



2019 Product Catalog

**Research based
nutrition education**
for infants, toddlers,
preschoolers and families
written by
Registered Dietitians
specialized in pediatric,
maternal and public
health nutrition.



**WOMEN
OWNED**





Nutrition Matters is your source of research based nutrition education for families with young children written by Registered Dietitians.

For more than 22 years, we have provided
nutrition education products for
WIC Programs, Pediatric Clinics, Hospitals, Head Start Programs, Day Care Centers,
Elementary Schools, Cooperative Extension Programs, CACFP, Food Banks, Farmers'
Markets and Community Action Agencies **throughout the United States.**

Our education materials are available in
English and Spanish and are **printed in the USA.**

Nutrition Matters Inc. is the **sole source provider**
of our nutrition education materials.

We sell in all 50 states and are a registered vendor with the states of Virginia (eVA and SWaM),
Arizona, Indiana, Ohio, West Virginia, Iowa, Wisconsin, Washington, Kaiser Permanente and others.

*The reading level of our nutrition education cards, sheets, books and booklets is
between fourth to sixth grade (Flesch-Kincaid) or fifth to eighth grade (SMOG).*



meet our team

Our nutrition education materials are developed and written by **Registered Dietitians (RDNs)** with a variety of work and life experiences.



Cheryl Yarrington

RDN, MS, CD, CLE
founder/owner, public health
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Cheryl has received her Bachelor of Science degree in Dietetics and Master of Science degree in Food Science and Nutrition from the University of Wisconsin-Stout.

Cheryl is a Registered Dietitian Nutritionist (RDN) with the Academy of Nutrition and Dietetics and Wisconsin Certified Dietitian (CD). She is also a Certified Lactation Educator (CLE).

Cheryl has clinical experience working in the WIC Program for more than 30 years. She enjoys translating current nutrition knowledge into practical, easy to read nutrition education materials. She believes families want to receive helpful hints, delicious recipes and ideas to promote a healthy lifestyle. Evidence based parenting and family lifestyle interventions that prevent the development of overweight and obesity in children are incorporated into our nutrition education materials.

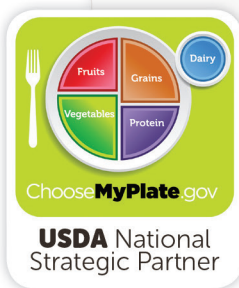
One of the fun parts of our job is developing, cooking and taste testing recipes for our books, tear sheets and brochures. Recipes are taste tested and modified until they meet our approval.

These recipes, cooking ideas and parenting tips are sprinkled throughout our research based nutrition education materials.

We create the education that families want and love!

♥ Cheryl

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with me:



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Combine the same product types
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other professionals.

breastfeeding

Encourage new mothers to exclusively
breastfeed their babies for 6 months or longer.

Help mothers develop a breastfeeding plan, avoid formula during the first month, and learn how to create a plentiful breastmilk supply.

front

my plan to breastfeed

Congratulations! You have decided to breastfeed your baby.

Breastfed babies are less likely to have diarrhea, constipation, ear and respiratory infections, skin problems and have a lower risk of SIDS (sudden infant death syndrome) and obesity later in life. Breastfeeding may also reduce a mother's risk of diabetes, breast cancer and postpartum depression.

Exclusive breastfeeding for the first 6 or 12 months will give the most health benefits for you and your baby.

what is your plan for breastfeeding?

Break your plan into small steps. Breastfeed one step at a time until you reach your final goal.

how long?

You don't need to have an ending date for breastfeeding. Breastfeed for one day or week at a time - first in the hospital, the first 2 weeks, first month, 3 months, 6 months, 9 months, and then 1 year.

with or without formula?

The longer you can exclusively breastfeed your baby without using formula, the better.

If you need to be away from your baby...

- Pump breastmilk and feed it in a bottle.
- Breastfeed when you are with your baby - evenings, mornings, weekends, days off work or school.
- Plan how you can continue breastfeeding if your baby will be drinking some formula.

be flexible

When you make a decision that feels right for you and your baby, it will be the right decision.

Breastfeeding doesn't have to be all or nothing, but consider going for it all.

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back

The first few weeks can be difficult. Take your baby to his checkups with his health care provider. Call a lactation consultant if you have any questions or want to use formula. Breastfeeding will get a lot easier after the first month.

what are your breastfeeding concerns?

"I won't have enough breastmilk"

Yes, you can create enough breastmilk! Plan to spend most of your time during the first month breastfeeding often. You will create plenty of breastmilk and have more choices later:

- It will be easier to go back to work and keep your breastmilk supply.
- It will be easier to exclusively breastfeed when your baby is older.

"My mother couldn't breastfeed"

Maybe your mother, family or friends did not breastfeed their babies. Most new mothers are breastfeeding today. There are many health care providers who want to help you. Make a list of their names and telephone numbers.

"I'm too busy"

A new baby will change your life. He will be little only once - take time and enjoy your baby! If you need to be away from your baby, pump breastmilk that can be fed with a bottle.

"My baby doesn't want to breastfeed"

All babies want to breastfeed. Most babies learn how to breastfeed with no problems. However, some babies need more help learning how to breastfeed.

The American Academy of Pediatrics (AAP) recommends exclusive breastfeeding for the first 6 months of a baby's life, followed by breastfeeding along with solid foods until at least 12 months of age.

growing with baby steps

This card provides general nutrition information. Medical advice should be obtained from your health care provider.

Breastfeeding Cards

\$12.00 per pack of 100 cards.

(all of one subject and language)

4" x 9" cardstock, 2 sided

Available in English and Spanish

Discount Pricing is available.

See page 44 for more information or email sales@numatters.com.

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Breastfeeding Set Pricing:

B800 - \$33.00 Set of the Breastfeeding cards in English (1 pack of B333CA, B334CA and B335CA)

B900 - \$66.00 Set of the Breastfeeding cards in English and Spanish (1 pack of B333CA, B333CAs, B334CA, B334CAs, B335CA and B335CAs)

Breastfeeding Plan

B333CA English
B333CAs Spanish

Use
this card
with your
pregnant
mothers
now!

breastfeed your baby often during the first month

...to make plenty of breastmilk for the first year.

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MB341MG

take small steps for your baby

...breastfeed one day at a time

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MB342MG

Breastfeeding Magnets
An easy reminder to new mothers and their families!

\$10.00 per pack of 10 magnets.

(all of one subject)

3" x 3" with rounded corners

MB200 - \$18.50 Set of the Breastfeeding Magnets (1 pack of MB341MG and MB342MG)

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breastmilk made easy

Make a plan to create plenty of breastmilk for your baby!

start in the hospital

- Breastfeed early**
Breastfeed your baby as soon as possible after delivery. He will be alert and want to nurse.
- Breastfeed often**
Your newborn baby may nurse 8 to 12 times or more every 24 hours. Your breasts will make milk during the first few days. After 2 to 4 days of frequent breastfeeding, you will begin to make mature breastmilk.
- Learn your baby's feeding cues**
Breastfeed when your baby is hungry - he may wiggle, put his hands in his mouth, make sucking noises or root (turn toward his breast). Don't wait until he cries. Crying is his last sign of hunger. He may become upset and unable to settle down.
- Help your baby learn to breastfeed**
Your baby knows how to suck, but he may need a little help learning how to breastfeed. His mouth should be open wide, lips flapped out and tongue extended over his gum and under your nipple. Most of the areola (dark area around the nipple) should be in his mouth.

Spend most of your time breastfeeding during the first month.

Your body is learning how to make breastmilk. Breastfeeding for 3 months, 6 months, 1 year or longer will be easier when you take time to create a good breastmilk supply during the first month.

how much milk

Your breastmilk supply will increase fast during the first month if you exclusively breastfeed. You could be making 25 to 35 ounces of breastmilk each day when your baby is 5 weeks old.

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baby's first month

Your baby will grow fast during the first month. He may lose some weight after birth and should be back to his birth weight by 7 to 10 days. Most babies will gain 4 to 7 ounces each week after the fourth day of life. A baby weighing 8 pounds at birth can gain 1½ pounds during the first month and be 9½ pounds at the end of the first month of life.

Babies eat often - 8 to 12 times in 24 hours so they can double their birth weight by six months of age. Watch for baby's feeding cues - crying is the last cue. Nurse your baby before he starts to cry. Your baby is always making breastmilk. You do not have to wait between feedings to make sure your baby is growing.

Babies are meant to be breastfed. Breastfeed often during the first month...then you will have a good supply of breastmilk for your baby.

formula can cause problems

Your baby needs only breastmilk during the first month of life. Formula can decrease your breastmilk supply. Your baby's small tummy will be full of formula and he won't breastfeed. Your body will learn to make less breastmilk. Less Nursing = Less Breastmilk. You may doubt your ability to breastfeed. Most babies will suck on a bottle after nursing. This does not mean that he's still hungry. Your baby may want to breastfeed less if he drinks from a bottle. Your baby may prefer to drink from a bottle because it is easy. Your baby may become confused between your nipple and the bottle nipple. Formula is expensive. Breastfeeding can save money for when your baby is sick and eating more.

Breastfeed! It's everything your baby needs.

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Breastmilk Made Easy (B334CA/B334CAs)
Breastfed Baby's First Month (B335CA/B335CAs)

my first year

booklet

Provide an overview of the Center for Disease Control and Prevention (CDC) milestones, along with feeding milestones and ideas on how to help your **baby grow, learn and thrive.**

Milestones and feeding recommendations are shown for 4 stages during the first year - birth to 3 months, 3 to 6 months, 6 to 9 months, and 9 to 12 months.



\$1.75 per booklet;
5½" x 7" with 17 pages.
Full color throughout.

Discount Pricing is available.
See page 44 for more information or
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WS90BL (English)
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ISBN# 978-1-942530-30-5
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look inside booklet

0-3 months

Help me be a healthy eater.

I can suck and swallow easily while I breastfeed or bottle feed. I will let you know when I am hungry or full.

Watch for signs that I am hungry. I might:

- suck on my lips, hands or fingers
- open and close my mouth
- root on the chest of the person holding me
- move my arms and legs a lot

Feed me when you see these signs.

Respond quickly to my crying. I have a bond. I know you will take care of me. Learn to trust my body's signs of hunger and fullness. I might cry to tell you I am hungry. I will usually give other signs first. I root best if you feed me while I am calm.

Breastmilk is best for me!

If I'm not breastfed, I need iron fortified infant formula. I'm not ready for any other foods.

Ask my healthcare provider if I need a Vitamin D supplement.

3-6 months

Let me stop eating when you see signs that I am full. I might:

- close my lips
- turn my head away
- slow down or stop sucking
- spit out the nipple
- fall asleep

I have a very small tummy.

I need to eat often. Always hold me when I eat. Smile at me. Talk softly to me.

I swallow at when I eat. Burp me if I take a break during eating and after I eat. I might spit up a bit. I am getting enough to eat. My healthcare provider says I am growing okay.

I might eat about every 2-3 hours. Some days I will grow faster and need to eat more. My growth spurts could happen any time. I might have them when I am about 8-12 days old, 6 weeks old, 3 months old and 6 months old.

While I sleep:

Put me to bed on my back. In a crib with a firm mattress. Keep pillows, toys, blankets and bumper pads out of my crib. We can share a room but not a bed.

My eating and sleeping routines help me feel safe and secure.

6-9 months

between 6-9 months I:

- like to be with people I know
- can say some words, like "mama" and "dada"
- can get into sitting position and sit without support
- might crawl, pull up to stand and stand holding on for support
- move toys from one hand to the other
- like to copy what others do and say
- point at things and look where you point
- can understand "no"
- like to look and forth games

Help me grow and learn:

Stay close to me as I explore safely up close. Make sure things I might pull myself up on connect to me.

Take turns with me as we play games like peek-a-boo, push my hands and feet back and forth with me. Put blocks in front of me to play with me. Talk, sing and read with me every day. Praise me when I talk, sing, read and try new things.

Tell me what to do in a nice way instead of telling me what not to do.

9-12 months

Let's keep routines for eating and sleeping.

When we do things about the same time and the same way each day, I learn what to expect. Knowing what to expect helps me feel safe. I trust that you will take care of me.

By the time I am about 9-9 months old, our eating routine might be:

- wash my hands
- bring me to the family table for three regular meals, a morning snack and an afternoon snack

Our bedtime routine might be:

- give me a bath
- brush my teeth
- read me a story and cuddle me
- put me to bed

Start brushing my teeth with a toothbrush and toothpaste (the size of a grain of rice) of fluoride toothpaste twice a day when I get my first tooth.

Still need about 12-16 hours of sleep each day, including naps. At one year old, I will need about 11-14 hours of sleep each day, including naps.

Keep me away from tobacco smoke. It can hurt my lungs.

6-9 months

I'm ready to start some solid foods when I:

- sit up with support and hold my head steady
- put my fingers or toys in my mouth
- open my mouth to show that I want food
- can keep food in my mouth and swallow it
- show interest in what you are eating

I still need breastmilk or iron fortified infant formula until I am one year old.

Bring me to the family table.

Put me in my high chair with both arms in. Make sure I am comfortable. Responded for me. I may get upset if you take my face often while I eat. Show me up after I eat.

Have me face you and give me all your attention when I eat. Turn off TVs and phones. Talk quietly to me. Tell me about the foods I am eating.

6-9 months

First Bites

My first solid foods might be smooth foods or foods that mesh easily between your thumb and forefinger, like soft ripe fruits and soft, cooked veggies.

We can try foods in any order. From fortified infant cereal and pureed meats are good first foods because they give me iron.

I may want to feed myself.

I might grab the back of my spoon or soft spoons and bring them to my mouth. If we use a baby spoon, let me hold it. I may need some help getting the food on the spoon and to my mouth.

Put my food in a dish.

My spoon makes the food spill faster. Throw away food left in the dish.

If you have concerns about food allergies or food intolerances, discuss or consult your pediatrician or your healthcare provider.

9-12 months

now I can pick up finger foods

with my thumb and forefinger.

I need foods that are easy to mesh. They will be soft in my mouth. Remove all pits, skins and seeds. Try soft fruits, like banana or avocado and well-cooked, peeled, soft veggies like sweet potatoes or green beans.

Chop foods into tiny pieces, about the size of a pea or make strips of soft, cooked veggies and fruits.

Offer me finger foods at meal and snack times.

Let me see, smell, touch and taste the foods. This shows how to eat foods. It helps me try new foods.

9-12 months

Offer me a variety of foods.

I might eat some infant foods and some table foods.

By the time I am one year old, most of my food will probably come from the family table.

	portion size	serves each day
Vegetables	2-4 tablespoons	2-3 times a day
Fruits	2-4 tablespoons	2-3 times a day
Grains	2-4 tablespoons of baby cereal, rice or pasta or rice cereal	3-4 times a day
Proteins	1-4 tablespoons of chicken, fish, beans, eggs, pork, beef or tofu	1-2 times a day

Offer breastmilk or iron fortified infant formula as a snack and meals until I am one year old.

Start with a small portion. I can ask for more. Let me decide how much to eat. I may eat more or less than these amounts.

Offer new foods with different tastes and textures. It will help me like more foods as I grow. Serve a new food with a food I like. I might not like the new food right away. Wait 1-2 days and try again.

Baby Stages™

Offer anticipatory guidance and support during the well baby checkups at birth, 3 months, 6 months, 9 months and 12 months.

Promote healthy habits for infants during their first year.

front

back

my first three months

Congratulations on your new baby! **Breastfeed your baby often.**

If you have any questions, ask! There are breastfeeding experts who want to help. If your baby is not breastfed, use infant formula with iron.

a baby's appetite

How much and how often your baby eats during the first three months will change as he grows. Be flexible and listen to your baby.

Your baby may be hungry when he:

- turns his head toward your breast or bottle and opens his mouth.
- starts to suck on his hand or fingers.
- coos while eating to show that he wants more, fusses or cries.

Crying can be the last sign of hunger.

Don't wait until your baby cries. It can be hard to comfort a crying baby. Learn to read your baby's early signs of hunger.

Your baby may be full when he:

- stops sucking and lets go of the nipple.
- closes his mouth and does not want to open it.
- turns his head away from the breast or bottle.

feed with love and smiles

Cuddle your baby in your arms while you feed him. Quietly talk and smile at your baby. He'll love it!

Don't prop a bottle. - Your baby could choke or overeat with a propped bottle. Do not put cereal, juice, fruit punch, tea, soda or other sweet drinks in a bottle.

If your baby doesn't want to finish a bottle of formula, don't push him to eat. If he fusses for more after finishing a bottle, offer more.

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solid foods?...not yet

Wait until your baby is 6 months old before starting solid foods, such as infant cereal, fruits and vegetables. Your baby can get an upset tummy if he eats solid foods too soon. Your baby needs breast milk or infant formula during the first 6 months.

pacifier?

Your baby may like to suck on a pacifier to comfort himself or fall asleep. Don't use a pacifier to replace or delay feedings. Offer a pacifier after he eats. Skip the pacifier during the first month of breastfeeding. You can offer a pacifier at 4 to 6 weeks when breastfeeding is going well.

baby tears

Not all crying means your baby is hungry. He may need you to hold or comfort him. He may have a tummy issue. Comfort your baby by cuddling, rocking, softly singing, massage or playing music.

sweet dreams

Your baby is growing fast and his little tummy can't hold enough to sleep through the night. He may wake up during the night to eat during the first 2 to 4 months.

eat and back to sleep

Keep your baby calm while he eats during the night. It will be easier for him to fall back to sleep.

Never put a bottle in your baby's crib. It's a bad habit that is hard to stop.

Talk to your health care provider if you have any concerns about how your baby eats such as:

- you are unsure if he is drinking too much or too little.
- he spits up, vomits, has an upset tummy, diarrhea or constipation.
- feedings are stressful or upsetting for your baby or you.

growing with baby steps

This card provides general nutrition information; medical advice should be obtained from your health care provider. B304

mix and match

cards (CA) and brochures (BR) for quantity discounts see page 44 for info

Baby Stages™ Cards

\$12.00 per pack of 100 cards.

(all of one subject and language)

4" x 9" cardstock, 2 sided

Available in English and Spanish

Discount Pricing is available.

See page 44 for more information or email sales@numatters.com.

Baby Stages™ Set Pricing:

B400 - \$55.00

Set of the Baby Stages™

cards in English (1 pack of B304CA, B305CA, B306CA, B307CA and B308CA)

B500 - \$110.00

Set of the Baby Stages™

cards in English and Spanish (1 pack of B304CA, B304CAs, B305CA, B305CAs, B306CA, B306CAs, B307CA, B307CAs, B308CA and B308CAs)

weesteps®

My First Three Months

B304CA English
B304CAs Spanish

I'm three months

tips for feeding your 3 to 6 month old baby
...how much will my baby drink?
Let your baby decide how much to drink.

listen to how your baby tells you that he is hungry or full

Your baby may be hungry when he:

- turns his head toward your breast or bottle and opens his mouth.
- starts to suck on his hand or fingers.
- coos while eating to show that he wants more, fusses or cries.

Your baby may be full when he:

- stops sucking and lets go of the nipple.
- closes his mouth and does not want to open it.
- turns his head away from the breast or bottle.

Breastfeed your baby or offer infant formula with iron until he is one year old.

Do not try to make your baby finish a bottle of formula if he is full. He is learning to eat when he is hungry and to stop eating when he is full.

feed with love, smiles and cuddles

Hold your baby in your arms while you feed him. Talk and smile - he will smile back. Don't prop a bottle - it's not fun to eat alone.

Your baby wants to look at you and feel your hands. Propping a bottle could cause choking or infections.

Use bottles for breastmilk or formula. Do not put cereal or juice in a bottle.

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I'm six months

The first 6 months of your baby's life went fast! The second 6 months will be filled with exciting changes - first foods, first cup, crawling, first steps and more.

baby's first bites

Around the age of 6 months, most babies are ready to eat pureed fruits, vegetables and infant cereal. Put a bit on your baby's tongue and offer small spoonfuls of pureed foods.

Start with infant cereal and single ingredient fruits and vegetables.

If your baby was born early or has a family history of allergies, talk to your health care provider before starting solid foods.

it's time for a cup

offer size of breastmilk, formula or water in a cup when your baby is eating solid foods.

most babies cannot hold a cup on their own at 6 months - hold it for him. He will slowly learn how to hold and drink from a cup on his own. do not give solids, sweet drinks or tea to your baby.

Continue breastfeeding or using infant formula until your baby is 1 year old.

how much should my baby drink?

listen to your baby's appetite - feed him when he's hungry and stop when he's full.

Your baby may be full when he stops sucking and lets go of the nipple, closes his mouth and does not want to open it.

When your baby is 8 to 12 months old, he will learn to drink more from a cup and less from a bottle.

Weaning from a bottle around 12 months will be easier for your baby.

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I'm nine months

feeding your 9 to 12 month old baby

develop meal and snack routines for your baby

Offer 3 meals and 2 to 3 small snacks at about the same times each day.

Offer 2 to 3 different foods at a meal, such as finely chopped or mashed chicken, noodles and peas, and breastmilk or infant formula in a cup.

A snack could be a cracker or soft fruit with breastmilk or infant formula.

Try to eat your meals and snacks at the same time as your baby eats his food. Then baby will watch and copy how you eat.

He will learn how to hold a spoon, pull food in his mouth, chew and swallow.

Use both baby foods and table foods.

Most babies are ready to eat some of the same foods as the rest of his family around 8 to 12 months.

Offer mashed or finely chopped table foods without salt, sugar or seasonings such as:

- cooked vegetables - mashed carrots, potatoes, green beans or squash.
- soft fruits - mashed banana, peaches, pears or applesauce.
- soft cooked noodles and rice.
- pieces of bread or toast.

Make some of your own baby food - it's easy!

Be sure your baby can chew and swallow foods from one group before you try the next texture:

1. strained or pureed foods
2. mashed foods
3. ground or finely chopped foods
4. tiny pieces of soft foods

Encourage your baby to feed himself with a cup, spoon and fingers.

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I'm twelve months

developing healthy eating habits with your children that will last a lifetime.

eat together

Offer breakfast, lunch and dinner and 2 to 3 snacks at about the same times each day.

Serve meals and snacks in the kitchen. Bring your toddler to the family table - use a high chair or booster seat.

Take time to eat with your toddler - he wants to eat with you. Enjoy a family meal with your entire family at least once a day.

a toddler's appetite

It is normal for a toddler to eat less after his first birthday. He is not growing as fast as he did when he was a baby.

How much food should I offer my toddler?

Start by serving small amounts of food on his plate - about 1/2 of an adult serving or 1 to 2 tablespoons of each food. Offer more food when he wants more.

How much will my toddler eat?

Let your toddler decide how much he will eat. Do not bribe or force your toddler to eat. He may eat a lot at one meal and very little at the next meal.

set a toddler friendly table

Child size spoon, cup and dish with sides. It will be easier to push food around if he sits with you against a spoon.

Let your toddler feed himself.

He may want to eat most of his foods with his fingers. That's ok - he's learning how to eat by touching and playing with food, and putting some in his mouth.

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I'm Three Months (B305CA/B305CAs) • I'm Six Months (B306CA/B306CAs) • I'm Nine Months (B307CA/B307CAs)
I'm Twelve Months (B308CA/B308CAs)

infant feeding methods

Help babies learn how to self feed with their fingers and spoon, while introducing a variety of vegetables, fruits, grains and protein foods.

inside

What are some possible benefits of baby led feeding?

Your baby:

- learns about foods by exploring foods with his hands and mouth.
- tries eating when full.
- tries new textures and flavors at a faster rate.
- eats family foods so you don't have to make special meals.

Are there possible concerns about baby led feeding?

Your baby:

- might not eat much if it is hard for him to pick up food and get food to his mouth.
- might need more time for feeding.
- might not get enough iron and if meats and iron fortified cereals are not offered.

Iron and zinc help with your baby's brain development.

- may be at risk for choking.
- could get too much salt or sugar from family meals.
- Don't add salt or sugar to your baby's portion.
- probably won't eat all the food that is offered.
- Some food may be wasted.

What are some possible benefits of traditional spoon and finger feeding?

Your baby:

- learns to accept pureed textures of food.
- learns to use a spoon.

Traditional spoon and finger feeding

You feed pureed foods to your baby on a spoon and introduce new textures as he is ready (mashed, chopped and soft foods). When he can pick up foods between his fingers, at about 8-9 months old, he will self-feed soft finger foods.

Baby led weaning or baby led feeding

Your baby skips the spoon and pureed foods. He starts self-feeding soft foods with his own hands. You offer foods from the family table that are easy to mash between his fingers.

A combination of both methods

You do some spoon feeding and let your baby self-feed some soft foods with his hands. You can put food on a spoon and let him try to spoon feed himself too.

Every baby is different.

Your baby may do well with spoon feeding at times and like to self-feed at other times. Do what works for baby and you.

back

Avoid foods that put your baby at risk for choking.

Choose foods that are soft enough to easily mash between your fingers.

Avoid these common causes of choking.

Hard raw fruits or vegetables.

Make these foods safer for your baby.

Offer ripe fruits and cooked veggies that you can mash easily between your fingers. Remove pits and seeds. Cut in thin slices or pieces the size of a pea.

Thin anatomy style nut butters with applesauce, breastmilk or infant formula. Spread a thin layer on toast.

Puree, grind or chop tender cooked meats and chicken. Break cooked fish into small flakes. Remove all bones and gristle.

Grate or thinly slice cheese.

Offer crackers and breads without seeds or nuts.

follow your baby's lead:

- Start solid foods when your baby is ready.
- Offer your baby healthy foods.
- Allow enough time for feedings so your baby isn't rushed.
- Let your baby eat when he is hungry and stop when he is full. Let your baby decide whether to eat and how much to eat.
- Stay with your baby. Eat and talk together.

concerns spooning?

I'm ready to start some solid foods when I:

- sit up with support and hold my head steady.
- put my fingers or toys in my mouth.
- open my mouth to show that I want food.
- can keep food in my mouth and swallow it.
- show interest in what you are eating.

Breastmilk or iron fortified formula is your baby's main source of nutrition, until he is one year old.

you feed your baby with spoon and finger feeding

When your baby is ready for a combination of both, it is a special time you and your baby are learning to eat together.

Ready to Eat Brochure

\$12.00 per pack of 50 brochures.

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4" x 9" tri-fold; 6 sides full color throughout Available in English and Spanish

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front

baby's first bites

When your baby is 6 months old and ready to eat solid foods, offer some purees on a spoon.

Start with single ingredient foods such as pureed meats, vegetables, fruits, and infant cereal.

Give your baby one new food at a time.

Wait at least 2 to 3 days before starting another food. Then you will know if your baby is allergic to a food.

Talk to your health care provider

If your baby has any reaction such as diarrhea, rash or vomiting.

Check off the foods as your baby tries them:

These single ingredient foods can be tried in any order.

Good sources of iron:

- ☐ infant rice cereal
- ☐ chicken puree
- ☐ beef puree
- ☐ infant oatmeal cereal

Offer green veggies and fruits:

- ☐ pea puree
- ☐ green bean puree
- ☐ avocado puree

Offer small amounts

Start with 1 to 2 tablespoons of food at a meal. Offer more if your baby wants to eat more.

Start a routine:

- Start by feeding your baby once a day.
- Then increase to 2 times a day.
- When your baby is about 7 to 8 months old, offer food 3 times a day.

When you give your baby a new food such as strawberries, corn or spinach:

- wait a few days before trying another new food.

Breastmilk or infant formula with iron is your baby's main source of nutrition during his first year of life.

- Help your baby drink some breastmilk or formula in a cup at meals and snacks.
- Breastfeed or offer a bottle after your baby eats food at a meal or snack.

Pour baby food into a small bowl:

- Feed your baby from the bowl, not the jar.
- Any leftover food in the bowl could be spoiled by your baby's saliva. Throw it away.
- Refrigerate any food left in the jar and use within 2 days. Use meat within 24 hours.

weebites® nutrition matters

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back

soft vegetables:

Cook raw vegetables until they are very soft and easy to mash.
Cut into small pieces about the size of a pea.



baby's first finger foods

Finger foods are your baby's first step in learning how to feed himself. With time and practice, your baby will be able to self-feed most foods when he is 12 to 14 months old.

Around the age of 9 months, your baby may be ready to eat finger foods when he:

- Can sit by self, without support.
- Picks up food by pinching it between his thumb and index finger.
- Can easily chew and swallow tiny pieces of soft food.

Start with fresh fruits and vegetables!
Cut fruits and vegetables into small pieces, about the size of a pea.

soft fruits:

Choose fruits that can be easily mashed between your fingers.



keep food safe

Refrigerate fresh fruit and vegetables within 2 hours of peeling or cutting them. Wash your hands and your baby's hands before eating.

be patient

Your baby may need to try a new food 10 times or more before deciding to eat it. Eat your veggies, and your baby will too!

soft crackers
Choose crackers that get soft easily in a baby's mouth.
Try graham crackers.

mealtimes.
Food on your baby's tray.
In food before eating it.
Fun!
Eating.

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Baby's First Finger Foods

WB370TR English
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easy purees

Make some simple purees for your baby.

three easy steps to purees:



Offer a thin puree when your baby is first learning how to eat. With practice, your baby will learn how to eat foods with more texture. Then offer thicker purees or purees with soft lumps.

start with simple fruit and veggie purees:



freeze purees

Make some baby foods and freeze for later meals.

make batches of baby purees using one of these methods:



Homemade baby foods can be kept for 1 to 2 months in the freezer.

Label freezer bags or containers with the date and name of the food.



extra baby food

when your older baby or toddler wants table foods

Use infant cereal and baby fruit and vegetable purees in new ways. They add vitamins, minerals and fiber. Infant cereal is a good source of iron. These foods help your baby grow and be healthy.



Easy Purees (WB371TR/WB371TRs) • Freeze Purees (WB372TR/WB372TRs)
Using Extra Baby Food (WB373TR/WB373TRs)

baby purees

book

Homemade baby foods taste and look yummy,
and they're an easy way to save money!

This book provides simple instructions on how to
prepare, freeze, warm and serve homemade purees.



**baby
purees**
fresh, homemade
and yummy!

**mix and
match**
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WB40BK (English)
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weebites

look inside book

baby food safety

Keep everything very clean.
Babies are more likely to get sick from food
poisoning than older children and adults.

- Wash your hands with soap and water
before making baby food.
- Wash dishes, equipment and kitchen
counter with hot water and soap.
- Wash all fruits and vegetables under clean,
running water. Even if you plan to peel a
cantaloupe or apple, be sure to wash it first.
- Use a separate cutting board, knife and bowl
for raw meat, chicken, turkey or fish.

foods to avoid

- honey (it can cause a very serious illness in babies less than 1 year old)
- raw, unpasteurized milk or dairy foods made with unpasteurized milk
- home canned foods
- food from dented, rusted, bulging or leaking cans or jars
- oxidized canned food
- food from cans and jars without labels
- added salt, sugar, syrup, oil, butter, lard or cream

three easy steps to purees

You can make large batches of baby food, or a small amount for one or two meals.



- 1. Prepare**
Wash and peel the fruits and vegetables.
Remove any seeds, skins and pits.
Remove bones, skin and fat from
meat, chicken or turkey.
- 2. Cook**
A good way to cook fruits and vegetables
is to steam or microwave them with a
little water. Vegetables can also be cooked
in a saucepan with water on the stove.
Cook foods until they are very soft.
Bake or boil meats until they are
fully cooked. *Carrots and other soft
fruits do not need to be cooked.*
- 3. Puree**
Puree in a food processor or blender
until smooth. Add a small amount of water,
infant formula or breastmilk if needed.

Start with thin purees:

Offer a thin puree when your baby is first learning how to eat. Add a little
breastmilk, infant formula or water to make the puree easy to swallow.
You can also use a metal strainer to remove any lumps from homemade purees.
When your baby is eating "mashed" foods, you can leave the soft lumps in the puree.

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butternut squash puree

- 1. butternut squash**
- 1. Wash the squash.** Cut the peel off the
squash with a knife. Cut the squash
into large chunks and remove the seeds.
- 2. Place the squash and ½ cup water in a
microwave safe dish.** Cook the squash
in the microwave until it is soft, about
5 to 7 minutes.
- 3. Drain the water off the squash.
Puree until smooth.**

makes 2 cups butternut squash puree

Orange vegetables are a great source
of vitamin A. They're good for your
baby's eyes, skin and health!



green bean puree

- 1. pound fresh green beans**
- 1. Cut stems off green beans and rinse.
Cut the green beans into small pieces.**
- 2. Fill a saucepan with 1 to 2 inches of water.
Bring to a boil and add the beans.
Cook over medium heat until the green
beans are soft, about 8 to 10 minutes.**
- 3. Drain the water off the green beans.
Puree until smooth.**

makes 1 cup green bean puree

Use two spoons

When your baby is about 9 months old,
give him a spoon to hold while you feed him
with another spoon. He may try to feed himself,
and may even get some food into his mouth.
This is good! Your baby is learning by
watching how you feed him.



- 14 -

- 15 -

infant feeding

Offer helpful advice and support to parents during their baby's first year of life - bottle feeding with less spitting up or overfeeding; introduction of solid foods, finger foods and the sippy cup; safe food choices for babies; and healthy teeth.

front

back

safe foods for your baby

What foods can't my baby eat?

choose foods wisely

Your baby is little and can become seriously sick from food poisoning.

Unpasteurized fruit juice

• Raw (Unpasteurized) milk

• Cheese and milk products made from raw milk

• Partially cooked or raw meat, poultry, fish or eggs

Heat ready to eat foods such as deli meats and leftovers until they are steaming hot.

Cool before feeding to your baby.

Wash fresh fruits and vegetables before eating.

Any food can cause a food allergy.

If your baby gets a skin rash, gas, vomits, has diarrhea or breathing problems after eating a new food, stop feeding the food and talk to your doctor.

most food allergies are caused by:

Cow's milk

Eggs

Soy (Soy milk, tofu)

Wheat

Peanuts and peanut butter

(walnuts, pistachios, pecans, cashews)

Fish (tuna, salmon, cod)

Shellfish (shrimp, lobster)

other ways to avoid food allergies:

• **Breastfeed!**

• **Wait until your baby is 6 months old** before starting solid foods.

• If your baby was born early or has a family history of allergies, talk to your health care provider.

• **There may be foods that your baby needs to avoid until he is older.**

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Most babies can start eating finely chopped foods when they are about 8 to 10 months old. You may offer some table foods, but be careful.

a baby could choke on

• Pieces of meat and chicken

• Hot dogs, sausages

• Baby food meat sticks

• Peanut butter

• Peanuts, sunflower seeds and nuts

• Whole beans

• Pieces of cheese or string cheese

• Hard pieces of raw vegetables or fruits.

• Fruits with skin or peels, like apples or peaches

• Fruits with a round shape, like grapes, cherries, cherry tomatoes or berries

• Whole pieces of canned fruits

• Dried fruits such as raisins, apricots, banana chips, dates

• Whole kernels of corn or raw peas

• Warm sticky breads that 'ball up'

• Potato chips, corn chips, pretzels

• Cookies, granola, granola bars

• Hard or sticky candy

• Marshmallows

• Popcorn

Do not feed foods or pieces of food that are the size or shape of a marble to a baby.

A baby could choke on any food.

• Mash or finely chop table foods.

• Stay with your baby while he is eating.

• If you are unsure, talk to your doctor.

• Learn choking prevention and first aid for infants.

avoid foods high in sugar, fat and salt:

• soda, fruit drinks and other sugary drinks

• candy, chocolate, cookies, cake and pie

• baby food desserts, cookies

• french fries, deep fried foods

• hot dogs, sausages, bacon, luncheon meats

Let your baby learn to love the flavors of natural foods, not foods high in sugar and fat.

growing with baby steps

This card provides general nutrition information for healthy full-term infants; medical advice should be obtained from your health care provider.

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Safe Foods for Your Baby

B317CA English

B317CAs Spanish

bottle feeding

Breastfed babies are more likely to develop a healthy weight than bottle-fed babies. Why does this happen?

A baby may be drinking too fast or too much from the bottle. Take time to feed your baby. Let your baby enjoy eating.

hold and cuddle

• Hold your baby in your arms in a semi-upright position. Look into your baby's eyes.

• He loves to look at you.

• Cuddle, talk and smile with your baby.

• Feed your baby in a quiet, calm room.

• Avoid bright lights and loud noises.

It may be tempting to prop a bottle while your baby is in the car seat or stroller. Your baby could choke or swallow. He could get ear infections or tooth decay.

Don't prop a bottle

let your baby start the feeding

1. Gently tickle your baby's lips with the bottle nipple.

2. Wait until he opens his mouth wide.

3. Let your baby put the nipple into his mouth or gently place the nipple in his mouth.

check the bottle nipple

Turn the bottle upside down... the milk should drip about one drop each second during your baby's first few months.

Your baby may be a faster feeder as he gets older.

Be sure the nipple hole is not too big or too small.

• Your baby could eat too fast and swallow too much if the hole is too large.

• He could suck hard and swallow too much if the hole is too small.

A baby should be calm and relaxed while feeding. There are many signs that your baby is full.

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baby's first spoonfuls

Is my baby ready?

Your baby can start eating solid foods when he is 6 months old and can:

• sit up with support and hold his head steady

• put his fingers in his mouth

• keep his mouth to show that he wants food

• close his lips over the spoon

• turn his head away to show he doesn't want food.

If your baby was born early or has a family history of allergies, talk to your health care provider before starting baby foods.

start with infant cereal

Most parents start with rice cereal - it's easy for a baby to digest.

• Mix 1 tablespoon of dry cereal with 4 tablespoons of breastmilk or formula.

Make the cereal thicker as your baby learns how to eat.

Offer more cereal if your baby wants more.

Offer once or twice a day.

use a baby spoon

Put a small amount of cereal on the end of a spoon. Wait until your baby turns his mouth and then gently slide it in.

Let your baby remove the food from the spoon with his lips and tongue.

Give your baby time to move the food around in his mouth and swallow it.

Most babies love to eat solid foods. Some babies are unsure and need more time. If your baby refuses to eat a baby food, try it again later. Some babies may not like to try a new food for 10 to 15 times before they eat it.

Continue breastfeeding or using infant formula until your baby is one year old.

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homemade baby foods

...easy to make and yummy too!

Choose

• Use fresh fruits and vegetables when you can.

• Buy frozen or canned fruits and vegetables with no added sugar, syrup, salt or spices.

Clean

• Wash the cutting board, utensils, blender or food processor with soap and hot water.

• Rinse well.

• Wash your hands with soap and hot water.

Prepare

• Scrub or peel the skin on fruits and vegetables.

• Remove any stems, pits or seeds.

• Cut the food into small pieces or broccolini in a small amount of water. Bake until tender.

• Some fresh fruits and most canned fruits and vegetables don't need to be cooked before pureed.

Mash

• Puree vegetables or fruits in a blender, small food processor or baby food grinder.

• Add a small amount of breastmilk or formula or water to make the baby food smooth.

Freeze

• Fill an ice cube tray with the pureed fruit or vegetable.

• Cover the ice cube tray with plastic wrap and put it in the freezer to freeze the cubes.

• Remove the frozen cubes from the tray and place in a freezer bag.

• Label and date the freezer bag.

• Return the bag of baby food cubes back into the freezer.

• Frozen baby foods and vegetables can be used for up to 3 months in the freezer.

There will be bags of carrots, peas, squash, sweet potatoes, and other baby food cubes in your freezer - ready to heat and eat!

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baby's first cup

Offer a sippy cup when your baby is 6 to 8 months old.

Choose a small cup with a spouted lid - easy for your baby's little mouth and little hands.

Use a cup with a "beeping" sound, or remove the "no spill" gasket.

Some babies will hold their cup when they are 6 to 8 months old.

Don't wait until your baby holds his own cup. Hold the cup for him while he sips the milk.

what's in my cup?

Start with 1 to 3 ounces of breastmilk, infant formula or water in the cup.

He may not know what's in the cup. Remove the lid and let him see and taste the breastmilk or infant formula.

There will be sips.

Be patient and have a towel ready.

Your baby is learning how to drink from a cup.

When is a good time to practice?

Offer the cup to your baby at meals.

Put the baby in a high chair.

Feed some baby food with a spoon. Offer a few sips from the cup.

"show me how"

Let your baby watch you and other children drink from a cup.

Talk about how you are drinking. Your baby will learn by watching.

Drinking from a sippy cup is the first step to learning how to drink from the bottle.

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baby's first finger foods

Most 6 to 10 month old babies like to feed themselves.

This is a good time to start finger foods. Put your baby in a high chair. Use a plastic table cloth, towel or newspaper to protect the table.

Make cleanup easy. Place some soft finger foods in front of him, and let him play. It may be messy...but it will be fun!

how to make finger foods

Start with soft fruits and vegetables.

1. Choose foods that get soft quickly in your baby's mouth.

2. Cook foods until they are very soft.

3. Remove any seeds, skin or stems.

4. Finely chop foods into tiny pieces.

If you are unsure if a food is soft enough, be safe and mash it.

veggies

cooked, chopped or steamed

sweet potato

white potato

squash

carrot

green beans

broccoli

fruits

soft, cooked or steamed

banana

peaches

pear

mandarin oranges

nectarines

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baby teeth matter

When will my baby get his first tooth?

A baby's first tooth appears when he is about 6 to 10 months old. Some babies get their first tooth before 6 months, or as late as 17 months.

upper teeth

erupts 8-13 months

erupts 12-16 months

erupts 12-16 months

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finger foods

book

This book helps parents feel more comfortable while helping their baby learn how to feed herself!

More than 50 different finger food ideas are included. Offering a variety of healthy foods will help prevent picky eaters later.



cover

finger foods

...bring your baby to the table

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look inside book

what our customers are saying...

"I have been providing this book to WIC clients. It is colorful and contains great information and easy recipes."

- WIC Program in Wisconsin



a rainbow of fruits and vegetables

After your baby has tried some simple fruits and vegetables for finger foods, it's time to offer a variety of colorful finger foods.

Remove the peel, seeds, and any hard pieces.

roasted veggie sticks

Skip the french fry! They're full of fat, salt and very little nutrition. Make your own roasted veggie sticks. Babies love to hold and chew on long strips of cooked veggies.

- step 1 Wash and peel vegetables of your choice - carrots, sweet potato, rutabaga, butternut squash, turnip or potato. Cut into long thin sticks.
- step 2 Place the veggie sticks in a bowl. Sprinkle with a little olive oil or vegetable oil. Toss to coat.
- step 3 Lay veggie sticks on a metal baking pan.
- step 4 Bake in a 400° oven for 12 to 15 minutes, or until they are very soft.
- step 5 Remove from the oven and cool.

tip: Test the roasted veggie sticks before giving to your baby - be sure they are soft and mash easily in your mouth.

protein foods

Meat is a great source of protein and iron for your growing baby. Offer ground, shredded or chopped pieces of soft chicken, beef, pork or fish to your older baby or toddler.



ground beef and ground turkey*

- Cook ground meat until it is well done and no longer pink.
- Offer tiny pieces of cooked meat as a finger food.
- Mix cooked meat with mashed sweet potato or white potato.



shredded chicken, beef and pork*

- Cook chicken, beef or pork until it is very soft and well done.
- Offer soft, chopped pieces of meat as a finger food.
- Let your older baby or toddler dip meat in applesauce.



beans, tofu and cheese

- Rinse canned beans with water to remove some of their salt. Mash and offer as a finger food.
- Try a variety of beans - kidney, navy, pinto and black beans.
- Offer cottage cheese, or tiny pieces of soft tofu and soft cheese.

*Cook ground beef until it is at least 160°F. Cook chicken and turkey until it is at least 165°F.



fish (cod, flounder or salmon)

Start a healthy habit - offer fish as a finger food. Fish is a good source of protein, iron, and omega-3 fatty acids, which improve the development of the brain and nervous system of young children. Salmon is a great source of omega-3 fatty acids.

how to bake fish:

- step 1 Place large chunks of fish in a baking dish that has been sprayed with a nonstick cooking spray.
- step 2 Bake fish in a 375° oven for 20 to 22 minutes, or until fully cooked.
- step 3 Remove fish from the oven and break into flakes.

how to boil fish:

- step 1 Place large chunks of fish into a pan of boiling water on top of the stove.
- step 2 Cook fish in water until fully cooked.
- step 3 Remove fish from the water and break into flakes.

No Bones - break cooked fish into small flakes. Look through the flakes carefully to be sure there are no bones.



new tastes and textures (9 to 12 months)

new tastes and textures (9 to 12 months)

17

grow & learn™



Answer some of your families top questions
with these fun and easy tips about child development, growth and nutrition.

back

front

0-12 months

— grow & learn —

when will I sleep through the night?

- Until I am about 6 months old, it is normal for me to wake up at night to eat. My tummy is small. I need to eat often. I might wake up for other reasons too, like needing a diaper change.
- At about 6 months of age, I might sleep longer at night, maybe 6-8 hours at a time.
- When I am about 9 months old, I might not like to be away from you. I might wake up at night looking for you. If I wake up, I may need to be comforted, eat or have a diaper change.

Keep me safe

Put me to bed on my back, in a crib with a firm mattress. Keep pillows, toys, blankets and bumper pads out of my crib.

nutrition tip:

Hold me and feed me before bed. Don't let me take a bottle to bed. I could choke or get ear infections. Milk that sits in my mouth can ruin my teeth.

It will be easier to wean me from the bottle if I don't

bottle, e sleep, tummy, real into is thick.

nutrition matters
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Grow & Learn™ Tipcards

\$10.00 per pack of
50 parenting tipcards.
(all of one subject and language)

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parenting tipcards
(PC) for quantity
discounts
see chart below
for more info

Night Sleeping

WS341PC English
WS341PCs Spanish

weesteps®

0-12 months

— grow & learn —

what can I see?

As a newborn, I like to look at things that are very close to me. I like looking at your face as you smile at me, hold me, cuddle me and feed me.

When I am about 3-4 months old, I might see you and my eyes start to work together. I might be moving things with my eyes from side to side. I might recognize familiar people and things from a distance.

My vision gets better as I grow.

Help me learn to see:

Tell me what you see. Show me pictures. You help me learn.

0-12 months

— grow & learn —

when will I get my first tooth?

0-12 months

— grow & learn —

how will you know when I am hungry and full?

I was born with a natural ability to control my appetite. Help me keep this ability. Feed me when I am hungry and stop when I am full. You will help me be a healthy weight as I grow.

I might be hungry when I:

- open and close my mouth.
- suck on my hands and fingers.
- root on the chest of the person holding me.
- move my arms and legs.
- cry or fuss.

I might be full when I:

- slow down or stop sucking.
- spit the nipple out or turn away from the nipple.
- push away.
- fall asleep.

1-5 years old

— grow & learn —

do I need naps?

I need lots of sleep to grow, learn, be in a good mood and be a healthy weight. Naps help me get the sleep I need.

- When I am 1 year old, I may take a morning and an afternoon nap.
- I might only take an afternoon nap when I am close to 2 years old. I may need to go to bed earlier if I only nap once a day.
- When I am an toddler, I might sleep longer at night.

Help me learn to nap:

1 to 2 years old: 1 to 2 hours

3 to 5 years old: 3 to 5 hours

2-5 years old

— grow & learn —

when will I share?

I like to be with other kids while I play, but I may not be good at sharing until about 3½ to 4 years old. I might try to take their toys or get upset if they try to take my toys. Have lots of toys for us to play with.

Help me learn to share:

Practice taking turns with me. If I have a favorite toy, we might put it away before I play with friends. Praise me when you see good behavior. Like when I let another child have a toy.

Watch us and keep us safe. You might have to step in if we fight.

— 0-12 MONTHS —
Baby Sight (WS343PC/WS343PCs)
First Tooth (WS344PC/WS344PCs)
Baby's Appetite (WS342PC/WS342PCs)

— 1-5 YEARS OLD —
Naps (WS641PC/WS641PCs)
Play and Share (WS642PC/WS642PCs)

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healthy plates

Nutrition guides that encourage responsive feeding and provide guidelines on serving sizes, and meal and snack frequency for infants and toddlers.

mix and match
guides (GD)
for quantity
discounts
see page 44
for info

back

offer a variety of foods to your 8 to 12 month old baby from the five food groups

Serve food in the textures that your baby can handle - pureed, mashed, ground or tiny pieces of soft food.

fruits	vegetables	grains	proteins
3 servings each day	3 servings each day	3 to 4 servings each day	1 to 2 servings each day

what is a serving?

fruits - apple, banana, berries, grapes, kiwi, orange, pear, peach, plum, strawberry, watermelon	vegetables - broccoli, cauliflower, green beans, peas, spinach, squash, sweet potato	grains - 2 to 4 tablespoons baby cereal or dry breakfast cereal 2 to 4 tablespoons pasta or rice 1 to 2 soft crackers 1/2 slice bread	proteins - 1 to 4 tablespoons - beef, chicken, fish, beans, tofu, turkey, pork, hummus, egg
---	---	---	---

or formula in a cup at meals and snacks.
a bottle after your baby eats food at a meal or snack.
or cottage cheese 1 to 4 times a week.
more or less than these amounts.
by decide how much to eat.



eat safe

Cut finger foods into pieces that are about the size of a pea. Offer mashed or soft foods that you can easily mash with your fingers. Avoid honey and foods made with honey, raw or unpasteurized milk or juice.

nutrition
matters

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B420 GD

first foods

for your baby's first year of life

6 months	8 months	10 months	12 months
spoon eats food off a spoon	playing and eating some foods with a spoon	feeds some foods to self with a spoon	feeds most foods to self with fingers
finger foods	starts eating finger foods		
cup practice with a sippy cup at meals and snacks			wean from bottle

Start purees when your baby is 6 months old and ready to eat solid foods.

start with a small amount

Offer 1 to 3 teaspoons of food at a meal. Offer more if your baby wants to eat more.

offer purees with a spoon

Offer one new food at a time. Wait at least 2 to 3 days before starting another food. Talk to your doctor if your baby has a rash, diarrhea or vomiting.

create some routines

Start by feeding your baby once a day, maybe in the morning. Then slowly increase and feed your baby 2 times a day, at breakfast and dinner. Your baby can be eating 3 times a day when 7 to 8 months old.

Talk to your health care provider if your baby was born early or you have concerns about food allergies or your baby's diet.

How much food will a 7 to 8 month old baby eat each day?

(your baby may eat more or less of these foods)

- 4 to 8 tablespoons of prepared infant cereal
- 4 to 6 tablespoons pureed or mashed vegetables
- 4 to 6 tablespoons of pureed or mashed fruits
- 1 to 4 tablespoons pureed lean beef or chicken



Your baby will learn to eat 4 different textures of food.
Try the next texture when your baby can easily chew and swallow foods from one group.



front

Toddler Nutrition Guide

\$14.00 per pack
of 100 guides

(all of one subject
and language)

7 3/4" x 9"
cardstock, 2 sided

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is available.

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more information
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T120GD (English)
T120GDs (Spanish)

2018
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a healthy toddler plate

for 1 to 2 year old toddlers



back

how much food should I offer my toddler each day?

1 year old	fruits	vegetables	grains	protein	dairy
	3 or more servings	3 or more servings	6 servings (6 servings each day)	2 to 3 servings (2 servings each day)	4 servings (4 servings each day)

is a serving?

grains 1/4 to 1/2 slice of bread or a 6 inch tortilla 1/4 to 1/2 cup breakfast cereal 1/4 cup cooked cereal, rice or pasta 2 to 3 small crackers	protein 1 to 2 tablespoons chopped meat, fish or chicken 1/4 to 1/2 egg 2 to 4 tablespoons cooked and mashed beans or tofu	dairy 4 ounces milk 4 ounces yogurt 1 slice American cheese 2 tablespoons shredded cheese
--	---	---

thrive with routines.
2 to 3 snacks at about the same times each day.

snacks

offer snacks from 5 food groups - grain crackers and fruits, vegetables, yogurt, cheese, lean protein foods, dairy snacks
d sweet drinks can ruin a toddler's appetite.

sit and eat together

Your toddler will eat better when others eat with him. Eat meals and snacks in the kitchen, at the table or counter. Don't let your toddler walk around the house while eating.

toddler is different.

Each toddler is different. Offer more or less in these amounts. Follow your toddler's appetite and growth, as your health care provider.



Toddlers who eat a variety of foods are less likely to be fussy eaters later. Eat a variety of healthy foods, and he will too! You are your toddler's first teacher.

toddler

Promote healthy eating habits for 1 to 2 year old toddlers that will last a lifetime - eat family meals together, add more fruits and vegetables to meals and snacks, wean from the bottle and limit the use of the sippy cup.



bye, bye bottle

Here are some ways other moms have weaned their toddlers - choose one that will work for you...

- 1. Slowly reduce the number of bottles.**
 - If your toddler is drinking 4 bottles a day, offer only 3 bottles for a few days.
 - Then reduce to 2 bottles for a few days.
 - Then 1 bottle for a few days.
 - And then get rid of the last bottle.
- 2. Slowly reduce the amount of milk in the bottles.**
 - If your toddler is drinking 8 ounces bottles, offer only 6 ounce bottles for a few days.
 - Then reduce to 4 ounce bottles for a few days.
 - Then reduce to 2 ounce bottles for a few days.
 - And get rid of the bottles.
- 3. Give the bottle to the 'Bottle Fairy'.**
 - Leave the bottle in a special place before your toddler goes to bed.
 - Tell your toddler that the 'Bottle Fairy' will take the bottle and leave a special gift.
 - Replace the bottle with a stuffed animal, toy or soft blanket.
- 4. Toss the bottle!**
 - Your toddler may cry and fuss for a few days, but he will forget about the bottle.
 - Be ready to comfort him with extra love - hug him, rock in a chair, ride in the stroller and play together.



Wean from the bottle by 12 to 14 months.

Bye, Bye Bottle

T121CA English
T121CAs Spanish

make weaning easy

- Keep bottles out of your toddler's sight.
- Praise your child when he uses a cup.
- Tell your toddler that he is proud of him for using a 'big boy' cup.
- Tell a story or sing to calm your child if he asks for the bottle.
- Offer a toy, blanket or hug for comfort, not a bottle.
- Plan 3 meals and 2 to 3 snacks during the day.
- Offer small amounts of food (crackers, cheese, banana slices, canned fruit, and dry cereals) for snacks instead of a bottle. Offer a drink of milk or water from a cup.
- Tell your family, friends and babysitter that you are weaning your toddler from the bottle. Ask them to give love and attention to your toddler, not bottles.
- Let your child throw the bottle in the garbage himself. He will know that it is gone.

change the bedtime routine

- If your toddler is used to drinking a bottle at bedtime, start a new bedtime routine:
- 1. Have a special toy or blanket to comfort your toddler.
- 2. Give your toddler a warm bath and then cuddle together with a book.
- 3. Rub your toddler's back and softly sing or tell a story.

Your toddler may drink less milk when weaned from the bottle. That can be okay. He only needs 16 ounces of milk each day.

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mix and match

cards (CA) and brochures (BR) for quantity discounts see page 44 for info

Toddler Cards

\$12.00 per pack of 100 cards. (all of one subject and language) 4" x 9" cardstock, 2 sided Available in English and Spanish

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Toddler Set Pricing:

- T400 - \$55.00** Set of the Toddler cards in English (1 pack of T121CA, T122CA, T123CA, T124CA and T125CA)
- T500 - \$110.00** Set of the Toddler cards in English and Spanish (1 pack of T121CA, T121CAs, T122CA, T122CAs, T123CA, T123CAs, T124CA, T124CAs, T125CA and T125CAs)

sippy cup

Most sippy cups are spill proof and seem like a good idea. Your toddler will spill less on the carpet, furniture and himself.

can sippy cups be a problem?

Yes, using a sippy cup often during the day can cause...

- Tooth Decay** - Cavities can happen when taking little sips of milk, juice and other drinks all day long. Some toddlers walk around the house, ride in a car, and even go to bed with a cup.
- Poor Appetite** - Your toddler may fill his small tummy with too much milk or juice. He may seem full at meal times, but he may not be hungry.
- Unhealthy Eating Habits** - Walking around the house with a sippy cup is not a healthy eating habit. It is better for your toddler to learn to drink and eat in the kitchen. This will help him find mealtimes and drinking later in life.

be smart when using sippy cups:

- Sippy cups are meant to help your toddler switch from a bottle to a cup without a cover.
- Use a cup at meals and snacks. Then put the cup away.
- Never put your toddler to bed with a sippy cup. Singing, reading and rocking will help your toddler relax at bedtime.
- Toddlers need to eat every 2 to 3 hours. Bring along a snack when traveling around - a banana, whole grain crackers or breaded cereal.

toddler veggies

Your toddler is learning healthy habits between the ages of 1 to 2 years. Help him learn to love veggies.

add more veggies to your toddler's day

add veggies to dishes

- finely chopped spinach in spaghetti sauce
- chopped broccoli, carrots or peas in macaroni and cheese
- grated carrots in chicken noodle soup
- chopped tomatoes with taco or quesadilla

serve easy veggies on the side

- Heat and serve frozen vegetables
- pour out a small amount to heat and eat with a spoon
- Steam fresh or frozen broccoli - sprinkle with lemon juice or a little shredded cheddar or Parmesan cheese.
- Bake a sweet potato - remove the skin and cut into small cubes
- Roast carrots for an easy finger food - Cut carrots into long, thin strips. Toss with a little vegetable oil, bake in 400° oven until soft, about 20 minutes.

Offer soft vegetables, mashed or chopped into small pieces that are easy to chew. Choose fresh, frozen or canned vegetables.

offer veggies as finger foods

Put pieces of soft cooked carrots, sweet potato, squash, green beans, green peas or broccoli on his plate. Let your toddler feel the veggies, smash them and put some in his mouth.

Put a veggie on your toddler's plate first - he will be more likely to try it.

toddler fruits

Your toddler is learning healthy habits between the ages of 1 to 2 years. Help him learn to love fruits.

add more fruits to your toddler's day

serve fruit at breakfast

- chopped bananas on breakfast cereal
- chopped strawberries or peaches along with scrambled eggs and toast
- cooked oatmeal topped with applesauce
- glass of 100% fruit juice - limit juice to 4 to 6 ounces or less each day for your toddler.

serve fruit at lunch and dinner

- chopped peaches, pears, plums, apricots, kiwi
- soft pieces of cantaloupe, watermelon or melon
- mandarin oranges
- dish of applesauce
- mix cottage cheese with crushed pineapple.
- dip pieces of fruit in flavored yogurt.
- Put 2 or 3 sliced strawberries on your toddler's plate - it looks good and is good to eat.
- drain a small can of fruit. Chop into small pieces and mix with 1 cup of vanilla yogurt for an easy fruit salad.

Offer soft fruits, mashed or chopped into small pieces that are easy to chew. Choose fresh, frozen or canned fruits with no sugar or syrup added.

offer fruits as finger foods

Put soft pieces of fruit on your toddler's plate. Let him feel the fruit, smash it and put some in his mouth. Toddlers love to eat with their fingers.

Offer fruit at the end of a meal, not cookies or cake.

easy toddler meals

Toddlers love pasta!

What can he eat?

Most of his foods can come from the family meal when he is one year old. Offer table foods that are soft, chopped and lightly seasoned - eat together!

pasta

toddlers love pasta

Serve fruits and vegetables at every meal!

Pasta and Meatballs

- with diced peaches or cooked broccoli
- Cook spaghetti or a small pasta such as alphabet shapes, circles or shells.
- Top pasta with spaghetti sauce and a crumbled meatball.
- Keep a bag of meatballs in your freezer - ready to heat and eat.

Noodles and Cheese

- with cooked green beans or carrots
- Cook pasta - macaroni, egg noodles, alphabet shapes, bowtie noodles.
- Drain pasta and sprinkle with Parmesan, shredded cheddar or American cheese.
- Serve noodles with shredded chicken, meatballs, or apple and sliced ham.

Chicken and Rice

- with cooked peas
- Heat 1 tablespoon of vegetable oil in a skillet.
- Cook one chopped chicken breast in skillet until meat is no longer pink.
- Add 2 cups cooked rice, ½ cup peas and ½ cup chicken broth to chicken.
- Heat and ate.

Limit processed foods such as canned pasta and soups, and avoid dinner. They have a lot of extra salt. Make your own pasta dishes.

Sippy Cup (T122CA/T122CAs) • Toddler Veggies (T123CA/T123CAs) • Toddler Fruits (T124CA/T124CAs) • Easy Toddler Meals (T125CA/T125CAs)

toddler meal and snack ideas

Easy meal and snack ideas for 1 year old toddlers with lots of pictures.

Suggested serving sizes for toddlers are shown.

toddler breakfast
ideas for 1 year old children
Start the day in a healthy way.
Let your child decide how much to eat.
Your child may want to eat more or less.

Serve foods in the right size, shape and texture for your toddler.
Cook raw vegetables until they are soft and easy to mash.
Choose fruits that can be easily mashed between your fingers.
Start with soft foods cut into bite size pieces, about 1/4 inch.
Your child will be able to chew larger pieces as he grows.

Serve 1/2 cup of whole milk or 100% fruit or vegetable juice at breakfast.

Limit juice to 1/4 cup or less each day.

Serve a breakfast using foods from 3 of the food groups: fruits, vegetables, grains, protein foods, dairy

Foods that can cause choking in children under the age of 4 years:
hot dogs and sausages
tough meat
chunks of meat or cheese
thick "globes" of peanut butter
peanuts, sunflower seeds and nuts
large pieces of raw fruits and vegetables
carrot sticks or baby carrots
whole cherry tomatoes and whole grapes
raisins and other dried fruits
raw green peas
hard or sticky candy
chewing gum and marshmallows
popcorn and chips
chewy fruit snacks
hard pretzels

meal & snack tear sheets
\$12.00 per pad
of 50 sheets. (all of one subject and language)
8 1/2" x 11", 2 sided
Available in English and Spanish

Discount Pricing is available.
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Toddler Breakfast
WB350TR English
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what's inside!

Food safety and common foods that may cause choking are included on all sheets.

toddler meals
ideas for 1 year old children
Encourage your toddler to self-feed with a spoon and fingers.
Serve child size servings. Let your child decide how much to eat. Your child may want to eat more or less.

Serve foods in the right size, shape and texture for your toddler.
Cook raw vegetables until they are soft and easy to mash.
Choose fruits that can be easily mashed between your fingers.
Start with soft foods cut into bite size pieces, about 1/4 inch.
Your child will be able to chew larger pieces as he grows.

Serve foods from the 5 food groups: fruits, vegetables, grains, protein foods, dairy

Have your child sit at meal and snack times. Don't let your child walk around while eating.
Stay with your child while eating.
Help children learn table manners before and after eating.
Talk to your child about how to eat slowly and chew foods before swallowing.
Eat the same foods. Your child learns how to eat by watching you.

toddler snacks
ideas for 1 year old children
Small children need to eat often - offer 3 meals and 2 to 3 snacks about the same times each day.
Offer a snack between breakfast and lunch.
Offer a snack between lunch and dinner.
Offer a snack before bedtime.
Serve child size servings. Let your child decide how much to eat. Your child may want to eat more or less.

Serve foods in the right size, shape and texture for your toddler.
Cook raw vegetables until they are soft and easy to mash.
Choose fruits that can be easily mashed between your fingers.
Start with soft foods cut into bite size pieces, about 1/4 inch.
Your child will be able to chew larger pieces as he grows.

Serve foods from 2 or more food groups: fruits, vegetables, grains, protein foods, dairy

Serve a fruit or vegetable at most snacks

Toddler Meals (WB351TR/WB351TRs) • Toddler Snacks (WB352TR/WB352TRs)

preschool meal and snack ideas

Easy meal and snack ideas for 2 to 5 year old children with lots of pictures.

Suggested serving sizes for preschoolers are shown.

front

back

preschool meals

ideas for 2 to 5 year old children

Serve child size servings. Let your child decide how much to eat. Your child may want to eat more or less.

Serve foods in the right **size, shape and texture** for your child.

Cut soft foods into bite size pieces, about 1/2 inch or less until your child is 4 years of age. Your child will be able to chew larger pieces as he grows.

Serve foods from the 5 food groups: fruits, vegetables, grains, protein foods, dairy

serve milk at meals
1/2 cup
1% or skim milk

eat safe

- Have your child sit at meal and snack times. Don't let your child walk around while eating.
- Stay with your child while eating.
- Help children wash hands before and after eating.
- Talk to your child about how to eat slowly and chew foods before swallowing.
- Eat the same foods. Your child learns how to eat by watching you.

foods to prevent choking or their size, shape and texture:
and foods like hot dogs and string cheese, strips rather than round pieces.
cherries, berries, cherry tomatoes
balls in half-lengthwise, and then cut
in pieces.

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WB354 R1

Meal & Snack Tear Sheets

\$12.00 per pad
of 50 sheets. (all of one
subject and language)
8 1/2" x 11", 2 sided

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English and Spanish

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mix and match
tear sheets (TR)
for quantity
discounts
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for info

Preschool Meal and Snack Set Pricing:

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WB700 - \$66.00 Set of the Preschool Meals and Snack sheets in English and Spanish (1 pad of WB353TR, WB353TRs, WB354TR, WB354TRs, WB355TR and WB355TRs)

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Preschool Meals
WB354TR English
WB354TRs Spanish

what's inside!

Food safety and common foods that may cause choking are included on all sheets.

preschool breakfast

ideas for 2 to 5 year old children

Serve child size servings. Let your child decide how much to eat. Your child may want to eat more or less.

Serve foods in the right **size, shape and texture** for your child.

Cut soft foods into bite size pieces, about 1/2 inch or less until your child is 4 years of age. Your child will be able to chew larger pieces as he grows.

Serve a breakfast using foods from 3 of the food groups: fruits, vegetables, grains, protein foods, dairy

eat safe

foods to prevent choking or their size, shape and texture:
and foods like hot dogs and string cheese, strips rather than round pieces.
cherries, berries, cherry tomatoes
balls in half-lengthwise, and then cut
in pieces.

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WB354 R1

preschool snacks

ideas for 2 to 5 year old children

Serve child size servings. Let your child decide how much to eat. Your child may want to eat more or less.

Serve foods in the right **size, shape and texture** for your child.

Cut soft foods into bite size pieces, about 1/2 inch or less until your child is 4 years of age. Your child will be able to chew larger pieces as he grows.

Serve foods from 2 or more food groups: fruits, vegetables, grains, protein foods, dairy

eat safe

foods to prevent choking or their size, shape and texture:
and foods like hot dogs and string cheese, strips rather than round pieces.
cherries, berries, cherry tomatoes
balls in half-lengthwise, and then cut
in pieces.

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WB354 R1

Preschool Breakfast (WB353TR/WB353TRs) • Preschool Snacks (WB355TR/WB355TRs)

food group

Encourage healthy eating habits
with these food group cards
packed with recipes and ideas for preschool children.

front

back

eat a variety of vegetables

- especially dark green
and dark orange vegetables.

Broccoli
Spinach
Bok Choy
Romaine Lettuce
and dark green
leafy lettuce

Carrots
Pumpkin
Sweet potatoes
Winter squash

chop, chop... broccoli, carrots and spinach!

Three veggies that are easy
to chop and hide in food:

Spaghetti Sauce
Lasagna, Pizza
Salads
Soups
Meatloaf and Meatballs
Tacos and Sandwiches
Casseroles
Rice and Noodle Dishes

broccoli

Serve cooked broccoli for dinner.
Sprinkle with shredded cheese,
Parmesan cheese or lemon juice.

Serve cooked broccoli on a baked potato.
Top with shredded cheddar cheese.

carrots

Serve cooked carrots for dinner.
Offer baby carrots, carrot sticks or
shredded carrots for finger foods.
(Slightly cook the carrots to soften, if needed)

eat your veggies!

Let your child
see you and others eating
and enjoying vegetables.
Your child learns best by
watching what you eat.

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serve a salad

Use dark green lettuce - Romaine or leaf lettuce.
Add chopped tomatoes, peppers,
cauliflower and shredded carrots.
Serve salad dressing on the side -
let your child dip lettuce and other veggies.



Serve vegetables on your child's plate first.

He may be more likely to eat
vegetables when he is hungry.

dip veggies

in low fat ranch salad dressing, dill dip,
salsa or a warm cheese dip:

Baby Carrots
Cherry tomatoes
Broccoli
Pepper slices
Rutabaga slices
Cucumber slices
Green beans

Carrot slices
Grape tomatoes
Cauliflower
Pea pods

decorate your child's plate with vegetables and eat them!



Couple slices of tomato
Cucumber slices
Shredded carrots
Broccoli spears

try fresh vegetables -

Cook fresh green beans and corn on the cob
during the summer.
Cook fresh squash during the fall.

eat safe

Cherry tomatoes, carrot sticks,
baby carrots and large pieces
of raw vegetables may cause
choking in preschool children.

This card provides general nutrition information;
medical advice should be obtained from your health care provider.
vegetables for preschool children K552

**mix and
match**
cards (CA) and
brochures (BR) for
quantity discounts
see page 44
for info

Food Group Cards

\$12.00 per pack of 100 cards.
(all of one subject and language)

4" x 9" cardstock, 2 sided

Available in English and Spanish

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See page 44 for more information or
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Preschool Food Group Set Pricing:

K600 - \$66.00

Set of the Preschool Food
Group cards in English

(1 pack of K551CA, K552CA, K553CA,
K554CA, K555CA and K556CA)

K700 - \$132.00

Set of the Preschool Food
Group cards in English and
Spanish (1 pack of K551CA,

K551CAs, K552CA, K552CAs,
K553CA, K553CAs, K554CA,
K554CAs, K555CA, K555CAs,
K556CA and K556CAs)

Vegetables

K552CA English
K552CAs Spanish

check out
the MyPlate
Nutrition
Guide for
Preschoolers
on page 25



choose whole grains

of your child's grain foods



read the label

buy foods with a whole grain listed first
on the label's ingredient list such as:

Whole wheat
Whole grain or enriched
Brown rice or wild rice
Whole grain corn
Whole grain flour
Whole grain
Bulgur

start your child's day

with a whole grain breakfast cereal

• Buy your child's favorite whole grain breakfast
cereal. Avoid cereals that are high in sugar.

• Enjoy a bowl of oatmeal - it's a whole grain.

top cereal or oatmeal with fruit

strawberries, blueberries,
sliced banana or peaches

snacks for children

Make a snack mix of whole grain cereals.

• Pack dry whole grain breakfast cereal
in a plastic bag and bring it along.

• Try whole grain granola or granola bars.

• Top whole grain crackers with cheese,
peanut butter, tuna fish, turkey or ham.

• Spread peanut butter thinly on whole wheat
toast and top with sliced bananas.

• Popcorn is a whole grain. Enjoy with little
or no salt and butter.

There are a variety of
great tasting whole grain
crackers - try them!

eat your whole grains!

There are a variety
of whole grain foods
with your child. Your child
watching and learning healthy
eating habits from you.

eat a variety of fruits

enjoy sweet fruits

If your fruit smells good, it will taste good!

Orange, Tangerine, Peach, Plum
Clementine, Blueberries, Mango, Pear
Apple, Cantaloupe, Kiwi, Pineapple
Banana, Watermelon, Grapefruit
Raspberries

start your child's day

with fruit

• Top cereal with sliced bananas, peaches,
strawberries or blueberries.

• Mix blueberries, strawberries, or sliced
bananas into pancake batter.

• Mix low fat yogurt with fruit.

• Top with glass of 100% fruit juice.

• Drink a glass of 100% fruit juice.

serve fruit with lunch

Choose fruit packed in 100% fruit juice
or water instead of syrup.

open and pour into a dish:

Mandarin oranges
Peaches, Pears
Apples, Pineapple
Fruit medleys, Applesauce

• Mix canned fruit and your child's
favorite fruit together.

decorate your child's plate

with fruit...and eat them!

watermelon or cantaloupe slices
apple slices
pineapple chunks
strawberries
orange segments
kiwi slices

eat your fruit!

There are a variety
of whole grain foods
with your child. Your child
watching and learning healthy
eating habits from you.

choose low fat (1%) milk

and dairy foods



which milk should my child drink?

Choose skim or 1% milk
for children over the age of 2 years.

All types of milk - whole, 2%, 1%,
and skim - have the same amount
of calcium, Vitamin D and protein.

Skin and 1% milk have all the nutrition
that growing children need. The top of
2 years need without the extra fat.
Your child may need to mix whole milk (1% is
unavailable) with low fat milk to make it out.

drink milk at meals

This is a healthy habit for your child to learn at home -
he school will be working with you on this.

• Drink milk at meals with your child.
Your child learns by watching
how you and others eat.

• Offer milk in a special cup.

• Use a small cup that your child
can easily hold.

• Pour a small amount of milk into the cup.
Pour more milk into the cup
when your child asks for more.

• Do not offer juice or other sweet
drinks at mealtimes.

• Offer water to drink if your child
refuses to drink milk.

...other ways

to use milk

eat breakfast cereal with milk
add milk to tomato soup
make pudding with milk
mix hot cocoa with
milk instead of water
use milk in pancake and cheese,
scalloped potatoes and mashed potatoes.

choose lean meat & beans

eat more
beans



what can I do?

Don't worry if your child spits out his food.
At first he is trying to get the
food in his mouth.

• Don't give up. Your child may need to try
a food 8 to 10 times before he accepts it.
Let your child decide how much he will eat.

lean meats

For kids
ground beef and ground turkey

But meat that is at least 80% lean.
Drain off all fat after cooking meats.
Pat cooked meats with paper towel
to remove any extra fat.

sandwich meats

Buy low fat sandwich meats. Turkey,
chicken, ham and roast beef are good.
Use meats (regular sausage and salami)
Drain meats cook up more fat while cooking.
Drain meats in a variety of ways. Try them.

make healthy chicken strips

1. Heat 1 tablespoon of oil in a skillet.

2. Cook and stir chicken until meat is no
longer pink. Season with salt and pepper.

meatballs

Keep a bag of frozen meatballs in your freezer.
Heat 1 or 2 meatballs when you
need an easy meal.

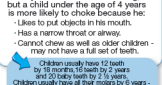
how can I make meat easy to eat?

Cook chicken, roast beef or pork until
it is very tender.

Chop meat into very small pieces.
Cut meat and chicken across
the grain into
thin small pieces.

prevent choking

Every child is at risk for choking,
but a child under the age of 4 years
is more likely to choke because he
- Likes to put objects in his mouth.
- Has a narrow throat or airway.
- Cannot chew as well as older children -
may not have a full set of teeth.



foods that may cause choking:

Hot dogs and sausages
Tough meat
Chunks of meat or cheese
Thick "loaf" of peanut butter
Peanut, sunflower seeds and nuts
Large pieces of raw fruits and vegetables
Carrot sticks or baby carrots
Cherry tomatoes
Whole grapes
Popcorn
Hard or sticky candy
Chewing gum
Marshmallows
Popcorn
Cheese

chew, chew...

Show your child how to put a small amount
of food in his mouth at a time.
And how to chew the food
well before swallowing.

Let your child watch you chew and
swallow small amounts of food.
Your child learns best by watching how you eat.

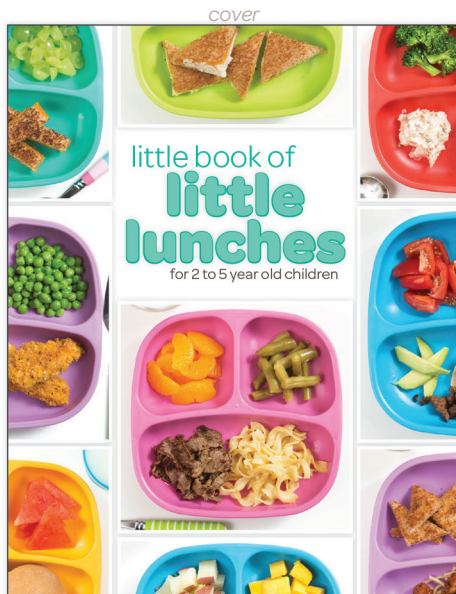
Grains (K551CA/K551CAs) • Fruits (K553CA/K553CAs) • Milk (K554CA/K554CAs)
Meat & Beans (K555CA/K555CAs) • Prevent Choking (K556CA/K556CAs)

little book of little lunches

booklet

Build a healthy plate for 2 to 5 year old children with these easy lunch ideas.

Includes responsive parenting and trusting your child's appetite tips.



\$1.75 per booklet;
5½" x 7" with 12 pages.
Full color throughout.

Discount Pricing is available.
See page 44 for more information or
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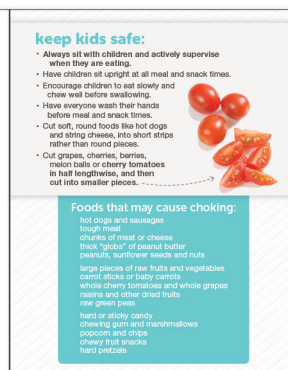
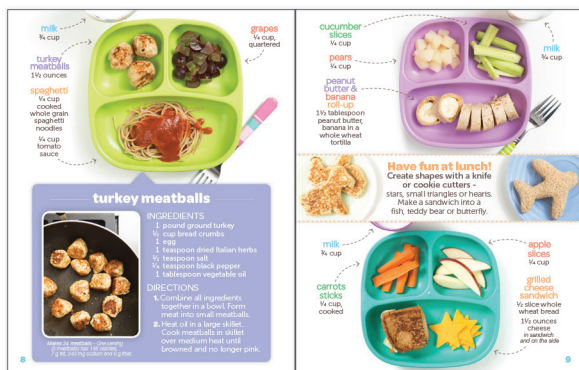
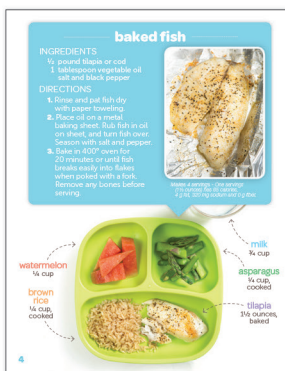
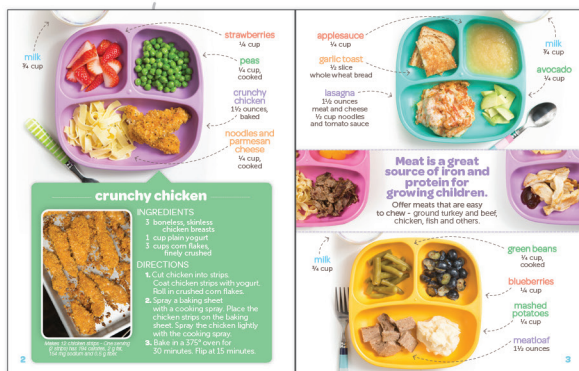
WB10BL (English)
WB10BLs (Spanish)

ISBN# 978-1-942530-20-6
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**mix and
match**
booklets (BL)
for quantity
discounts
see page 44
for info

look inside booklet



eat, play, sleep

book

Having routines will make it easy for your child to learn healthy eating habits.

This book features 8 meals and 20 kid friendly snack ideas along with recipes and a variety of playtime activities for preschool children.



EAT



PLAY

steps to raising a healthy eater



SLEEP

mix and match

books (BK)
for quantity discounts
see page 43 for info

new book!

\$3.25 per book;
6" x 8½"

with 29 pages.

Full color throughout.

Discount Pricing is available.
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MP20BK (English)
MP20BKs (Spanish)

ISBN# 978-1-942530-24-4
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look inside book

Let's shop together.
I can be your little helper.

Shop after I have a nap and eat a snack.

It'll be easier for me.

Let's talk while we shop. I can learn new words. What are the names of foods? What are the colors of fruits and vegetables?

eat • 4



Buy healthy foods for us.
I like to eat what you eat.

Choose foods that you want us to eat.

- Buy a couple fresh fruits or vegetables each week - strawberries, blueberries, apples, grapes, oranges, pineapple, mango, tomatoes, carrots or cucumbers.
- Keep some bananas on our counter.
- Put containers of cut carrots or peeled oranges in the refrigerator where we can see them.
- Skip the sugary drinks, soda and sweet tea. Let's drink water when thirsty.
- Limit foods that are high in fat and sugar - chips, cookies, candy, sugary drinks and soda.

We can provide a free, no obligation quote.

email us at sales@numatters.com
or call us at 888-356-5575

eat • 5

I have a small tummy.
I need to eat often, but too many snacks can spoil my appetite.

Offer snacks at about the same times:

- one snack between breakfast and lunch;
- one snack between lunch and dinner;
- and maybe a snack before bedtime.

Don't give me a snack an hour or so before meals. Snacking too close to a meal can fill my small tummy. I might seem fussy, but I'm just not hungry.



eat • 20



Choose snacks with nutrition.

I'm growing fast! Snacks are important. 25% of my calories come from snacks.



eat • 21

snack and drink

How to make healthy, planned snacks, and encourage children to drink more water and not sugary drinks.

Limit sweet treats by eating small amounts and less often, along with plenty of healthy foods for growing children.

front

back

sweet drinks

Today's children drink a lot of sugary drinks such as soda, fruit drinks, sport drinks and other drinks with added sugar. **This is not good!**

what's the problem?

There can be a lot of calories in sweet drinks. A small child can become overweight from what he drinks, not what he eats.

A 12 ounce can of soda has 150 calories. An average preschool child needs only 1400 calories each day. If a preschool child drank 1 can of soda every day in addition to his normal diet, he could gain an extra pound each month or 15 extra pounds in a year above his normal growth.

too much sugar

A 12 ounce can of soda has 10 teaspoons of sugar. You don't want your child to eat 10 teaspoons of sugar for a snack. All this sugar can cause cavities in your child's teeth.

too little nutrition

A child who drinks lots of sweet drinks is probably not drinking enough milk. His diet can be low in calcium, vitamin D and protein.

Small children usually eat when they are hungry and stop eating when they are full. However, drinking sugary drinks is not the same as eating solid foods. The calories in sugary drinks are not as satisfying as the calories in solid foods.

Some children will eat a normal size meal even after drinking a large number of calories.

Serve milk, not sugary drinks at meals.

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drink more water

Make water the first choice for your child. It's a healthy habit for your child to learn early in life. A child who drinks too many sugary drinks may expect that every drink should be sweet.

Offer water often - help your child develop a taste for water.

clean out the refrigerator

Don't buy soda, fruit drinks, sport drinks and other drinks with added sugar for your home. **Keep sugary drinks out of your home.** If there are sugary drinks in your home, your child will want to drink them. **Keep a pitcher of cold water in your refrigerator.** Your child will want a drink of this 'special water'.

be a good role model

Your child will want to drink what he sees you drinking. Drink water with your child. Limit sugary drinks to rare occasions.

limit juice

Too much juice can add up to a lot of extra sugar and calories, and can ruin a small child's appetite for solid foods.

Limit juice to 4 ounces or less each day. Snack on whole fruits instead of juice.

snack on fruits and veggies

They are naturally high in water and help satisfy a small child's thirst.

- Remove the core and cut an apple into slices.
- Cut a kiwi in half and eat with a spoon.
- Peel an orange or tangerine and break into segments.
- Cut cherry tomatoes into 2 or 4 small pieces.

What your child drinks is as important as what he eats.

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Snack and Drink Cards

\$12.00 per pack of 100 cards.

(all of one subject and language)

4" x 9" cardstock, 2 sided

Available in English and Spanish

Discount Pricing is available.

See page 44 for more information or email sales@numatters.com.

mix and match
cards (CA) and brochures (BR) for quantity discounts
see page 44 for info

Snack and Drink Set Pricing:

K200 - \$55.00

Set of the Snack and Drink cards in English (1 pack of K530CA, K531CA, K532CA, K533CA and K534CA)

K300 - \$110.00

Set of the Snack and Drink cards in English and Spanish (1 pack of K530CA, K530CAs, K531CA, K531CAs, K532CA, K532CAs, K533CA, K533CAs, K534CA and K534CAs)

Sweet Drinks

K533CA English
K533CAs Spanish

snack time

Does my child need snacks? Yes, your child has a small tummy and needs 3 meals and 2 to 3 snacks each day. Offer snacks at about the same time each day. Make a routine that works for your family - children thrive on routine. Offer a snack between breakfast and lunch, a snack between lunch and dinner, and maybe a snack before bedtime. Don't offer a snack too close to a meal - no snacking 1 to 2 hours before a meal.

keep it simple with fruits and vegetables:

orange or clementine segments
banana slices
apple, mango, papaya or kiwi slices
strawberries, blueberries, raspberries
cantaloupe or watermelon chunks
canned carrots or baby carrots
broccoli or cauliflower pieces
cherry tomatoes
peas
pepper strips
cucumber slices

Snack Safe
Cherry tomatoes, canned carrots, baby carrots, whole oranges and large pieces of raw fruits and vegetables may cause choking in preschool children. Slice or cut into small thin pieces. Cook raw vegetables.

is snacking all day a problem?

Yes, a child who snacks all day could be: not hungry at meals and seem fussy; snacking on unhealthy foods; eating when he is bored or stressed; and when he is hungry; eating too much and too often, and become overweight.

Snack smart together.

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kid snacks

What are some healthy snack ideas? Choose healthy foods from the five food groups - fruits, vegetables, grains, milk and meat. Make snacks that your child loves, and you'll feel good about giving.

eat fruit
Cut fruit into bite size pieces, put chunks of fruit on a pretzel stick, keep a bowl of fresh fruit in the refrigerator. Fill an ice-cream cone with finely chopped fruit and low fat yogurt. Make a fruit sundae - layer yogurt and fruit in a cup, top with granola or breakfast cereal.

make a fruit slushy
Blend fresh or canned fruit. Pour into small plastic cups and freeze. Eat with a spoon.

blend a smoothie
Blend frozen fruit, strawberries, bananas, peach and low fat milk together.

keep a bowl of bananas on the counter - ready to eat!

whole wheat toast
Spread peanut butter on toast, top toast with slices of cheese and tomato.

roll up a snack
Spread reduced beans on a corn tortilla. Sprinkle with cheddar cheese. Roll up and heat in the microwave.

spread cheese or hummus on a tortilla.
Top with shredded carrots and roll up.

mini quesadilla
Sprinkle shredded Monterey Jack cheese on a tortilla. Fold in half and microwave until the cheese melts. Serve with salsa.

Your child watches what you snack on. He won't want to eat an apple if you are eating candy and chips. Enjoy healthy snacks together. Your child is learning healthy snacking habits that will last his lifetime.

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I'm thirsty

What should my child drink? water, milk and juice

how can I encourage my child to drink more water?

1. Drink water with your child.
He will want to drink what you drink. Offer water between meals and snacks.

2. Make it "cool" to drink water.
Serve water in a special cup with a colorful straw. Offer water in a sport bottle.

3. Flavor your water.
Add a slice of fresh lemon, lime or orange.
Add a splash of lemon juice or orange juice.
Try fresh mint leaves and cucumber slices in water.

4. Keep cold water in your refrigerator.
Store water in a pitcher or large bottle. Don't keep sugary drinks in your refrigerator.

5. Serve a large pitcher of ice water with lemon slices at dinner.

bring along water
Water won't spoil or stain if spilled. Fill a child size water bottle with water and ice. If your child uses a sippy cup between meals, but only water in it.

eat more fruits and vegetables
oranges, apples, melons, tomatoes, broccoli, carrots and more!

Most are 80% to 90% water.

How much water does my child need?
Enough to satisfy his thirst.

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the sweet tooth

Your child will probably like sweet foods such as cookies, candy, cake, ice cream and soda. Eating a cookie or ice cream once in a while is okay. However, most children eat too many sweet foods and lots of sugar.

what's wrong with too much sugar?

Tooth Decay
A child who eat lots of sweets is more likely to have tooth decay. Cavities hurt, and can ruin your child's pretty smile.

Overweight
Sweets can add up to a lot of extra calories. An average preschool child needs 1400 calories each day. There can be 400 calories in one can of soda and a candy bar.

Fussy Eating
Sweets can ruin a child's appetite. A child may learn to prefer sweet tasting foods and refuse to eat common table foods, such as milk, vegetables and meats.

Be a good role model
Your child will want to eat what he sees you eat. Offer healthy snacks and limit your own sweets.

out of sight = out of mind
Keep sweets out of your child's view. If your child sees soda or candy in the cupboard, he will want it. Don't add sugar to foods such as fruit or cereal.

Use the natural sweetness of fruits.

© Nutrition Matters, Inc.

Snack Time (K530CA/K530CAs) • Kid Snacks (K531CA/K531CAs) • I'm Thirsty (K532CA/K532CAs)
Sweet Tooth (K534CA/K534CAs)

activity

Encourage families with preschool children
to play actively every day to be active
for life and grow into a healthy weight.

front

play outside

explore the outdoors with your child

go for a family walk...

- around the block after dinner
- to a friend's house
- on a nature trail
- to a park or playground

Play games while walking - hop over cracks, find treasures such as rocks, sticks, leaves, bugs and butterflies.

Play with your child at your local park or school playground - swing, slide, climb, run and jump.

draw with sidewalk chalk

Draw pictures on your sidewalk - animals, flowers, bugs and people.

Draw a **hopsotch game** on the sidewalk. Each child takes turns hopping through the game from square to square without touching the lines. Try to hop with only your right foot or your left foot.

plant a garden with your child

Your child can help dig holes with a small plastic shovel. Place the seeds in the holes. Cover with dirt and water, and watch the plants grow.

build a sand box

in your yard or find a sand box at your local park.

Put together a basket of toys for playing in the sand.

Don't let your child sit still more than 60 minutes at a time - **get up and play!**

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back

blow bubbles

Chase the bubbles in the yard. Jump for the bubbles and try to pop them.

run, run, run...

- in a big circle in the yard
- in a small circle
- around the swing set or picnic table
- around the house, if you can

Find a safe place for your child to play.

play with a frisbee or ball

It's fun to throw, chase and catch frisbees or balls with your child. Even a family dog can help catch.

go to the beach

Children love to play on the beach. Bring along sand toys - cups, pails, shovels and large spoons.

Collect rocks and shells on the beach. Make sand castles with your child.

turn on the sprinkler

1. Children love to run in the water and get wet on a hot day.
2. Get your feet wet and make tracks on the sidewalk. Take big steps and little steps. Create animals with your footprints.
3. Make buckets of soapy water to wash the car and toys. Let your child rinse with the water hose.

Your child will be active when he plays outside - **it's hard to sit still!**

This card provides general nutrition information; medical advice should be obtained from your health care provider.

mix and match
cards (CA) and brochures (BR) for quantity discounts
see page 44 for info

Activity Cards

\$12.00 per pack of 100 cards.
(all of one subject and language)

4" x 9" cardstock, 2 sided
Available in English and Spanish

Discount Pricing is available.
See page 44 for more information or email sales@numatters.com.

Activity Set Pricing:

K800 - \$66.00

Set of the Activity cards in English (1 pack of K851CA, K852CA, K853CA, K854CA, K855CA and K856CA)

K900 - \$132.00

Set of the Activity cards in English and Spanish (1 pack of K851CA, K851CAs, K852CA, K852CAs, K853CA, K853CAs, K854CA, K854CAs, K855CA, K855CAs, K856CA and K856CAs)

Play Outside

K853CA English
K853CAs Spanish

turn on the music

Choose songs that encourage you to be active - **jump, wiggle your arms!**

freeze dance
Play some music and dance. Stop the music and freeze in place. Start the music and start dancing again.

copy cat dance
Dance a couple steps while your child watches. Let your child repeat the dance. Take turns creating dance steps.

swim dance
Pretend to swim with your arms and legs. Swim standing up. Swim lying down. Pretend to surf.

wiggle dance
Create your own dance - hop, wiggle, wiggle, slide, slide and clap. Let everyone create their own special dance.

dance like an animal!
Take turns dancing like an animal - guess which animal your child is.

free play
Make time for your child to play. Your child will be able to relax and use his imagination playing with his toys.

sing to the music - singing is a fun way for little children to learn new words

© Nutrition Matters, Inc.

play inside

create a play room
Clear out an area in your home where your child can ride small bikes, push toys, put wagons and dance. This could be a room, part of a room, garage or basement.

collect a variety of toys
Go to thrift sales and garage sales with your child. Collect toys that let your child use his imagination. Push and pull toys are great finds - toy wagons, shopping cart, bikes and wagons.

build a "play house"
Drape blankets on chairs, large boxes and other furniture. Put pillows and stuffed animals inside the play house. Make a tunnel by tying up the kitchen chairs and throwing a blanket over them. Children love to crawl and tumble around.

roll around the house
roll in a straight line
roll in a curly line
roll around the chairs or couch
roll like a log

create a play
Read one of your child's favorite stories. Act out the story with your child. It's fun to pretend.

free play
Make time for your child to play. Your child will be able to relax and use his imagination playing with his toys.

Help your child develop good sleeping habits with a scheduled nap and bedtime.

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play with... a ball

Keep a variety of balls in a large basket - **ready to play!**

play catch
Start teaching your child how to throw and catch a ball around the age of 2 to 3. Use a soft ball that your child can easily hold in his hands.

keep your eyes on the ball
Start by standing close together - move apart after a couple catches.

Learning how to throw and catch a ball will help your child be active for life.

basket toss
Place a laundry basket about three feet away. Take turns tossing balls into the basket.

How many balls can you toss into the basket?
Try tossing balls into different targets - boxes, buckets, pails, baskets.

bowling
Get up six empty water bottles or toilet paper tubes at the end of a room. Stand about four feet away, and roll a ball at the bottles or tubes.

How many can you knock down?

Collect balls of different shapes, sizes and colors: large beach balls, soft balls, basketballs and soccer balls.

Active children are happy, healthy and sleep better.

© Nutrition Matters, Inc.

watch less tv

Limit screen time television, computers and video games to less than 2 hours each day.

make a family tv plan
Make a list of your family's favorite tv shows. Let your child help choose the shows he wants to watch.

There are lots of shows that are fun to watch and have good messages for your child - choose the best and turn off the rest.

Turn off the television when "family shows" are not on.

Listen to your child or music instead of the tv - do not use the television for background noise in your home.

is it okay for my child to watch tv?
Yes, it's okay for your child to watch some tv. However, watching too much tv can be a problem for your child.

Your child is less active when sitting and watching tv. TV advertising can encourage your child to eat salty and sweet snack foods such as chips, candy, cookies and soda.

plan a "Family Night"
Once a week:
Turn off the TV and play together, play games, go for a walk, read books, color and draw pictures and have fun!

Quiet time is best before naps and bedtime - read a book with your child.

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active toys

riding toys
Tricycles, bikes, big wheels, three wheel scooters and other riding toys are fun to ride.

Find a safe area for your child to ride - sidewalk, park, bike trail, large inside room or school playground.

sand and water toys
Beach toys are fun for play with in the sand. Use pails, shovels, dump trucks and other toys to make castles, houses, rivers and dams.

balls and frisbees
Collect a variety of balls - large beach balls, soft balls, basketballs, bouncy balls and soccer balls. Buy or make a child size basketball hoop. Frisbees and balls are fun to throw, chase and catch.

push and pull toys
Push toys are fun for small children. Try toy shopping carts, strollers and other push toys. Children love to pull their favorite doll, stuffed animal or friend in a wagon. Wagons are also fun to pull around the yard, park or house.

action toys
Children love to make toy trucks, cars and animals move, and planer tv.

Let your child use his imagination.

Your child will feel good about himself when he learns how to throw a ball or ride a bike.

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Music (K851CA/K851CAs) • Play Inside (K852CA/K852CAs) • Play with a Ball (K854CA/K854CAs)
Watch Less TV (K855CA/K855CAs) • Active Toys (K856CA/K856CAs)

mix and match

cards (CA) and brochures (BR) for quantity discounts
see page 44 for info

back

turn on the music

We can dance and sing together! There are a lot of songs that are fun to dance to. Let's find our favorites. Singing is a fun way for me to learn new words. Let's sing too!

Copy Cat Dance

Do a dance move while I watch you. Ask me to repeat the dance. We can take turns creating dance moves like, hop, hop, wiggle, wiggle, slide, slide and clap.

I like to do what you do!

Relax and Stretch

Lay on the floor with me. Let's point our arms to the ceiling and count to ten. Let's point our toes to the wall, stretch and count to ten.



Helps me be strong and sleep better. I like to do what you do!

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Inside Playtime Brochure

\$12.00 per pack of 50 brochures.
(all of one subject and language)
4" x 9" tri-fold 6 sides,
full color throughout
Available in English and Spanish

Discount Pricing is available.
See page 44 for more information or email sales@numatters.com.

K875BR (English)
K875BRs (Spanish)

new brochure!

inside

indoor fun with balls

Collect balls that are soft, light, colorful and different sizes. Many have a springy feel and are perfect for playing indoors.



Kick and Roll

Let me softly kick the ball around my legs. I can kick it under and over tables. I'll try not to touch the ball.

Basket Toss

Give 5 red balls to me, and 5 blue balls to you. Let's take turns tossing the balls into a laundry basket.

Indoor Bowling

Set up 6 empty water bottles or paper towel tubes at the end of a room. Let's stand about 4 feet away and roll a ball at the bottles or tubes.

move like the animals

A great way to learn motor skills and have fun! Do these animal moves while I watch you. Let me copy you.



inside playtime!

Playing helps me grow and learn:

- Physical skills, like how to climb, run, jump and push toys.
- New words, like the names of different trucks and animals.
- Social skills, like how to play and share toys with other children.



collect a variety of toys

Create a play area in our home. This could be a small room; or part of a room, garage or basement.

Push and Pull Toys

These are great finds - a toy shopping cart, stroller, tricycle, wagon or toy popper. I can give my stuffed animal a ride in the stroller or wagon.

Action Toys

I can fly a plane around the room in my hand. I can push a toy truck or car on the floor.

inside games

Make a 'Play House'

Let's drape blankets on chairs, large boxes and other furniture. We can put pillows and stuffed animals inside our play house. Or we can make a tunnel by lining up kitchen chairs and throwing a blanket over them.

I love to crawl and tumble around.

Jump the River

Place a small towel or blanket on the carpet to create a river. Ask me to 'jump over the river' without getting wet. Teach me how to swing my arms when jumping and to land softly on both feet without falling down.

How high can I jump? How far can I jump? How many times can I jump?

Hide and Seek

Ask me to close my eyes while you hide. Then shout out when you're ready, and ask me to find you. Let's take turns - I can hide while you close your eyes.

Walk the Line

This is a great way to learn how to balance myself. Place painter's tape on the floor in different types of lines. Make a straight line, a curly line, and a zig zag line. Ask me to walk along the lines of the tape, putting one foot in front of the other. I can even try walking backwards.

inside

fun with balls



Kick it

Use a large soft ball when I'm learning.

How far can I kick the ball? How high can I kick it? Can I kick the ball to the right or to the left?

Bounce it, catch it

Drop the ball and let me catch it. I'll bounce. Bounce it high. Bounce it low.

How far or how high can I make the ball go?

Throw it, catch it

Teach me how to throw and catch a ball when I'm 2 or 3 years old.

Use a small soft ball that I can hold in my hands. Let's start by standing close together and tossing the ball to each other. Move apart a little after I can catch the ball easily.

yard games

It's fun to play in the fresh air and warm sun!



let's play outside!

Playing is how I learn and grow stronger.

- When I'm 2, I can kick a ball, run and throw a ball overhand.
- At 3, I can run and climb easily. I might pedal a tricycle.
- At 4, I can catch a bounced ball most of the time. I might pump a swing.
- And when I'm 5, I can do a somersault, hop, jump rope and maybe skip.

ride a bike



Let me be safe - I'll hold the handlebars. I like to ride a tricycle, big wheel or scooter. Find a safe area for me to ride.

back

play in the sand



I like to do what you do!

Wash and Clean

Make buckets of soapy water to wash our cars and toys. Let me rinse with the water hose.

Sweep and Rake

I can sweep the sidewalk with a child size broom, or rake leaves with a small rake.

go to the park or school playground

I love playing on the playground equipment. Watch me run, swing, climb and slide.



There may be other children in the park that I can play with. The playground is a good place for me to learn social skills, like taking turns and watching others play.

What's my new friend's name?

Be Safe Stay with me when we play outside.



Walk or ride my tricycle. block. Let's walk to a playground while we play games while we play.

Let's play outside play!

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Let's Play Outside Brochure

\$12.00 per pack of 50 brochures.
(all of one subject and language)
4" x 9" tri-fold 6 sides,
full color throughout
Available in English and Spanish

Discount Pricing is available.
See page 44 for more information or email sales@numatters.com.

K876BR (English)
K876BRs (Spanish)

new brochure!

front

mealtime parenting™

Promote healthy eating habits for preschool children!

Explain how to develop positive experiences with food and prevent future eating problems such as fussy eating or obesity.

front

back

a child's appetite

A small child's appetite can change from day to day. There will be times when your child is growing and will be hungry. There will be times when your child is not growing as fast and wants to eat less.

Your child is learning to eat when he is hungry and stop eating when he is full.

You may worry that your child does not eat enough at times. **Don't worry!** If your child is healthy and growing, it's okay for his appetite to go up and down.

as a parent, you can...

- Serve 3 healthy meals and 2 snacks at about the same times each day.
- Decide which healthy foods are offered at meals and snacks.
- Limit foods with little or no nutrition such as chips, candy, and soda.

Let your child decide 'how much' he will eat. You can't or shouldn't control how much your child eats.

Eating problems happen when a parent tries to limit or push foods. These struggles can upset a child:

- Some children will overeat when there is stress.
- Other children will eat less when there is stress.

A child's small tummy can become upset. Keep mealtimes and snack times relaxed so your child can feel when he is hungry or full.

Help your child develop healthy eating habits that will last a lifetime.

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family style meals

Serve food in serving bowls. Allow your child to serve himself whenever possible. A child who serves himself usually does not overeat.

If your child needs help, serve small servings of food on his plate.

Start with about 1 tablespoon of each food for each year of your child's age. For example, start with 3 tablespoons of a vegetable, 3 tablespoons of meat and 3 tablespoons of pasta for your 3 year old child.

If your child wants to eat more, serve more.

- There will be days when your child has a growth spurt and he will be hungry.
- Don't limit food if your child is hungry and wants to eat more.
- A child may overeat later if food is refused when he is hungry.

avoid large servings of food

Some children learn to overeat if large portions of food are served on their plate. A child may eat as much as 60 to 80 percent more when portions are super-sized.

Small bites

- Encourage your child to take small bites and enjoy eating. A child may overeat if he takes big bites and eats fast.

Be a good role model

- Sit and eat with your child. Let your child see you eating slowly and enjoying your food.
- Don't talk about how much your child is eating. Your small child may learn to control you by eating more or less food.

Talk to your health care provider if you have any concerns about your child's growth and appetite.

healthy habits begin at home

This card provides general nutrition information. Medical advice should be obtained from your health care provider. MP620

mix and match
cards (CA) and brochures (BR) for quantity discounts
see page 44 for info

Mealtime Parenting™ Cards

\$12.00 per pack of 100 cards.
(all of one subject and language)

4" x 9" cardstock, 2 sided

Available in English and Spanish

Discount Pricing is available.

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Mealtime Parenting Set Pricing:

MP700 - \$110.00

Set of the Mealtime Parenting cards in English (1 pack of MP620CA, MP621CA, MP622CA, MP623CA, MP624CA, MP625CA, MP626CA, MP627CA, MP628CA and MP629CA)

MP800 - \$220.00

Set of the Mealtime Parenting cards in English and Spanish (1 pack of MP620CA, MP620CAs, MP621CA, MP621CAs, MP622CA, MP622CAs, MP623CA, MP623CAs, MP624CA, MP624CAs, MP625CA, MP625CAs, MP626CA, MP626CAs, MP627CA, MP627CAs, MP628CA, MP628CAs, MP629CA and MP629CAs)

A Child's Appetite

MP620CA English
MP620CAs Spanish

what our customers are saying...

I like the size, the simple but captivating writing and the tips on each parenting card. The messages are wonderful!

- WIC Program in California

the fussy eater

Why does my child refuse to eat?

he may not like the food he is eating. Let your child eat what he wants. Offer 3 healthy meals at about the same time. Let your child decide how much he will eat.

He could fill his tummy with milk or snacks, and not eat.

Sweets
A child who eats lots of candy or sweets learns to like them. Full cups can fill a child and run his appetite. Limit 4 to 6 ounces or less.

Juice
Full cups can fill a child and run his appetite. Limit 4 to 6 ounces or less.

Milk
A child who drinks a lot of milk may not be hungry to eat. Your preschooler should drink 16 to 24 ounces of milk daily.

Too many snacks
Snacking or grazing on the day can run an appetite. Offer snacks between lunch and dinner. Try to avoid snacks during two hours before a meal.

A healthy child will eat when he's hungry.

force feeding

Does your child refuse to eat?

"try it"
Your child would probably like a new food if he would taste it. Why does he refuse to even try it? "food neophobia" is the fear of new foods. Small children often refuse to eat new foods.

one bite, please
try new foods and recipes
Your child will learn that trying new foods is a normal habit for your family.
- Add a different vegetable to your soup or salad.
- Try different types of breads, pasta, or rice.
- Cook fish or chicken in a new recipe.
- Try a new fruit or vegetable for a snack.
one new food at a time
Serve a food that your child knows and like along with the new food. It will seem less scary.
Start small
Serve a small taste of the new food. Make it look special and yummy.
taste foods together
Let your child see you tasting and enjoying new foods. Talk about how the food smells, feels and tastes. Ask your child to taste the new food.

Your child may not like every food he tastes. It's very normal for a child to refuse some foods. Don't worry, at least he is trying it.

A child who is willing to taste new foods is more likely to eat a variety of foods. Help your child develop healthy eating habits that will last a lifetime.

short order cook

Lunch is served. And you are hungry. But your child starts to refuse. He doesn't like what you have cooked and refuses to eat. What are you going to do? You try to demand that he eat his lunch. But he refuses to even try it. You probably feel like saying "All right, what will you eat?" Don't do it!

This is short order cooking. By cooking a different meal, your child will quickly learn how to get his way - just what. He may even start asking for a different meal when you serve family favorites. And you will have become a short order cook!

how can you prevent this?

1. Plan ahead.
If you are serving a new dish, serve some familiar foods along with it. For example, we're bread, peanut butter and fruit along with a new casserole.
2. Let your child help.
Give 5 minute choices to your child - should we make turkey sandwiches or beef cheese sandwiches for lunch? Would adding your child "what do you want for lunch?" He may ask for a cookie or candy.
3. Set a good example.
Let your child see you and others enjoying new foods.

mealtime routines

Why is my child's mealtime so stressful? What are your family's mealtime routines? It's hard to not be too strict or too relaxed. Find a balance...

Offer food in a positive and loving way, with some limits and meal rules. Your child is more likely to be a happy eater if you know, bribe or beg him to eat. He is more likely to overeat if you try to control or limit how much he eats.

grazing instead of eating meals?
Grazing food and eating all day long instead of 3 meals a day is not a good idea. You and your children are more likely to overeat, choose high sugar and high fat foods (chips, soda, sweets), and miss the benefits of family meals.

children thrive on routines.
Life is easier when your child knows what to expect.
- There are planned meals at about the same time each day.
- A variety of healthy foods are given at meals and snacks.

If your child says he is hungry and it's not a meal or snack time - be flexible and offer a small healthy snack such as a banana, whole grain bread, cereal or crackers.

cupboard makeover

Does your child want to eat at or near the cupboard?

As you stock and demand that your child eat, you may be very relaxed, often forget to make meals and grab food whenever you're hungry? It's hard to not be too strict or too relaxed. Find a balance...

Offer food in a positive and loving way, with some limits and meal rules. Your child is more likely to be a happy eater if you know, bribe or beg him to eat. He is more likely to overeat if you try to control or limit how much he eats.

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reward with love

Can you have a cookie? We'll stop for candy? or children about eating? Robbly thinking: be pretty bad if mom lets me with a cookie? try are special foods to work for? or bribe your child with food? Comfort with love, not food! A child who is comforted with food is more likely to eat when he is hungry. This is not a good habit to start.

prevent meltdowns:
Limit situations that upset or scare your child. Get enough rest. Have planned nap and bedtime.
- Offer 3 meals and 2 to 3 snacks at about the same times each day.
- Schedule appointments or errands after breakfast, lunch, snack or nap time.
know your child
Some children can handle an hour in a store or office. Some children can only handle 15 minutes.
If your child has appointments or tests that scared him, it may take time for him to forget and not be afraid. The patient.

do not tease a child
Do not allow others to tease or scare your child.
be calm
Your child is learning how to comfort himself by watching you. He needs to see that you and others are not upset or scared.

The Fussy Eater (MP621CA/MP621CAs) • Try It (MP622CA/MP622CAs) • Force Feeding (MP623CA/MP623CAs)
Short Order Cook (MP624CA/MP624CAs) • Mealtime Routines (MP625CA/MP625CAs) • Role Model (MP626CA/MP626CAs)
Cupboard Makeover (MP627CA/MP627CAs) • Comfort with Love (MP628CA/MP628CAs)
Reward with Love (MP629CA/MP629CAs)

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veggies for kids

book

Is your child picky when eating vegetables?

Learn to love vegetables in six easy steps with your children.

This book features 13 healthy, delicious kid friendly recipes that the whole family will love!

cover

veggies

...for kids

six steps to loving vegetables!



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K10BK (English)
K10BKs (Spanish)

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look inside book

serve veggies

at lunch and dinner

Try different forms of the same vegetable - frozen, canned, fresh, raw, stir fried or mixed into a dish. You and your children may like it cooked in one way, but not another.

1. Fresh:

- Steamed broccoli
- Cooked corn on the cob
- Cook baby carrots that are cut in half lengthwise.
- Slice of tomato
- Cooked pea pods
- Microwave a sweet potato until it is soft. Cut it open. Top with dash of cinnamon and a little applesauce.

2. Frozen:

- Pour a small amount of peas, corn, carrots or a vegetable mixture in a saucepan.
- Warm vegetables and serve.
- Put the rest of the bag back into the freezer.

3. Canned:

- Open, heat and serve canned corn, green beans, peas, or carrots.



tip: choose low sodium when available



12 | veggies first

veggies first

...on the plate!

Put vegetables on your child's plate first. He may be more willing to eat veggies when he is hungry.

Is your child hungry while you are cooking dinner? ...offer some veggies.

- couple pieces of raw broccoli, pepper strips or carrots with hummus or dill dip.
- low cooked green beans, peas or broccoli spears.
- a small pile of chopped lettuce, tomatoes or shredded carrots. Serve with a little Ranch or French salad dressing for dipping.

safety first:
Preschool children could choke on cherry tomatoes, carrot sticks, baby carrots and large pieces of raw vegetables.

- slice cherry tomatoes into 2 or 4 small pieces.
- cook carrot sticks or broccoli pieces until slightly soft.
- shred raw vegetables.



veggies first | 13

"I'm hungry"

Keep cut up carrots, broccoli, cauliflower and other raw vegetables in a clear container in your refrigerator. Your child will want to eat what he sees...and so will you!

snack on a variety of fresh veggies:

- carrots sticks or baby carrots
- cherry tomatoes or pepper strips
- broccoli or cauliflower pieces
- cucumber slices

safety first:
Are raw vegetables too hard for your young child?
Cook raw vegetables in the microwave until they are tender and slightly crisp. Cool and eat. Shred carrots or other hard veggies. Cut vegetables into thin strips or tiny pieces that are easy to bite and chew.



14 | try raw veggies

dip veggies

Children will eat more vegetables when they dip them. Veggies taste good, it's fun, and she is learning to like different vegetables.

Dill Dip

- ½ cup low fat mayonnaise
- ½ cup low fat sour cream
- 3 tablespoons dry dill weed
- 1 teaspoon garlic powder

Combine mayonnaise, sour cream, dill weed and garlic powder together in a small bowl.

Hummus

- 1 (15 ounce) can garbanzo beans
- 1 teaspoon garlic powder
- 1 teaspoon ground cumin
- 1 tablespoon olive oil or vegetable oil
- 1 tablespoon lemon juice

1. Drain the beans and save the liquid.
2. Combine beans, garlic powder, cumin, oil and lemon juice together in a blender.
3. Blend on low speed, adding some bean liquid as needed until hummus is smooth.



dip in hummus, low fat Ranch or dill dip.

try raw veggies | 15

my little helper™ book

The preschool years are the perfect time to bring your child into the kitchen and cook together!

This book has **20 healthy kid friendly recipes** and more than **75 cooking activities** for you and your child to do together.



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\$3.25 per book;
6" x 8½"
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look inside book

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wash hands

Wash your hands together -
your child learns by watching you.

1. Place a bottle of hand soap by the sink.
 2. Wet your hands with warm running water. Squirt some soap into your hands.
 3. Rub the soap in your hands, between your fingers and on the back of your hands.
- Wash your hands for at least 20 seconds - sing the Happy Birthday song twice while you wash, or count to 20 while you wash!
4. Rinse your hands under warm running water, and dry with a clean towel.

Be sure to wash your hands before cooking, after cooking, after touching raw meat or eggs or whenever your hands get messy while cooking.

banana bites

A delicious snack made with whole grain cereal, fruit and no added sugar.

- 3 cups breakfast cereal (flakes and nuggets)
 - 2 ripe bananas
 - 1 cup applesauce
 - 1/2 cup peanut butter
 - 1 teaspoon vanilla
 - 1 teaspoon cinnamon
1. Place 3 cups of breakfast cereal in a plastic bag. Crush with a rolling pin or plastic cup.
 2. Peel and mash bananas. Stir mashed bananas, applesauce, peanut butter, vanilla and cinnamon together. Stir in crushed cereal.
 3. Spray a 9 x 9 baking dish with a nonstick cooking spray. Spoon the batter into the baking dish and spread evenly. Bake in a 350° oven for 20 to 25 minutes. Cool and cut into squares.

Makes 25 servings. (One serving 1/2 x 1/2 x 1/2 square)
Nutrition Facts: 100 calories, 1g fat, 10g sugar, 10g protein, 10g fiber

my child can help:

crush breakfast cereal; peel and mash bananas; pour in the ingredients and stir; spread mixture in a pan



frozen yogurt tarts

Spoon low-fat yogurt into muffin liners. Press small pieces of a strawberry, kiwi, blueberry, raspberry or other fruit into yogurt. Freeze and eat.



pour

Learning how to pour helps
your child develop her eye-hand
coordination and fine motor skills.

Liquids to pour -

- Fill a small pitcher with a small amount of milk or water. Show your child how to pour into a small glass.
- Let your child practice pouring the milk or water. Keep a towel on the counter for the spills!
- Pour water into an ice cube tray.
- Pour milk on a bowl of cereal.

Foods to pour -

- Pour breakfast cereal from the box into a bowl.
- Measure ingredients before cooking. Let your child practice pouring the ingredients into a bowl as you need them.
- Pour chopped vegetables into a bowl.
- Pour pretzels from a bag into a small dish.

Soon your child will know how to pour her cereal in a bowl, and add milk. She will feel proud that she can make her own breakfast!

sunshine egg bake

Put this egg bake together, Refrigerate overnight and bake in the morning!

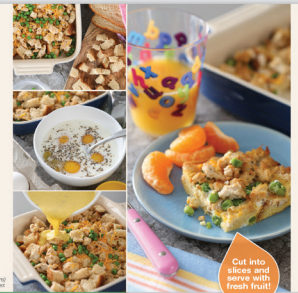
- 3 slices whole wheat bread
- 1/2 pound ground turkey
- 1/2 cup shredded cheddar cheese
- 1/2 cup frozen peas
- 4 eggs
- 1/2 cup milk
- 1/2 teaspoon salt
- 1/2 teaspoon black pepper

1. Spray a 9x9 baking pan with a nonstick cooking spray. Cook the turkey in a skillet until the meat is light brown.
2. Cut or break the bread into small pieces and place in the pan. Sprinkle the cooked turkey, cheese and peas over the bread.
3. Mix the milk, eggs, salt and black pepper together in a bowl with a fork.
4. Pour the mixture over the bread slices. Bake in a 350° oven for 35 minutes.

Makes 10 servings. (One serving 2 x 2 x 1/2 square)
Nutrition Facts: 100 calories, 10g fat, 10g sugar, 10g protein, 10g fiber

my child can help:

cut or break the bread into pieces; sprinkle the cheese, vegetables and turkey; mix the egg and milk together; and pour the milk mixture over the bread slices.



Cut into
slices and
serve with
fresh fruit

preschool clinic tear pads™

Quick and easy tear sheets to use. Record a child's growth and help parents develop diet and activity goals for their family. Offer a list of foods high in calories and nutrition for the underweight child. Give suggestions for the child with constipation.

front

Hard, dry stools that are difficult to pass may be a sign of **constipation** in children

Check with your healthcare provider to make sure the problem is constipation and not something else.

Offer water often.
Make water the "first choice" beverage between meals.

Active play helps to keep bowels normal. Encourage short bursts of active play several times a day with a focus on fun.

more water in your child's diet

help your child have a healthy, happy tummy by:

more fiber in your child's diet

regular bathroom time

Allow unhurried bathroom time after meals.

Allow time when your child "has to go."

Add fiber slowly and offer water with the fiber - they work well together.

To add fiber - offer these high fiber foods:

- Serve high fiber cereals (6 grams or more of fiber per serving) with milk, as a finger food, or added to yogurt or muffins.

To add water:

- Offer water with snacks.
- Put small plastic or paper cups by the sink for older children to help themselves.
- Make it "cool" to drink water. Serve water in a special cup with a colorful straw.
- Offer water in a sport bottle.
- Drink water - kids learn by watching you.
- Flavor water with slices of cucumber, pieces of fresh fruit or mint.
- Keep cold water in your refrigerator.

Active Play every day

Indoor Fun:

- dance, act out a story
- marking band, kid exercise videos
- hide and seek, hunt for hidden objects
- Ring Around the Rosy, London Bridge
- Follow the Leader, Simon Says

Outdoor Fun:

- kick, throw or chase a ball
- fly a kite, blow bubbles and chase them
- take a walk, ride a tricycle or bike
- play hopscotch, run through the sprinkler
- visit a playground, park or farmers' market
- pick berries or garden together
- play in the snow (if the weather permits)

fruits and vegetables - give water and fiber.

carrots, cabbage, cauliflower, side dishes, in soups and casseroles.

peaches, cantaloupe, prunes and raisins as snacks

Apples. Add fruit to cereal, yogurt, muffins or dessert.

lad strawberries

pineapple chunks

vanilla yogurt

ice from pineapple.

and strawberries into halves.

the strawberries,

grapes and pineapple

large bowl.

yogurt over fruit.

cool.

Yields 8 servings • One serving (1 cup) has 6gms fat, 20 mg sodium and 2 gms fiber

Choose MyPlate.gov

nutrition matters

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ask us how...

you can customize our products for FREE!

start early
help your child grow into her own healthy weight and height

Check ✓ if the healthy habit your family already does.
Check ✓ if the habits you and your family will start.

Be a good role model:
We keep healthy foods, fruits, vegetables, lean meats, whole grains and water in our home.
We make healthy changes to favorite dishes - less fat, less sugar, and portions.
Our family rarely eats high fat or high sugar foods.
Our family does not buy snacks or other sugary drinks for our home.
We keep fruits and vegetables in the fridge, ready to eat for snacks.
Half of our plates are fruits and vegetables at most meals.
Our family drinks water when thirsty, not sugary drinks.
We give ourselves 15 to 30 minutes of daily walks, walks and children over the age of 2 years.

Get family meals together:
Our family eats 3 meals each day, at about the same time.
We sit and eat together in the kitchen, at least once a day.
Our family does not eat all day long.
We have 2 meal times during the day.
Our family eats breakfast every day.

Trust your child's appetite:
My child serves food onto his own plate at mealtimes.
My child decides how much he will eat.
We don't reward, bribe or force him to eat.

Be active every day:
My child actively plays at least 60 minutes every day.
My child does some vigorous, energetic or other games for more than 2 hours each day.
I encourage my child to be active every day.
My preschool child spends more than 2 hours each day being active.

nutrition matters

This booklet is an opportunity provider.

State of Tennessee
Division of Health Services
Division of Public Health

how's my child growing?

name: _____
date: _____ age: _____
weight: _____
height: _____

In the past _____ months, my child has gained _____ pounds and _____ inches.

my child's BMI percentile is: _____

Healthy children come in all sizes. Don't compare your child to other children. Children of the same age can look different in height and weight.

Choose MyPlate.gov

A child grows fast between the ages of 2 to 5 years.
A preschool child may gain 8 to 10 inches during these 3 years.
Take your child to her checkup appointments. Your health care provider will measure your child once or twice each year. Then you can see how your child grows over time. It may be okay if her BMI is in the top or bottom of the chart. Or it may be a concern.

What is a BMI?
A BMI stands for body mass index. Your health care provider will calculate your child's BMI using her weight and height. Her BMI is then plotted on a growth chart.

95% 50% to 84% 85% to 95%
10% to 49% 5% to 9%

Your health care provider will use her BMI percentile to help show your child is growing and identify any concerns.

Talk to your health care provider if:

- your child's BMI is in the yellow or red areas.
- your child has gained a small amount of weight or height.
- you are concerned that your child is gaining too much weight.
- you have any questions or concerns about how your child is growing.

high calorie foods for kids

Small children grow fast and can be very active. **That's good!** Sometimes a child needs extra calories to gain weight. Has your health care provider said your child needs to gain weight? Choose some **calorie and nutrition packed foods** you could offer your child:

whole milk

- drink at meals
- in a milkshake or smoothie
- in pudding
- on cereal
- chocolate milk
- use milk to make cream soups and hot cereals

peanut butter

- spread on toast, crackers and tortillas
- stir into hot cereal
- add to smoothies
- in a sandwich (cut into fun shapes)

cheese

- serve with crackers
- tortillas or fruit
- on pizza, pasta and rice dishes
- cheese quesadilla
- grilled cheese sandwich
- in salads and sandwiches

yogurt (not low-fat)

- with fresh fruit or pureed fruit
- in smoothies
- topping on pancakes, waffles or French toast
- with granola or cereal
- as a dip for fruit

Eating tips:

- Don't let your child's tummy fill up on sweets, juices and sodas.
- Offer high calorie foods first when your child is hungry.
- Eat with your child. Let your child see you enjoy your food - your child wants to copy what you do.
- Turn off the TV and cell phones - distractions make it harder for your child to eat.
- Keep mealtimes a happy time - patience works better than pressure.

Choose MyPlate.gov

How's My Child Growing (BMI) (CS840CT/CS840CTs)
High Calorie Foods (CS845CT/CS845CTs)

parenting messages

Tear sheets are based on the USDA FNS Core Nutrition Messages for families with small children. Offer ideas to families on how to create healthy eating habits with these responsive feeding concepts.

front

back

keep fruits and veggies in sight - grab & eat snacks

"I cut up fruits or veggies, and keep them in the refrigerator. When my child wants a snack, there are fruits and veggies ready to grab and eat!"

Rinse fresh fruits and vegetables. Cut into bite size pieces and place in small containers. Keep fruits and veggies on the shelf where you can see them, not in a drawer. When your child is hungry for a snack, fruits and veggies will be ready to eat.

simple fruits:

- orange or Clementine segments
- grapes - cut into 4 pieces
- strawberries, raspberries, blueberries
- cantaloupe or watermelon chunks
- canned fruit - in 100% juice or water

simple veggies:

- baby carrots or carrot sticks
- red, green or yellow bell pepper strips
- cherry tomatoes or grape tomatoes
- broccoli spears, sugar snap peas
- cucumber sticks, celery sticks

fun and easy snacks

Kids like to eat fruits and veggies that are cut in a variety of ways.

- Create fun shapes with cookie cutters. Make stars, hearts and animal shapes with cantaloupe, watermelon or honeydew.
- Make veggie sticks. Cut carrots, cucumbers, peppers, celery and zucchini into long thin strips. Veggie sticks are easy for little kids to hold and dip.
- Cut strawberries, kiwi or apples into slices.
- Make banana stacks. Cut a banana into large chunks. Spread a little peanut butter on top. Dip in granola.

make a snack tray

Fill small containers with colorful fruits and veggies for you and your children. Use a muffin pan for a group of children. Use an ice cube tray or small muffin pan for a couple children. Place small pieces of a fruit or veggie in each cup. Try new fruits and veggies such as raspberries, sugar snap peas or small pieces of cauliflower.

Let your child choose which fruits and veggies he wants to eat. He will be more likely to try them on his own.

yogurt berries

Line fresh blueberries, raspberries or strawberries. Dip in yogurt. Place on a baking sheet and freeze. Place yogurt berries in a freezer bag. Keep in the freezer until ready to eat.

simple fruit and veggie dip

Use a small bowl of hummus or ranch dressing. Dip in fruit and veggie sticks.

Keep a few bananas on your counter. They're an easy snack to peel and eat! Eat your fruits and veggies, and your child will too!

mix and match

tear sheets (TR) for quantity discounts see page 43 for info

Parenting Messages Tear Sheets

\$12.00 per pad of 50 sheets.

(all of one subject and language) 8½" x 11" 2 sided; Available in English and Spanish

Discount Pricing is available. See page 43 for more information or email sales@numatters.com.

Parenting Messages Set Pricing:

- MM350 - \$99.00** Set of the Parenting Message sheets in English (1 pad of MM380TR, MM381TR, MM382TR, MM383TR, MM384TR, MM390TR, MM391TR, MM392TR and MM393TR)
- MM360 - \$198.00** Set of the Parenting Message sheets in English and Spanish (1 pad of MM380TR, MM380TRs, MM381TR, MM381TRs, MM382TR, MM382TRs, MM383TR, MM383TRs, MM384TR, MM384TRs, MM390TR, MM390TRs, MM391TR, MM391TRs, MM392TR, MM392TRs, MM393TR and MM393TRs)

Grab and Eat Snacks

MM391TR English
MM391TRs Spanish

enjoy meals with your family

keep fruits and veggies in sight - serve at every meal

new foods may take time

trust your child's appetite

think beyond a single meal

start early with whole grains

strong bones need milk

offer dairy foods at mealtimes

choose skim or 1% milk for your family

Why choose one drink (fat or low-fat milk)?

Can my child drink too much milk?

Enjoy Meals with Your Family (MM381TR/MM381TRs) • Serve Family Style Meals (MM382TR/MM382TRs)
Trust Your Child's Appetite (MM383TR/MM383TRs) • Think Beyond a Single Meal (MM384TR/MM384TRs)
Serve Fruits and Veggies at Meals (MM390TR/MM390TRs) • New Foods Take Time (MM380TR/MM380TRs)
Start Early with Whole Grains (MM392TR/MM392TRs) • Strong Bones Need Milk (MM393TR/MM393TRs)

back

how much should I offer my child?

Use these daily amounts to serve 3 meals and 1 to 2 healthy snacks.

	2 year olds	3 year olds	4 and 5 year olds
fruits	1 cup	1 - 1½ cups	1 - 1½ cups
vegetables	1 cup	1½ cups	1½ - 2 cups
grains	3 ounces	4 - 5 ounces	4 - 5 ounces
meat & beans	2 ounces	3 - 4 ounces	3 - 5 ounces
milk	2 cups	2½ cups	2½ cups

*These recommendations are for healthy children who are active 30 to 60 minutes each day.

front



Preschool Nutrition Guide

\$14.00 per pack of 100 guides
(all of one subject and language)

7¼" x 9"

cardstock, 2 sided

Discount Pricing is available.
See page 44 for more
information or email
sales@numatters.com.

2018
best
seller

K520GD (English)
K520GDs (Spanish)

groups?

1 ounce of meat and beans: 1 ounce cooked meat - beef, poultry, fish 1 egg 1 tablespoon peanut butter ½ cup cooked beans or peas (pinto, navy, lentils) 2 tablespoons hummus	½ cup of milk: 4 ounces milk 4 ounces yogurt ½ ounce cheese 1 ounce processed cheese 1 string cheese 1 cup cottage cheese
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your child decide how much he will eat.
Appetite can change from day to day.
If your child serve foods on his plate,
a little and your child will gain a lot -
will learn healthy eating habits for life.
Use a child size plate,
cup, spoon and servings.

adapted from
ChooseMyPlate.gov

**mix and
match**
guides (GD)
for quantity
discounts
see page 44
for info

**don't
forget
milk!**

drink milk
at meals

MK371RM

thirsty?
drink water,
not sugary drinks

MK372RM

hungry?
keep fruits and
veggies easy to
grab and eat.

MK378RM

**happy
tummies**
eat
whole grains

MK374RM

**start
early**
eat fruits, veggies
and whole grains
with your child.

MK373RM

**your
child is
watching**
eat your fruits,
veggies and
whole grains
too

MK376RM

**enjoy
family
meals**
eat, cook and
talk together

MK375RM

**play
every
day**
for at least
60 minutes

MK377RM

Parenting Message Magnets

A quick and easy reminder of
healthy eating habits.

\$8.00 per pack of 10 magnets.
(all of one subject)
2½" round magnets

MK400 - \$58.00 Set of Parenting
Message Magnets
(1 pack of MK371RM,
MK372RM, MK373RM,
MK374RM, MK375RM,
MK376RM, MK377RM
and MK378RM)

Discount Pricing is available.
See chart below for more
information or email
sales@numatters.com.

**mix and
match**
round magnets
(RM)
for quantity
discounts

buy more, SAVE MORE

Save money when ordering
any combination of our
round magnets
(products ending in 'RM').

1 - 9 packs	\$8.00 per pack
10 - 49 packs	\$7.25 per pack
50 - 99 packs	\$6.75 per pack
100 - 299 packs	\$6.25 per pack
300 - 699 packs	\$6.00 per pack
700 - 999 packs	\$5.75 per pack
1,000 or more packs	\$5.50 per pack

iron foods

Provide learner-centered education with these tear pads.
Offer a list of high iron and vitamin C foods. Colorful pictures make it easy for clients to identify foods they can incorporate into their diets.

back

absorb more iron

Help your body use more of the iron from beans, grains and vegetables by serving meals with a **Vitamin C food** or a **small amount of meat**.



Eat a Vitamin C food with an iron food:

- Breakfast cereal with cut up fruit, or a glass of 100% fruit juice.
- Taco with salsa or tomatoes.
- Add spinach to a pasta dish. Serve with broccoli.
- Add sliced fruit to a peanut butter sandwich.
- Serve a dish of fruit with a meal.

Add a small amount of meat to meals:

- Add cooked hamburger or chicken to bean burritos.
- Serve hamburger or turkey patty on a whole grain bread or bun.
- Make pasta and rice dishes with beef, chicken, pork or turkey.
- Add salmon, chicken or beef to a salad with spinach or broccoli.

Drink milk!
Milk is low in iron.
If milk each day.
Do not be hungry
and vegetables.

mix and match
clinic tear pads™ (CT)
for quantity discounts
see page 44 for info

front

iron foods

for moms and kids

name: _____ date: _____ hemoglobin: _____
Your family needs iron from foods to grow and be healthy.
Your clinic may measure the amount of iron in your blood by testing your hemoglobin.

The best sources of iron:

Meat is an excellent source of iron, especially lean red meats.



other good sources of iron:

- whole grain or enriched breads, buns, tortillas, rice and pasta
- egg yolks and tofu
- broccoli, spinach, kale, and other green leafy veggies
- dried fruits - raisins, prunes, dried apricots

Breastfeed your baby, or use iron fortified formula until he is one year old.



Iron Food Clinic Tear Pads™

\$10.00 per pad of

50 clinic tear sheets™.

(all of one subject and language)

7" x 9", 2 sided

Available in English and Spanish

Discount Pricing is available.

See page 44 for more information or email sales@numatters.com.

CS841CT (English)
CS841CTs (Spanish)

clinic reference sheets

Download on our website for FREE!

<h1>Iron Foods</h1> <p>Iron is an essential nutrient that is needed for the production of hemoglobin, a protein in red blood cells that carries oxygen throughout the body. Iron is also involved in the production of energy and the regulation of the immune system. Iron deficiency is a common condition that can lead to fatigue, weakness, and other health problems. Iron is found in a variety of foods, including meat, fish, poultry, eggs, dairy products, and plant-based sources like beans, lentils, and fortified cereals.</p> <p>Iron is found in two forms: heme iron, which is found in animal products, and non-heme iron, which is found in plant-based sources. Heme iron is more easily absorbed by the body than non-heme iron. To improve the absorption of non-heme iron, it is recommended to consume it with a source of vitamin C, such as citrus fruits or tomatoes.</p> <p>Iron deficiency is a common condition that can lead to fatigue, weakness, and other health problems. Iron is found in a variety of foods, including meat, fish, poultry, eggs, dairy products, and plant-based sources like beans, lentils, and fortified cereals.</p>	
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iron snacks

Choose snacks made with foods with iron.
Your body uses iron to make healthy red blood cells that can carry oxygen throughout your body.

Meat

Meat is the best source of iron.

tuna salad on crackers
chicken strips with applesauce
meatballs with pizza sauce

Breakfast Cereal

dry breakfast cereal with a glass of juice

bowl of cereal with milk
instant oatmeal
cereal topped with yogurt and strawberries

Choose cereals with at least 45% DV for iron in 1 ounce of dry cereal.

Hummus

hummus, bell peppers and broccoli dipped in hummus

hummus spread on whole wheat crackers
hummus, shredded carrots and bell peppers spread on a tortilla

Beans

refried beans with carrots, bell peppers and sugar snap peas

Peanut Butter

peanut butter on toast

whole wheat crackers and peanut butter
peanut butter dip with strawberries, orange and mango slices

Mix 2 tablespoons peanut butter and 4 tablespoons vanilla yogurt together.

More snack ideas:

- taco meat in a tortilla
- chicken quesadilla
- roasted chicken leg
- hard cooked egg
- sliced roast beef on whole wheat bread

eat safe

Nuts, dried fruit, thick globs of peanut butter and tough meats can cause choking in preschool children.

mix and match

tear sheets (TR) for quantity discounts see page 43 for info

Iron Snacks Tear Sheet

\$12.00 per pad of 50 tear sheets.

(all of one subject and language)

8½" x 11"

full color on both sides

Available in
English and Spanish

Discount Pricing is available.

See page 43 for
more information or
email sales@numatters.com.

WB851TR (English)
WB851TRs (Spanish)

new
tear
sheet!

Iron Poster
\$14.00 per poster
18" x 24"; laminated
Available in English and Spanish

Discount Pricing is available.
See page 44 for more information or
email sales@numatters.com.

WB860PT (English)
WB860PTs (Spanish)

¡ayúdame a crecer
Sano y Fuerte
con hierro!

Si no como suficientes alimentos con hierro, podría tener estos problemas:

Cerebrales

Puede que se me haga difícil pensar y aprender.

Sistema Inmunitario

Puede enfermarme más a menudo. Puedo tener las garras y las infecciones.

Piel y Cabello

Puede estar pálido. Puedo tener las manos y los pies fríos.

Musculares

Puede sentirme cansado y sin energía.

Estomacales

Puede tener molestias en el estómago. Puedo no tener apetito.

Órganos con frecuencia alimentados con hierro y vitamina C

new poster!

help me grow Healthy & Strong with iron!

If I don't eat enough foods with iron, I might have these problems:

Muscles

I may feel tired and have a lack of energy.

Stomach

My stomach may be upset. I could have a poor appetite.

Brain

It can be hard for me to think and learn.

Immune System

I might get sick more often. It's hard to fight off germs and infections.

Skin and Hair

I might look pale. My hands and feet may feel cold.

mix and match
posters (PT)
for quantity discounts
see page 44 for info

Offer me foods with iron and vitamin C often!

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800-554-5571
www.numatters.com
WB860PT

meal and snack ideas

for the new CACFP meal pattern

back



inside

menu ideas

Try these or make your own combinations!



CACFP healthy lunch and supper

ideas for 1 and 2 year olds

Lunch and supper must have five components in the required serving size. Additional food may be served. These would be "extras" on the menu. Finger foods work well for this age. Encourage children to feed themselves. Let children decide how much to eat. A child may eat more or less.



front

CACFP 1 and 2 Year Old Tear Sheets

\$12.00 per pack of 25 bi-folds.
(all of one subject and language)

8½" x 11" with four sides;

full color throughout

Available in English and Spanish

Discount Pricing is available.

See page 30 for more information or email sales@numatters.com.

CACFP 1 and 2 Year Old Set Pricing:

CACFP100 - \$33.00

Set of the CACFP for 1 and 2 Year olds in English (1 pack of CACFP12, CACFP13 and CACFP14)

CACFP200 - \$66.00

Set of the CACFP for 1 and 2 Year olds in English and Spanish (1 pack of CACFP12, CACFP12s, CACFP13 CACFP13s, CACFP14 and CACFP14s)

1 and 2 Year Old Lunch and Supper

CACFP13 English
CACFP13s Spanish

NATIONAL CACFP ASSOCIATION
cacf.org
Industry Partner

mix and match
bi-folds (CACFP)
for quantity discounts
see page 30 for info

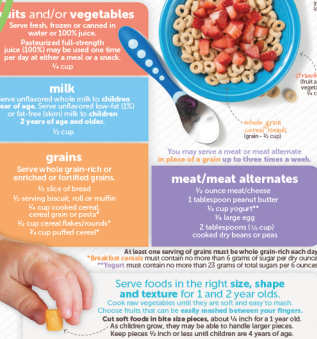
what's inside!

Food safety and common foods that may cause choking are included on all sheets.

CACFP healthy breakfast

for 1 and 2 year olds

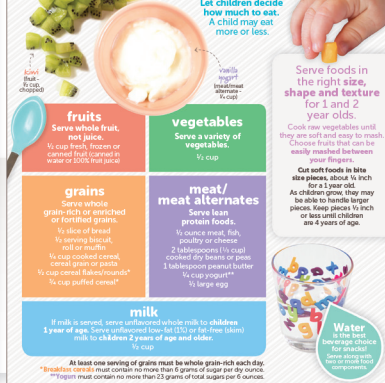
Must have three components (milk, grain and fruit) in the required serving size. Additional food may be served. These would be "extras" on the menu. Children decide how much to eat. A child may eat more or less.



CACFP healthy snacks

for 1 and 2 year olds

Snacks must have two or more food components served in the required serving size. Additional food may be served. These would be "extras" on the menu. Children decide how much to eat. A child may eat more or less.



1 and 2 Year Old Breakfast (CACFP12/CACFP12s) • 1 and 2 Year Old Snacks (CACFP14/CACFP14s)

1.888.356.5575 • www.numatters.com • info@numatters.com



CACFP 3-5 Year Old Tear Sheets

\$12.00 per pack of 25 bi-folds.
 (all of one subject and language)

8½" x 11" with four sides;

full color throughout

Available in English and Spanish

Discount Pricing is available.

See page 30 for more information or email sales@numatters.com.

CACFP 3-5 Year Old Set Pricing:

CACFP300 - \$33.00

Set of the CACFP for 3-5 Year olds in English (1 pack of CACFP32, CACFP33 and CACFP34)

CACFP400 - \$66.00

Set of the CACFP for 3-5 Year olds in English and Spanish (1 pack of CACFP32, CACFP32s, CACFP33, CACFP33s, CACFP34 and CACFP34s)

mix and match
 bi-folds (CACFP) for quantity discounts
 see page 30 for info

3-5 Year Old Breakfast

CACFP32 English
 CACFP32s Spanish

inside

breakfast ideas
 Try these or make your own combinations!

CACFP healthy breakfast for 3-5 years of age
 Breakfast must have three components (milk, grain and vegetable and/or fruit) in the required serving size. Additional foods may be served. These would be 'extras' on the menu. A child may eat more or less.

fruits and/or vegetables
 1/2 cup fresh, frozen or canned fruit or vegetable
 (canned water or 100% fruit juice)
 1/2 cup dried fruit
 Pasteurized full-strength juice (100%) may be used one time per day at either a meal or a snack.

milk
 Serve unflavored low-fat (1%) or fat-free (skim) milk to children 2 years of age and older.
 1/2 cup

grains
 Serve whole grain-rich or enriched or fortified grains.
 1/2 slice of bread
 1/2 cup cooked cereal, cereal grains or pasta
 1/2 cup cereal flakes/rice*
 2 tablespoons (1/2 cup) granola

meat/meat alternates
 1/2 ounce meat/cheese
 1 tablespoon peanut butter
 1/2 cup yogurt**
 1/4 large egg
 2 tablespoons (1/2 cup) cooked dry beans or peas

best practice Limit process. Serve only if. Serve Italian. Limit purchase.

front

CACFP healthy lunch and supper
 Ideas for 3-5 year olds

Lunch and supper must have five components in the required serving size. Additional foods may be served. These would be 'extras' on the menu. Let children decide how much to eat. A child may eat more or less.

vegetables
 Serve a variety of vegetables.
 1/2 cup
 1/2 cup vegetables may serve the place of fruit. Vegetables and/or fruit are not required. If two vegetables are served, they must be from different colors.

fruits
 Serve whole fruit, not juice.
 1/2 cup fresh, frozen or canned fruit in water or 100% fruit juice
 2 tablespoons dried fruit

meat/meat alternates
 1/2 ounce meat, fish, poultry or cheese
 1 tablespoon peanut butter
 1/2 cup yogurt**
 1/4 large egg

grains
 Serve whole grain-rich or enriched or fortified grains.
 1/2 slice of bread
 1/2 cup cooked cereal, cereal grains or pasta
 1/2 cup cereal flakes/rice*
 2 tablespoons (1/2 cup) granola

milk
 Serve milk at meal.
 At least one serving of grains must be whole grain-rich each day. *Breakfast cereal must contain no more than 5 grams of sugar per dry ounce. **Yogurt must contain no more than 23 grams of total sugar per 6 ounces.

best practice Serve foods in the right size, shape and texture. Cut foods in bite size pieces, about 1/2 inch or less until children are 4 years of age. As children grow, they may be able to handle larger pieces.

CACFP healthy snacks
 for 3-5 years of age

Snacks must have two or more food components served in the required serving size. Additional foods may be served. These would be 'extras' on the menu. Let children decide how much to eat. A child may eat more or less.

fruits
 Serve whole fruit, not juice.
 1/2 cup fresh, frozen or canned fruit in water or 100% fruit juice
 1/2 cup dried fruit

vegetables
 Serve a variety of vegetables.
 1/2 cup

grains
 Serve whole grain-rich or enriched or fortified grains.
 1/2 slice of bread
 1/2 cup cooked cereal, cereal grains or pasta
 1/2 cup cereal flakes/rice*
 2 tablespoons (1/2 cup) granola

meat/meat alternates
 1/2 ounce meat, fish, poultry or cheese
 1 tablespoon peanut butter
 1/2 cup yogurt**
 1/4 large egg

milk
 If milk is served, serve unflavored low-fat (1%) or fat-free (skim) milk to children 2 years of age and older. 1/2 cup

best practice Serve foods in the right size, shape and texture. Cut foods in bite size pieces, about 1/2 inch or less until children are 4 years of age. As children grow, they may be able to handle larger pieces.

3-5 Year Old Lunch and Supper (CACFP33/CACFP33s) • 3-5 Year Old Snacks (CACFP34/CACFP34s)

mix and match
bi-folds (CACFP)
for quantity
discounts
see the chart
below for
info

back

inside

snack ideas

Try these or make your own combinations!



CACFP healthy snacks for 6-18 year olds

Snacks must have two or more food components served in the required serving size.

Children 13 through 18 years of age may need larger portion sizes. Additional food may be served. These would be "extras" on the menu. Let children decide how much to eat. A child may eat more or less.

Take time to enjoy eating and talking together. Put away phones and tablets. Turn off TVs. Distractions can lead to poor eating or overeating.

fruits
Serve whole fruit, not juice.
1/2 cup fresh, frozen or canned fruit (canned in water or 100% fruit juice)
6 tablespoons dried fruit

vegetables
Serve a variety of vegetables.
1/2 cup

water
Is the best beverage choice for children.
Serve along with other food components.

grains
Serve whole grain-rich or enriched or fortified grains.
1 slice of bread
1 serving biscuit, roll or muffin
1/2 cup cooked cereal, cereal grain or pasta
1 cup cereal flakes/rounds*
1 1/2 cup puffed cereal*
1 1/2 cup granola*

meat/meat alternates
Serve lean protein foods.
1 ounce meat, fish, poultry or cheese
1/2 cup cooked dry beans or peas
2 tablespoons peanut butter
1/2 cup yogurt**
1/2 large egg

milk
If milk is served, serve unflavored low-fat (1%) or fat-free (skim) milk or flavored fat-free (skim) milk to children 6 years of age and older.
1 cup
best practice
Serve only unflavored milk.

*At least one serving of grains must be whole grain-rich each day.
*Biscuits/cereal must contain no more than 5 grams of sugar per dry ounce.
**Yogurt must contain no more than 23 grams of total sugar per 6 ounces.

front

CACFP 6-18 Year Old Tear Sheets

\$12.00 per pack of 25 bi-folds.
(all of one subject and language)

8 1/2" x 11" with four sides;

full color throughout

Available in English and Spanish

Discount Pricing is available.

See the chart below for more information or email sales@numatters.com.

CACFP 6-18 Year Old Set Pricing

CACFP600 - \$33.00

Set of the CACFP for 6-18 Year olds in English (1 pack of CACFP62, CACFP63 and CACFP64)

CACFP700 - \$66.00

Set of the CACFP for 6-18 Year olds in English and Spanish (1 pack of CACFP62, CACFP62s, CACFP63 CACFP63s, CACFP64 and CACFP64s)

6-18 Year Old Snacks

CACFP64
CACFP64s

English
Spanish

CACFP healthy breakfast for 6-18 year olds

Breakfast must have three components (milk, grain and vegetable and/or fruit) in the required serving size.

Children 13 through 18 years of age may need larger portion sizes. Additional food may be served. These would be "extras" on the menu. Let children decide how much to eat. A child may eat more or less.

Take time to enjoy eating and talking together. Put away phones and tablets. Turn off TVs. Distractions can lead to poor eating or overeating.

fruits and/or vegetables
1/2 cup fresh, frozen or canned fruit (canned in water or 100% fruit juice)
6 tablespoons dried fruit

milk
If milk is served, serve unflavored low-fat (1%) or fat-free (skim) milk or flavored fat-free (skim) milk to children 6 years of age and older.
1 cup
best practice
Serve only unflavored milk.

grains
Serve whole grain-rich or enriched or fortified grains.
1 slice of bread
1 serving biscuit, roll or muffin
1/2 cup cooked cereal, cereal grain or pasta
1 cup cereal flakes/rounds*
1 1/2 cup puffed cereal*
1 1/2 cup granola*

meat/meat alternates
Serve lean protein foods.
1 ounce meat, fish, poultry or cheese
1/2 cup cooked dry beans or peas
2 tablespoons peanut butter
1/2 cup yogurt**
1/2 large egg

*At least one serving of grains must be whole grain-rich each day.
*Biscuits/cereal must contain no more than 5 grams of sugar per dry ounce.
**Yogurt must contain no more than 23 grams of total sugar per 6 ounces.

CACFP healthy lunch and supper for 6-18 year olds

Lunch and supper must have five components in the required serving size.

Children 13 through 18 years of age may need larger portion sizes. Additional food may be served. These would be "extras" on the menu. Let children decide how much to eat. A child may eat more or less.

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fruits
Serve whole fruit, not juice.
1/2 cup fresh, frozen or canned fruit (canned in water or 100% fruit juice)
6 tablespoons dried fruit

grains
Serve whole grain-rich or enriched or fortified grains.
1 slice of bread
1 serving biscuit, roll or muffin
1/2 cup cooked cereal, cereal grain or pasta
1 cup cereal flakes/rounds*
1 1/2 cup puffed cereal*
1 1/2 cup granola*

vegetables
Serve a variety of vegetables.
1/2 cup
*A vegetable may take the place of a fruit. However, serve one vegetable and one fruit. Do not serve two fruits and no vegetables.
If two vegetables are served they must be two different kinds.

meat/meat alternates
Serve lean protein foods.
2 ounces meat, fish, poultry or cheese
1/2 cup cooked dry beans or peas
4 tablespoons peanut butter
1 cup yogurt
1 large egg

milk
If milk is served, serve unflavored low-fat (1%) or fat-free (skim) milk or flavored fat-free (skim) milk to children 6 years of age and older.
1 cup
best practice
Serve only unflavored milk.

*At least one serving of grains must be whole grain-rich each day.
*Biscuits/cereal must contain no more than 5 grams of sugar per dry ounce.
**Yogurt must contain no more than 23 grams of total sugar per 6 ounces.

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for quantity
discounts

buy more, SAVE MORE

Save money when ordering any combination of our CACFP bi-fold sheets.

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family health

12 Steps to a Healthy Family Brochure

\$12.00 per pack of 50 brochures.
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4" x 9" tri-fold 6 sides,
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English and Spanish

Discount Pricing is available.
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K350BR (English)
K350BRs (Spanish)

inside

clean out the cupboards

Keep high fat and high sugar foods like chips, cookies, candy, soda and sweet drinks out of the house.



eat more fruit and vegetables

Serve whole fruit, not juice. Eat colorful vegetables. Eat dark green, red and orange vegetables.

- Serve at least one vegetable or fruit with every meal.
- Offer fruits and vegetables in snacks.

cook at home cook together

Know what you are eating. Teach children skills that will last a lifetime.

- Look for quick, easy meal ideas and recipes.
- Limit take out foods, fast foods and eating at restaurants.



12 steps to a healthy family

Healthy habits begin at home. Help your family eat right, be active and get enough sleep.

make it easy to eat right plan some meals ahead of time

Include foods from the five food groups.



- Offer colorful vegetables.
- Choose whole grains often.
- Serve a variety of lean protein foods.
- Serve whole fruit instead of juice.
- Offer low-fat or fat-free dairy foods.

back

be an active family

Keep family members physically active for **at least 60 minutes each day**.

- Plan active times throughout the day.
- Have a safe play area for your child.

limit screen time

Choose the best programs for 2-5 year olds and watch them together. **Limit screen time to 1 hour each day.**

Avoid screen time for up to 2 years except for video in family screen time at the, choose high games. Watch together.

11

schedule healthy snacks

Offer two small snacks each day, one snack between breakfast and lunch and one between lunch and dinner.

- Serve vegetables like carrots, peppers, tomatoes, broccoli and pea pods.
- Offer fruits like bananas, apples, oranges, pears and melons.
- Chips, candy and cookies can ruin a child's appetite for healthy foods.

Don't snack all day long.



choose healthy drinks

Make water your first choice for thirst. Drink water together.

Serve and enjoy milk with meals. Whole milk for children 1-2 years old. Fat-free or low-fat milk for everyone 2 years old and older. Breastmilk is best for babies.

If you serve juice, offer 100% juice. Limit juice to 4-6 ounces or less each day. Don't give juice to children less than 1 year of age.

Avoid sugar-sweetened beverages like soda, fruit drinks, sports drinks and energy drinks.

What you drink is as important as what you eat.

good sleeping habits

Establish a bedtime routine. A bath, brushing, reading a story, tablets and phones bedroom.

- Children 1-2 years of age need 11-14 hours of sleep per 24 hours (including naps).
- Children 3-5 years of age need 10-13 hours of sleep per 24 hours (including naps).
- Most adults need 7-9 hours of sleep.



mix and match
cards (CA) and brochures (BR) for quantity discounts
see page 44 for info

front

which foods have iron?

Meat is the best source of iron, especially lean red meats.

serve meals with meat, peanut butter or beans

- Beef, pork, lamb, hamburger
- Venison and other game meats
- Chicken, turkey - dark meat has more iron than the light meat
- Fish, tuna, salmon, sardines
- Shrimp, clams
- Legumes - refried beans, baked beans, bean soup, chili with kidney beans, red beans and rice.

All dried beans are good sources of iron - black, kidney, lima, navy, pinto, soy, red and others.

- Peanut butter

breakfast cereals

choose iron fortified, and whole grain all WIC Cereals are high in iron

- Serve cereal for breakfast
- Snack on dry cereal
- Eat a bowl of cereal for a bedtime snack

...other foods

- Whole grain or enriched breads, buns, tortillas or pasta
- Brown rice or enriched rice
- Egg yolks, tofu
- Dark green vegetables - spinach, broccoli, kale, Swiss chard, collards, mustard and turnip greens
- Dried fruits - raisins, prunes, dried apricots

Breastfeed your baby, or use iron fortified formula until he is one year old.

milk is low in iron
A preschool child needs 16 ounces of milk each day. If your child drinks a lot of milk, he may not be hungry to eat foods with iron - meat, grains and vegetables.

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back

absorb more iron

Help your body use more of the iron from beans, grains and vegetables by serving meals with some meat or a Vitamin C food.

Foods with Vitamin C:
Broccoli, cauliflower, cabbage
Tomatoes, bell peppers
Oranges, grapefruit, kiwi
Juice with 100% Vitamin C
Strawberries, melons, mango, papaya

1. Eat a Vitamin C food with an iron food:

- Glass of orange juice and breakfast cereal
- Salsa with a bean burrito
- Broccoli in a pasta dish
- Orange slices and a peanut butter sandwich
- Serve fruit at the end of a meal

2. Add a small amount of meat to meals:

- Add cooked hamburger or chicken to bean burritos.
- Serve hamburger or turkey patty on a whole grain bun.
- Make pasta dishes with beef, chicken, pork or turkey.

Your clinic may measure the amount of iron in your blood by testing your hemoglobin.

what can cause hemoglobin to be low?

- Women and children are at risk to have a low hemoglobin.
- Small children need plenty of iron for their growing bodies.
- Pregnant women need iron for their new baby.
- Women need to replace the iron that is lost each month through menstrual bleeding.

Your family needs iron from food to grow and be healthy.

what happens if we don't get enough iron?

You may feel weak and get tired easily. It can be hard for little children to learn and play. You may get sick more easily. You may have a poor appetite.

This card provides general nutrition information; medical advice should be obtained from your health care provider. © Nutrition Matters, Inc. All Rights Reserved. No photocopying. K558

Iron and Calcium Food Cards

\$12.00 per pack of 100 cards.

(all of one subject and language)

4" x 9" cardstock, 2 sided

Available in English and Spanish

Discount Pricing is available.
See page 44 for more
information or email
sales@numatters.com.

Iron Foods:

K558CA (English)
K558CAs (Spanish)

Calcium Foods:

K559CA (English)
K559CAs (Spanish)

which foods have calcium?

Dairy foods are the best source of calcium:

- Milk
- Yogurt
- Cottage Cheese
- Cheese

how much milk should I drink?

Children (ages 2 to 5 years) need:

- 16 ounces (2 cups) of milk each day.

Parents need:

- 24 ounces (3 cups) of milk each day.

It's an easy way to get calcium!

child:

- breakfast 4 ounces of milk or cereal
- lunch 4 ounces of milk
- dinner 8 ounces of milk

mom and dad:

- breakfast 4 ounces of milk or cereal
- lunch 10 ounces of milk
- dinner 10 ounces of milk

Be a good role model for your child - drink milk together at meals!

can I add flavor?

Yes, you can add chocolate, strawberry or other flavors to milk. These snacks do add extra calories - 2 teaspoons of chocolate syrup has 25 calories. Only add a small amount of flavor to your milk occasionally.

calcium basics

Calcium is needed for healthy bones, teeth and proper function of the heart, muscles and nerves.

Up to 90 percent of bone mass is made by age 15 in girls and age 20 in boys. It is important to get enough calcium to build strong, dense bones during the first 20 years of life.

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pregnancy & postpartum

front

back

healthy weight gain

Gain the right amount of weight for both you and your baby.

Gaining too much weight can increase your risk of gestational diabetes, high blood pressure, backaches, varicose veins, indigestion, difficult labor and delivery. This extra weight can be hard to lose after your baby is born. If you don't gain enough weight, your baby could be born early with a low birth weight and health problems.

how much weight do you need to gain?

This depends on what your weight was when you became pregnant. Ask your health care provider what your BMI was, or find it on ChooseMyPlate.gov.

if your BMI was...	you are...	gain a total of...
< 18.5	Underweight	28 to 40 lbs
18.5 to 24.9	Normal Weight	25 to 35 lbs
25.0 to 29.9	Overweight	15 to 25 lbs
≥ 30.0	Obese	11 to 20 lbs

Talk to your health care provider if you are having twins or triplets. You will need to gain more weight for your babies.

should you eat for two?

Yes, but your baby is very little. You only need an extra 300 calories each day while pregnant. That's not much! Your baby does need a wide variety of healthy foods with protein, calcium, iron, vitamins and minerals. Your baby will grow very fast during these 9 months and depends on you to choose the right foods.

Be active for at least 30 minutes on most days, unless your doctor tells you not to.

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keep track of your weight gain

Use the following chart to write down when measured at your health care appointment.

date	beginning weight	my baby is due:	weight	total weight

what I need to gain: _____

gain weight slow and steady

Most women gain about 1 to 4 pounds in the first trimester.

After the first trimester plan to gain:

if you are...	gain...
Underweight	1 pound each week
Normal Weight	1 pound each week
Overweight	.6 pound each week
Obese	.5 pound each week

...during your second and third trimester.

Every pregnancy can be different. You may have one or two 'growth spurts' where you gain weight a little faster and then your weight will slow down. This may be normal. Talk to your health care provider about your weight gain and how your baby is growing.

control your weight gain

Ask for ideas on how to slow down or increase your weight gain if needed.

little steps great beginnings

This card provides general nutrition information.

Medical advice should be obtained from your health care provider. P270

mix and match
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see page 44 for info

Pregnancy Cards

\$12.00 per pack of 100 cards.

(all of one subject and language)

4" x 9" cardstock, 2 sided

Available in English and Spanish

Discount Pricing is available.

See page 44 for more information or email sales@numatters.com.

Pregnancy Set Pricing:

P200 - \$99.00

Set of the Pregnancy Nutrition cards in English (1 pack of P270CA, P271CA, P272CA, P273CA, P274CA, P275CA, P276CA, P277CA and P278CA)

P300 - \$198.00

Set of the Pregnancy Nutrition cards in English and Spanish (1 pack of P270CA, P270CAs, P271CA, P271CAs, P272CA, P272CAs, P273CA, P273CAs, P274CA, P274CAs, P275CA, P275CAs, P276CA, P276CAs, P277CA, P277CAs, P278CA and P278CAs)

Healthy Weight Gain

P270CA English
P270CAs Spanish

Use the Institute of Medicine 2009 Pregnancy Weight Guidelines to encourage a healthy weight gain for mothers and their babies.

control your weight

Gaining too much weight during pregnancy can increase your risk of gestational diabetes, high blood pressure, backaches, varicose veins, indigestion, difficult labor and delivery. This extra weight can be hard to lose after your baby is born. If you don't gain enough weight, your baby could be born early with a low birth weight and health problems.

Gain the right amount of weight for both you and your baby.

Ask your health care provider what your BMI was, or find it on ChooseMyPlate.gov.

if your BMI was...	you are...	gain a total of...
< 18.5	Underweight	28 to 40 lbs
18.5 to 24.9	Normal Weight	25 to 35 lbs
25.0 to 29.9	Overweight	15 to 25 lbs
≥ 30.0	Obese	11 to 20 lbs

Talk to your health care provider if you are having twins or triplets. You will need to gain more weight for your babies.

should you eat for two?

Yes, but your baby is very little. You only need an extra 300 calories each day while pregnant. That's not much! Your baby does need a wide variety of healthy foods with protein, calcium, iron, vitamins and minerals. Your baby will grow very fast during these 9 months and depends on you to choose the right foods.

Be active for at least 30 minutes on most days, unless your doctor tells you not to.

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gain more weight

Gain the right amount of weight for both you and your baby.

Ask your health care provider what your BMI was, or find it on ChooseMyPlate.gov.

if your BMI was...	you are...	gain a total of...
< 18.5	Underweight	28 to 40 lbs
18.5 to 24.9	Normal Weight	25 to 35 lbs
25.0 to 29.9	Overweight	15 to 25 lbs
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Be active for at least 30 minutes on most days, unless your doctor tells you not to.

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nausea and vomiting

Nausea and vomiting are common during pregnancy. It can be uncomfortable, but it usually goes away by the second trimester. If you are unable to keep food or liquids down, contact your health care provider.

heartburn and upset stomach

Heartburn and upset stomach are common during pregnancy. They are caused by the hormone progesterone, which relaxes the muscles in your stomach. To relieve heartburn, eat smaller meals, avoid spicy and fatty foods, and don't lie down immediately after eating.

small frequent meals

Eating small, frequent meals can help with heartburn, nausea, and low blood sugar. Try to eat every 2-3 hours.

constipation

Constipation is common during pregnancy. It is caused by the hormone progesterone, which slows down the movement of food through your digestive system. To relieve constipation, eat a diet high in fiber, drink plenty of water, and exercise regularly.

folic acid

Folic acid is a B vitamin that is essential for the development of your baby's brain and spine. It is found in many foods, but you may need to take a supplement. Your health care provider can recommend a prenatal vitamin that contains folic acid.

food safety

Food safety is important during pregnancy. Avoid raw meat, raw eggs, unpasteurized milk, and soft cheeses. Wash all fruits and vegetables thoroughly before eating them.

Control Your Weight (P271CA/P271CAs) • Gain More Weight (P272CA/P272CAs) • Nausea and Vomiting (P273CA/P273CAs)
Heartburn and Upset Stomach (P274CA/P274CAs) • Small Frequent Meals (P275CA/P275CAs)
Folic Acid (P276CA/P276CAs) • Constipation (P277CA/P277CAs) • Food Safety (P278CA/P278CAs)

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what our customers are saying...

"Your new 'cards' look beautiful. It is incredibly amazing 'work' you girls do. WIC clinics across the nation have better education materials because of your hard work and beautiful designs."

- WIC Program, IL

front

steps to a healthy plate during pregnancy

Food Safety

- cook safe:** cook eggs until yolks are firm; heat hot dogs, luncheon meats, and deli meats until steaming hot.
- do not eat:** unpasteurized (raw) milk, juice and cider; soft cheeses made with unpasteurized milk; salads made in the store (such as egg salad); raw sprouts or raw seafood; refrigerated meat spreads; smoked seafood and smoked fish; and pâté; cold hot dogs, luncheon meats and deli meats.
- enjoy seafood:** eat 8 to 12 ounces of cooked fish or seafood each week; no more than 6 ounces of white (albacore) tuna each week; do not eat tilefish, shark, swordfish and king mackerel - they are high in mercury.

Protect your baby - your ability to fight off infections is lower than usual when you are pregnant.

back

how much weight should I gain during pregnancy?

Gain weight slow and steady. Most women gain about 1 to 4 pounds in the first trimester.

if you started your pregnancy as:	you should gain a total of:	after the 1st trimester, plan to gain:
Underweight (BMI < 18.5)	28 to 40 lbs	1 pound each week
	25 to 35 lbs	1 pound each week
	15 to 25 lbs	0.6 pound each week
	11 to 20 lbs	0.5 pound each week

should I eat every day?

2nd & 3rd trimester	what counts as 1 cup or 1 ounce?
2 cups	1 cup fruit - sliced, chopped 8 ounces 100% fruit juice 1 cup dried fruit 1 small apple, 1 large banana or 1 orange 8 large strawberries or 32 seedless grapes
3 cups	1 cup raw or cooked vegetables 2 cups leafy greens or lettuce 1 cup cooked leafy greens 8 ounces 100% tomato or vegetable juice 12 baby carrots or 1 large tomato 1 cup cooked dry beans or peas
8 ounces	1 slice bread or 1 (6 inch) tortilla 1 cup ready to eat cereal 1/2 cup cooked pasta, rice or 7 round or square crackers
6 1/2 ounces	1 ounce cooked beef, turkey, fish and other 1 egg 1 tablespoon peanut butter 1/4 cup cooked beans 2 tablespoons hummus
3 cups	1 cup milk 8 ounces yogurt 1 1/2 ounces natural cheese 2 ounces processed cheese

mix and match
guides (GD) for quantity discounts
see page 44 for info

Pregnancy Guide
\$14.00 per pack of 100 guides
(all of one subject and language)
7 3/4" x 9"
cardstock, 2 sided

Discount Pricing is available.
See page 44 for more information or email
sales@numatters.com.

P220GD (English)
P220GDs (Spanish)

back

Be active.

Have fun. You are more likely to continue an activity you enjoy. Ask your healthcare provider what activities you can do and how much.

Baby blues or depression?

Many women have some baby blues after childbirth. You might feel sad or upset, or have some of the following symptoms for a few days after your baby is born:

- Feel sad or tearful
- Feel nervous or anxious
- Feel irritable or angry
- Have trouble sleeping
- Have trouble eating
- Have trouble concentrating
- Have trouble with your baby

Easy meal or snack ideas:

- Enjoy a bowl of cereal with low fat milk. Top with berries or sliced bananas.
- Make a sandwich with whole wheat bread, deli turkey and lettuce, avocado and tomato slices.
- Top prepackaged mixed greens with canned chicken and grapes or strawberries for a quick salad.
- Dip whole wheat crackers in hummus, plain yogurt and chopped tomatoes and cucumbers.
- Layer vanilla yogurt, strawberries and granola for an easy yogurt parfait.
- Try a hard-boiled egg with a slice of toast and orange juice.
- Snack on pre-cut veggies, whole grain crackers and cheese sticks.

Problems with constipation?
Stay active and eat more foods with fiber like fruits and vegetables, whole grains. Drink more water.

Postpartum Mom Brochure
\$12.00 per pack of 50 brochures.
(all of one subject and language)
4" x 9" tri-fold
6 sides,
full color throughout
Available in English and Spanish

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PP451BR (English)
PP451BRs (Spanish)

2018 best seller

inside

Have a healthy eating style.

Get the nutrition you need.

Keep foods on hand that make a healthy choice easy.

veggies and fruits:

- pre-cut veggies like cauliflower, baby carrots and broccoli
- fresh fruits like apples, oranges, bananas,

be a healthy mom

Congratulations on your new baby!

It's a busy time as you care for your baby. It's important to take care of yourself too.

Eat healthy, be active and get support to help you:

- have energy
- feel good, mentally and physically
- get back in shape
- cope with stress

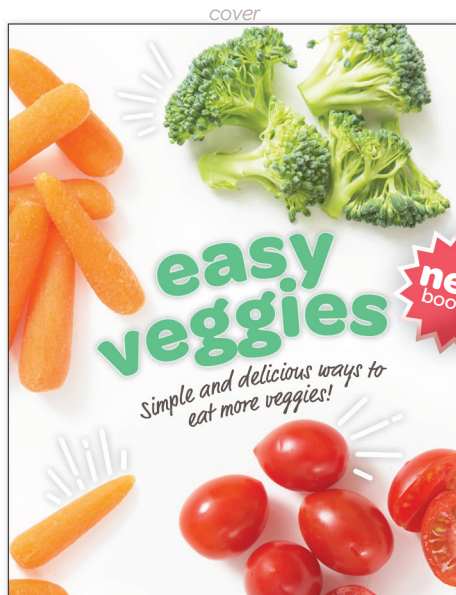
Get help with breastfeeding support, if needed. Talk with your lactation consultant or your healthcare provider.

mix and match
cards (CA) and brochures (BR) for quantity discounts
see page 44 for info

easy veggies

booklet

Great booklet for families looking for easy ways to eat more vegetables. This full color booklet features 50 different ways to include vegetables on your plate.



\$1.75 per booklet; 5.5" x 7"
with 17 pages.
Full color throughout.

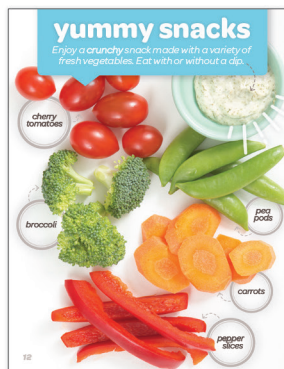
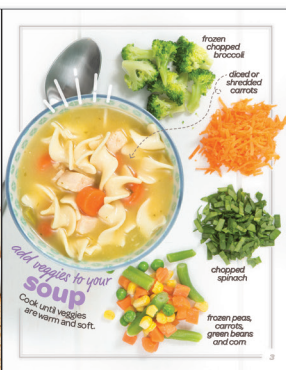
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FN45BL (English)
FN45BLs (Spanish)

ISBN# 978-1-942530-28-2
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mix and match
booklets (BL)
for quantity
discounts
see page 44
for info

look inside booklet



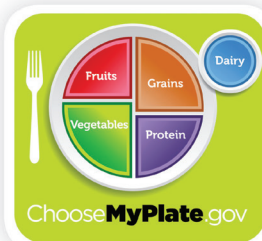
ChooseMyPlate

Nutrition Matters, Inc. is a MyPlate National Strategic Partner
in the USDA Center for Nutrition Policy and Promotion (CNPP)
Nutrition Communicators Network.

front

back

build a
healthy eating style
that works for you and your family.



Choose**MyPlate**.gov

Vary your vegetables.
Focus on whole fruits.
Make half your plate fruits and vegetables.

Make half your grains whole grains.
Read the label.

Move to low-fat (1%) or fat-free (skim) milk or yogurt.

Vary your protein routine.
Eat some meat, poultry, fish, soy products, beans and eggs.

Everything you eat and drink matters.
Find the right mix to be healthy now and in the future.



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Start with small changes.
Every meal and snack choice is an opportunity to make a small, healthy change. Take an easy step. Add a fruit or vegetable to your lunch or snack.
Swap out a food or ingredient for a healthier option:

- Choose whole wheat bread instead of white bread.
- Drink low-fat milk instead of whole milk.
- Bake chicken or fish instead of frying.
- Use vegetable oil instead of solid fats.
- Check the Nutrition Facts label and ingredient list for saturated fat, sodium and added sugars. Choose foods with the lowest amounts.
- Drink water instead of soda.

Enjoy family meals.

Have three meals about the same times each day. Try to cook, eat and clean up together.

Be active your way.

Find activities you and your family enjoy. Have fun and you will be more likely to keep active.



Take one day at a time.

Each healthy change is a 'win'. Small changes can have big benefits. Healthy eating is a powerful tool to prevent disease.

What small change can you make to build a healthy eating style?

This card provides general nutrition information; medical advice should be obtained from your health care provider.
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cards (CA) and brochures (BR) for quantity discounts
see page 44 for info

ChooseMyPlate Cards

\$12.00 per pack of 100 cards.

(all of one subject and language)

4" x 9" cardstock, 2 sided

Available in English and Spanish

Discount Pricing is available.

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ChooseMyPlate Set Pricing:

FN500 - \$110.00

Set of the ChooseMyPlate Nutrition cards in English (1 pack of FN750CA, FN751CA, FN422CA, FN422CA, FN427CA AND FN429CA)

FN600 - \$220.00

Set of the ChooseMyPlate Nutrition cards in English and Spanish (1 pack of FN750CA, FN750CAs, FN751CA, FN751CAs, FN422CA, FN422CAs, FN753CA, FN753CAs, FN424CA, FN424CAs, FN427CA, FN427CAs, FN429CA AND FN429CAs)

Healthy Eating Style

FN750CA
FN750CAs

English
Spanish

make half your plate fruits and vegetables

Vary your veggies. Focus on whole fruits.

Make small changes:

- Add veggies to your sandwich, taco or wrap.
- Chopped dark green leafy lettuce, romaine lettuce or spinach.
- Tomato, cucumber or red onion slices.
- Pepper strips.
- Avocado slices.

Try something new! Add apple slices to a cheese sandwich. Add banana slices to a peanut butter sandwich.

Chop broccoli, carrots and spinach and add to:

- spaghetti sauce, lasagna
- meatloaf and meatballs
- rice and noodle dishes
- soups and chili

start your day with fruits or veggies

- Have a veggie omelet.
- Top pancakes or waffles with fruit.
- Add fruit to cereal, oatmeal or yogurt.

serve fruits and veggies at lunch and dinner

- Steam fresh broccoli.
- Roast carrots or parsnips.
- Serve a small salad.
- Bake a sweet potato or squash.

Keep it easy: Buy frozen vegetables and fruits. Pour out what you need. Open a can of fruit or veggies.

make at least half your grains whole grains

buy whole grain breads and whole wheat or whole corn tortillas

- Make your sandwiches with whole grain bread, milk, spaghetti or bun.
- Get the nutrition facts label on the label's ingredient list such as:

read the label - buy foods with a whole grain listed first on the label's ingredient list such as:

whole wheat whole oats oatmeal brown rice wild rice whole grain corn

cooking with whole grains

- Add quick cooking whole grain barley to your soup. Cook for 10 minutes.
- Make a dinner salad with cooked bulgur, chicken strips, vegetables and low fat Italian salad dressing.

stove top bulgur

Soak 1 1/2 cups chopped onions and 1 1/2 cups chopped carrots in 2 tablespoons vegetable oil for 2 minutes. Add 1 cup bulgur and 1 can (14 ounces) chicken broth. Cover and simmer for 15 minutes.

Wheat bread may not be whole grain. Look for the words "whole wheat" on the label.

cooking with whole grains

- Add quick cooking whole grain barley to your soup. Cook for 10 minutes.
- Make a dinner salad with cooked bulgur, chicken strips, vegetables and low fat Italian salad dressing.

stove top bulgur

Soak 1 1/2 cups chopped onions and 1 1/2 cups chopped carrots in 2 tablespoons vegetable oil for 2 minutes. Add 1 cup bulgur and 1 can (14 ounces) chicken broth. Cover and simmer for 15 minutes.

Make some simple changes to eat more whole grain foods

move to skim or 1% milk

Choose low-fat or fat-free milk, yogurt or calcium fortified soy milk (soy beverages).

Make small changes:

- Switch from whole or 2% milk to 1% milk. When your family is okay with 1% milk, make the move to skim milk.
- Mix the different milks to slowly change your family's milk choice.

Making the move to skim or 1% milk is the healthiest choice for children over the age of 2 years and adults.

drink milk at meals

- Drink milk at meals with your children. They learn by watching what you enjoy drinking. Drinking milk at meals is a healthy habit for children to learn.
- Do not offer sugary drinks at meals.
- Offer water to drink if your child refuses to drink milk.

Everything you eat and drink matters!

how much milk should you drink?

- Children 2 to 3 years old need 2 cups of milk each day.
- Children 4 to 8 years old need 2 1/2 cups of milk each day.
- Older children, teenagers and adults need 3 cups of milk each day.

Drink milk with meals or include yogurt

eat a variety of protein foods

meat, poultry, seafood, fish, dry beans, eggs, processed soy products, tofu, peanut butter, nuts and seeds.

choose lean meat and poultry

- Beef, ham, lamb, pork, veal
- Venison, bison, rabbit and other game meats
- Chicken, duck, goose and turkey
- Lean ground beef, pork, turkey and lamb (at least 92% lean)

eat a variety of seafood

- Prepare meals with seafood at least twice a week.
- Serve 8 ounces or more of cooked seafood each week for adults, less for children.
- Choose some seafood that is rich in omega 3 fatty acids - such as salmon, trout and sardines.

cook with dry beans and peas

- They are excellent sources of plant protein, iron, zinc, dietary fiber and other nutrients.
- Eat a variety of beans and peas - kidney beans, pinto beans, lima beans, black-eyed peas, lentils and others.

save money

- Make dishes with beans and a small amount of meat - chili, chicken and bean burritos, chili dogs and chili.
- Make dishes with beans and no meat - bean burritos and beanitos.
- Beans and peas are not just for vegetarians. We all should enjoy them!

enjoy your food, but eat less

- An adult serving of meat or poultry is about 3 ounces - which is the size of a deck of cards.
- A preschool child's serving is about 1 to 2 ounces.
- It will be easy to make half your plate fruits and vegetables, protein and grain foods an normal.

Serve a healthy plate!

drink water instead of sugary drinks

Thirsty? choose water

It's quick, easy and cheap!

- Enjoy a refreshing glass of cold water.
- Keep a bottle or pitcher of water in your refrigerator - make water your first choice!

no sugary drinks!

soda, energy drinks, sport drinks, fruit drinks and other drinks with added sugar

- There can be 10 teaspoons of sugar in a 12 ounce can of soda.
- There's a lot of sugar and calories.
- Keep sugary drinks out of your house - if there are sweet drinks in the house, your family will want to drink them.

Fruit drinks may contain only 5 to 15% fruit juice. The rest is sugar water. That's not good enough. Choose only 100% fruit juice. Add extra water when making concentrated fruit juices.

drink water often

- Drink a glass of water in the morning before you leave the house.
- Sip and drink water when you walk by water fountains.
- Order water instead of soda when eating at restaurants.
- Offer water to your children while they are playing. Have a few "water breaks" during the day.

make water easy to grab and drink

- Bring a glass of water to your child.
- Get a cute child size water bottle.
- Add ice to your water bottles.
- If your child uses a sippy cup between meals, put only water in it.

Create a new habit - reach for water first when you are thirsty.

enjoy family meals

Make family meals a priority in your home.

- offer 3 meals at about the same time each day
- Invite everyone in your home to the family table. It may be only you and your child or some meals

eat together

- Plan a family meal with your entire family on most days.
- Be flexible - find a time when your family can eat together. It may be at evening meal, breakfast, lunch, or brunch.
- If your family is not used to eating together, start with 1 or 2 family meals each week.
- Gradually increase until your family is eating one meal together every day.

start early

- Start family meals when your child is young.
- He will want to continue to eat and talk with his family when he's a teenager.

Children need outdoor family meals

keep it simple

- Meals do not need to be fancy.
- Make quick and easy sandwiches, soups and salads.
- Plan to have leftovers. Cook enough to serve 2 meals.
- Share the cooking. Let everyone have a night when they prepare the family meal.
- Cook together. Let others help prepare the meal.
- Children like to eat what they help to cook.

try something new

- Have a sandwich buffet - serve breads, deli meats, cheese slices and easy vegetables on a platter.
- Make homemade quesadillas - layer cooked chicken or beef, pepper strips, beans and shredded cheese on a tortilla. Top with another tortilla. Heat in a skillet.
- Prepare a veggie omelet together.
- Have a sandwich buffet - serve breads, deli meats, cheese slices and easy vegetables on a platter.

Fruits and Vegetables (FN751CA/FN751CAs) • Whole Grains (FN422CA/FN422CAs) • Skim or 1% Milk (FN753CA/FN753CAs) • Protein Foods (FN424CA/FN424CAs) • Drink Water (FN427CA/FN427CAs) • Enjoy Family Meals (FN429CA/FN429CAs)

Eat Mindfully Brochure

\$12.00 per pack of 50 brochures.
(all of one subject and language)

4" x 9" tri-fold 6 sides,
full color throughout
Available in
English and Spanish

Discount Pricing is available.
See page 44 for
more information or
email sales@numatters.com.

FN360BR (English)
FN360BRs (Spanish)

new
brochure!

steps for mindful eating

Know your body's signs of hunger and fullness.

You may be hungry when:

- your stomach feels empty or growls.
- you feel lightheaded, shaky, weak, or irritable.

You may be satisfied when:

- feel comfortable, not stuffed.
- feel calmer.
- start to lose interest in the food.
- pause more often.

Is it hunger or a craving?

A craving is often for a certain food.

Drink water often.

It's easy to think you are hungry when you really need water. Stay hydrated.

Think ahead.

- Plan some meals and snacks.
- Stock up on healthy foods.
- Use a grocery list when you shop.
- Keep a bowl of fruit on the counter.
- Store fruits and veggies where you can see them when you open the door.



eat mindfully

Be in control of what,
when and how you eat.

» Feel happy
and healthy.

Be a role model
for your family.
Make healthy
choices and your
children will too.



front

back

Stay mindful when you eat out.

• Check the menu before you go.

3

Slow the pace of eating.

- Take small bites.
- Chew slowly.
- Sip water and put your utensil down between bites.
- Swallow before you take another bite.



Stretch your meals
to 20 minutes to give your body time
to know that you are satisfied.
It's easy to overeat and feel stuffed
if you eat too fast.

Practice portion control.

Make it easy to eat normal
size portions.

- Use a small plate and a tall slender glass.
- Serve food from the stove onto your plate. You may eat more if serving dishes are on the table.
- Measure or count out a serving of crackers, cereal or nuts in a small bowl. Avoid eating out of the bag or box.

Enjoy a small treat
once in a while
without overindulging.

5

Be mindful of your emotions.

Do you use food for comfort
when you are tired, bored or stressed?

easy, non-eating
enjoy instead.
as:
• nap.
• friend.
• a hot bath.
• a favorite hobby.
• a walk or an exercise video.

not real hunger;
go to bed with
a good book.



**Eating mindfully
takes practice.**
Small, slow changes can
lead to big results.

**mix and
match**
cards (CA) and
brochures (BR) for
quantity discounts
see page 44
for info

water

thirsty?
choose
water
first!



MFN477MG

www.numatters.com

fruits

great way
to sweeten
your day!



www.numatters.com

MFN475MG

veggies

simply delicious...
and nutritious



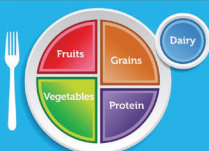
www.numatters.com

MFN476MG



Choose **MyPlate.gov**
make half your plate
fruits and vegetables

MFN461MG



Choose **MyPlate.gov**
drink **fat-free (skim)**
or **low-fat (1%) milk**

MFN463MG

Healthy Habit Magnets

Promote steps to create healthy
meals with ChooseMyPlate - make half your
plate fruits and vegetables and drink
fat-free or low-fat milk.

\$10.00 per pack of 10 magnets.
(all of one subject)

3" x 3" with rounded corners

MFN500 - \$27.75 Set of the Healthy Habit Magnets
(1 pack of MFN475MG, MFN476MG
and MFN477MG)

MFN300 - \$18.50 Set of the ChooseMyPlate Magnets
(1 pack of MFN461MG and MFN463MG)

buy more, SAVE MORE

Save money when ordering
any combination of our
magnets
(products ending in 'MG').

1 - 49 pads	\$10.00 per pad
50 - 99 pads	\$9.00 per pad
100 - 199 pads	\$8.50 per pad
200 - 399 pads	\$8.00 per pad
400 - 699 pads	\$7.50 per pad
700 - 999 pads	\$7.00 per pad
1,000 or more pads	\$6.50 per pad

mix and match

magnets (MG)
for quantity
discounts

farmers' market book

Encourage families to visit their farmers' market and eat produce that is local, fresh and in season!

This book features selection, storage, preparation and recipes for 22 popular fruits and vegetables.



mix and match
books (BK)
for quantity
discounts
see page 43
for info

\$3.25 per book;
6" x 8½"
with 33 pages.
Full color throughout.

Discount Pricing is available.
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FN50BK (English)
FN50BKs (Spanish)

ISBN# 978-1-942530-08-4
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MARKET
NUTRITION

look inside book



broccoli raisin salad

8 cups chopped broccoli
1/2 cup raisins
1/4 cup finely chopped red onion
1/4 cup sunflower seeds
1/4 cup bacon bits
1/2 cup light mayonnaise
1/4 cup sugar
1 tablespoon red wine vinegar

step 1 Combine chopped broccoli, raisins, chopped onion, sunflower seeds and bacon bits in a large bowl.

step 2 Combine mayonnaise, sugar and vinegar in a small bowl.

step 3 Stir mayonnaise mixture into salad.

Market # FN50BK - One covered by the FN 50BK.
6.5 gms fat, 102 mg sodium and 0.5 gms fiber



4 ways to eat more broccoli:

- 1. Roast it!** Sprinkle bite size pieces of broccoli with olive oil. Cook in a 450° oven for 10 minutes on a metal baking pan. Sprinkle with shredded parmesan cheese.
- 2. Steam it!** Cook bite size pieces of broccoli in a pan of boiling water for 6 to 8 minutes. Or cover a dish of broccoli with a wet paper towel and microwave for 2 to 3 minutes.
- 3. Serve raw** broccoli spears with hummus, low fat dill dip or ranch salad dressing.
- 4. Mix finely chopped broccoli** into spaghetti sauce, meatloaf, meatballs, lasagna, soup or salads.

broccoli 9

California version now available!



melons

cantaloupe, watermelon, honeydew

select
Choose melons that are heavy for their size and smell good. Avoid melons with bruises.

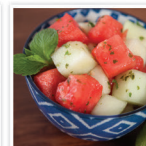
store
Uncut melons can be kept at room temperature for up to 1 week. Refrigerate cut melons in an airtight container for up to 5 days.

prepare
Rinse melons with water before cutting. Slice with a vegetable brush if needed. Cut into large slices, remove the peel and seeds.



summer smoothies

Use melons to make refreshing summer smoothies. Peel and remove the seeds. Cut into cubes. To make your smoothie extra slushy, freeze melon cubes before blending.



melon and mint

3 cups watermelon cubes
3 cups honeydew cubes
1/4 cup fresh mint leaves
juice from 1/2 lime
2 tablespoons honey

step 1 Blend lime juice, mint leaves and honey together in a small food processor.

step 2 Place melon cubes in a bowl. Drizzle dressing over melon and toss gently.

Market # FN50BK - One covered by the FN 50BK.
10 gms fat, 102 mg sodium and 0.5 gms fiber



simply melon...

- Serve slices of cantaloupe, watermelon or other melons.
- Top cantaloupe with vanilla yogurt or cottage cheese.
- Mix watermelon chunks with kiwi chunks.

melons 21

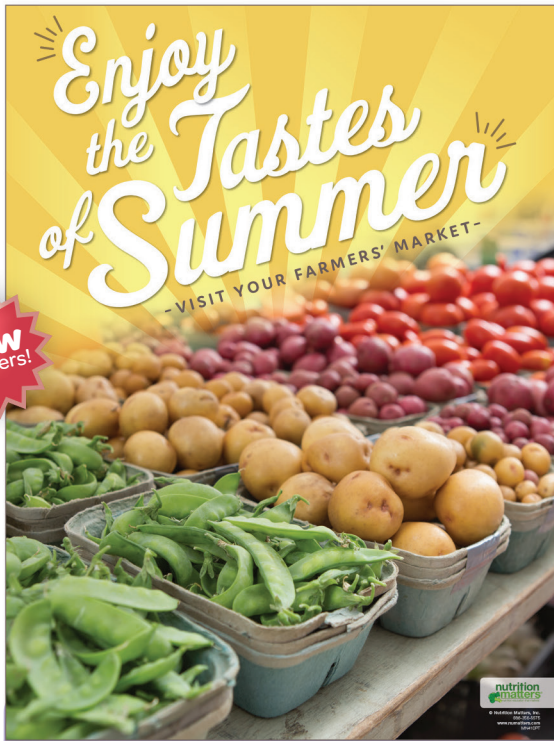
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...more farmers' market

Enjoy
the Tastes
of Summer
- VISIT YOUR FARMERS' MARKET -

new
posters!



mix and match
posters (PT)
for quantity
discounts
see page 44
for info

Farmers' Market Posters

\$14.00 per poster; 18" x 24" and laminated
Available in English

Discount Pricing is available.
See page 44 for more information or
email sales@numatters.com.

Enjoy the Taste of Summer:
MN410PT (English)

Farmers' Market
to Your Family's Table:
MN420PT (English)

BUYING FRESH
FRUITS AND VEGGIES

How Much Should I Buy?

Fruits

- Apple: 3 medium (1 pound) 2 cups chopped
- Banana: 1 medium (1 pound) 2 cups sliced
- Blueberries: 1 pint (12 ounces) 2 cups
- Cantaloupe: 1 medium (2 pounds) 4 cups cubed
- Grapes: 1 pound 2 1/2 cups
- Peach: 2 medium (1 1/2 pounds) 3 cups sliced
- Pineapple: 1 medium (2 pounds) 3 cups cubed
- Raspberries: 1 pint (12 ounces) 2 cups
- Strawberries: 1 pint (12 ounces) 2 cups sliced
- Watermelon: 1 average (20 pounds) 20 cups cubed

Eat in season
Fresh fruits and vegetables will taste their best! Buy strawberries and asparagus in the spring. Eat sweet corn, tomatoes, and melons in the summer.

Vegetables

- Asparagus: 14 to 20 spears (1 pound) 2 1/2 cups, cooked
- Bell Pepper: 1 large 1 cup chopped
- Broccoli: 2 heads (1 pound) 4 cups chopped
- Brussels Sprouts: 1 pound 1 cup cooked

Leafy Greens

- Cabbage: 1 small (1 pound) 3 to 4 cups shredded
- Carrot: 2 medium 1 cup shredded
- Cauliflower: 1 medium (2 pounds) 3 to 4 cups chopped
- Corn: 2 ears 1 1/2 cups kernels
- Leaf Lettuce: 1 medium head 4 to 6 cups torn
- Red Potato: 7 to 9 average (1 pound) 2 cups diced
- Sugar Snap Peas: 1 pound 6 cups snap, 4 cups cooked
- Zucchini: 2 medium 2 cups chopped

MARKET NUTRITION

STORING FRESH FRUITS AND VEGGIES

Buy the freshest fruits and vegetables that you can find in the market. Some fruits and veggies may last longer. Some may not last as long.

Ripen on the counter, then refrigerate

1 - 3 DAYS	3 - 5 DAYS	7 DAYS
Asparagus Greens (dark colored green) Snow Peas Sugar Snap Peas Sweet Corn	Broccoli Brussels Sprouts Cauliflower Cucumber Green Beans Mushrooms Raspberries Strawberries Sweet Peas Zucchini	Cherries Eggplant Grapes Green Onions Leaf Lettuce Pineapple Spinach

Can be kept at room temperature

1 - 2 DAYS	1 WEEK
Beet Bell Pepper Blueberries Cabbage Celery Jicama Lettuce (iceberg, romaine) Rutabaga Watermelon	Carrot Grapefruit Lemon Lime Orange Apple (4 to 6 weeks)

new guides!

Storing Tip
These fruits and vegetables can be kept on the counter for the listed times. They can also be stored in the refrigerator for a longer time.

Storing Tip
Remove the leaves from beets, carrots and radishes before storing. Leave about an inch of the stems on veggies.

MARKET NUTRITION

Fruit & Veggie Guides

\$11.00 per pack of 50 guides (5 1/2" x 9")
(all of one subject and language)
Available in English and Spanish

Discount Pricing is available.
Email sales@numatters.com for more information.

Buying Guide:

MN230RC (English)
MN230RCs (Spanish)

Storage Guide:

MN240RC (English)
MN240RCs (Spanish)

back

roast your veggies - and love them!

Serve a big bowl of roasted veggies at meals. Snack on roasted veggies and dip. Add more veggies to your favorite dishes - pasta, tacos, soup, quesadilla or lettuce salad.

front

let's cook... family meals

roast veggies

Roasting brings out the sweet flavors found in veggies. It's an easy way to make delicious vegetables that your family will love!



chop

toss

roast

1. Cut vegetables into large chunks or wedges. Cut into the same size so vegetables cook evenly.

2. Place vegetables in a bowl. Drizzle with 1 tablespoon oil for every 3 to 4 cups of chopped vegetables. Toss to coat. Season with salt and black pepper. Try garlic powder or dry Italian herbs for a different flavor.

3. Preheat the oven. Place a metal baking sheet in the oven to heat it. Place the vegetables in a single layer on the hot metal baking sheet. Turn vegetables a couple times while roasting.

cooking tip:

You can cut vegetables into bite size pieces - they will cook faster!

cooking tip:

These veggies can be heated in a microwave before roasting: potatoes, brussels sprouts and carrots.

Heat veggies until they are hot, but not soft. Toss with oil and roast.

roasting time:

asparagus	10-15 minutes
broccoli	10-15 minutes
brussels sprouts	20-30 minutes
carrots	30-40 minutes
cauliflower	20-30 minutes
corn on the cob	20-30 minutes
corn kernels	10-15 minutes
panipani	30-40 minutes
peas pods	8-10 minutes
squash	20-30 minutes
sweet peppers	10-15 minutes
sweet potatoes	30-40 minutes
white potatoes	40-50 minutes
zucchini	10-15 minutes

Roast veggies in a 450° oven.

Cooking times will vary depending on the size and variety of the vegetables. Heat by poking with a fork. Vegetables are done when soft on the inside and crispy on the outside.



autumn veggies - cut carrots, panipani, squash and red potatoes into bite size pieces. Toss lightly with oil. Roast in a 450° oven for 30 to 40 minutes.

snack on roasted veggies

Make a veggie tray - serve roasted veggies with low fat Ranch salad dressing, dip or hummus. It's a fun way for you and your child to try new veggies!



nutrition matters
nutrition education that matters™

ters, Inc.
EST60 R1

back

Make small changes

Include veggies at meals and snacks. Choose 1 to 2 actions for your family to try now. Slowly add more actions to eat vegetables every day.

At breakfast:

- ☐ Add chopped onions, spinach or mushrooms to scrambled eggs and omelets.
- ☐ Drink a smoothie made with a banana, yogurt and chopped kale.
- ☐ Sip on tomato juice or vegetable juice.



front



vary your veggies

Eat lots of different vegetables to help your family be healthy. Choose colorful veggies most often.



There are even more veggies.

Is there a different veggie you would like to try?

Vary your veggies to get vitamins, minerals and fiber. It's a win for the whole family!

For more information, visit ChooseMyPlate.gov.

mix and match
clinic tear pads™ (CT)
for quantity discounts
see page 44
for info

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\$12.00 per pad of 50 sheets (8½" x 11")

(all of one subject and language)

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let's cook... family meals

freeze veggies

When vegetables are plentiful in the summer, buy extra and freeze for later meals. Freezing is an easy way to preserve veggies at home.

how to blanch veggies before freezing:

- Place vegetables into a large pot of boiling water. Start counting blanching time as soon as the water returns to a boil. The water should return to boiling within 1 minute.
- Drain the vegetables from the boiling water. Place vegetables in a bowl with water and ice. Cool for the same amount of time as you blanch the vegetables.
- Drain the vegetables from the ice water. Remove excess water.
- Place vegetables into freezer bags or containers. Push out as much air as possible. Label with the vegetable's name and date. Keep in a freezer at 0°F.

blanching time:

asparagus	3 minutes
green beans	3 minutes
broccoli (florets)	3 minutes
carrot slices or strips	2 minutes
cauliflower	3 minutes
spinach & leafy greens	2 minutes
corn on the cob	3 minutes
green peas (peas pods)	15 minutes
sweet pepper strips	3 minutes

Why blanch?
Most vegetables lose their color and texture when frozen. Blanching helps preserve the color and texture of the vegetables.

freezing tip:
Put the vegetables in the freezer. Leave a little space between the packages so they freeze quickly. Once the vegetables are frozen, you can stack the packages close together.

Choose MyPlate.gov

Roast Veggies:

ES760TR
(English)

ES760TRS
(Spanish)

Freeze Veggies:

ES761TR
(English)

ES761TRS
(Spanish)

eat whole fruits

Choose MyPlate.gov

Eat whole or cut up fruits (instead of juice) every day to help your family be healthy. Choose colorful fruits. Enjoy fresh, frozen or canned fruit (canned in 100% fruit juice or water).

Circle fruits your family could try.

There are even more fruits. Is there a different fruit you would like to try? Focus on whole fruits. Get vitamins, minerals and fiber. It's a win for the entire family! For more information, visit ChooseMyPlate.gov.

Vary Your Veggies:

FN310CT
(English)

FN310CTS
(Spanish)

Eat Whole Fruit:

FN312CT
(English)

FN312CTS
(Spanish)

what our customers are saying...

"I want to make sure to tell you how great we think your materials are: fresh, accurate, low text, meaningful graphics, learner center, action orientated, etc."

- Cooperative Extension, OR

fruit & vegetable recipes

Featuring easy fruit and vegetable ideas for family meals.

Offer these meal and snack ideas to families at WIC clinics, Farmers' Markets, Grocery Store Tours, Head Start displays, Food Pantries and waiting rooms.

Leafy Greens

ES724TR English
ES724TRs Spanish



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mix and match
tear sheets (TR)
for quantity discounts
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front



what our customers are saying...

These handouts were perfect for our nutrition training on squash. The paper feels nice and heavy, and the colors are bright and pretty. There is so much information on these handouts, plus yummy recipes on the back! I was very impressed with my purchase. Thank you!

- Laura

Tomatoes (ES720TR/ES720TRs) • Sweet Peppers (ES721TR/ES721TRs) • Pea Pods (ES722TR/ES722TRs)
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cooking sheets

Delicious recipes and cooking ideas
for home cooked meals.

front

MARKET NUTRITION

yogurt

Easy ways to use plain or vanilla nonfat or low-fat yogurt.
Enjoy a cup of yogurt and get the same calcium and protein as a cup of milk.

create a yogurt breakfast bowl:

- Fill your bowl with yogurt, any breakfast cereal or granola and chopped fruit.
- Serve warm oatmeal with yogurt.

top with a spoonful:

- Top tomato soup, potatoes or chili with a spoonful of plain yogurt.
- Top waffles and pancakes with a spoonful of vanilla yogurt and sliced fruit or berries.
- Top spicy foods like tacos with a mixture of plain yogurt, lime juice and cilantro.

blend a smoothie:

- 1/2 cup vanilla yogurt
- 1/2 cup low-fat milk
- 1 cup frozen fruit

Blend yogurt, milk and frozen fruit together.

crunchy chicken

3 boneless, skinless chicken breasts
1 cup low-fat plain yogurt
3 cups corn flakes, finely crushed

Step 1: Cut chicken into strips. Coat chicken strips with yogurt. Roll in crushed corn flakes.

Step 2: Sprinkle with salt and pepper.

Step 3: Spray a baking sheet with a cooking spray. Place the chicken strips on the baking sheet. Spray the chicken lightly with the cooking spray.

Step 4: Bake in a 375° oven for 30 minutes. Flip at 15 minutes.

Curry Dip: Mix together 1/2 cup plain yogurt, 1/4 teaspoon curry and 1/4 teaspoon garlic powder.

How to make your own Greek-style yogurt:

You can strain yogurt to make a thicker yogurt. (This is what Greek-style yogurt is.) Line a strainer with a paper coffee filter. Place the strainer over a bowl. Pour the yogurt in the strainer. Cover and refrigerate. Let yogurt strain for at least 2 hours or more.

Tip: Use the strained liquid (whey) in a smoothie. You will get calcium from it.

Use this Greek-style yogurt in place of half or all the mayonnaise in egg salad, tuna salad or chicken salad.

Try it in place of sour cream in dips too.

Yogurt
FN220TR English
FN220TRS Spanish

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MARKET NUTRITION

frozen fruits and vegetables

Same nutrition, no prep.

super easy - just heat and serve

Pour out enough frozen broccoli, green beans, carrots, cauliflower, corn, peas or sugar snap peas for a meal. Close the bag tightly and put back in the freezer.

add veggies to your favorite dishes:

- Add frozen carrots, peas or corn to your soup. Heat and stir.
- Add frozen chopped vegetables like broccoli, carrots and peppers to a casserole or stew.
- Top baked or roasted potato with cooked vegetable and shredded cheddar cheese.
- Add corn, chopped green beans or carrots to a quesadilla.
- Mix thawed broccoli, carrots, cauliflower or sugar snap peas with cooked pasta. Heat through.

try different vegetables

Serve a new veggie with a familiar veggie:

- broccoli, cauliflower and carrots
- cauliflower and peas
- broccoli, green beans, onions and red peppers
- cauliflower, broccoli and red peppers
- sugar snap peas, carrots and onions

Trouble getting kids to enjoy vegetables?

- Add a little butter or sprinkle with grated cheese.
- Let kids mix veggies in low fat dip or ranch dressing.

MARKET NUTRITION

canned beans

Convenient for you and delicious too!
Great low-fat source of protein, iron and fiber.
Always drain and rinse canned beans before using.

salads and sides:

- Add canned kidney or garbanzo beans to a green salad. Make it a meal by adding a whole grain roll and a glass of milk.
- Stir some canned black beans into cooked quinoa, barley or brown rice. Heat and serve.
- Mix canned, rinsed black beans or pinto beans with your favorite cooked vegetables. Try sweet potatoes, spinach or broccoli.
- Use garbanzo beans instead of croutons on your salad.

homemade refried beans

1 (15 ounce) can pinto beans
1/2 teaspoon onion powder
1/2 teaspoon garlic powder
1/2 teaspoon chili powder
1/2 cup chicken broth or water

Step 1: Drain and rinse pinto beans. Pour beans into a saucepan. Add onion powder, garlic powder, chili powder, chicken broth or water.

Step 2: Cook over medium heat until smooth and thick. Mash the beans in the pan.

Use 3 Different Ways:

- Use in Chicken or Bean Burritos.
- Serve as a side dish with tacos.
- Make a layered dip.

quick and easy ideas:

- Add canned black beans or kidney beans to a vegetable soup.
- Use canned beans in place of half or all of the meat in your favorite chili, taco or burrito recipe.
- Wipe canned black or pinto beans and slices of avocado in a romaine lettuce leaf.
- Top baked sweet or white potatoes with heated canned beans. Add cooked ground beef or turkey, vegetables or shredded cheese.

MARKET NUTRITION

tofu

A low fat, dairy free source of protein, iron and calcium.
Use calcium set tofu in place of meat or dairy in some of your recipes.

Which tofu should I buy?
Common textures include:

- silken
- soft
- super firm
- firm
- extra firm
- extra extra firm

new sheet!

Smoothies

Blend 1/2 sweet soft or silken tofu with:

- 1 medium banana
- 1 cup frozen strawberries
- 1 cup mango juice (unsweetened)

crushed

- 1 cup frozen mango
- 1 cup pineapple juice (unsweetened)

How do I store it?

Keep tofu in the refrigerator. Use by the "best by" date or within 5 days of opening. Cover opened, unused tofu with fresh water. Drain a can of tofu in the refrigerator. Change the water every day.

You can freeze tofu for up to 3 months.

Know tofu handy in the freezer. Open, drain and press the tofu. Cut into pieces and freeze in airtight bags.

To use, thaw in the refrigerator. Drain away any excess water. You can also freeze tofu in the zippered plastic bags. Thaw, drain and press before use.

1/4 teaspoon for frozen tofu in 10 minutes and the tofu to be a little chewier.

Frozen Fruits & Vegetables (FN221TR/FN221TRs) • Canned Beans (FN222TR/FN222TRs)
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mix and match
booklets (BL)
for quantity discounts
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+ 6 pads (Iron Foods for Moms and Kids in Spanish - CS841CTs)
+ 12 pads (Iron Foods for Moms and Kids in English - CS841CT)
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\$9.00 per pad of 50 sheets

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+ 250 booklets (My First Year in Spanish - WB90BLs)
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mix^{and} match

clinic tear pads™
(CT) for quantity
discounts

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