



▶ MORE DOES MATTER... 1



▶ CALORIES EXPLAINED .... 2



▶ RECIPE OF THE MONTH... 2

## More Does Matter

*Are you eating your fruits and vegetables? Studies show that even with marketing of the importance of fruits and veggies in our diet, we still don't eat enough.*

The 5-a-day campaign, started in 1991 was a campaign to increase awareness and consumption of fruits and vegetables on a daily basis to Americans. A 50 million dollar campaign, 5-a-day was a project that consisted of many groups; governmental, private sector, and education to increase consumption of fruits and vegetables across the country. Strive for five referred to a goal of aiming for at least five and up to nine servings of fruits and vegetables per day.

Fifteen years ago, when the 5-a-day campaign began, Americans were eating 26% of their daily requirement of fruit and 35% of their requirement of vegetables. Scientific research shows consistently that a regular consumption of fruits and vegetables promotes optimal health. Fruits and vegetables are high in fiber, vitamins and minerals, and when added in a healthy balance to each meal, fill us up without adding too many calories.

The measurement after the 5-a-day campaign started showed 28% of adults met their requirements for fruit and 32% adults met their requirements for

vegetables. This is dismal. Why did vegetable consumption decrease? The authors in a study published in *The American Journal of Preventive Medicine* have theories that not only are we stubborn to change, but fruits and vegetables are difficult to prepare and not as accessible as many processed foods. Are we lazy? Is peeling a banana really that difficult?

The 5-a-day campaign has recently changed to the More Matters campaign. This is the idea that trying to increase your consumption, no matter how many servings is most important. If you are currently eating only 2 servings per day, strive for more, maybe three or four. If you are currently eating 0-1 servings, again, more matters, so adding in a fruit or vegetable at any point of the day would be a great start.

We often have the best intentions and then fail in the follow-through. How many of us have a refrigerator full of fruits and vegetables that go bad at the end of the week? Bagged salads,

berries, spinach, and even apples get mushy and go bad easily. Don't forget about frozen or canned. Fresh is ideal, but in most cases fresh may take a little bit more effort to prepare. Add frozen berries to your yogurt, oatmeal or pancakes. Try frozen green beans or broccoli with some sesame oil at dinner. Microwaving frozen vegetables is a cinch. Don't forget about canned fruit. Again, there is added sugar, however some fruit is better than no fruit. And there are always unsweetened options.

Remember, more matters. Try munching on baby carrots when you come home from work. Fill your plate with frozen spinach topped with Romano cheese and black pepper. There are many ways to get more. Often, it's easier once you get into the habit!





# WHAT IS A CALORIE?

A calorie is a unit of energy. Technically, it is the amount of heat that is needed to increase the temperature of water. There are 3500 calories in one pound. That often surprises people! Yes, it takes a deficit of 3500 calories to lose one pound, or conversely an excess of 3500 calories to gain a pound.

When it comes to food, fat has more calories per gram than carbohydrates or protein. That's why people are encouraged to watch their fat calories. Fat has more than double the amount of calories per gram: 9. Carbohydrates and protein have 4 calories per gram. Does this mean that in order to lose weight you need to eat 3500 calories less per day?



No. A healthy weight loss is about 1 pound per week – so if you burn or eat 500 calories less than what your body needs per day, at the end of the week, you should have lost a pound. This is the basic science of weight loss: calories in and calories out.

See the list of 100-calorie snacks. If you eat an extra 100 calories per day more than you need, without using them, you can potentially gain 10 pounds at the end of a year. So, try shaving off 100 calories every day. You might notice a difference!

## WAYS TO SNACK IN 100 CALORIES OR LESS

1. 2 Tb. Hummus on a quarter toasted pita (93 cal)
2. 1 slice toasted raisin bread with 1 Tb. Fat free cream cheese (86 cal).
3. 6 cups light microwaveable popcorn. (93 cal)
4. 5 small celery stalks stuffed with 2 tsp. Peanut butter and 1 Tb. Raisins (90 cal).
5. 4 wheat crackers with 1 oz. low fat cheddar cheese (87 cal).
6. -½ cup low fat cottage cheese with 4 Tb. Fresh blueberries (100 cal).
7. 1 oz. light turkey breast, 1 tsp mustard, 1 leaf romaine and 1 slice light whole wheat bread (94 cal)

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# BRAISED KALE WITH AUTUMN FRUIT

*This recipe is a great representation of the current fruit and vegetables. Enjoy!*

- 1 medium bunch of kale
- 1 clove of garlic, chopped
- 1 tablespoons olive oil
- 1 15 oz. Can of chickpeas
- 1 apple, washed and peeled, and sliced thinly
- ½ cup pomegranate seeds or dried cranberries
- ¼ cup feta cheese, crumbled
- Salt and pepper to taste

1. Wash and chop Kale coarsely. Remove large ribs. Do not dry or spin kale.
2. In large frying pan, warm olive oil.
3. Add garlic and sauté 1 minute.
4. Add sliced apples and let cook for 4-5 minutes - medium heat (Note: if using cranberries, add in here). Stir in chickpeas, and let cook another 2 minutes. Remove to plate.
5. To same pan, add kale. Cover. The kale will wilt under the cover after a few minutes. You can stir after 2 minutes. Let sit over a low heat for 10 minutes.
6. Remove cover and stir in pomegranate seeds as well as rest of ingredients. Add crumbled feta cheese. Season with salt and pepper and serve.

### Nutrition Facts:

For 4 servings:  
226 Calories  
6 g fat  
397 mg Sodium (less if beans are fresh or rinsed)  
6 mg cholesterol  
3 g fiber  
7 g protein