

More bang for your buck...

BEWARE the sales pitch ...

Whole grain foods are a terrific source of important nutrients for your child, but beware of marketing tricks that make products sound more healthful than they really are!

Marketing Tricks:

PRODUCT COLOR

Just because a bread is brown does NOT mean it's whole grain. It may just have added color.

PRODUCT NAME

Usually NOT whole-grain:

- Wheat bread
- Enriched wheat bread
- Stone Ground Wheat
- Multigrain
- Nine Grain
- Made with whole grain

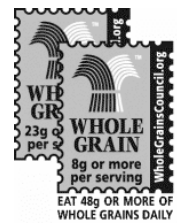
To get your **3 servings** a day, look for

CLUES to Whole Grain Goodness:

- 100% whole grain
- First item in ingredient list includes the word "whole"
- Whole grain health claim:
"Diets rich in whole grain foods...may help reduce the risk of heart disease."
- "Excellent Source" or 100% Stamp (Has 16g of whole grain, which is a full serving)
- "Good source" or Basic Stamp (Has at least 8g, which is half a serving)



THE 100% STAMP



THE BASIC STAMP

**Let's Get
Cooking!**

Kid-friendly Recipe: Apple Bread Pudding

Your child will enjoy helping you create this healthful dessert. It features "white whole wheat" bread, made from a new kind of whole wheat with a light flavor and texture. YUM!

- 5 slices WHITE WHOLE WHEAT bread, cut into 1" cubes
- 1 cup peeled and chopped apples
- 1/2 cup any variety dried fruit
- 2 large eggs
- 1 can fat-free evaporated skim milk
- 1/2 cup skim milk
- 1/4 to 1/3 cup brown sugar, depending on tartness of apples
- 1 teaspoon vanilla
- 1 teaspoon cinnamon
- WASH HANDS for 20 seconds (sing Happy Birthday song 2 times).
- Preheat oven to 350° F.
- In large bowl, mix eggs, both milks, sugar, vanilla, and cinnamon. Add bread cubes and let stand 5 minutes. Stir in apples and dried fruit.
- Pour into lightly greased 8"x8" baking pan. Bake 50 minutes or until knife inserted in center comes out clean.

CELEBRATION Sandwiches!

Sandwich bread can be one of the most convenient sources of nutritious whole grains in the diet, but many children never learn to enjoy whole grain breads because they are not exposed to them on a consistent basis. We often need 10-12 exposures to a new food before learning to enjoy it, and young children model their eating patterns after the adults who care for them. Many people who object to the more robust taste and texture of traditional whole grain breads are pleasantly surprised by the new “white whole wheat” varieties — these are made with a new strain of wheat that combines all the nutrition of traditional strains with the milder taste and texture of “white bread.”

Shopping for whole-grain breads can be a challenge because labels are often misleading; see the shopping guidelines included in the accompanying *Family Resource* take-home sheet.

Activity Objectives:

Children have positive tasting experience with two varieties of whole grain sandwich bread while working cooperatively to prepare a simple snack or lunch entrée. Spreading and cutting help develop fine motor skills, and shapes and fillings can be selected to reinforce seasonal lessons.

Variation 1 — All Ages

Materials:

- Ingredients for **Open-face Sandwiches** (recipe on next page)
- Cookie Cutters
- Plastic Knives

Children can participate by:

- Using cookie cutters to cut bread
- Spreading ingredients on bread
- Placing decorations on bread

Discussion Points:

- Compare color, taste, texture, and smell of different varieties of bread and garnishes.
- What is bread made from?
- Discuss seasonal themes.

Variation 2 — Older Children

Materials:

- Ingredients for **Checkerboard Sandwiches** (recipe on next page)
- Plastic Knives

Children can participate by:

- Spreading ingredients on bread
- Using plastic knives to cut sandwiches into cubes
- Creating different color patterns with sandwich cubes

Discussion Points:

- Compare color, taste, texture, and smell of different varieties of bread
- How many different patterns can you make? (checkerboard, stripes, etc)
- Practice counting strips and squares



(continued)

Recipe: Open-face Sandwiches

1 slice BROWN whole wheat bread, lightly toasted

1 slice WHITE whole wheat bread, lightly toasted

Easy-to-cut soft spreads, such as soy butter, light whipped cream cheese, or fruit spread

Choice of garnishes appropriate to holiday or seasonal theme —

Possibilities include sliced black olives, chopped herbs, sliced fruit, grated carrot or beets, thinly sliced bell pepper, chopped tomatoes

- 1) WASH HANDS for 20 seconds (sing Happy Birthday song 2 times).
- 2) Use large holiday or seasonal cookie cutters to cut shapes from both kinds of bread.
- 3) Use plastic knives to spread topping; use garnishes to decorate —for example, for St. Patrick's Day, use clover-shaped cutter and garnish with chopped parsley; for spring, use egg-shaped cutter and garnish with grated carrot; for zoo theme, use animal-shaped cutters and garnish with sliced olives for eyes.
- 4) Spreading can be a challenge — remind children to “push down and spread out.” It will be easier if bread is lightly toasted.
- 5) Children may enjoy eating leftover bread bits, or you may cube them and use to feed birds or ducks.

Recipe: Checkerboard Sandwiches

1 slice BROWN whole wheat bread

1 slice WHITE whole wheat bread

Easy-to-cut sandwich fillings, such as soy butter and fruit spread

- 1) WASH HANDS for 20 seconds (sing Happy Birthday song 2 times).
- 2) Spread sandwich fillings on bread slices and put together to make sandwich.
- 3) Cut sandwich into three horizontal strips. Cut each strip into 3 squares. Turn four or five of the squares upside down.
- 4) Arrange squares on plate, alternating colors as needed to resemble a checkerboard. Let children experiment with making different patterns.

