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HACKS

— FOR HEALTHY —

BACK-TO-SCHOOL

HABITS



RETAIL ACTIVATION GUIDE



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HACKS FOR HEALTHY BACK-TO-SCHOOL HABITS

ACTIVATION GUIDE

In early childhood, kids' produce consumption meets recommended levels, yet it tends to fall off as they head into their school-age years. How do we make sure kids continue to eat fruits and veggies as a lifelong habit? Making reaching for produce — Grab that apple! Crunch those carrot sticks! — as routine as brushing teeth is one solution. This activation guide is designed to bring produce habits to life in the retail setting during back-to-school season.

What's Included (click to jump to page)

1. The Habit Advantage: Background for Health Influencers
2. Media Pitch
3. Shopper Emails/Newspaper Articles (3 lengths to choose among)
4. Social Media Posts
5. Intercom Message Scripts
6. In-store Signage Suggestions
7. Recipes (for use in media pitches, videos, social posts, shoppable recipe sites)
8. Cooking Up A Rainbow Class Suggestion



THE HABIT ADVANTAGE

BACKGROUND FOR HEALTH INFLUENCERS

The primary goal of the *Hacks For Healthy Back-to-School Habits* retail promotion is to help parents and caregivers build fruit and vegetable habits in kids that will last a lifetime.

But what is a habit?

According to behavioral science experts, habits are automatic behaviors that have been internalized. They are how an action is performed, not the action itself. How does an action become automatic? How does it become a habit? The behavior must be repeated over and over again to stick.

The next question is, how do behaviors get repeated? Two good predictors of repetition are ease and reward. Individuals are much more likely to repeat actions that are easy, as well as those from which they derive pleasure. Starting with actions that are already easy and even have the potential to become easier over time (as is often the case with actions like teeth brushing that can be done at the same time and place each day) is optimal for forming habits. Further, habit-forming behaviors should be rewarding (e.g., eating a favorite fruit or vegetable and/or flavorful preparation). Easy and rewarding behaviors have the best chance of being frequently repeated and, in turn, becoming habits.

People often underestimate just how much better they can get at things with repetition, partly because they underestimate how much easier things get with repetition. Even something as simple as preparing instant soup or microwaving a frozen packaged entrée gets easier when you no longer have to read the eight-point font instructions. As things become easier through repetition, they then become even more likely to be repeated. Additionally, people tend to do things that they enjoy. That's obvious. What's less obvious is that the causality works in the other direction too. People will come to enjoy things that they do, even if they don't enjoy them at first. Both sides of this relationship are important for understanding fruit and vegetable consumption and for helping families build more fruit and vegetable consumption habits.

Ingredients Of A Habit

HABIT =
EASE +
REWARD +
REPETITION



As you encourage your retailer's shoppers to build habits through the content and activation ideas in this guide, consider these additional insights:

- Encouraging actions that build upon consumers' existing routines can be more effective than promoting a new behavior. This includes the ability to identify current habits to "piggyback" on. For example, pairing fruits and vegetables with foods they may be commonly consume (e.g., hot and cold cereals for fruit; eggs, salads, burgers, and sandwiches for vegetables) or incorporating greater consumption during mealtime routines (fruit is consumed most frequently at breakfast and vegetables at lunch and dinner).
- Messaging specifically about fruit and veggie prep shortcuts, adding produce to commonly eaten foods (who doesn't love applesauce with pork chops?), and doubling fruit and vegetable amounts in recipes can boost habit-formation and consumption.
- Building opportunities for repetition, consistency of context, reward, and ease to help shoppers develop patterns of habit formation.
- Reminding consumers — before they've established automaticity — that failures are okay, and that all attempts (not just successful ones) count can help evolve and reinforce habit formation.

While habits can be encouraged and built similarly, closing the fruit and vegetable consumption gap will require building a system of habits spanning different stages of one's fruit and/or vegetable consumption journey — from planning and purchasing to eating and enjoying. Retailers can support Americans in building this system by providing behavior-based cues; creating frictionless, easy and enjoyable experiences; and showcasing the many immediate rewards of eating and enjoying fruits and vegetables.



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Eggs add valuable nutrition to just about any meal

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Can be part of a heart-healthy diet

Choline for brain health

Boost absorption of nutrients in veggies

Lutein for eye health

EGGS PAIR PERFECTLY WITH PRODUCE:

Make breakfast tacos for dinner



Scramble into a veggie stirfry



Prep-ahead veggie egg muffins



Mix with pasta and your favorite veggies



Whisk into oatmeal with sliced fruit



Freeze breakfast burritos for on-the-go



Top salads with hard-boiled eggs



Bake into a sheet pan veggie hash



LEARN MORE ABOUT THE BENEFITS OF EGGS AT [INCREDIBLEEGG.ORG/NUTRITION](https://www.incredibleegg.org/nutrition)



EGG NUTRITION CENTER

MEDIA PITCH

The ABCs of Healthy Produce Habits: Back-to-School Edition

Foundation for Fresh Produce research indicates that toddlers are the only age group consuming the recommended level of fruits and vegetables. It tends to fall off as they head into their school age years. How do we make sure kids continue to eat fruits and veggies as a lifelong habit? Making reaching for produce — Grab that apple! Crunch those carrot sticks! — as routine as brushing teeth is one solution. During this media segment, registered dietitian _____ will help your viewers understand the science behind habit formation and offer produce tips that help parents integrate more produce into daily eating habits for kids headed back to school.

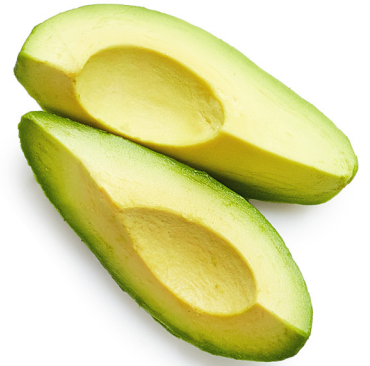
Media Segment Talking Points:

- According to behavioral science experts, habits are automatic behaviors that have been internalized. They are how an action is performed, not the action itself.
- How does an action become automatic? How does it become a habit? There are three steps in getting a behavior to stick.
 - » Step 1: Ease. Actions that are easy are more likely to be repeated.
 - » Step 2: Reward. A simple and clear benefit increases likelihood of repeating a behavior.
 - » Step 3: Repetition. Actions that are easy and rewarding are more likely to be repeated. The more frequently an action is repeated, it suddenly becomes a habit.
- Think of brushing your teeth. It's an easy action to do since it doesn't take much time or equipment. It's rewarding as the result is fresh breath. It's repeatable as it's typically done at the same time and in the same place each day. Ease, reward, and repetition make teeth brushing a quick-to-establish habit.
- At _____ (insert retailer name), we want to help kids headed back to school make enjoying fruits and vegetables as easy of a habit as brushing teeth.
- The reason? Foundation for Fresh Produce research indicates that toddlers are the only age group consuming the recommended level of fruits and vegetables. It tends to fall off as they head into their school age years. Our goal is to help parents establish fruit and veggie consumption as a lifelong habit for their kids.

The recipes provided in this guide are perfect for use in media segments.



- Today, I have some hacks to help parents help their kids make choosing fruits and vegetables easy, rewarding, and repeatable!
 - » Put fruits and veggies at kids’ eye level in the fridge so when kids open the door looking for a snack, they see it first.
 - » Take your favorite cowboy caviar recipe — or buy it in the deli section of our store — and add chopped pork tenderloin or pork chop. Serve with chips or celery for a delicious and filling lunch or after school snack.
 - Pork pairs well with colorful veggies, like those in cowboy caviar. Lean pork gives lunch or snack a protein boost with beneficial nutrients like iron and B vitamins.
 - » Eggs + Veggies = Dynamic Duo! Eggs can enhance the nutritional value of your meal by improving the absorption of the vitamins and mineral found in fruits and vegetables, which most people don’t get enough of. We all know that kids love to dip, and these pea fritters are fun to dip a savory yogurt sauce alongside other “dippable” veggies like carrots, cucumbers, bell peppers, and snap peas. They’re perfect when sending lunch to school, and the fun factor will definitely help build a veggie habit.
 - » For pre-school fuel, set up a “smoothie station” with various fruits and yogurt. Include walnuts as a way to boost omega-3 ALA. Allow kids to blend their own concoction in a blender or smoothie maker.
 - » Make a fruit salsa with diced strawberries, pineapples, and Granny Smith apples. Serve as a snack with homemade cinnamon tortilla chips.
 - » Our stores are committed to offering convenience. Purchase pre-cut veggies at our stores to add to soups, casseroles, and scrambled eggs.
 - » Foundation for Fresh Produce research indicates adding flavor to vegetables adds enjoyment and helps create veggie consumption as a habit. People just want vegetables to taste really good! A great way to add flavor and nutrition is with Walnut Pesto. (Note to RD: see recipe section.)
 - » Elevate salad kits by adding one or two more plant ingredients. For example, add diced avocado and black beans to a southwest-inspired salad kit or add fresh berries and toasted walnuts to a kale salad kit.
- Making these options fun and rewarding for kids and adding them to your weekly routine are sure-fire ways to keep kids eating their produce into adulthood.





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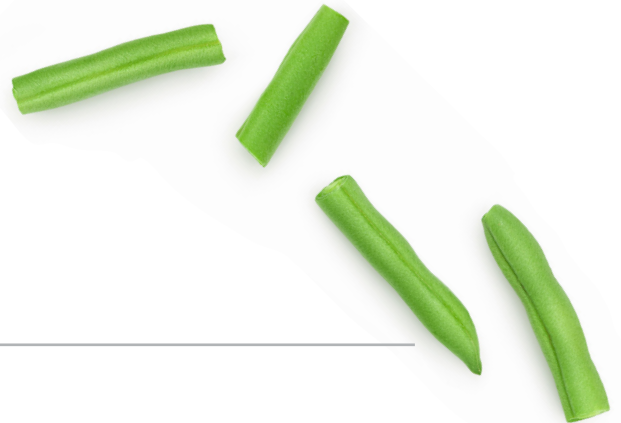
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SHOPPER EMAILS/NEWSPAPER ARTICLES

Short (50 words)

Form Fresh Habits This Back-to-School Season

The anatomy of a habit is simple – it must be easy, rewarding, and repeatable. To help kids thrive today and into the future, use our 25 Hacks for Healthy Back-to-School Habits to make choosing more produce easy, rewarding, and repeatable as kids head back to school.



Medium (200 words)

5 Produce Hacks for Back-to-School Habits

It's that time of year when your "to do" list is a mile long as you get kids ready to head back to school. As you tackle your list's nutritious lunch and after school snack items, consider these five hacks that will create lifelong fruit and veggie consumption habits in your kids:

1. Eggs can be paired with fruits and veggies for powerhouse breakfasts or lunches. Shake up the sandwich routine by cooking diced baby spinach and red bell pepper into a flat omelet; roll it up and slice into easy-to-grab bites to put in lunch boxes.
2. For an easy afterschool snack, set up a "smoothie station" with various fruits and your fav milk. Include walnuts to boost omega-3 ALA. Allow kids to blend their own concoction in a blender or smoothie maker.
3. Take your favorite cowboy caviar recipe and add leftover chopped pork tenderloin or pork chop. Serve with chips or celery for a delicious and filling lunch.

4. Create a rainbow-colored charcuterie board with raspberries, orange and yellow pepper slices, green beans, blueberries, and purple grapes, and keep it handy in the fridge for snacking.
5. For fruit sushi, flatten rice cakes and fill with sliced fruits like bananas, mango, and kiwi. Roll and slice into bite-sized pieces.



Long (400 words)

The ABCs of Healthy Produce Habits: Back-to-School Edition

We're not sure why it happens but it does. According to Foundation for Fresh Produce (FFP) research, toddlers are the only age group consuming the recommended level of fruits and vegetables. Then, it tends to fall off as they head into their school age years. How do we make sure kids continue to eat produce as a lifelong habit? Making reaching for produce — Grab that apple! Crunch those carrot sticks! — a habit just like brushing teeth is one solution.

Habits are internalized, automatic behaviors. They're how an action is performed, not the action itself. To get a behavior to stick, it must be easy, rewarding, and repeatable. The more frequently an action is repeated, it suddenly becomes a habit.

Think of brushing your teeth. It's an easy action to do since it doesn't take much time or equipment. It's rewarding as the result is fresh breath. It's repeatable as it's typically done at the same time and in the same place each day. Ease, reward, and repetition make teeth brushing a quick-to-establish habit.

How do you help your kids heading back to school make enjoying fruits and vegetables as easy as a habit as brushing teeth? Make it easy, rewarding, and repeatable with these ideas:

Easy

Put fruits and veggies at kids' eye level in the fridge so when kids open the door looking for a snack, they see it first. Or shake up the sandwich routine by cooking diced baby spinach and red bell pepper into a flat omelet; roll it up and slice it into easy-to-eat bites for lunch boxes. Eggs, fruits, and vegetables are all go-to nutritious choices.

Rewarding

Set up a "smoothie station" with various fruits and your fav milk. Include walnuts to boost omega-3 ALA. Allow kids to blend their own concoction in a blender or smoothie maker. Personalization makes this school breakfast or snack rewarding.

Repeatable

Add leftover chopped pork tenderloin or pork chop to your favorite cowboy caviar recipe. Pork is not only affordable, but also packed with nutrients, making it a perfect addition to any meal. Serve with chips or celery for a delicious and filling lunch. Having a batch of this on hand makes it easy for kids to repeat on multiple days.

For more ideas, use our [25 Hacks for Healthy Back-to-School Habits](#) to make choosing more produce easy, rewarding, and repeatable as kids head back to school.



SOCIAL MEDIA POSTS

Help your kids form fresh habits this back-to-school season! Did you know toddlers consume the recommended level of fruits and veggies, but it often drops off as they head to school? Let's change that! Make reaching for produce as easy as brushing teeth with these simple tips (link to 25 Hacks for Healthy Back-to-School Habits) #BacktoSchool #haveaplant #producehacks

Make healthy habits stick for your kids! Just like brushing teeth, enjoying fruits and veggies can become second nature. Try these tips to make it easy, rewarding, and repeatable. (link to 25 Hacks for Healthy Back-to-School Habits) #BackToSchool #HealthyHabits #haveaplant #producehacks



Build healthy habits to help your kids thrive during back-to-school season. Start by piggybacking on your existing routines! Pair fruits and veggies with foods they already enjoy, like adding leftover veggies to scrambled eggs or pineapple to sandwiches like in this Luau Ham option <https://bit.ly/3WBL6nF>. #BacktoSchool #haveaplant #producehacks

Incorporate fruits and veggies into everyday routines for a healthier back-to-school start. Double produce in recipes, keep fruits and veggies at kids' eye level in the fridge, and prep fruit and veggies on the weekend for easy addition to weekday meals. With repetition, consistency, and a sprinkle of encouragement, you'll build healthier habits in your kids that last a lifetime. #HealthyHabits #haveaplant #producehacks



Smoothie stations and cowboy caviar lunches? Yes, please! Check out our 25 Hacks for Healthy Back-to-School Habits to make choosing more produce a breeze this school year. #FreshStarts (link to 25 Hacks for Healthy Back-to-School Habits) #HealthyEating #haveaplant #producehacks

Piggyback fruit and veggie behaviors to build lifelong habits in your kids. Every time you make eggs, add veggies. Every time you blend a fruit smoothie, add walnuts. Every time pork is on the dinner plate, add sliced apples or applesauce. #HealthyHabits #haveaplant #producehacks

Back to School Made Easier



JUST ADD WALNUTS

INTERCOM MESSAGES

(30-second messages)

Message 1

Attention all parents and guardians! Are you looking for ways to help your kids build lifelong habits of enjoying fruits and veggies as they head back to school? Eggs can be paired with fruits and veggies for powerhouse breakfasts or lunches, so every time you make your kids eggs, add vegetables. Combine leftover pork with cowboy caviar and add to school lunches with celery or tortilla chips. Buy California walnuts, yogurt, and fruit to set up the ultimate breakfast smoothie station. Together, let's empower our kids to embrace nutritious choices that will last a lifetime.

Message 2

Looking for tips and tricks to help your kids thrive during the back-to-school season? Our favorite hack for helping kids build fruit and vegetable consumption habits is called piggybacking! Kids will eat more produce if you piggyback on existing routines! Pair fruits and veggies with foods they already enjoy, like scrambling leftover veggies into eggs or adding some extra pizzazz to your classic ham sandwich with BBQ sauce and a pineapple ring. A handful of walnuts with a handful of berries are a perfect piggyback pair. Fruit and vegetable consumption will be repeated if it produces a variety of positive sensory and emotional experiences.



IN-STORE SIGNAGE

Signage in produce as well as “paired” departments throughout the store can drive more fruit and vegetable sales.

Deli Department

School Lunch Hack: Buy cowboy caviar and add leftover chopped pork tenderloin or chop. Serve with celery or tortilla chips.

Egg Shelf

School Breakfast Hack: Every time you make eggs, add veggies. Eggs can be paired with veggies for powerhouse breakfasts.

Fresh Berries in Produce

School Breakfast Hack: Every time you blend a fruit smoothie, add walnuts.

Produce Department

After School Snack Hack: Put fruits and veggies at kids’ eye level in the fridge so when kids open the door looking for a snack, they see it first.

Produce Department

After School Snack Hack: Make a fruit salsa with diced strawberries, pineapples, and Granny Smith apples. Serve with homemade cinnamon tortilla chips.

Foil Aisle

Wrap vegetables like celery, asparagus, and broccoli in aluminum foil and store in the crisper drawer to maximize freshness.



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Use the Have A Plant® logo on your signage!

Send artwork to Candice Gordon, Foundation for Fresh Produce Creative Solutions Manager, for a quick review and approval.

cgordon@freshproduce.com

RECIPES

The following recipes are recommended for use in media segments, classes, in-store merchandising displays, and as shoppable recipes on e-commerce sites.

Veggie Loaded Egg Muffins



Photo courtesy of Sara Haas, RDN, LDN

Full recipe available here: [Veggie Loaded Egg Muffins](#). Recipe is perfect for meal prep on the weekends and addition to school lunches or as grab-and-go breakfast on busy school mornings.

Recipe Talking Points

- Looking for a perfect school lunch hack? Veggie Loaded Egg Muffins can be made ahead and used as a convenient grab-and-go breakfast or addition to school lunches! The high-quality protein and other key nutrients in eggs can help kids power through their day and support lifelong brain health.
- Veggies + Eggs = Dynamic Duo! Eggs can enhance the nutritional value of your meal by improving the absorption of the vitamins and minerals found in fruits and vegetables, which most people don't get enough of.
- Piggyback behaviors can help build lifelong produce consumption habits in kids. A great example of a piggyback behavior is every time you make eggs for your kids, add vegetables.
- Eggs add valuable nutrition to just about any meal. They can be made quickly and pack a powerful nutrient punch from high-quality protein and brain health-supporting choline.

Fiesta Ham Roll-Up

This recipe is perfect for kids' cooking classes, Tiktok videos, and media segments as it doesn't even need a written recipe. Using your favorite whole grain wrap, layer mashed avocado, low sodium deli ham, hummus, and string cheese. Slice and add to school lunches, serve as an after-school snack, or for kids' pre-gaming on the sidelines of sports practices or matches.



Recipe Talking Points

- You're set to guac and role with this non-recipe recipe that kids can prepare themselves.
- Using your favorite whole grain wrap, layer mashed avocado, low sodium deli ham, hummus, and string cheese. Slice and add to school lunches, serve as an afterschool snack, or have available for kids' pre-gaming on the sidelines of sports practices or matches.
- Adding vegetables to main dishes, like the guacamole to this roll-up, is a hack that is easy to repeat and turn into a habit. Other examples are replacing half the noodles in lasagna with vegetable layers (think zucchini, yams, or eggplant) or adding pureed cauliflower or butternut squash to mac and cheese.
- Elevate your taste buds this back-to-school season while nourishing your body. Pork pairs well with plants, like the guacamole in our Fiesta Ham Roll-Up.

Strawberry Walnut Date Smoothie



The full recipe is available here: [Strawberry Walnut Date Smoothie](#). With just five ingredients, this recipe is perfect for a video social post, as a shoppable recipe on e-commerce, or for an in-store demo.

Recipe Talking Points

- This smoothie is perfect pre-school fuel. Added bonus? It's grab-and-go and can be enjoyed on the school commute.
- What's the equation for a perfect smoothie? Protein + fiber + good fats! This recipe provides fiber from strawberries and walnuts, protein from walnuts and yogurt, and good fats from walnuts.
- Did you know California walnuts are the only tree nut to provide an excellent source of omega-3 ALA? Just add a handful of California walnuts into a smoothie and blend.

Pea Fritters



Full recipe available here: [Pea Fritters](#). Can be made with fresh or frozen peas. Recipe idea ideal as advanced meal prep video, school lunch promotion, and afterschool snack concept.

Recipe Talking Points

- Convenience is key and this recipe brings together pantry staples like frozen peas, eggs, flour, and seasoning in a kid-friendly, dipable snack hack.
- These pea fritters are fun to dip in a savory yogurt sauce alongside other “dippable” veggies like carrots, cucumbers, bell peppers, and snap peas.
- Eggs can enhance the nutritional value of your meal by improving the absorption of the vitamins and minerals found in fruits and

vegetables, which most people don't get enough of.

- Eggs can be paired with fruits and veggies for powerhouse breakfasts or lunches.

Cowboy Caviar With A Protein Punch



This recipe is a great way to highlight better-for-you options in your store delis as well as to promote the idea of cook once and eat twice. Few recipes are more convenient than this one making it perfect for a social video post or e-commerce shoppable recipe. Simply add leftover pork tenderloin or chop to cowboy caviar sold in your store or homemade from your favorite recipe.

Recipe Talking Points

- Looking for an easy, peasy lunch hack? Find Cowboy Caviar in the Deli department of our stores. Serve with celery or tortilla chips for a delicious and filling lunch.
- Cook once and eat twice during the busy back to school season with ground, shredded or chopped lean pork. Pork is not only affordable, but also packed with nutrients, making it a perfect addition to any meal.
- Did you know nutrients like choline help support brain health and development in your little one? Fill your grocery cart with lean pork, which is a good source of choline.
- Research shows that individuals who eat the most vegetables plan for it before they shop grocery stores. When you make your next grocery list, make sure cowboy caviar (and lean pork, too) and other convenience fruit and vegetable items are added.

Walnut Pesto



The full recipe is available here: [Walnut Pesto](#). As The Foundation for Fresh Produce suggests flavor is a great way to increase vegetable enjoyment, this recipe is perfect on roasted vegetables and as a veggie dip added to school lunches. Showcase all the veggie-forward uses of this recipe in videos, social posts, and media segments.

Recipe Talking Points

- The Foundation for Fresh Produce research suggests that adding flavor is a great way to increase vegetable enjoyment, helping to build a habit of vegetable consumption.
- This recipe is the perfect way to add flavor to vegetables.
- Simply clean and cut a variety of vegetables, toss with the pesto, and roast. Or use as a dip for fresh vegetables in school lunches or on after school charcuterie boards.
- Walnuts are a perfect complement to vegetables, providing plant-powered protein, fiber, and omega-3 ALA.
- When you have leftover pesto, don't throw it away or stash it in the fridge where it could be forgotten. Instead, pour the rest into an ice cube tray. After they're frozen, pop them into a resealable bag for a quick pasta sauce, pizza topper, sandwich spread or topping for chicken.

COOKING CLASS CONCEPT

This suggested class concept can be featured for kids, parent-child pairs, or parents.

Suggested Class Titles:

Cooking up a Rainbow

Rainbow Bites

Taste the Rainbow

Palette to Plate: Bring the Rainbow to Your Table

Recipe Attribution: Credit recipes to fruitsandveggies.org.



Recommended Recipes & Talking Points:

RAINBOW PIZZA



Ingredients

- 5 baby purple potatoes, diced
- 1 lb. whole-wheat pizza dough
- 4 Tbsp. walnut pesto (see recipe below)
- ½ green bell pepper, diced
- ½ yellow summer squash, diced
- ½ orange bell pepper, diced
- 1 cup cherry tomatoes, halved

Instructions

1. Preheat oven to 400°F.
2. Arrange potatoes on a baking sheet. Roast for 20 minutes.
3. Roll the pizza crust out on a flat surface. Evenly spoon the pesto over the crust.
4. Arrange the vegetables in the order of the colors of a rainbow.
5. Place back in the oven and bake 20 minutes.

Walnut Pesto by California Walnuts

Ingredients

- 3 packed cups fresh basil leaves
- 3 large cloves garlic
- 1/3 cup lightly-toasted California walnuts
- 1/3 cup extra-virgin olive oil
- 1/3 cup grated Parmesan
- Salt and pepper to taste
- Optional: additional extra-virgin olive oil (for storage)

Instructions

1. Place the basil leaves and garlic in a food processor or blender and mix well. Add the walnuts and continue to blend until the nuts are finely ground.
2. Keep the machine running as you drizzle in the olive oil. When you have a smooth paste, transfer to a bowl, and stir in the parmesan. Season to taste with salt and pepper.
3. If you are not going to use the pesto right away, place in a container that has a tight-fitting lid. Smooth out the top surface of the pesto and pour on enough olive oil to cover it completely. This creates an air-proof seal that helps preserve it well. Cover tightly and store in the refrigerator.

Rainbow Pizza Talking Points

Besides pizza, what other foods do you love? What are your favorite after school snacks or school lunch items? What fruits or vegetables might you add to them?

Parent-specific talking point:

Fruit and vegetable consumption will be repeated if it produces a variety of positive sensory experiences, including with added flavor. Walnut Pesto is a great way to add flavor to this veggie pizza.

Parent-specific talking point:

When you have leftover pesto, don't throw it away or stash it in the fridge where it could be forgotten. Instead, pour the rest into an ice cube tray. After they're frozen, pop them into a ziplock bag for a quick pasta sauce, pizza topper, sandwich spread or topping for chicken.

RAINBOW SPRING ROLLS

Ingredients

SPRING ROLLS

- 1 beet, peeled and finely grated
- 8 rice paper wrappers
- 1 red pepper, thinly sliced
- 1 cup carrots, sliced into matchsticks
- 1 mango, thinly sliced
- 1 cup stemmed fresh mint
- 1 cup stemmed fresh cilantro
- 8 thin slices of low-sodium deli ham

DIPPING SAUCE

- ½ cup natural peanut butter
- 1 Tbsp. low-sodium soy sauce
- 1 Tbsp. brown sugar
- Juice of ½ lime
- ½ tsp. chili garlic sauce
- ½ tsp. grated ginger



Instructions

1. Rinse and drain the grated beet well to prevent colors from running with other vegetables.
2. Bring 3-4 cups of water to a boil. Pour water in a large, shallow dish. Working one roll at a time, submerge a rice paper until just soft (10-15 seconds).
3. Transfer to a clean, slightly damp cutting board and smooth out into a circle.
4. Place 1 slice of low-sodium deli ham on rice paper.
5. Place ⅛ each of remaining roll ingredients on rice paper. Fold bottom and top over the fillings, then fold in one side and roll to seal. Repeat until all wrappers and fillings are used.
6. In a small bowl, whisk together dipping ingredients. If the sauce is too thick, whisk in hot water 1 tablespoon at a time (3-4 tablespoons total) to reach desired consistency.
7. Serve rolls immediately with dipping sauce.

Rainbow Spring Rolls Talking Points

- While we followed a recipe today, veggie spring rolls are incredibly versatile, allowing you to add your favorite vegetables, or even fruits. What combination will you try when you make spring rolls at home?
- I love these veggie spring rolls because I can eat them without any utensils. Wouldn't they be perfect in your school lunch box or for an afternoon snack?
- Elevate your taste buds this back-to-school season while nourishing your body. Pork, like the ham we used here, pairs well with plants.

Parent-specific talking point:

Adding herbs and spices to vegetables can increase your child's enjoyment of them. In this recipe, we used cilantro and mint plus lime and ginger in the dipping sauce. What are your kids' favorite flavors and how might you add them to vegetables at home?

RAINBOW CHIPS



Ingredients

- Your choice of veggies, such as: sweet potatoes, beets, zucchini, carrots, & rutabaga.
- ½ tsp of sea salt
- ½ tsp of pepper
- Oil of choice
- Mandolin for thinly slicing vegetables

Instructions

1. Wash and clean vegetables; peel if desired.
2. With either a knife or a mandolin, slice the vegetables into thin-shaped disks.
3. Lay the veggies on a paper towel and sprinkle salt all over them. Pat dry and let sit for around 15 minutes. This will allow the veggies to sweat out any extra moisture and make the chips extra crisp!
4. Lay the chips on a baking pan. Sprinkle with pepper and any other seasoning of choice. Lightly toss with oil.
5. Bake for 15 minutes. After 15, rotate the pan for an additional 15 minutes. You can bake longer to achieve the level of crispiness desired.
6. Allow to cool. Serve with hard boiled eggs as a perfect pair to the vegetables. Enjoy!

Rainbow Chips Talking Points

- Which vegetable chip flavor did you like the best? Did you try combining different veggie chips in one bite?
- What other vegetables would you want to try when you make this recipe at home? What spices would your family members want to try on these veggie chips when you show them how to make them?
- While most of you have likely eaten potato chips many times, the vegetable chips we made today offer nutrients like vitamin A, potassium, folate, and fiber.
- As a perfect pairing, enjoy these veggie chips with hard boiled eggs. Eggs, vegetables, and vegetables are all go-to healthy choices.

Did You Know? Eggs can enhance the nutritional value of your meal by improving the absorption of the vitamins and minerals found in fruits and vegetables, which most kids don't get enough of.

fruitsandveggies.org is a go-to site for all things fruits and veggies! Inspiration for customers and clients as well as [Educational Resources](#) for you!

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