The Breakfast Scoop

Schools and families working together toward student success

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Vote for Your Favorite Recipe by May 31 and Help A School Receive $1,500

On September 7, USDA launched the Recipes for Healthy Kids Competition in support of First Lady Michelle Obama’s Let’s Move initiative. This recipe contest focused on the partnership of school nutrition services, chefs, parents, the community, and students by providing healthy recipes that kids will enjoy at home and as part of the National School Lunch Program.

Over three hundred and forty recipes were received. Five recipes from each of the three categories – whole grains, dark green & orange vegetables, and dry beans and peas – were chosen as semi-finalists. These recipes will be evaluated by a team of judges, consisting of a USDA nutritionist, an American Culinary Federation Chef, and a school nutrition professional to determine one finalist from each category. The three finalists will participate in a national cook-off event at the American Culinary Federation Convention on July 25th.

In addition, all of the 15 semi-finalists are eligible to receive the Popular Choice Award. The school/recipe with the most website votes will receive $1,500 towards its Food Service Program.

Vote for your favorite recipe today and encourage others to vote too! Public Choice voting will end on May 31, 2011. The Recipes for Healthy Kids competition web page can be accessed at www.RecipesforHealthyKidsChallenge.com/submissions.

All the teams that entered the Competition did an exceptional job at creating healthy, kid-friendly recipes. Use this website as a resource for recipes that encourage whole grains, legumes and dark-green and orange vegetables in your school lunch menus.
More Matters: the cost of fruits and vegetables
By Amber Canto, Poverty and Food Security Specialist
Reviewed by Judi Bartfeld, Food Security Research and Policy Specialist

A newly released report by USDA’s Economic Research Service, “How Much Do Fruits and Vegetables Cost?” uses 2008 Nielsen Homescan\(^1\) data to estimate the average price of 153 commonly consumed fresh and processed fruits and vegetables at retail stores; average prices were calculated by pound and by edible cup equivalent.

Researchers found that, on average, fresh and processed fruits and vegetables ranged from less than 20 cents per-edible-cup equivalent to more than $2 per-edible-cup equivalent. Using these estimates, in 2008, the average adult requiring a 2,000 calorie diet could satisfy 2010 Dietary Guidelines for Americans fruit and vegetable recommendations for both amount and variety at an average price of $2 to $2.50 per day – approximately $0.50 per edible cup.

The study also showed that processed fruits and vegetables were not consistently more or less expensive than fresh produce, and retail prices per pound often varied considerably from prices per edible cup equivalent. One reason for the price differential between price per pound and price per-edible-cup equivalent was thought to be attributed to the cost of processing value-added produce, such as pre-washed, pre-cut, or pre-packaged fruits and vegetables (example: baby carrots, leaf and baby spinach, broccoli florets), which are typically more expensive.

It is important for us to understand the barriers that exist to fruit and vegetable consumption, such as cost, taste, limited access, convenience, and perceived lack of time. Two of these, affordability and access, may be even more significant barriers for poor and food insecure populations due to the fact that fruits and vegetables are more likely to be sold in supermarkets at lower prices, and yet the presence of supermarkets is often limited in underserved rural and urban communities, resulting in food deserts.

The following example uses the ERS calculations on the cost of meeting the dietary guideline recommendations for fruit and vegetable consumption and is intended to illustrate the potential impact on monthly expenses in a poor family of four. According to the 2010 Dietary Guidelines for Americans, the cost to consume the recommended servings of fruits and vegetables for a family of four would be $8.50 per day, $59.50 per week, or approximately $255 per month.

(continued on page 2)
Cost of Meeting 2010 Dietary Guidelines for Americans
Recommendations in a Family of Four

<table>
<thead>
<tr>
<th>Family Member*</th>
<th>Age (years)</th>
<th>Average Daily Calorie Needs</th>
<th>Average Daily Intake Fruits</th>
<th>Average Daily Intake Vegetables</th>
<th>Total amount of Daily Fruits &amp; Vegetables</th>
<th>Daily Fruit and Vegetable Cost**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult, female</td>
<td>28</td>
<td>2,000</td>
<td>2 cups</td>
<td>2.5 cups</td>
<td>4.5 cups</td>
<td>$2.25</td>
</tr>
<tr>
<td>Adult, male</td>
<td>30</td>
<td>2,600</td>
<td>2 cups</td>
<td>3.5 cups</td>
<td>5.5 cups</td>
<td>$2.75</td>
</tr>
<tr>
<td>Child, female</td>
<td>8</td>
<td>1,600</td>
<td>1.5 cups</td>
<td>2 cups</td>
<td>3.5 cups</td>
<td>$1.75</td>
</tr>
<tr>
<td>Child, male</td>
<td>6</td>
<td>1,600</td>
<td>1.5 cups</td>
<td>2 cups</td>
<td>3.5 cups</td>
<td>$1.75</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$8.50</td>
</tr>
</tbody>
</table>

*For purpose of calculation, all activity levels considered to be “moderately active”  
**Estimated at $0.50 per edible cup equivalent

1 2008 Nielsen Homescan data includes information on purchases made at supercenters (Wal-Mart), wholesale club stores (Costco or Sam’s), traditional grocery stores, convenience stores, drugstores, and other types of retail facilities.

How does this translate into a context of poverty?

The current poverty wage and minimum wage in Wisconsin are considerably lower than the living wage for the state. In Wisconsin, one estimate of basic cost of needs, or living wage, for a family of four (two adults, two children) is $25.82 per hour, or $4,167 per month after taxes. The poverty wage is $9.83 per hour and the minimum wage is $7.25 per hour (the minimum wage is the same for all individuals regardless of the number of dependents).

According to the living wage estimates used above, the cost of food is approximately one-sixth of monthly after-tax income. For the family of four described above, of the $705 spent on food, 36% ($255) should be used for fruit and vegetable purchases in order to meet the 2010 Dietary Guidelines for Americans recommendations according to ERS estimates.

Families earning less than the living wage could expect to use an even larger proportion of their income in order to meet the dietary guideline recommendations. For example, the 2009 poverty threshold for a family of four is $21,954 or $1,829.50 per month. In order for this family of four earning a poverty wage to meet the dietary guideline recommendations for fruit and vegetable consumption, they would need to dedicate approximately one-seventh (14%) of their total monthly income after taxes to fruits and vegetables alone – this is nearly the same amount that the living wage calculates for the estimated proportion of after-tax income spent on all food items.

To learn more, visit: [www.EndHungerWI.org](http://www.EndHungerWI.org) and read the Wisconsin Food Security Consortium’s action plan to end hunger in Wisconsin.
Dietary Guidelines for Americans 101

What are the Dietary Guidelines for Americans?
The Dietary Guidelines for Americans (DGA) are a set of recommendations developed by the United States Department of Agriculture. They are the Federal Government’s evidence-based nutrition guidance to promote health, reduce the risk of chronic diseases and reduce the prevalence of overweight and obesity through improved nutrition and physical activity. These guidelines are used to help define the science and the policies behind all Federal nutrition program including research, education, nutrition assistance, labeling and nutrition promotion.

Who are the DGA’s for?
Traditionally, the DGA offer a set of recommendations for healthy Americans ages 2 years and over about making food choices that promote health and reduce disease risk. Due to rising health concerns related to obesity, malnutrition and related risks, the Dietary Guidelines for Americans, 2010 is intended for Americans ages 2 years and older, including those at increased risk of chronic disease.

Who writes the DGA’s?
The U.S. Department of Agriculture (USDA) and the U.S. Department of Health and Human Services (HHS) jointly created each edition of the DGA. Both of these organizations appoint individuals to serve on the Dietary Guidelines Advisory Committee. The Dietary Guidelines Advisory Committee is made up of a group of individuals who are nationally recognized experts in the fields of nutrition and health. This committee reviews the current scientific literature and medical knowledge and then develops the evidenced-based recommendations and revisions.

How often are DGAs updated?
The first DGA was released in 1980 and the goal of the Dietary Guidelines Advisory Committee is to review, update if needed and publish the DGA every five years. The latest edition, Dietary Guidelines for Americans, 2010 was published in January 2011.

What are the key recommendations in the latest DGA?
The basic premise of the DGA is that nutrient needs should be met primarily through consuming foods. The recommendations are presented in three parts: Balancing calories to manage weight; Foods and food components to reduce; and Food and nutrients to increase. The selected messages for consumers are:

**Balancing Calories:**
- Enjoy your food but eat less.
- Avoid oversized portions.

**Foods to Increase:**
- Make half your plate fruits and vegetables.
- Switch to fat free of low fat milk.

**Foods to Reduce:**
- Compare sodium in foods like soup, bread and frozen meals- and choose the foods with lower numbers.
- Drink water instead of sugary drinks.

The complete edition of the publication, as well as a slide presentation about the Dietary Guidelines for Americans 2010, is available through the United States Department of Agriculture Center for Nutrition Policy and Promotion website:
http://www.cnpp.usda.gov/dietaryguidelines.htm
Wisconsin Crop Availability and Harvest Time

What characterizes Wisconsin’s crop harvest? Many would say the cold weather, the shorter growing season and later harvest.

Below is a list of crops available in Wisconsin. Please keep in mind that exact crop availability and harvest times vary from year to year.

Use this guide as a starting point for developing your menus that include Wisconsin produce.

- **Apples**: August – October
- **Asparagus**: May – August
- **Basil**: August/September
- **Beets**: June – October
- **Blueberries**: July into August
- **Broccoli**: June – October
- **Brussels sprouts**: August – mid-November
- **Cabbage**: June into November
- **Cantaloupes**: August/September
- **Carrots**: June – October
- **Cauliflower**: August – November
- **Celery**: August – October
- **Chard**: July – September
- **Corn**: mid-June – mid-August
- **Cucumbers**: July – mid-October
- **Garlic**: August – November
- **Grapes**: September
- **Green beans**: July – September
- **Green onions**: June – September
- **Greens** (various): June – October
- **Herbs**: July – October
- **Leeks**: August – October
- **Lettuce** (various): June – September
- **Melons**: August and September
- **Mint**: April – October
- **Onions**: August – October
- **Pea greens**: June and July
- **Peas**: July – August
- **Peppers** (sweet): July – September
- **Potatoes**: July – October
- **Pumpkins**: October
- **Radishes**: May – October
- **Raspberries**: June into August
- **Rhubarb**: May – June
- **Spinach**: May – October
- **Summer Squash**: July – October
- **Strawberries**: June and July
- **Tomatoes**: July – early October
- **Watermelons**: August – September
- **Winter Squash**: August – October
- **Zucchini**: July – October

Have a Great Summer!
### Marketing Corner

If someone were to ask you, what you do as a school nutrition professional, what do you tell them? Do you know how to market what you do to others? Do you know how to self-promote?

According to Rochelle Barch, who developed her home-based computer consulting job into a multi-million dollar business, people need to get over their negative connotation about bragging. Self-promotion and self-confidence are linked, according to Barch. She says: “Learn how to brag about yourself and be proud of it! If you don’t brag about yourself, who will?”

No one knows best what you do than yourself. One strategy to describe what you do is to take the time to develop your own sound bite. Start with a general statement about where you work and your area of expertise. Then continue with something more in depth that reflects what you do including how this contributes to the organization. You can end with your title.

So the next time someone asks, “What do you do?” don’t just say you work in school nutrition. Really wow them with something like: “I work in schools providing children with safe, healthy and nutritious meals every school day of the year. I develop the menus; oversee food ordering/inventory, preparation of meals; and manage the administrative duties related to school nutrition programs. I supervise staff and love what I do as a school nutrition professional.”

### Breakfast Facts

Although cereal is the most popular breakfast food, one third of adults will have bacon and egg for breakfast during the weekend.

Brunch is commonly thought of as a meal served sometime later in the morning or early afternoon that combines food items typically consumed for breakfast and lunch.

The term brunch was coined in 1895 by Guy Beringer which described the meal served after church.

Did you know?
- That radishes were a common breakfast item for the Pennsylvania Dutch and that they still are for many people from Japan?
- 12% of the total quantities of colas sold are consumed with, or instead of, breakfast.

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Wisconsin Breakfast Newsletter Website - [http://fyi.uwex.edu/wischoolbreakfast](http://fyi.uwex.edu/wischoolbreakfast)