



HEALTHY EATING - HEALTHY LIVING E-NEWSLETTER

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Are you ready to become a Whole New You in 2012?

Join Whole Foods Market on January 16th for a 28-Day Healthy Eating Challenge. We will be encouraging individuals, families, and the community to follow our 4 Pillars of Healthy Eating: Whole Food – Plant Strong – Nutrient Dense – Healthy Fats. Whether you are brand new to healthy eating or have been doing this for decades, we invite you on this exciting adventure - Cheryl.

For additional tips, recipes, and resources be sure to check out our new Health Starts Here™ website at <http://www.wholefoodsmarket.com/healthstartshere/>

What's happening?

A Whole New You in 2012

28 Day Healthy Eating Challenge: Registration, Orientation, and Weekly Meet-ups.

What is the Challenge?

1. Whole Food: Eat whole, unprocessed foods. We believe that food in its purest state — unadulterated by artificial additives, sweeteners, colorings, and preservatives — is the best tasting and most nutritious food available. Nature packaged whole foods with the vitamins, minerals, phytochemicals and fiber for optimal health.
2. Plant-Strong: Eat the rainbow by choosing a colorful variety of plants. No matter what type of diet you follow — including those with dairy, meat or seafood — reconfigure your plate so the majority of each meal is created from an abundance of raw and cooked vegetables, fruits, legumes and beans, nuts, seeds and whole grains.
3. Nutrient Dense: Make every bit count by choosing foods that are packed with micronutrients. Micronutrients include vitamins, minerals, antioxidants and phytochemicals. For guidance on this, look for Aggregate Nutrient Density Index (ANDI) scoring system in the store.
4. Healthy Fats: Eat healthy fats. Get healthy fats from whole food sources, such as nuts, seeds, avocados and fatty fish. These foods are rich in micronutrients as well. Work to eliminate (or minimize) extracted oils and processed fats.





The Health Starts Here Challenge
 encourages participants to take a 28-day pledge to
 the five cornerstones of healthy eating:

1. A large salad every day
2. At least a half-cup serving of beans/legumes in soup, salad or a dish once daily
3. At least 3 fresh fruits a day
4. One ounce of raw nuts and seeds a day
5. One large (double-size) serving of steamed green vegetables daily

EACH PARTICIPANT CAN CHOOSE THEIR OWN WEEKLY LEVEL:

Week one: Whole Food

- **Level one:** Each meal has one whole food present (whole grain, vegetable, fruit, beans, unprocessed animal protein.)
- **Level two:** Each meal has two whole food choices present.
- **Level three:** All foods are whole foods, no processed or refined foods.

Week Two: Plant-Strong

- **Level one:** One meal a day is plant-strong with one-half of the meal plants.
- **Level two:** Two meals a day are plant-strong with one-half of the meal plants.
- **Level three:** All meals are plant-strong with one-half of the meal plants.

Week Three: Nutrient Dense

- **Level one:** Each day I am eating 1 cup of leafy greens.
- **Level two:** Each day I am eating 2 cups of leafy greens and 3 fruits.
- **Level three:** Each day I am eating 2 cups of leafy greens, 3 fruits, and a cup of beans.

Week Four:

Healthy Fats (olives, nuts, seeds, avocados, fatty fish)

- **Level one:** One meal a day contains only fats from whole food sources.
- **Level two:** Two meals a day contain only fats from whole food sources.
- **Level three:** All fats are from whole food sources with no added oil





Registration:

You can register the following ways by Sunday January 8th

1. Whole Foods Market Superior customer service desk
2. On-line at <http://hsh28daysuperior.eventbrite.com>
3. Louisville Recreation Center

Orientation (mandatory):

If you attend orientation at Louisville Rec Center you will receive one free exercise class.

- Sunday, January 8th at 11:00 am at Louisville Recreation Center
- Monday, January 9th at 10:00 am at Whole Foods Market Superior Café.
- Monday, January 9th at 7:00 pm at Whole Foods Market Superior Café.

Weekly Meet-ups

- Wednesday, January 18th – Whole Foods Market Café, 7pm – Whole Foods
- Thursday, January 19th – Whole Foods Market Café, 10am – Whole Foods
- Wednesday, January 25th – Whole Foods Market Café, 7pm – Plant Strong
- Thursday, January 26th – Whole Foods Market Café, 10am – Plant Strong

UPCOMING EVENTS

The Psychology of Eating Marc David M.A.

Casey Middle School
1301 High Street, Boulder, CO 80304
Thursday January 19th 6:30pm

Marc is a nationally recognized teacher, speaker, Nutritional Psychologist, and the author of two acclaimed bestselling books: *The Slow Down Diet: Eating for Pleasure, Energy, and Weight Loss*, and *Nourishing Wisdom: A Mind-Body Approach to Nutrition and Well Being*.

Come join us as Marc presents his expertise in nutritional medicine and the psychology of eating in a fresh and innovative way.

Store Tour

Come join Cheryl, our Healthy Eating Specialist on a Healthy Eating Tour throughout all departments of the store. Coupons, recipes under \$4 per serving, and healthy products will be our focus. Register at customer service desk.

Organic Girl - Greens Demo

A representative from one of my favorite companies "Organic Girl" will be cooking up greens for a free cooking demonstration Thursday, January 19th 7pm in café -- dollar off coupons for all who attend. Register at customer service desk.





TIPS FOR JANUARY

Tip One:

Get your January off to a great start by adding more fruits and vegetables and cut out oils, sugar, and salt!

Add this to your plate everyday:

1. A large salad every day
2. At least a half-cup serving of beans/legumes in soup, salad or a dish once daily
3. At least 3 fresh fruits a day
4. One ounce of raw nuts and seeds a day
5. One large (double-size) serving of steamed green vegetables daily

Take this away from your plate everyday:

1. Oil and Butter
2. Added Sugar
3. Added Salt

RECIPES

All of these dressings are oil-free!

Basic Dressing

(Adapted from the Engine 2 Diet pg. 232)

Ingredients

- 1 tablespoon tamari
- 1 tablespoon Dijon mustard
- 2 tablespoons balsamic vinegar
- Juice of 1 orange
- 1 teaspoon Worcestershire sauce

Method

Whisk the 4 ingredients together in a bowl. You can add 2 tablespoons nutritional yeast and 1 tablespoon wheat germ to up the nutritional value. Add water to thin.

Dijon Dressing

(from the Engine 2 Diet pg. 232)

Ingredients

- ½ cup seasoned rice vinegar
- 1 teaspoon Dijon mustard
- 1 clove garlic, diced

Method

Whisk the 4 ingredients together in a bowl.





RECIPES

Peanut Dressing

(from the Engine 2 Diet pg. 233)

Ingredients

4 tablespoons chunky peanut butter
1 tablespoons water
2 tablespoons cider vinegar
3 tablespoons honey

Method

Whisk the 4 ingredients together in a bowl.

Orange Peanut Dressing

(from Eat for Health Book 2 pg. 121)

Ingredients

½ cup orange juice
2 tablespoons peanut butter unsalted
2 tablespoons raw cashew butter
2 tablespoons rice vinegar
1 teaspoon Bragg Liquid Aminos or low sodium soy sauce
¼ inch piece fresh ginger, peeled
¼ medium clove garlic, chopped

Method

Process all ingredients in a food processor until smooth

Lemon Treams

Makes about 18

Tart lemon, nutty walnuts and sesame seeds, rich coconut and smooth, sweet dates come together to make these delightfully tangy treats.

Ingredients:

1 cup chopped pitted dates
1 cup raw walnuts
1 cup sesame seeds
¼ cup lemon juice
2 teaspoons freshly grated lemon zest
½ cup unsweetened dried coconut flakes

Method:

Place dates, walnuts, sesame seeds, lemon juice and zest in a food processor. Pulse and blend until completely mixed. The mixture will be slightly sticky. With dampened hands, roll tablespoons of the mixture into balls. Roll in coconut and chill until ready to serve.

Nutrition:

Per serving (1 lemon treat): 140 calories (100 from fat), 11g total fat, 2.5g saturated fat, 4g protein, 10g total carbohydrate (3g dietary fiber, 7g sugar), 0mg cholesterol, 5mg sodium

