 14 oz. **\$3.47**
4. Weight Watchers Russel Stover Candies: selected varieties 3-3.5 oz. **\$1.99**
5. Weight Watchers Smart Ones Bistro Selections: selected varieties 6.56-12 oz. **2/\$5.00**
6. Weight Watchers Russel Stover Candy Bar .85-1 oz. **5/\$4.00**
7. Relacore 110 ct. **\$17.88**
8. Estrin D 60 ct. **\$17.88**
9. 21st Century Slimming Tea: selected varieties 24 ct. **\$1.88**
10. Cortisol Diet Support 60 ct. **\$6.96**
11. Leptopril 95 ct. **\$24.88**
12. Zantrex 3 84ct **\$24.88**



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that means one-half to one pound weight loss per week—3 to 4 pounds per month is still considered successful weight loss.

Many people who try to lose weight skip meals, believing that's the secret to shedding pounds. The opposite is true. "A typical error that many women make is to skimp on calories during the day. They have low-calorie toast for breakfast, a salad for lunch, and then they tend to overdo from 4 to 8 p.m.," Jennifer says.

"Fuel your body during the day with a good breakfast and lunch, and if you're preparing supper, have string cheese, yogurt, or a protein granola bar in late afternoon to keep hunger at bay when you arrive home." She also suggests—for women who nibble during meal prep—chewing gum.

Also be on guard against extra portions eaten during clean-up. "Sometimes it's just easier to eat that little bit that's left rather than put it in the fridge," Jennifer says. Stock up on plastic containers and organize your refrigerator with a spot for leftovers to make clean-up quick—and temptation-free.

WISE FOOD CHOICES

Julie committed to the Hy-Vee program because of its philosophy. "I wanted to learn to eat right to lose weight—versus cutting out all types of certain foods or using prepackaged foods," she says. "Now I don't have to give up any of my favorite foods, I just have to eat them less often and eat less of them at one sitting. That makes this program live-able."

After 21 weeks of healthy choices, Julie knows that yogurt

proves a more healthful snack than chips, kashi cereal carries her longer in the morning thanks to more protein, and fat-free dressing is the secret to keeping salads low-cal.

She's also discovered that "just because something looks or seems healthy, that doesn't mean it is." She cites a turkey sandwich at a restaurant chain as a case in point. "That sandwich has almost my full daily calorie intake and twice my daily fat intake," she says. "That's very bad."

Jennifer echoes Julie's thoughts. "You want to concentrate on nutrient-dense foods—ones that offer a lot of nutrients for the calories," she says. Fruits and vegetables, whole grains, and lean protein sources yield the most nutrients for the calories.

Cooking methods can enhance low-calorie food flavors. "Use herbs and spices instead of butter and sauces to season food," Jennifer says. "Baking or grilling, instead of frying, cuts calories. Sauté in less oil or use a [cooking] spray. Steam vegetables and season with herbs. All of these methods enhance flavor, which means you'll enjoy eating full servings."

Julie found it challenging to consume the entire amount of calories needed, according to her personalized plan, in order to lose weight. "I've had to learn how to add the right kinds of calories into my diet," she says.

"It's meant discovering new foods, eating more fruits and vegetables, and reading food labels. My husband is very impressed with my success and what I've been learning. For me, Hy-Vee's program is a recipe for success. It's exactly what I needed."



1. General Mills Oatmeal Crisp or Total Cereals: selected varieties 14.75-19.25 oz. **2/\$6.00**
2. Hy-Vee Instant Oatmeal: selected varieties 12-16.2 oz. **3/\$4.00**
3. Naked Juice: selected varieties 15.2 oz. **2/\$5.00**
4. Hy-Vee Blueberry-Pomegranate or Cherry-Pomegranate Juice 64 oz. **\$1.98**
5. Boca Meatless Products: selected varieties 8-12 oz. **2/\$5.00**
6. Lipton Green Tea: regular, diet, or lemon 1.5 Liter **4/\$5.00**
7. Eat Well Stay Healthy Chicken Breast Fillets or Strips 1.5 lb. **\$5.99**
8. Gourmet Dining Entrees: assorted varieties 28-32 oz. **\$4.77**
9. Land O'Frost Premium Sliced Chicken, Turkey, or Ham 16 oz. **\$2.99**
10. Hy-Vee Individually Wrapped Fat Free Cheese Singles 12 oz. **\$1.37**
11. Trans-Ocean Imitation Crab or Lobster: selected varieties 7 or 8 oz. **2/\$3.00**



STOCK YOUR REFRIGERATOR AND FREEZER WITH QUICK TO COOK HEALTHY MEAL CHOICES TO AVOID TEMPTING HIGH CALORIE FAST FOOD



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1. Lean Cuisine One Dish Favorites: selected varieties 8.5-11.5 oz. **5/\$10.00**
2. South Beach 100 Calorie Snack Bars: selected varieties 5.88 oz. **2/\$5.00**
3. South Beach Diet Cookies or Crackers: selected varieties 4.86-5.10 oz. **2/\$5.00**
South Beach Diet Cereal Bars 6.15 oz. **2/\$5.00**
4. Kellogg's Special K Snack Bars Chocolate Peanut or Chocolate Delight .91 oz. **\$.59**
5. Diet Rite Cola or Flavors 12 pk./12 oz. cans (plus deposit where required) **3/\$8.00**
6. Kellogg's Special K Meal Bars: Chocolate Peanut Butter, Double Chocolate, or Strawberry 1.59 oz. **\$.99**
7. Laughing Cow Cheese: selected varieties 6 oz. **\$2.77**
8. The Best Life Diet by Bob Greene **\$18.95**
9. Kellogg's Special K Water: Lemon Twist, Tropical Blend, or Strawberry Kiwi 16 oz. **\$1.39**
10. Ocean Spray Diet Cranberry Spray 1 Liter **\$.99**
11. Dannon Activia: selected varieties 4 pk. **2/\$4.00**
12. Ocean Spray Grapefruit Juice: selected varieties 64 oz. **2/\$5.00**
13. Hy-Vee Refreshers, Water Coolers, Club Soda, or Tonic Water 1 Liter **2/\$1.00**
14. Hy-Vee Pretzels: selected varieties 13-15 oz. **\$.88**

POWER FOODS FOR WOMEN

Stock your cabinets or pantry with foods that abound in health benefits—disease-fighting nutrients and energy- and immune-boosting compounds. Work these 10 power foods into your menu plans, and you'll feast your way to improved health.

SALMON Lower your risk of heart disease by eating two servings of fatty fish—salmon, tuna, or sardines—each week. Bake, poach, or grill fish, or put it in salads, tacos, pasta, or rice dishes.

YOGURT Boost your immune system and maintain a healthy digestive tract by eating yogurt with live and active cultures. Yogurt is a source of protein, calcium, riboflavin, and Vitamin B-12. Spoonless and drinkable yogurt products offer healthful snack alternatives. Select yogurt fortified with Vitamin D.

BERRIES Rich in antioxidants, berries also boast vitamins, minerals, and fiber. Blueberries especially pile on health benefits, including anti-aging qualities, lowering risk of heart disease, protecting against cancer, and promoting urinary tract health.

SPINACH Raw or cooked, this leafy green has vitamins, minerals, and antioxidants that boost the immune system, fight cancer, and help keep eyes healthy.

BROCCOLI AND CRUCIFEROUS VEGETABLES Serve these veggies at least three times per week: they are loaded with cancer-fighting nutrients. The group includes broccoli, cauliflower, Brussels sprouts, kale, collard and mustard greens, kohlrabi, radish, turnip, rutabaga, and watercress.

WHOLE GRAIN FOODS Fiber, vitamins, and minerals make whole grain foods a rich source of nutrition. Select foods that list the first ingredient on the label as "whole." Aim daily for at least three servings of whole grain foods, such as oatmeal, breads, cereals, brown rice, or popcorn.

NUTS A handful of walnuts, almonds, pecans, or peanuts boosts heart health. Nuts are loaded with monounsaturated fats, which lower cholesterol. Eat nuts plain or add to oatmeal, muffins, trail mixes, or other dishes.

LEAN BEEF Count on lean beef to increase iron, zinc, and protein intake. Select cuts of beef from the round and loin, and pick the leanest hamburger available.

FLAXSEED With high omega-3 fatty acids and soluble fiber, flaxseed favors good heart health. Add 1 tablespoon ground flaxseed to yogurt, cereal, or oatmeal, or use it in baking and cooking.

BEANS Add protein and fiber to your diet with beans. Low in fat and inexpensive, beans add iron and folic acid to recipes, along with cancer-fighting phytochemicals. Try bean dips with low-fat tortilla chips, garbanzo beans with salad, and beans in soups, burritos, salads, and chili.

"The Hy-Vee program is convenient and economical. It's helped me learn to eat smart. The dietitian has become a friend, someone who encourages me and works with me to come up with food choices that work for me."

—Julie Runyan, Hy-Vee Weight Management Client



George Forman Grilleration Grill 1 ct. \$49.99



1. Elite Essentials Heavy Duty Stainless Steel Grilling Utensils: selected varieties 1 ct. **\$6.99**
2. Fish Market Frozen Salmon or Flounder Fillets 12 oz. **\$3.48**
3. Country Pride Individually Quick Frozen Boneless Skinless Chicken Breasts 2.5 lb. bag **\$4.99**
4. Hormel Always Tender® Whole Boneless Pork Tenderloins **\$3.97/lb.**
5. U.S.D.C. Lot Inspected Fresh Tilapia Fillets **\$4.99/lb.**
6. Smart Chicken Fresh All Natural Split Chicken Breasts **\$2.28/lb.**

FRESH FISH

For generations, mothers have touted fish as brain food. Now we know that they were right. It's also food for the heart. In fact, fresh fish is good for your entire body.

WRITTEN BY JILANN SEVERSON PHOTOGRAPHED BY TOBIN BENNETT

Health experts around the world tout the benefits of fresh fish and recommend a minimum of two servings of fish per week. What's so special about fish? Lots! It's low in fat, high in protein, and one of the best sources of Omega 3 fatty acids.

But is fish really brain food? The Alzheimer's Association recommends cold-water fish high in Omega 3 fatty acids (halibut, mackerel, salmon, trout, and tuna) as part of its "brain-healthy" diet. When combined with physical and mental exercises and an overall healthy diet, the Omega 3 fatty acids found in fish help increase blood flow to the brain and keep brain cells healthier.

With heart health also on the minds of many Americans, the American Heart Association (AHA) says Omega 3 fatty acids help those at high risk for heart disease or who have already been diagnosed with heart disease. These fatty acids are even good for healthy people, helping to ward off possible heart disease. AHA findings report the following benefits: reduced risk of cardiovascular disease, reduced risk of stroke, protection against heart attacks and sudden death, slight decrease in blood pressure, decreased risk of heart arrhythmias (irregular heart rhythm), reduced blood triglyceride levels and increased HDL (good) cholesterol levels, and improved circulation. An American College of Cardiology study found that among older adults, consumption of fresh tuna or other baked or broiled fish is associated with lowered incidence of congestive heart failure.

What else can fish do for overall health? Nutritionists believe

the proteins, vitamins, minerals, and Omega 3 fatty acids in seafood may do the following things: contribute to vision development and nerve growth in the retina, reduce symptoms of dry-eye syndrome, reduce symptoms of asthma and bronchitis and decrease the risk of chronic obstructive pulmonary disease (COPD), help build muscles, help relieve symptoms of ulcerative colitis and Crohn's disease, ease the effects of aging and sun damage to the skin, help relieve symptoms of psoriasis and eczema, relieve symptoms of rheumatoid arthritis, and even reduce the incidence of depression. Many medically accepted diet plans include fish. As a low fat, complete protein, fish packs a lot of nutrition per calorie.

Hy-Vee corporate dietitian Laura Kostner, PhD, R. D. recommends that families eat fish at least twice a week. "Any way you can get the family to eat [fresh] fish is good," says Kostner. "Fish is a great source of protein, Vitamin D, and Omega 3 fatty acids that are great for the heart and brain." Kostner suggests using marinades or fresh herbs to ease fish into the menu by incorporating familiar and interesting flavors. For marinades, combine oil and an acid such as tomatoes, red wine vinegar, or lemon juice. Marinate fish less than 30 minutes to prevent it from breaking down and becoming mushy. Steaming, baking, pan-searing, poaching, and grilling are popular—and healthy—ways to prepare fresh fish.

If your family is not already fond of fish, introduce it to your

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CATCH OF



Salmon is a tasty, attractive, and particularly nutritious seafood that will get your family hooked on fish. Kostner recommends it as a good starting point for including more fish in weekly menus. Any fish, such as salmon, that is thick and has a dense flesh, is an ideal candidate for grilling. Indirect cooking is best that is, heating one side of the grill and cooking the fish on the unheated side. Preheat a clean grill—on high for a gas grill or until coals are barely gray with a little ash for a charcoal grill. Lower the gas or electric grill temperature to medium or low or raise the rack on a charcoal grill. Place the fish on the rack or in a fish basket and then on the rack. Baste it with marinade or oil. Cook for 3 to 4 minutes if it's 1 inch or less in thickness or 5 to 6 minutes if it is more than an inch thick. Baste the fish again, turn it over, and cook the other side in the same way. Fish is done when it flakes easily with a fork. After removing fish from the grill, let it stand at least 2 minutes to finish cooking. USDC Lot Inspected Fresh Salmon Fillets \$6.98.

THE DAY

Shrimp is the No. 1 seafood in America today and another great way to incorporate fresh fish into a family's diet. Shrimp is available fresh, raw, pre-cooked, and frozen. To use frozen pre-cooked shrimp, such as the shrimp below, thaw according to package directions and serve on a bed of Asian bean curd noodles that are cooked per package instructions. Raw fresh shrimp can be cooked in a variety of ways: boiling, sautéing, stir-frying, or as grilled or broiled kabobs. Other small seafood, such as scallops, can be prepared the same way. No matter which preparation method you choose, cook the seafood until the flesh is firm and opaque. Serve seafood cold with cocktail sauce or warm it in a skillet with marinade such as Hy-Vee Citrus Marinade. If desired, brush on a dressing such as Raspberry Vinaigrette or Honey-Mustard while the seafood cooks, or drizzle it over the top just before serving. USDC Lot Inspected Cooked Shrimp 31-40 ct. \$6.99.





continued from p.32

meal plans by mixing it with other foods. Stir-fries, salads, soups, and sandwiches are easy ways to introduce fish to your table. Check the Hy-Vee recipe data base (www.hy-veehealth.com) for innovative ideas.

With less conventional ways of serving fish making a splash in trendy restaurants, feel free to borrow their techniques. Spread seafood salad on a tortilla and roll it up. Create seafood pizza by topping purchased or homemade pizza crust with crab meat, tiny shrimp, or other small pieces of seafood. To hold it all together, spread prepared white sauce (such as Alfredo Sauce) on the crust or top the pizza with shredded white cheese. For more adventurous diners, make the Baja favorite, fish tacos.

Buying fresh fish may be a bit daunting at first, but Hy-Vee takes the guess work out of the process with its top-notch inspection process. As one of only two grocery store chains to employ its own United States Department of Commerce (USDC) Consumer Safety Officer, you are guaranteed that Hy-Vee fish is the freshest possible and handled in the safest way. Bryan Sauve, Hy-Vee's USDC Consumer Safety Officer, monitors the quality, freshness, and handling standards of all fresh seafood

that comes into Hy-Vee stores. "Basically, because of our inspection process, you are guaranteed of getting a safer and fresher product. Our suppliers know our fish is inspected so they give us the best and the rest goes to other stores," says Sauve.

Once you begin serving fish, it becomes a fast and easy way to bring healthful meals to your family. Presenting it as a special dish makes your job easier. Little will your family know that you're keeping their hearts and brains healthy.

Left: Poaching fish, such as this halibut, is food-prep in a snap. Simply heat water, broth, or juices (fruit or veggie) and slip in the fish. Let it gently simmer a few minutes, depending on thickness, and dip it out with a slotted spoon. Center: Boiling shrimp is a foolproof—and another low calorie—method of preparation. Drop the shrimp into a kettle of boiling water; in about 4 or 5 minutes, the color will intensify and indicate it's done. To eat the seafood cold, stop the cooking process by dunking the fish in an ice water bath; this prevents overcooking and keeps the shrimp tender. Right: Sautéing seafood, such as sea scallops, in a bit of olive oil or butter adds flavor. Add herbs, a light sauce, or vegetables while stirring and quickly cooking the mixture.



FRESH FISH

BUYING FRESH FISH

If buying fresh fish seems as daunting as picking a new car, never fear, Hy-Vee is here to help. Two Hy-Vee experts have plenty of tips. Kenan Judge, Assistant Vice President of Meat Operations for Hy-Vee, and Dave Veach, Seafood Specialist with Perishable Distributors of Iowa, Ltd., a fully owned subsidiary of Hy-Vee and the supplier of their seafood, offer advice.

- Look for firm texture with no gaping in the flesh. When the fish counter staff presses lightly on the flesh, it should bounce back in the same fashion as a cake does when it is finished baking.
- All fresh fish should have a shiny appearance. If blood vessels are visible, they should be red. (They turn brown with age.)
- Good choices for family meals are shrimp, salmon, and mild white fish such as tilapia, pollack, cod, and halibut.
- Store fish in its original wrapping from the fish case, and place it in the coldest part of your refrigerator.
- Fresh fish has a short shelf life; use it within a day of purchasing. Once it leaves the ice bed of the fish counter, it begins to deteriorate. If you have to hold it longer, freeze it. To freeze it, rewrap it in plastic and then in foil or freezer wrap; store it in the freezer for up to 3 months.
- Ask questions. The Hy-Vee fish counter staff is trained to know their products and are willing to share their knowledge.

Both Judge and Veach emphasize that Hy-Vee fish is shipped in daily from around the world. Hy-Vee is one of only two grocery store chains in the country to employ a full-time USDOC (United States Department of Commerce—the seafood equivalent of the USDA) inspector to oversee all fresh fish.

This voluntary program ensures that you will be buying the best quality and freshest fish available.

A large, dark chocolate slab is the central focus, resting on a white, ornate tray with a scalloped edge and embossed floral patterns. The chocolate slab is decorated with several cinnamon sticks and numerous chocolate shavings. The background is a brown surface with a subtle circular pattern.

Dark Chocolate

HAVE A PIECE, OR TWO, OR EVEN THREE. IT'S TRUE. THIS RICH,
DECADENT FOOD REALLY IS GOOD FOR YOU.

WRITTEN BY ALISON VENTLING PHOTOGRAPHED BY TOBIN BENNETT

Chocolate is one of nature's sweetest gifts: It tastes heavenly and it's also good for you. Experts agree, however, that it pays to be fussy about your choice of chocolate.

If you've ever wondered why the best-tasting foods are said to be bad for you, take heart. Here's good news: According to some experts, certain types of chocolate have similar benefits to drinking green tea, and may provide healthy doses of flavonoids and antioxidants that help fight cancer and heart problems and improve circulation.

Chocolate can be more than a taste-tempting, high-calorie treat with few health benefits. The right kind of chocolate, eaten in small amounts, may be guilt-free pleasure. What's the secret to finding the healthiest chocolate? Read the labels.

Look for chocolate that contains 50 percent or more cocoa processed to retain the cocoa bean's natural antioxidants. Higher cocoa mass products are labeled as cocoa, cacao, nibs (roasted cacao bean pieces before they are ground for cocoa), chocolate liquor, or cocoa butter. Good quality chocolate contains few ingredients about six and does not add vanilla or flavors.

Watch sugar content when you select good-

for-you chocolate; less sugar is healthier. Milk chocolate, consisting of cacao and cocoa butter, is more popular, but the sugar content can be as much as 80 percent.

Not all dark chocolate is equal. Trust respected brands, your taste buds, and the candy's appearance. High cocoa content and less sugar usually means the candy will be dark brown with a slightly bitter taste when compared to milk chocolate. Inferior cacao beans, which take longer to roast and develop the chocolate flavor, may result in chocolate that tastes burnt. Higher quality beans take less time to roast and have less chance of overcooked flavor.

Roasting methods also influence flavor. Traditional methods heat beans in gas-fired drums to about 400°F, then fast cool them to crack the shells. A new process that uses infrared heat allows the beans to heat and expand slightly, causing the shells to crack away from the beans in large pieces. This process makes a more effective roast for the nibs before they are ground to make cocoa.



1 2



3 4



5

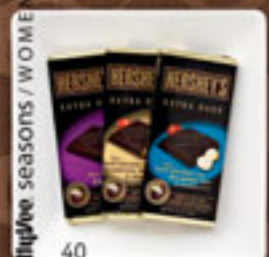
1. Cacao Reserve Bar: selected varieties 3.15 oz. \$2.18
2. Cacao Reserve Drinking Cocoa Mayan or Aztec Blend 5pk 2/\$4.00
3. Cacao Reserve Dark Chocolate Truffle Tin: selected varieties 1.8 oz. \$2.57
4. Ghirardelli Dark Chocolate Bar 3 oz. \$1.99
5. Cacao Reserve Extra Dark Chocolate Slices: selected varieties 3.53 oz. \$2.88
6. M&M Dark Chocolate Candies, standard size 5/\$2.00
7. M&M Mars CocoaVia Dark Chocolate Bars: selected varieties 22.1 grms \$4.48
8. Hershey's Tasting Squares: selected varieties 5.1 oz. \$2.88
9. Hershey's Extra Dark Chocolate Bar: selected varieties 3.52 oz. \$1.77
10. Charles & David assorted fine chocolate collections: dark chocolate, caramel nut, premium nut, peanut butter lovers, chocolatier or french mints 8 oz. \$6.99



6



7 8



9 10



CHOCOLATE TRUFFLES

Makes 30 truffles using a rounded teaspoonful

Rich in flavor, truffles are a luxurious dessert. Flavorful, creamy ganache centers change to suit the mood or occasion.

BASIC TRUFFLE:

8 oz semisweet or bittersweet chocolate (block chocolate chopped into small pieces or chocolate chips)

¼ cup heavy whipping cream

2 tbsp unsalted butter

If desired, add to filling mixture:

1 tbsp liqueur (almond, cherry, coffee, hazelnut, Irish cream, orange, raspberry, cognac, or brandy)

3 tbsp finely chopped nuts or toffee candy bar

Coating Options:

Cocoa powder, confectioner's sugar, finely chopped nuts, or 1 cup melted chocolate pieces thinned with 1 tbsp shortening

1. Line baking sheet with waxed paper. 2. Place chocolate in a medium-size stainless steel bowl. Set aside. 3. In a heavy 2-quart saucepan, heat cream and butter, stirring constantly; bring just to boiling. 4. Pour the cream mixture over the chocolate. 5. Whisk until smooth. 6. Add optional ingredients, if desired. 7. Refrigerate for at least 1 hour, stirring frequently until mixture holds a shape. 8. Drop chocolate by heaping teaspoonfuls (or using a small melon baller) onto waxed paper. Shape in balls and roll in one of the coating choices; or chill until firm and dip, using a fork, into melted chocolate. Place powdered truffles on waxed paper, dipped truffles on a wire rack over a waxed paper-lined cookie sheet. Refrigerate until firm. Store in a covered container in refrigerator; remove 30 minutes before serving.

Nutrition Facts per serving: 60 calories, 5 g fat, 3 g saturated fat, 0 g trans fat, 10 mg cholesterol, 0 g sodium, 5 g carbohydrates, 0 g fiber, 4 g sugar, 1 g protein.

Daily Values: 2% vitamin A, 0% vitamin C, 0% calcium, 0% iron.

Heart-healthy dark chocolate





GOOD TO GO

WRITTEN BY KATHY SOUTH EASTMAN PHOTOGRAPHED BY TORIN BENNETT

Salad Plate Special: Choose any three scrumptious salads from our fresh salad case with a 16 oz. Diet Coke. Dine in or take out. \$3.99

There are days when there's just no time for cooking the nutritious meal you crave, and you know your family needs more than burgers and fries grabbed from the nearest drive-through. Whether you're on the way home from work or soccer practice, or heading to a potluck, it's comforting to know that there are healthy food choices available for carryout from your local Hy-Vee Kitchen.

The wide selection of entrees, side dishes, salads, and desserts makes it easy to gather a meal for one or many in a matter of minutes.

On a hot day, make cool food choices. Pick up a selection of nutritious salads such as the pasta, cabbage, and bean salads shown above, and the Broccoli Supreme, shown opposite. Salads

are available by the plate or by the pound, depending on your needs. Most salads will keep in the refrigerator for a day or two, so purchase extra for nutritious lunches the following day.

Choose healthful wraps as a sandwich alternative. Our choices include the Grilled BLT and Chicken and Cheese Enchilada.

For more gourmet fare, opt for Mediterranean Chicken or Herb Crusted Cod with Roasted Garlic and Lemon. The cod offers the health benefits of fish, along with outstanding flavor. The dish comes complete with a choice of sides.

Rotisserie chickens are bursting with home-roasted flavor. Serve a whole chicken for dinner with potatoes, a salad, and vegetables, or remove the meat from the bones to jump-start homemade casseroles, salads, or soups.



Herb Crusted Cod with Roasted Garlic and Lemon: Handmade fork tender cod, top crusted with fresh herbs, roasted garlic, and lemon, delivers perfect balance between crust and seafood. Served with 2 side dishes, roll, and butter. \$5.59



1

1. Health Wise Grilled "Half Pound" Bacon Cheeseburger: These thick burgers are grilled to perfection and served with all the low-carb trimmings without the bun. We add 2 strips of bacon and cheese to this burger to make it great. \$3.99



2

2. Health Wise Chicken and Cheese Enchilada: Low-carb tortillas filled with shredded chicken and a creamy cheese sauce, then covered with enchilada sauce. \$4.59



3

3. Mediterranean Chicken with 16 oz. Diet Coke: Lightly breaded chicken breast grilled with julienne zucchini, yellow squash, and green and yellow peppers served with two side dishes of your choice, roll, and butter \$5.59



4

4. Health Wise Grilled BLT Wrap: Four bacon strips adorn this hearty sandwich. Fresh lettuce, tomatoes, and real mayonnaise all wrapped up in a low-carb tortilla make this great. \$3.99



5



6

5. Broccoli Supreme: Crisp broccoli, raisins, sunflower seeds, red onions, and bacon bits lightly coated with sweet and tangy dressing. \$3.79/lb.



6

6. Our Original Rotisserie Chicken: 3 1/4 lb. chicken \$4.99



Hunter Kemper was named "2005 Male Triathlete of the Year" by the U.S. Olympic Committee and ended the season ranked #1 in the world. On June 17, 2007, Hunter and athletes from around the world will gather in Des Moines to compete for the largest prize purse in triathlon history: \$700,000. To learn more about the Hy-Vee ITU World Cup in Des Moines, go to hy-veetriathlon.com. To learn more about Hunter, go to hunterkemper.com.

HEARTLAND COMPETITION

THIS RACE IS CAUSING A BUZZ IN THE TRIATHLON WORLD.

WRITTEN BY KATHY ROTH EASTMAN PHOTOGRAPHED BY DELLY CARR/ ITU MEDIA

One of the biggest names in competitive triathlons is coming to Des Moines, along with a multitude of friends and competitors. Hunter Kemper, the 2005 No. 1 male triathlete in the world (currently ranked No. 3), is excited that Hy-Vee is planning an all-time biggest triathlon event, to be held in Des Moines in June.

"Hy-Vee views triathlons as an up-and-coming athletic event and management wants to produce the best event the world has ever seen," says Kemper. "This triathlon will add an international flair to Des Moines. It will be as big to triathletes as the Masters Tournament is to golfers," he says.

Kemper explains that triathlons combine three sports: swimming, bicycling, and running—in that order. While various levels of triathlons include different distances, an Olympic-distance event—such as the Olympic-qualifying event sponsored by Hy-Vee—includes a 1-mile swim (1.5 km), a 24.8-mile bike ride (40 km) and a 6.2-mile run (10 km). The first triathlons were held in California in the mid-1970s. The sport grew rapidly, attaining Olympic status at the 2000 Sydney games, with 50 men and 50 women involved in that competition. The USA Triathlon (USAT), the national governing body in the United States, sanctioned more than 1,800 events in 2005.

THE HY-VEE CHALLENGE

The Hy-Vee ITU (International Triathlon Union) World Cup Triathlon, sanctioned by the ITU, will be a qualifying event for the 2008 Beijing Summer Olympics and the Pan-American Games. Entry is limited to 75 male and 75 female triathletes; all participants must be ranked in the top 125 in the world. In addition, the \$700,000 prize purse is the largest in the sport's history.

Des Moines will be only the fourth U.S. city to host a qualifying-event triathlon, according to Beth Damm, director of marketing projects for Hy-Vee. "It will really showcase our outstanding community of Des Moines, Iowa," she says. The two-day event (June 16-17) is multi-faceted, encompassing the qualifying event for Elites (top competitors) as

HyVee.
triathlon
DES MOINES, IOWA • 2007



well as events for amateurs, children, and the Junior National Championships (ages 16-19).

According to Damm, Hy-Vee is sponsoring the events as inspiration and motivation for customers and employees. "We recognize that customers are seeking a healthier lifestyle, and we try to meet their needs in many ways," she says. In addition to focusing on exercise as part of a healthy lifestyle, Damm notes that Hy-Vee promotes natural and organic foods in stores and employs more than 70 dietitians who offer classes and counseling on making healthy lifestyle choices.

WHO IS HUNTER KEMPER?

Hunter Kemper was present at the announcement of the Hy-Vee ITU World Cup Triathlon; he will be one of the competing athletes. Kemper, who has been involved in triathlons nearly all his life, was introduced to competition at age 10. He won that first event and went on to become a five-time Iron Kids national champion. Staying involved in triathlon competitions through high school, he switched to running only during college to focus on the weakest of his three sports. His career goal after graduating from college in 1998 was to make a living as a professional triathlete. Kemper's career has spanned two Olympics (2000 and 2004): he was ranked as the world's No. 1 male triathlete in 2005, and was named the U.S. Olympic Committee's Male Athlete of the Year (also 2005). Kemper, 30, trains full-time at the Olympic Training Center from his home in Colorado Springs. "Competing in a triathlon has become the fitness goal of many more people," he says. "This has created a breakthrough in the sport because it's something that nearly anyone can do in one form or another. There is tremendous growth potential."

HUNTER'S TIPS FOR TRIATHLON TRAINING

First, he says, it's easy to adapt the sport to your level of comfort and fitness. Then follow these steps to success:

- Find a gym that's endurance-focused and attend spin classes, for example. Also look for a facility that offers Master Swims for competition training. (He notes that swimming is the biggest challenge for most triathletes.)
- Train with others. Set goals (perhaps a New Year's resolution) and help keep each other motivated and on track. Join a local triathlon club to meet others with similar goals. (It's also a good place to meet potential workout buddies.) Some triathlons offer relay options, so you and your friends could compete together, with each of you concentrating on one leg.
- Select quality equipment. Start with a mountain bike and transition to a road bike. Good-quality shoes are essential, and a sports store also may be a good resource to find out about scheduled races.

- Aim for consistency and work on each component—two or three times—every week.
- Build core strength through the season and continue to work with weights even more intensively during the off-season.
- Focus on good nutrition. "I started working with a nutritionist two years ago and experienced dramatic results," Kemper says. Exercise discipline on when and what to eat. Protein, fruits, and veggies play an important role in tuning up athletes, and hydration is crucial. "I try to never get to the point of getting hungry or thirsty," he says. "If I do, I've gone too long." His winning strategy includes eating about every two hours, "to keep my gas tank full."

A DIFFERENT APPROACH

While Hunter Kemper has trained for triathlons most of his life, Jenny Weber, a USAT Certified Coach and owner of Elita4Sports in Des Moines, sees women at the other end of the spectrum. Weber has mentored and coached women athletes for the past three years, many of whom are training to get in shape for the first time. "Women come to me because they want structure, support, and an environment of camaraderie," she says.

No stranger to triathlons, Weber has competed in marathon and Ironman distance events for the past decade. Her goal with Elita4Sports is to help other women meet their quest for a healthy, active lifestyle, including competing in distance events.

The number of women involved in triathlons has grown steadily. Twelve years ago, women accounted for only 11 percent of USA Triathlon membership; today, they make up 27 percent of the organization. A burgeoning number of women's-only clinics, races, and camps provides motivation and encouragement to this group of athletes.

HOW WOMEN DO IT

"Women need a noncompetitive, friendly training environment," she contends, "and that's different from how men train. With a million-and-one things to do and places to be, time management is more challenging for women than for men."

She advises women that training doesn't have to be solo, nor does it have to take a lot of time away from family. "With planning and creativity, any woman can make this work. When her family comes to watch her cross the finish line, they will know they played a crucial role in getting her there," she says. Family involvement unites the family in a common goal and sets a great example to children about the value of a healthy lifestyle.

Through Elita4Sports training "women of any size, shape, and ability are empowered to reach their goals," Weber says. She does this by offering

progressive, day-to-day guidelines. She meets one-on-one with the women she coaches to assist them in setting short-, medium-, and long-term goals—as simple as improving body image or as complex as training for a triathlon. A vital aspect of the training is to hold each athlete accountable for her own progress through an online logbook. This allows Weber to spot potential problems and provide feedback to keep athletes on track.

It's important for women to prepare for more than just running, cycling, and swimming as they work to meet their athletic goals. According to Weber, a good trainer will work with women athletes in most—or all of—these areas:

- Heart rate
- Periodization
- Flexibility
- Yoga/Pilates
- Strength
- Nutrition
- Transitions
- Mental Attitude
- Tapering

WEBER'S ADVICE FOR WOMEN ATHLETES

- Value your achievements at each stage. Even the fastest marathon runner didn't start training with a 26.2-mile run. Start walking or choose another activity that you enjoy doing, then get moving! Quoting Lao Tzu, she reminds us, "A journey of a thousand miles starts with a single step."

- Divide your long-term goal into small achievable goals. Monitor your progress along the way.

- Find a friend, an aerobic class, or coach to hold you accountable and keep you motivated.

- Take pride in your fitness improvements. Have you lowered your resting heart rate? Do your jeans feel looser? Can you swim for 30 minutes without feeling winded? Did you make it to the gym every day you planned to go?

Weber coaches athletes for duathlons, marathons, and other endurance sports. For more information, visit www.getelita4sports.com.

BUILD a Better Body

If your body needs an extra bit of oomph to stay in tip-top health, nutritional supplements may be just what the pharmacist ordered. Stroll through the aisles of your Hy-Vee pharmacy to learn more about your best supplement options.

WRITTEN BY KATHERINE GRIES
PHOTOGRAPHED BY TOBIN BENNETT

IT'S CLEAR THAT REGULAR EXERCISE, GOOD SLEEP HABITS, AND A WELL-BALANCED DIET ARE ESSENTIAL TO GOOD HEALTH.

Consumers also have discovered that taking nutritional supplements may help ensure optimum health when their bodies need a boost. Jam-packed schedules, less-than-ideal food choices, stress, and some medical conditions contribute to nutritional deficiencies that normal good habits can't always overcome.

According to hy-vee.com and Healthnotes, the typical Western diet often supplies less than adequate amounts of several essential vitamins and minerals, including calcium, magnesium, iron, zinc, and possibly copper and manganese.

For those seeking improved health, the variety of available dietary supplements has expanded dramatically. Consumers can now choose from hundreds of herbal formulas and specialized vitamin-mineral combinations. There are formulas designed for aiding weight loss, for optimizing athletic performance, to provide nutrients missing in some vegetarian diets, and to ward off colds or other ailments.

As you look through the aisles of options, however, a host of questions about supplements may arise: Which supplements will work best for me? Will those supplements react with my prescription medications? How does a savvy consumer navigate this maze of nutritional choices?

Bob Egeland, Hy-Vee's assistant vice-president of Pharmacy Operations, says that many customers ask pharmacists about dietary supplements. Vitamins are perfectly safe and healthy for most consumers, "... but our pharmacy dispensing software can sort out any possible drug interactions just by plugging in the names of the supplement and the medication," says Egeland.

Pharmacists also may recommend supplements to customers based on the prescription medications each customer is taking. One example, says Egeland, is the family of statin medications—used to lower blood cholesterol—which may deplete levels of the heart-healthy nutrient coenzyme Q10. "In that case, it is a good idea to take some coenzyme Q10," says Egeland, to keep that nutrient level in the normal range.

Because changes in the medical world occur daily, Hy-Vee pharmacists attend continuing education classes, pore over medical periodicals, and use computer technology to stay current with vital information.

Dozens of new dietary supplements enter the healthcare marketplace each year. As you build and maintain a healthy lifestyle, some of those products may become a part of your regimen. Share your supplement questions with your doctor and with Hy-Vee's team of pharmacy professionals. You just may discover a healthier you.

1. Nature Made Cholest-Off Fighter: Clinically proven to reduce cholesterol and help support cardiovascular health. 60 ct. **\$7.77**
2. Nature Made Triple Flex Glucosamine Chondroitin: selected varieties: Works with your body to naturally improve joint comfort, mobility and flexibility. 30-120 ct. **50% Off**
3. One A Day Scooby Doo or Flintstones: Scooby Doo contains as much calcium as a glass of milk—healthy growth and development is met with the 10 essential vitamins and minerals; Flintstones support children's long-term growth and development. 50-60 ct. **\$4.98**
4. Olay Multivitamin 50+ or Multivitamin: Includes vitamin C and E to fight free radicals; magnesium and zinc to aid in the absorption of calcium; B vitamin to help food convert to energy; CoQ10 and copper to protect the skin from oxidative damage. 90 or 110 ct. **\$5.97**
5. Hy-Vee HealthMarket Hair, Skin & Nails Vitamins: Key vitamins to help promote hair, skin, and nail health. 90 ct. **\$5.33**
6. Hy-Vee HealthMarket Calcium 600 with D or Calcium 500 mg with D: Calcium builds strong bones and teeth and is essential for muscle contraction and nerve impulse transmission. 100 ct. **\$2.28**
7. Hy-Vee HealthMarket Mega Multi for Women: Complete multivitamin for women helps promote bone strength and a healthy reproductive system; protects cells from free radicals with antioxidants. 90 ct. (compare to GNC) **\$7.77**
8. Hy-Vee HealthMarket One Daily Women's 100 ct. (compare to One A Day) **\$3.16**

The above statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease. Vitamins, minerals, and supplements may interact with certain medications you are taking. Please consult your physician or Hy-Vee pharmacist for advice.

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GOOD FOR YOU LUNCHES

Pack your kids' lunches with terrific-tasting foods that fuel young bodies and minds.

WRITTEN BY TAMARA R. POOL
PHOTOGRAPHED BY TOBIN BENNETT AND KING AU

Even the coolest Batman or Cinderella lunch box won't ensure that your young angels nibble the lunch that you lovingly packed—without bartering, trading, or swapping with classmates. How do you feed healthy goodness to active kids who crave fun and flavor? Team your creative kitchen wits with the USDA Food Pyramid (www.mypyramid.gov) to dream up balanced lunches guaranteed to satisfy your students' cravings.

The pyramid's guidelines show what and how much kids should eat—so you can focus your Mom skills on filling kids up with whole grains, fruits, veggies, and meat.

Setting and achieving nutrition goals will build kids' confidence and turn healthy eating into a rewarding game.

To get kids involved in tracking nutrition, make a chart for each child.

Label columns with the days of the week and label lines with Dairy, Meat, Vegetable, Fruit, Grain.

After each meal or snack, kids can draw and color or place a sticker on the chart under the appropriate menu choices.





MILK GROUP: 2 to 3 servings/day

Dairy products, whether from cows, sheep, or goats are included in the milk group. Choose from yogurt, kefir, milk, cream, eggnog, and cheeses—mozzarella, brie, cheddar, muenster, Neufchâtel, and many others—to meet daily serving goals.

Children need two to three servings from the dairy group each day. One cup of milk or yogurt, 2 ounces processed cheese, or 1½ ounces of hard cheese each equal one serving. Other ways to reach this serving goal:

- add non-fat dry milk powder or buttermilk powder to baked goods, homemade soups, and breakfast cereals
- blend yogurt into fruit smoothies
- substitute yogurt, cream cheese, or cottage cheese for mayonnaise in salad dressings, dips, and spreads
- use cheese shreds, crumbles, or cubes to top salads, soups, and vegetables

Most kids love cheese, and there's a cheese for nearly every letter of the alphabet. Help your children explore the wide world of cheese by tasting their way through a "cheese alphabet"—American, Blue, Colby ... Jack ... Quark ... Swiss, and more.

For healthful lunch sides or snacks, pair cheddar cheese with celery or pears and a few whole wheat crackers (this combo provides children with one serving each of dairy, fruit or veggie, and grain).

Dairy is mainly known for its rich calcium supply, which is essential to bone growth, but it also supplies protein that builds and repairs muscles, bones, blood, skin cells, internal organs, and the brain. One serving of milk (1 cup/8 oz.) provides 30% of the calcium, 25% of the vitamin D, 24% of the riboflavin (B2), 20% of the phosphorus, 16% of the protein, 13% of the vitamin B12, 11% of the potassium, and 10% each of the vitamin A and niacin a person needs every day!

According to a study conducted by *The International Journal of Sport Nutrition and Exercise Metabolism*, chocolate milk is as good or better than commercial sports drinks like Gatorade. While commercial sports drinks provide carbohydrates, fluid replacement, and electrolytes, chocolate milk goes even further by also offering essential nutrients and the optimum ratio of carbohydrates to protein.

Because dairy foods boast incredible nutrition, see your family doctor about calcium supplements if your kids are unable or unwilling to eat them. Calcium deficiency can lead to osteoporosis and a variety of other medical conditions.

MEAT GROUP: 2 to 3 servings/day

The meat group includes beef, fish and other seafood, pork, eggs, poultry, beans, peas, lentils, seeds, nuts, tofu, and other soy products.

One egg, two to three ounces of meat, fish, or poultry, ½ cup cooked beans, or 2 tablespoons nut butter each equal one serving of protein. It's recommended that children eat two to three servings of protein daily. The number of suggested servings increases for children who don't eat dairy.

Meat products provide protein, zinc, iron, and vitamin B12, and other nutrients. Protein builds cells and is a backup energy source when the body's preferred fuel—carbohydrates—has been consumed. Fish and seafood are great sources of zinc and chromium; other protein sources provide selenium and sulfur.

Proteins contain amino acids. In general, animal products contain enough amino acids to be called "complete," while beans and nuts must be combined with grains to form a complete set of amino acids. For example, a breakfast of boiled egg, toast, and juice counts as a protein, a grain, and a fruit, but adding 2 tablespoons of nut butter to the toast makes two proteins!

Although food combinations can make complete proteins, people who eliminate meat products from their diet (vegetarians) should consult a physician or dietician to be sure they're consuming adequate amounts of vitamin B12, iron, and zinc.

Some interesting ways to incorporate proteins into a child's diet are to sprinkle seeds (sesame, sunflower, or flax) and chopped nuts on salads, stir-fries, dips, and hot cereals; cut cooked chicken into shapes using cookie cutters; or use egg slices and veggies to make food faces.





FRUIT & VEGETABLE GROUPS: 2 to 4 fruit & 3 to 5 vegetable servings/day

The fruit and vegetable food groups include whole fruits and vegetables (fresh, frozen, canned, dried) and juices. Explore the variety in these two groups by letting children pick a new “fruit or vegetable of the week” (or month) at each grocery visit. Children are more likely to try new foods when they choose and prepare them.

The “5-a-Day” website (www.5aday.gov/month/index.html) has a link to ideas and recipes about incorporating new and unusual fruits and veggies into menus.

Children should eat 3 to 5 vegetables and 2 to 4 fruit servings each day. One piece of fruit, $\frac{3}{4}$ cup of 100 percent fruit or veggie juice, $\frac{1}{4}$ cup dried fruit, $\frac{1}{2}$ cup canned fruit, $\frac{1}{2}$ cup chopped cooked or raw veggies, and 1 cup raw, leafy veggies (such as lettuce) each equal one serving. Serving sizes may seem confusing, but if you measure each food for several meals, you’ll quickly discover how to judge serving sizes.

Fresh produce, —the ideal, —offers the best nutritional value. Second best are frozen fruits and veggies because they’re usually frozen immediately after picking (fresher than most produce aisle offerings). The exception: Canned tomatoes are nutritionally second best because the canning process increases the antioxidant level in tomatoes. Dried produce comes in third, with canned a close fourth. Fresh juices consumed right away are just as good as fresh produce, except they lack fiber.

Variety is key to getting all the recommended nutrients from fruits and veggies. Many fruits and vegetables contain vitamins, such as A and C, which help to build strong bodies and fight infections. Dark green leafy vegetables boast iron and calcium. All provide water and fiber, which aid in the digestive process, and some offer an incredible amount of antioxidants to help fight disease and aging.

GRAIN GROUP: 6 to 11 servings/day

The grain group headlines a humble cast of grains and starches, whose versatility in the kitchen makes them award-winning performers. Wheat and corn, grain favorites, are joined by millet, buckwheat, brown rice, oatmeal, quinoa, and rye for a wide choice of meal options.

Whole (unprocessed) grains and 100 percent whole grain products comprise the whole grain subcategory. Processed, refined, and enriched grains fill the refined subcategory. The nutrient content of whole grains far exceeds refined grains.

The ideal diet consists of grains and products from whole grains. Unfortunately, many children dislike the taste and texture of whole grain products. To help improve kid’s diets, Hy-Vee has introduced a new whole grain white bread. Offer whole grain products alongside refined ones, serve a pasta dish containing a combination of refined and whole grain noodles with more refined than whole grain noodles. Slowly increase the whole grain ratio at each meal until the entire meal is whole grain. Repeat this process with rice, tortillas, breads, and homemade baked goods, and your family will soon come to prefer unprocessed foods.

Grain serving sizes are relatively easy to determine. One slice of bread, $\frac{1}{2}$ cup cooked grains or pasta, 1 ounce dry cereal (read labels for serving sizes as some cereals are more dense than others), 1 medium potato, 1 small bagel or English muffin, and 1 small tortilla each equal one serving of grain. The food pyramid recommends 6 to 11 servings of grains each day for kids.

Whole grains supply complex carbohydrates, some vitamins (such as B vitamins, which help fight infection and contribute to nerve health), minerals, and protein. Whole grains also provide fiber to help digestion and prevent diseases.

Complex carbohydrates, the body’s preferred source of energy, are necessary for a balanced energy levels. The carbohydrates in refined foods contribute to such metabolism imbalances as sugar highs and lows and the “after-lunch sleepies.”





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MAKE LUNCH COOL

Our menu ideas will make your kids' lunch boxes the buzz of the cafeteria. Wow your kids—and their friends—with these lunches that pack a nutritional punch!

POTATO CHOWDER POWER

Fill a thermos with homemade or canned potato chowder. Pack two crumbled bacon strips (choose turkey bacon for a lower-fat option), 8 cheddar cubes, and some croutons for soup toppings. Add broccoli, grape tomatoes, and ranch dip for a colorful and crunchy side. Pear slices and a mini candy bar bring the meal to 2 grains, 1 meat, 1 dairy, 1 veggie, 1 fruit, and 1 sugar.

Just for fun, include a small raw potato, some toothpicks (or a plastic fork and small pretzel sticks), and raisins—along with instructions on how to make a potato person.

APPLE DIPPERS

Slice an apple and dip it in orange- or lemon juice to keep it from browning. Package the apple and other dippers of choice in individual bags: cheese strips, carrot sticks, cinnamon-raisin bagel chips, and whole wheat pretzel sticks. In a small plastic container, scoop $\frac{1}{4}$ cup peanut butter softened in the microwave; stir in raisins, dried cranberries, or pecans. Zip crisp rice cereal and semisweet chocolate chips in plastic bags to sprinkle on the dip. This tasty treat yields 2 proteins, 2 grains, 1 to 2 fruit, 1 veggie, and 1 dairy.

For a nut-free menu, substitute softened cream cheese (do not microwave) for the peanut butter and exclude nuts from the topping choices.

Tuck a note into the lunch box or bag that says:

You're the apple of my eye!

I appreciate _____ about you!

You play _____ so well!

Your personality is so _____!

I love you!

You're excellent at _____!

PBJ MY WAY

Enlist your child's help as you explore beyond basic peanut butter and jelly. Show them the variety of nut butters (hazelnut, almond, and cashew), and introduce them to an array of jams, jellies, and preserves. Encourage them to try something new, then gather toppings of crisp rice cereal (cocoa or plain), carrot shreds, banana slices, honey, pecans or other whole nuts, dried fruits, colorful candy sprinkles, or crumbled bacon.

Help them make a sandwich with whole wheat bread, then instruct them how to pack the toppings in their lunch box. This meal contains 2 grains and 1 protein before toppings.

Balance the topping selection with carrot strips, apple slices, and a thermos of milk. Make the meal a project by charting the selections and keeping track of likes and dislikes for each entry and combinations.

NO NUTS HERE!

When kids can't have nuts they can still have fun mixing and matching foods. Use the "PBJ My Way" menu to encourage creativity, substituting tortillas, mashed beans, and salsa. Choose from light or dark kidney beans, black beans, or garbanzo beans. Show your child how to drain and mash the beans then spread them on a tortilla. Add salsa, cheese, and veggies and roll up and slice the tortilla into 2-inch spirals. Or fold the tortilla in half and slice in four triangles. Pack fruit for dessert for a meal total of 1 grain, 2 veggies, 1 protein, 1 dairy, and 1 fruit.

NOT-SO-SCARY SALAD BAR

Pack a large container with 1 cup lettuce (green or red leaf, Romaine, Boston, or a mix). Enlist your child's help in selecting toppings—at least one from each group:

MILK: shredded or crumbled cheese, yogurt, or sour cream dressing

MEAT: hard-cooked egg slices or crumbles, deli meat, crumbled bacon strips, seeds (sesame, sunflower, or pumpkin), or nuts

FRUIT/VEGGIE: carrot and/or radish shreds, olives, onion slices, peppers, sprouts, peas, cucumber slices, grape tomatoes, apple, pear, or pineapple

GRAIN: Croutons, whole grain bread or roll, or whole grain crackers

Pack it with dressing in a separate container, a fork, and a cookie. (Use individual snack baggies, small plastic containers, or a covered ice cube tray cut in half.)

If one serving is chosen from each group, the tally will be 2 veggies, maybe 1 fruit, 1 meat, 1 milk (2 if drinking milk as well), and 1 grain.

TORTILLA TUMMY-TICKLER

Fill a thermos with chili or tortilla soup. Pack corn or tortilla chips with 8 cheddar cubes or the shredded equivalent. Add guacamole and carrot strips with ranch dip, apple slices, and a small chocolate-chip cookie. The grand total yields 1 to 2 proteins, 2 grains, 1 dairy, 2 veggies, and 1 fruit.

PASTA DELIGHT

Fill two cooked jumbo whole wheat pasta shells or manicotti tubes with egg, chicken, tuna, turkey, or salmon salad. Pack a fruit kabob (or two, depending on size) prepared by alternating pineapple chunks, cherries, strawberries, orange slices, and apple or pear chunks on a wooden skewer. Include milk in a thermos, bread sticks, grape tomatoes, and broccoli to balance it to 2 grains, 1 to 2 proteins, 1 milk, 1 to 2 fruit, and 1 veggie.

OPPOSITE:

1. Sugar Free Jell-O Gelatin: selected varieties .3 oz. **\$5/\$2.00**
2. Pringles 100 Calorie Packs 6 pk. **2/\$5.00**
3. Seneca Apple Chips: selected varieties 3 oz. **\$1.99**
4. Jello-O Ready to Eat Pudding: selected varieties 6 pk. **2/\$5.00**
5. Hy-Vee Microwave Popcorn: selected varieties 6 pk. **3/\$5.00**
6. Good Health Veggie Stix 8 oz. **\$3.89**
7. Genisoy Soy Crisps: selected varieties 3.5 oz. **3/\$7.00**
8. Italia String Cheese 24 oz. **\$4.98**
9. Hy-Vee Dried Fruits: selected varieties 6 oz. **2/\$3.00**
10. Juicy Juice 100% Juice: selected varieties 64 oz. **3/\$7.00**
11. Little Critters Vitamins: selected varieties 30-60 ct. **\$3.96**
12. Hy-Vee HealthMarket Animal Shapes Vitamins 60 or 100 ct. (compare to Flintstones) **\$2.28**

RIGHT:

13. Sara Lee Whole Grain White Bread 20 oz. **\$1.96**
14. Hormel Natural Choice Lunchmeat: selected varieties 9 oz. **\$2.79**
15. Hy-Vee Kids Water 24 pk. 10 oz. **\$3.48**
16. Frito Lay Baked or Light Chips: selected varieties **2/\$6.00**
17. Pocket Books for Better Health: assorted titles **\$5.99**
18. Blue Bunny Superfruit Gourmet Fruit Bars 18 oz. **2/\$5.00**



PASS THE BREAD!

Feast on bakery-fresh breads baked with whole grain goodness, and you'll fuel your body with disease-fighting nutrients.

WRITTEN BY JULIE MARTINS PHOTOGRAPHED BY KING AD

Head to the bakery aisle to stock up on whole-grain goodness. Hy-Vee's Wholesome Harvest Bread line puts healthful eating on the menu at every meal.

Baked with whole wheat, or other whole grains, these breads pack nutrition into breakfast toast, lunchtime sandwiches, and soup suppers. "We didn't give up taste to come up with this healthy bread line," says Don Wilkens, assistant vice-president of bakery operations at Hy-Vee. "Even kids love this bread—my own are proof."

In whole grain food products, the grain is used in its entirety, rather than refined or processed. Health benefits from whole grains abound, including risk reduction in developing heart disease, diabetes, cancer, and obesity. Whole grains also contain several immune-boosting antioxidants that aren't found in fruits and vegetables. To ensure you're purchasing whole grain products, look for labels that include the words "100 percent whole wheat" or "whole grain."

"One of the things Hy-Vee is pursuing is being known as 'the healthy grocery store,'" Don says. "Our dietitians and Health-Market are clearly part of that, and we don't want the bakery



to be left out. That's where Wholesome Harvest Bread comes in."

The Wholesome Harvest Bread line slices up a smorgasbord of blends and flavors, all of which have zero grams of trans fat. *Whole Wheat Sandwich Bread* is stone ground wheat, whole grain bread. Two slices of it fulfill the USDA daily requirement of 3 servings (16 grams) of whole grains and provide

a good source of dietary fiber. *Sweet Wheat Baguette* is rye-based whole grain bread.

Grain breads feature enriched flour with grains and seeds added. In this category, bread selections are *Nine Grain & Seed Sandwich*, *Wholesome Oatmeal Sandwich Bread*, and *Harvest Grain Baguette*.

Don encourages customers to try whole grain products. "There's not a great difference in flavor in a whole grain product versus one that's not," he says. That's especially true in products where another flavor prevails. The Hy-Vee Bakery is working on a full line of whole grain items—from muffins, to sandwich buns, to cookies.

The bakery's dedication to healthful lifestyles extends



To ensure you're purchasing whole grain products, look for the words "whole wheat," "whole grain," or "non-processed flour" on the label.

beyond whole grain. "We're committed to taking trans fat out of our bakery products without elevating saturated fats," Don says. That means forsaking palm oil, which raises saturated fats in finished products. "Soy oil is the solution now," Don says. "We run into some obstacles with cake frosting, which requires solidified shortening, but with time, we hope to have an alternative to hydrogenated oil or palm oil for that."

As you shop for your family, whether it's for bread, packed lunch fixings, or family-style suppers, follow Don's advice. "Look for a clean label in the foods you buy," he says. "That means a label without chemicals. If you can read and understand every ingredient on the label, you know you're buying something that's healthy."

WHOLESOME HARVEST BREADS—Available at your Hy-Vee Bakery

1. 9 Grain & Seed Sandwich Bread 24 oz. Low in fat. Low in saturated fats. 0 trans fat. \$2.77
2. Stone Ground Whole Wheat Bread 33 oz. Low in fat. Low in saturated fat. 0 grams of trans fat. Good source of dietary fiber. Excellent source of whole grain. \$2.77
3. Wholesome Oatmeal Sandwich Bread 26 oz. Low in fat. Low in saturated fat. 0 grams trans fat. \$2.77
4. Sweet Wheat Baguette 12.5 oz. Low in fat. Low in saturated fat. 0 grams trans fat. \$1.77
5. Harvest Grain Baguette 10 oz. Low in fat. Low in saturated fat. 0 grams trans fat. 2/\$3.00



Adding fragrance and soft lighting to your bathroom is a quick way to create a spa-like atmosphere. Aromatherapy, whether from candles, bath salts, or potpourri, can be used to stimulate the senses as well as relax the body. Keep both the lighting and the scent subtle for the most relaxing environment. Here, fresh rose petals are scattered in warm bath water to release gentle fragrance.





Spaahhh!

You've spent the day taking care of business—work, family, and home—and dealt with stresses every step of the way. Now it's time to unwind and take care of yourself with a little relaxation and pampering.

WRITTEN BY JILANN SEVERSON PHOTOGRAPHED BY KING AU

1. Olay Definity Cream, Lotion or Moisturizer 1.7 oz. **\$18.99**
2. Smart Water 1 Liter **10/\$10.00**

Making time to tend to your peace of mind is as important as cooking healthful meals or taking aerobics classes. With very little effort and expense, you can create an oasis of calm and pampering in your own home. Whether your house has a small shared bath or an expansive master bath, an escape awaits with blissful minutes of peace and luxury at the end of the day.

Prepare your spa by gathering a smattering of items similar to those in a commercial day spa. Skin care takes the forefront at most spas, so learn the basics of skin-care needs. As your body's largest organ, your skin is most exposed to daily abuse. Keeping your skin healthy helps keep the rest of your body healthy because it is your barrier to outside bacteria. In a single day, your skin may be exposed to a dozen or more micro climates. Humidity and temperature vary within buildings, cars, outdoors, and even from room to room. Exposure to these drastic differences can break down skin's natural moisture barrier and cause it to lose its natural ability to hold moisture. Make up for moisture loss with a regular moisturizing routine. The American Osteopathic College of Dermatology (AOCD) cautions to recognize which type of moisturizer you need. Water-based moisturizers are best cosmetically because they do not block pores; oil-based creams and moisturizers are best for trapping moisture in overly dry areas. Read labels and choose the moisturizer best for each part of your body. The AOCD also recommends the use of mild soaps and soft fluffy towels and washcloths—common accoutrements at a day spa.

Relieve daily stress with Hy-Vee's spa products—bath and body items, candles, specialty waters, and flowers—to create a space that rejuvenates and energizes the mind and body.



A lotion-type body wash is best for dry skin or during winter months when skin is subjected to central heat and dry air. It is gentler and far less drying than soap so less likely to dry the skin further. Above Oil of Olay Ribbons Body Wash; selected varieties 18 oz. **\$5.77**

CREATE A HOME SPA

Once you gather the basic soaps, towels, and moisturizers, it's time to add other pampering products. Create a feeling of calm by decluttering your bath. If grooming items must be out in the open, display them in stylish ways. Place mouthwash and other liquids in pretty decanters. Use baskets to hold grooming tools. Tuck other essentials in covered containers. Relegate seldom-used items to the linen closet. Once the room is cleared, add fragrance in the form of scented soaps, candles, or potpourri. Stick with only one scent, adding multiples of it for an attractive spa-like display.

Next focus on lighting. Candles immediately come to mind and their magical flickering is relaxing to many. Other options are to install a dimmer switch on an overhead light or to add floor or table lamps if your bathroom layout allows for them. Keep lighting soft and subtle but not so dark that you'll doze off.

Sound is another easy indulgence. Music from a small stereo, water trickling from a fountain, or a sound machine that emits calming nature sounds block out household noises and establish a serene frame of mind. For safety, be sure to keep all electrical appliances away from the bathtub and other water sources.

Once the basics are in place, add extra indulgences. If you don't have a whirlpool bath, get a similar effect with a massaging bath mat that shoots bubbling streams of warm water from the bottom of the tub. Bath mats vary widely in price and offer features such as jet adjustments, heated water, and massage rollers.

A foot bath is a necessity if you are on your feet all day. Some use water to soothe feet while others use heat or acupressure points. Choose the one that best suits your needs, and follow the manufacturer's directions for adding oils, Epsom salts, or other products.

Facial saunas have been around for decades and are still a good way to open pores, freshen skin, and feel a bit decadent. Create your version by running the hottest tap water in the sink. Add a metal mesh or cheesecloth bag filled with such herbs as fennel, mint, parsley, and licorice seed. Drape a towel over your head, and hold your face 12 inches above the hot water.

A newly popular home spa treatment is heated paraffin wax for manicures. Wax is melted to a comfortably warm temperature so you can immerse your hands into it for an ultra-moisturizing treatment.

No matter how extensive you make your home spa, the important thing to remember is to use it. The luxury of relieving daily stress improves your mental and physical health and energizes you for the days ahead.



Match skin care products to
your skin's needs for the
healthiest skin.

1. L'Oréal Advanced Revitalift Skin Care: selected varieties .5-1.7 oz. **\$10.77**
2. Olay Regenerist Serum or Lotion; selected varieties .5-2.05 oz. **\$13.77**
3. L'Oréal Wrinkle De-Crease Skin Care 1.7 or 2 oz. **\$14.96**
4. L'Oréal Age Perfect Pro-Calcium Lip & Eye or Fragrance 1 or 1.7 oz. **\$17.77**
L'Oréal Double Action Age Perfect Skin Care 1 oz. **\$13.99**





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1. Weight Watchers Nonfat Yogurt: selected varieties
6 oz. **2/\$.88**
2. Sparboe Farms Cage Free: large eggs 12 ct. **\$1.88**
3. Hy-Vee Yogurt To Go: selected varieties
18 oz. **\$1.57**
4. Canola Harvest Margarine or Margarine with flax
16 oz. **\$1.36**
5. Hy-Vee Soft Cream Cheese: selected varieties
8 oz. **\$1.28**



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Dairy & Eggs—for your good health.



When it's DiLusso®, It's Delicious™

DELUXE DELI HAM

A premium, trimmed ham that delivers perfect slices from start to finish. Deluxe ham texture, superior taste, no MSG, and an extended refrigerator shelf life.

DiLusso Deli Premium Sliced Ham:

Selected Varieties **\$5.99/lb.**



EXCLUSIVELY AT HY-VEE

Leave the world behind and escape to the garden.



COMING THIS SPRING. Create a restful, relaxing retreat in your yard. Our next issue of *Hy-Vee Seasons* includes tips and suggestions from our experts and a wide array of lawn and garden, picnic, and grilling products to make the most of outdoor living.

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CLINICAL PHARMACIST

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Where there's a helpful smile in every pharmacy aisle!

Fast, friendly service | Drive-up service | Free local delivery

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HY-VEE SEASONS hy-vee.com

65

eat well & live healthy

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Order a cake.

Pick out a party tray.

Upload, share and print your digital memories.

Discover perfect wine and food pairings.

Locate a Hy-Vee store near you.

Learn and grow with your new baby.

Keep your pet happy and healthy.

all this and more—updated weekly

hy-vee.com

