

Campaign Promotes Seasonal Recipes for Families to Enjoy Together

Eat Well, Eat Local and Eat Together. This is theme of a campaign that will be delivered by Cornell Cooperative Extension in many counties across New York State starting in July and ending in November to coincide with harvest season. Also known as Eat³, the campaign's goal is to help families choose, prepare and enjoy healthy meals together using locally-grown produce.

Last fall, the Eat³ campaign was launched in six upstate counties. This year the campaign will be expanded to a total of 20 counties, including ten in the Capital District (Albany, Columbia, Greene, Fulton, Montgomery, Saratoga, Schenectady, Schoharie, Rensselaer, Warren and Washington), as well as in Chenango, Delaware, Erie, Genesee, Herkimer, Orange, Orleans, Otsego and Yates.

Each month, from July through November, the campaign will feature one local and healthful meal that families can prepare and enjoy together. Each Meal of the Month features two recipes. The recipes have been chosen to emphasize kid-friendly foods that take advantage of fruits and vegetables in season. For example, the Meal of the Month for July features Broccoli and Black Bean Quesadillas and Fruity Pops. The quesadilla recipe boosts the nutritional value of a traditional tortilla and cheese quesadilla by including broccoli and beans. The frozen fruit and yogurt "pops" uses seasonal fruits, such as berries and peaches, in an easy recipe that kids can make themselves.

Cornell Cooperative Extension will distribute recipes highlighting the Meal of the Month, as well as postcards and a colorful refrigerator magnet to remind families to Eat Well, Eat Local and Eat Together. Families are also encouraged to visit and register at the Eat³ website, www.Eat3.org. Those who register on the website will be entered into a monthly drawing for a \$50 grocery store gift card. Two gift card winners will be chosen each month. The website features additional seasonal recipes with nutrition information, tips, games and a chance to share comments and questions about the recipes and eating together.

The Healthy Start Partnership, the group that developed Eat³, believes that following the slogan's advice will help individuals and families improve their overall diets. According to Dr. Christine Olson, a professor in the Division of Nutritional Sciences at Cornell University who leads the Healthy Start Partnership, when family members eat a home-prepared meal together, they generally eat more nutritiously. This means more fruits and vegetables, more dairy foods and whole grains, and fewer soft drinks. Buying locally-produced foods means your dollars stay within the local community.

Cornell Cooperative Extension will deliver the program in a variety of agriculture, 4-H and nutrition venues, such as farmers' markets, county fairs, health and wellness events, community garden programs, and nutrition education programs and through county newsletters. Health and nutrition and youth educators will inform the public about the

benefits of eating *well, local and together*. In several counties, Eat³ will also be promoted by local food retailers and through local media with information on featured meals and goals of the campaign.

[CCE Association – Insert paragraph here on how you will specifically be promoting the campaign, such as specific events or the name of the local food retailer.]

Here is the Meal of the Month for July, which can also be found on www.Eat3.org.

Broccoli and Black Bean Quesadilla

1 cup cooked black beans
1/4 cup salsa
4 ounces low-fat cheddar cheese (1 cup grated)
1 cup cooked broccoli
1 tablespoon vegetable oil
4 8-inch flour tortillas

1. In large mixing bowl, mash beans.
2. Drain salsa and add to beans.
3. Add grated cheese to beans.
4. Chop broccoli and add to beans.
5. Heat 1/2 tablespoon of oil in frying pan on medium.
6. Lay tortilla flat on plate. Using 1/4 of bean mixture, fill half of tortilla, folding other half over mixture.
7. Place folded tortilla in pan. Cook 3-4 minutes until lightly browned.
8. Flip and cook second side.
9. Remove from pan and cut in half.
10. Repeat with remaining tortillas adding 1/2 tablespoon oil to pan just before adding the third tortilla.

Makes: 8 servings (1/2 quesadilla per serving)

Fruity Pops

1- 1/2 cups chopped peaches, strawberries, blueberries or raspberries
2/3 cup low-fat vanilla yogurt
2 cups orange juice
6 paper cups
6 spoons
aluminum foil

1. Chop fruit and divide equally among 6 paper cups.
2. Place yogurt in medium bowl.
3. Slowly pour orange juice into yogurt, stirring until blended.
4. Pour juice mixture over fruit.

5. Place spoon in each cup.
6. Cut squares of aluminum foil to cover tops of cups, piercing each with spoon handle. The foil holds the spoon in the center of the cup.
7. Freeze at least 4 hours.
8. To eat, peel paper cups away from pops.

Makes: 6 pops