

seasons

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EMPLOYEE OWNED

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4. Hy-Vee HealthMarket One Daily or Sentry Vitamins: selected varieties **50% off**
5. Hy-Vee Pastas: omega 3 enriched 14.5 oz. or whole wheat 13.25 oz. **\$1.28**



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DEAR FRIENDS,

Making healthful food choices, along with getting plenty of physical exercise, generally leads to disease prevention, more energy and a longer life. As health professionals, Hy-Vee dietitians recognize the benefits of certain foods and know the correct serving amounts. Medical research continues to support that good nutrition may reduce risks of chronic diseases, such as type 2 diabetes, hypertension and certain cancers—as well as fight obesity and related illnesses—so it's comforting to know that you can count on Hy-Vee dietitians to help you make good food choices.

With quality of life foremost, Hy-Vee dietitians offer education and counseling to teach customers to shop for healthful foods and cook right-size portions. Working with customers one-on-one as well as in group sessions, they develop solutions that lead to fuller lives, even with existing health concerns such as food allergies and diabetes. As leaders of the Hy-Vee weight-loss program *Begin*, these dietitians can help individuals reach their health-related goals.

Hy-Vee, dedicated to making lives easier, healthier and happier, is proud to staff professional dietitians at many of its stores. In this issue of *Hy-Vee Seasons*, read about them and the *Begin* program in "It's Your Life," *page 16*. Also learn how Hy-Vee pharmacists can help you achieve and maintain good health in "Move It and Lose It," *page 2*.

In "Healthy Home-Style Cooking," *page 38*, find out how to serve delicious—and more healthful—meals by updating popular family favorites. Then, in "Fiesta," *page 22*, take an imaginary south-of-the-border vacation to shake off winter doldrums. From there, drift on over to *page 54* for enticing seafood scenes and easy, delicious recipes in "Ocean Fresh." Learn about mysterious underwater delicacies and revel in beautiful Alaska photography taken on location by *Hy-Vee Seasons* photographer Tobin Bennett, accompanied by other Hy-Vee professionals. The team sought the finest seafood in the world to offer to Hy-Vee customers.

Dr. Laura Kostner
PhD, RD
Health and Wellness Supervisor



seasons **HyVee**

HEALTH 2009 • VOLUME 3 ISSUE 1

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Hy-Vee Seasons recipes are tested by the Hy-Vee Test Kitchen food technologists to guarantee that they are reliable, easy to follow and good-tasting.

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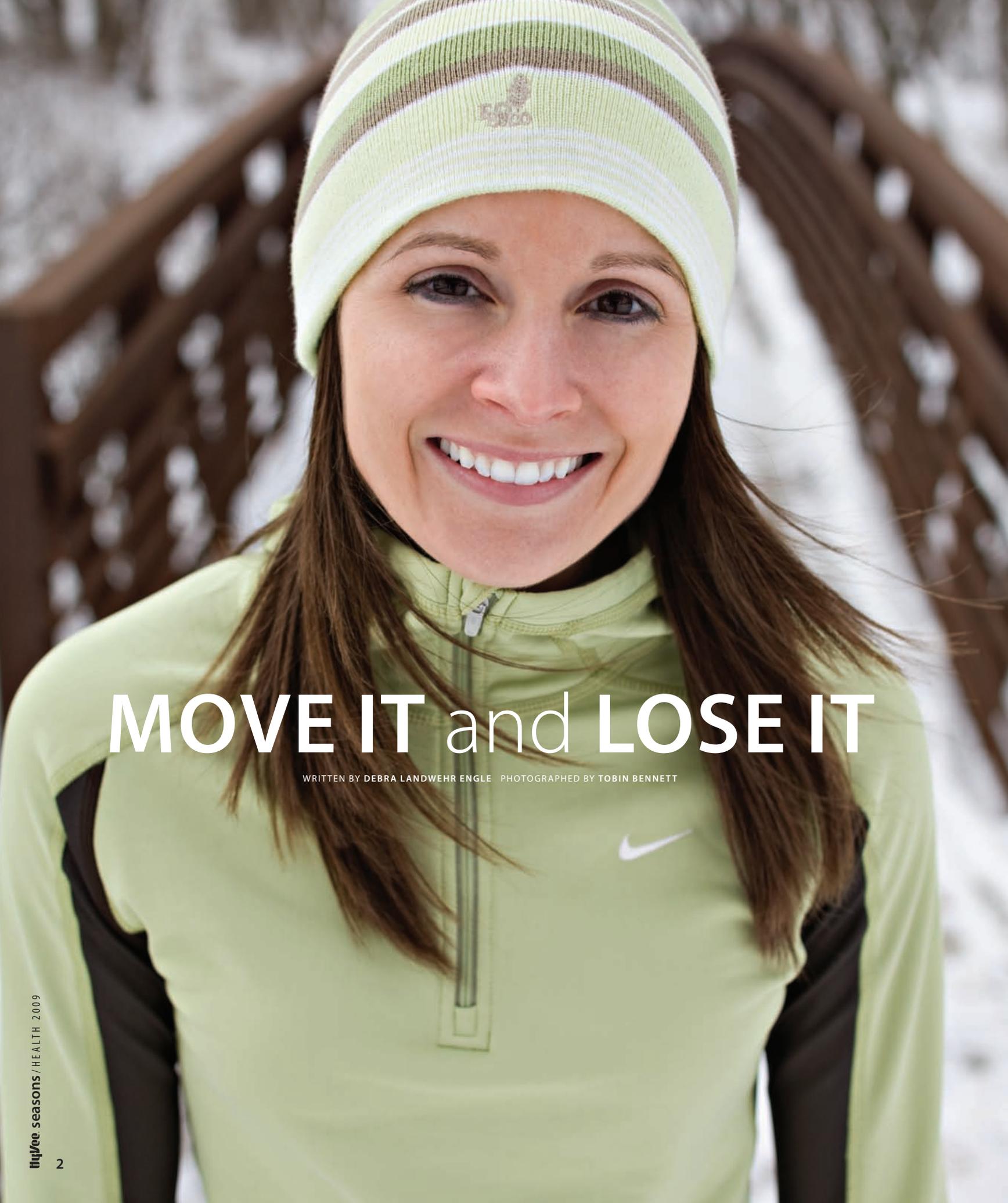
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Prices effective January 7, 2009, through February 11, 2009
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MOVE IT and LOSE IT

WRITTEN BY DEBRA LANDWEHR ENGLE PHOTOGRAPHED BY TOBIN BENNETT



The cold winter months may seem an unlikely time to exercise outdoors, but walking and running during winter—as at any time of the year—can have great health benefits, says Hy-Vee pharmacist Mike Case Haub. Regular physical activity, whatever the season, has several important benefits.

- *Weight management.* Running and walking help expend more calories than you take in—an important factor around the holidays when it's easy to pack on extra pounds. To lose 1 pound of body weight, you need to create a deficit of 3,500 calories, equal to burning 500 calories each day for one week.

- *Reduced risk of diabetes.* Weight management can lower the risk for type 2 diabetes. One study found that people at high risk for diabetes cut that risk in half by combining consistent exercise, a lower fat intake and a 5- to 7-percent weight loss. For people who already have diabetes, Mike says, running and walking help keep it under control.

- *Cardiovascular health.* Running and walking help lower blood pressure, reduce “bad” cholesterol and assist arteries in maintaining

elasticity. A half-hour of brisk walking every day is associated with a 30- to 40-percent lower risk of heart disease in women.

- *Bone health.* Walking and running stimulate bones and diminish the likelihood of osteoporosis while slowing the aging process. A study of 30,000 men and women ages 20 to 93 shows that consistent activity reduces the risk of hip fracture.

- *Strengthened immune system.* Regular exercise “gets your immune system up and going,” Mike says. “One reason that people get sick is that they’re stuck indoors, sharing germs with others. Getting out of the house decreases exposure to germs.”

- *Mood elevation.* “In the winter, seasonal affective disorder, or SAD, is pretty common,” Mike says. Exercise releases endorphins, which create a sense of euphoria, and being out in the sunshine can counteract the impact of shorter daylight hours.

- *Social networking.* Interaction with others promotes health on every level. “Exercise is a great way to get involved with people,” Mike says. “It’s helpful for retirees and also for stay-at-home moms and dads as one way to get out of the house.”

It's 20 degrees outside, the sky's been gloomy for days and you feel melancholy. What's the best thing to do? Bundle up and go outside for a brisk walk or run.

Hy-Vee Pharmacy

The Hy-Vee Pharmacy is dedicated to being helpful and is always looking for ways to make your life easier, healthier and happier. Besides filling prescriptions, Hy-Vee pharmacists can assist in selecting appropriate over-the-counter products for exercise-related aches and pains.





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OVER-THE-COUNTER SUPPORT

Physical activity sometimes results in minor aches and pains. Fortunately, help is as close as your local Hy-Vee pharmacy. Provide relief with these products, recommended by Hy-Vee pharmacist Mike Case Haub, *opposite*. Use them as directed and ask your pharmacist if you have questions.

- Heat creams and wraps. Standbys such as BenGay analgesic patches and creams relieve sore muscles and joint pain. ThermaCare HeatWraps increase blood flow to sore muscles, increasing flexibility.

- Capsaicin. Containing a derivative of chile peppers, this cream alleviates arthritis, back pain and nerve pain. Wash your hands thoroughly after applying it.

- Anti-inflammatory products. Products such as Aleve pain reliever block the body's production of prostaglandins, which play a role in pain and inflammation. Use it for muscular aches and minor arthritis pain.

- Ibuprofen. An anti-inflammatory ingredient—in products like Advil pain relievers—ibuprofen has been proven to relieve back pain, arthritis and minor injuries.

- Glucosamine. This natural compound is found in healthy cartilage. Taken as a supplement, it can help reduce damage to joint cartilage.

- Ice packs and wraps. Use them to reduce pain and inflammation and to stimulate faster healing.

- Knee braces. These reduce stress and weight on joints, helping to relieve pain and prevent injury.

1. Swiss Miss Cocoa Envelopes: mini marshmallow, chocolate or variety pack 10 ct. **10/\$10.00**

2. Coffee-mate Flavored Creamer: selected varieties 16 oz. **2/\$4.00**

3. Puffs Facial Tissue: basic, plus, designs or with Vick's: 96 to 216 ct. **\$1.88**

4. Hy-Vee Cough Drops: selected varieties 30 ct. **4/\$3.00**

5. Hy-Vee Lip Balm Original or Cherry 2-pk. **\$.96**

6. Hy-Vee Nasal Decongestant Tablets 18 ct. **\$1.88**





CHEW MORE. SNACK LESS.

When the clock strikes 3 p.m. and you're tempted to snack on something sweet that you know you shouldn't, chew a stick of long-lasting Extra® Polar Ice® gum. Research shows that chewing gum before snacking can control appetites and reduce cravings for sweets.

Extra or Wrigley Slim Pack Gum: selected varieties 15 ct. **\$.88**



Mucinex Maximum Strength Cough and Cold: regular or DM 28 ct. **\$.19.88**
 Mucinex Regular Strength Cough and Cold: regular or DM 40 ct. tabs **\$.17.99**
 Delsym Adult & Children Cough and Cold: selected varieties 3 oz. **\$.7.49**



1 1. Life Saver Candy: hard or gummie bonus size 2.75 to 7 oz. ct. **2/\$3.00**
 2. Orbit Gum: selected varieties 3 pk. **\$.218**



Pepcid 25 or 30 ct. **\$.8.99**
 Tylenol or Motrin 40 or 50 ct. **\$.4.99**



1 Johnson & Johnson Baby Care: selected varieties 5 to 15 oz. or 3 ct. **2/\$7.00**
 2. Listerine Mouth Rinse: selected varieties 500 ml. **\$.3.49**
 3. Sudafed Cough and Cold: selected varieties .5 oz., 20 or 24 ct. **\$.4.99**
 4. Zyrtec 30 ct. **\$.16.44**



OUTDOOR EXERCISE TIPS

Exercising outside during winter requires special considerations. Follow these tips to ensure that cold-weather activities lead to greater health.

- Wear a hat. "You're going to lose a lot of heat if you don't," Hy-Vee pharmacist Mike Case Haub says. "You may not get sick, but you'll be wasting a lot of energy."
- Do gentle stretches before and after. Warm your muscles before vigorous exercise, then cool them down before completely stopping movement.
- Wear sunblock. Sunlight reflects off snow. Wear sunscreen, especially while skiing or sledding.
- Exercise safely. On especially cold or icy days, exercise indoors at malls, school tracks or a public YMCA.
- Use the buddy system. "This can be the key to your success," Mike says. "Make yourself accountable to someone so you won't put it off."



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1. Cuisinart Coffee Grinder: each **\$18.88**
2. Cuisinart Coffee Maker: each **\$29.95**
3. Family Slippers: choose from many styles 1 pr. **\$6.99**
4. Family Winter Gloves: choose from many styles 1 pr. **\$4.99**
5. Kane Handpainted Mugs: each **2/\$9.00**
6. Hy-Vee Ready-To-Drink Teas: selected varieties 6 pk. **\$2.58**

Snack Smart

WRITTEN BY LOIS WHITE PHOTOGRAPHED BY KING AU



Here's good news for parents who wonder whether snacking is good for children: It is! According to Abby Heidari, Hy-Vee dietitian, Leawood, Kansas, about 20 percent of a child's energy and nutrients comes from snacks. "Snacks are a great way of sneaking in fruits and vegetables, whole grains and low-fat dairy foods that your child may have missed at meals," she says.

Research has shown that snacking can also curb kids' hunger attacks and help keep food portions in check at mealtime. "A good rule is to allow about two hours between the time you serve a snack and when you serve a meal," Abby says.

With two children of her own, Abby recognizes the challenges that parents face in getting kids to snack nutritiously. "Since you control the food that comes into your house, you can decide which healthful snacks to have available, then let your kids choose what they want to eat," she says.

NATURAL VS. ORGANIC

Browse through the aisles at the Hy-Vee HealthMarket, where you'll find a wide variety of kid-friendly natural and organic

snacks (see *page 11* for more information). Read labels and note differences among regular, all-natural and organic snacks. Regular dried fruit snacks may be labeled "naturally fat-free," which doesn't mean they are natural or organic.

Natural snacks are processed without fundamentally altering the raw product. More specifically, no colorings or artificial ingredients are added, although chemicals may have been applied to the crop, or the food may have been irradiated and/or bioengineered.

All organic snacks carry a certified label, which shows that a government inspector has visited the farm or plant where the food was processed and has certified that the food meets all United States Department of Agriculture (USDA) criteria for organic certification.

Organic food is grown naturally without the use of chemicals. It contains no artificial colors, flavors or preservatives. Although some organic snacks are natural, not all snacks labeled "natural" are organic.

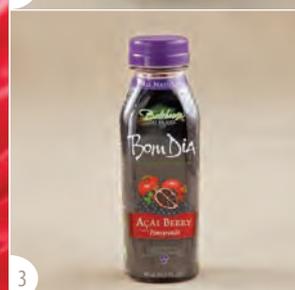
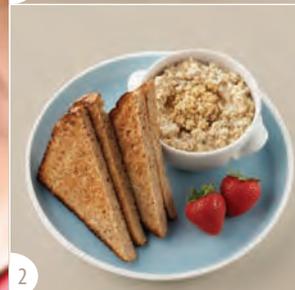




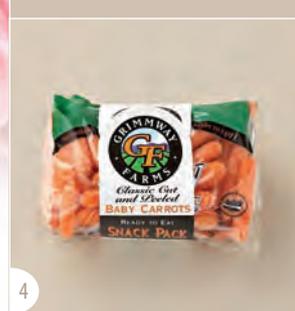
SNACKING TIPS FOR PARENTS

Be prepared to serve healthful snacks to your family at home and away.

- **Keep snacks accessible.** Store veggies and dips in the fridge at your child's eye level. Place fresh, washed, ready-to-eat fruit in a bowl on the table. Designate a cabinet shelf for popcorn and whole-grain crackers.
- **Package for on the go.** Use resealable bags for short or long trips. For purchased packaged snacks, select low-fat, low-calorie string cheese or applesauce.
- **Set examples for good snacking.** When kids see you bite into an apple or munch on almonds, chances are they'll follow suit.
- **Take kids shopping.** Make a list of snacks for kids to find. Hy-Vee registered dietitian Abby Heidari suggests a color game she plays with her 5-year-old daughter. Each week they choose a color, then her daughter finds a snack that matches. "One week it was green, and she chose a Granny Smith apple. It's fun to try," she says.
- **Make snack time fun.** Stock crunchy, chewy, juicy, creamy or gooey snacks. Pair food textures, such as creamy yogurt and crunchy granola.
- **Encourage label-reading.** Ask kids to find calories, fat, nutrients, fiber, iron, calcium and Vitamin C. They'll learn which foods to watch for on their own.



STORE SEVERAL HEALTHFUL SNACKS, IN JUST-RIGHT PORTIONS FOR SNACKING, IN EASY-TO-GRAB RESEALABLE BAGS.



1. Bakery Fresh Granola Oat Crunch: plain or cinnamon 12 oz. **\$4.99**
2. Kitchen Fresh Hot Oatmeal & Toast **\$2.29**
3. Bom Dia Acai Juice: selected varieties 340 ml. **2/\$5.00**
4. Grimmway Baby Carrots Snack Pack: 4 pk. **4/\$5.00**
5. Seneca Apple or Sweet Potato Chips: selected varieties **2/\$4.00**
6. Video Game Assortment: choose from our popular selection 1 ct. **\$15.99 to \$24.99**

TEN TERRIFIC ORGANIC SNACKS FOR KIDS

Hy-Vee HealthMarket offers a treasure trove of fun, kid-friendly organic snacks. Read nutrition labels to determine which snacks meet your kids' nutrition needs.

1. Bare Fruit is a low-calorie, high-fiber, naturally sweet snack made from organic fruit that's been baked dry. Flavors include cherry, mango and Granny Smith. Best of all, there's no added sugar.
2. Carole's Soy crunch is a crunchy soybean-based snack. The enticing flavors are coconut, cinnamon raisin, original and sesame.
3. Cascadian Farm Chewy Organic Granola Bars have several taste varieties, including chocolate chip, fruit and nut, harvest berry, peanut butter and vanilla chip.
4. Clif Kid Organic Twisted Fruit is real fruit twisted in a rope. Each piece is equivalent to one serving of fruit. Flavors are grape, mixed berry, pineapple, sour apple, strawberry and tropical.
5. Crunchies Food Company Organic Sweet Peas Crunchies are made using a unique freeze-drying process that gives the peas crunchy texture and allows them to retain many nutrients. Munch them straight from the bag or toss some into a snack mix.
6. Leroux Creek Organic Applesauce combines naturally sweet apples with organic fruits for appealing applesauce flavors, such as cherry, berry, apricot, mango and cinnamon.
7. Organic Valley Stringles (string cheese) supply a good source of calcium and protein and are available in mild cheddar, colby Jack and mozzarella.
8. ProBugs Organic Whole Milk Kefir is a cultured milk product similar to a yogurt drink. It's a healthful source of probiotics, which promote good digestive health.
9. R.W. Knudsen Sensible Sippers contain all natural and organic juices with no sugar added. Boxed in portions sized for toddlers and preschoolers, the juice flavors include banana, apple, mixed berry and fruit punch.
10. Stonyfield Farm Organic Yogurt is rich and creamy in a variety of fruit flavors as well as caramel and maple-vanilla.

Bare resolution.

Uncomplicate your plate.



Just Bare Chicken Boneless,
Skinless Chicken Thighs:
20 oz. **\$5.99**



This year, make a promise to get back to good. To savor simplicity in your food and your life. To protect your health and the health of our planet.

Turn over a new leaf with Just BARE™ Chicken without additives you can't understand, let alone pronounce. And without the foam tray.

Enter the code online



- 🌿 No added hormones.
- 🌿 No antibiotics - ever.
- 🌿 Cage free. Vegetable fed.
- 🌿 Leakproof, recyclable tray.
- 🌿 Traceable to the Midwest family farm where it was raised.



go minimalsm

Get the story and recipes at justbarechicken.com

PEANUT BUTTER AND BANANA CRUNCH MIX

Serves 15 (½ cup each)

ALL YOU NEED

- ¼ cup Smuckers™ natural peanut butter
- 1 tablespoon Hy-Vee unsalted butter
- 5 cups Hy-Vee crispy hexagon cereal
- 1 cup Nutter Butter™ bites
- 1 cup Hy-Vee dried banana chips
- ½ cup Reese's Pieces™

ALL YOU DO

1. Preheat oven to 325°F. 2. In a small saucepan over medium heat, melt peanut butter and butter until smooth. Pour over cereal in a 9×13-inch baking dish. 3. Bake 10 minutes; remove from oven and cool completely on waxed paper. 4. In a large bowl, stir cereal, Nutter Butter™ bites, banana chips and Reese's Pieces™ until combined.

Nutrition Facts per serving: 150 calories, 7 g fat, 3.5 g saturated fat, 0 g trans fat, 0 mg cholesterol, 120 mg sodium, 20 g carbohydrates, 1 g fiber, 7 g sugar, 3 g protein. Daily Values: 6% vitamin A, 6% vitamin C, 0% calcium, 20% iron.

1. Hormel Natural Choice Lunchmeats or Chicken Strips: selected varieties 6 or 9 oz. 2/\$6.00
2. Organic Essentials Cotton Balls: 80 ct. \$1.99
3. Organic Essentials Cotton Swabs: 180 ct. \$2.99
4. Cultural Revolution Yogurt 10/\$10.00
5. Kashi Pizza: selected varieties 11.9 to 13 oz. \$4.77
6. Full Circle Instant Oatmeal: selected varieties 8 ct. \$3.68
7. Green & Black's Organic Chocolate Bars: selected varieties 3.5 oz. \$2.48



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1. Smucker's Natural Peanut Butter: creamy, chunky or butter honey 16 oz. \$2.58
2. Melissa's Organic Tofu: selected varieties 18 oz. 2/\$4.00
3. Hy-Vee Dried Fruits: selected varieties 6 oz. 3/\$5.00
4. Hy-Vee All Natural Pita Chips: selected varieties 6 oz. \$1.88
5. Sabra Hummus: selected varieties 10 oz. \$3.49
6. Weight Watchers Yogurt: selected varieties 6 oz. 4/\$2.00
7. Earthbound Farms Organic Salads: selected varieties 16 oz. \$4.99

ITALIAN POPCORN

Serves 20 (about 1 cup each)

ALL YOU NEED

- 2 (3.5 ounces each) bags Hy-Vee natural popcorn
- 3 tablespoons Hy-Vee unsalted butter, melted
- ½ teaspoon Hy-Vee oregano
- ½ teaspoon Hy-Vee basil

- ½ teaspoon Hy-Vee thyme
- ½ teaspoon Hy-Vee garlic powder
- 2 tablespoons Hy-Vee grated Parmesan cheese

ALL YOU DO

1. Pop popcorn according to package directions. Place in a large roasting pan and remove any unpopped kernels. 2. In a small bowl, combine melted butter, oregano, basil, thyme and garlic powder. Drizzle over popcorn, tossing to coat. Sprinkle with Parmesan.

Nutrition Facts: 60 calories, 4.5 g fat, 1.5 g saturated fat, 1.5 g trans fat, 5 mg cholesterol, 130 mg sodium, 6 g carbohydrates, 1 g fiber, 0 g sugar, 1 g protein. Daily Values: 2% vitamin A, 0% vitamin C, 2% calcium, 2% iron.



Kraft's vision is simple: To help you and your family eat and live better. Enjoy a selection of convenient and healthful snacks.

1. Kraft 2% Milk Singles: American, Swiss or Pepperjack 12 oz. **\$2.99**
2. Jell-O Refrigerated Ready to Eat Pudding or Gelatin 6 pk. or Fruit Passions 4 pk. **\$2.69**
3. Kraft Bagel-fuls: selected varieties 10 oz. **2/\$4.00**
4. Back To Nature Cereal or Granola: selected varieties 7.5 to 13.5 oz. **2/\$6.00**
5. Crystal Light, LiveActive or South Beach Drink Mix: selected varieties 6.8 qt., 7 or 10 pk. **\$2.28**
6. Planters Trail Mix: selected varieties 5.5 or 6 oz. **2/\$3.00**
7. Kraft 100 Calorie Packs, Bars or Itty Packs: selected varieties 4.2 to 8.4 oz. **2/\$5.00**
8. South Beach Living Bars, Cookies or Live Active Bars: selected varieties 3.9 to 6.15 oz. **2/\$5.00**
9. South Beach Living Pizza: selected varieties 6 to 6.4 oz. **2/\$5.00**





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1. Hy-Vee Hy-Active Yogurt: selected varieties 4 pk. **\$1.88**
2. Hy-Vee Best Thing Since Butter: 16 oz or 2 pk. **\$1.18**
3. Hy-Vee Egg Substitute: 3 pk. **\$2.18**
4. Hy-Vee Not From Concentrate Orange Juice: regular or with calcium 128 oz. **\$5.78**
5. Hy-Vee Yogurt-to-Go: selected varieties 18 oz. **\$1.77**



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HY-VEE DAIRY

Check out the dairy section at your local Hy-Vee for nutritious snacks for growing children. Find yogurt in to-go packages, fresh fruit juices, milk in kid-friendly plastic containers and many other choices for a ready supply of after-school snacks.



CREAMY ORANGE-MANGO SMOOTHIE

Serves 2 (1 cup each)

ALL YOU NEED

- $\frac{3}{4}$ cup Hy-Vee orange juice
- 2 tubes Hy-Vee strawberry Yogurt To-Go
- 1 mango, peeled and cored
- 1 medium banana

ALL YOU DO

1. Combine all ingredients in a blender. Cover and blend until smooth.

Nutrition Facts per serving: 210 calories, 2.5 g fat, 1.5 g saturated fat, 0 g trans fat, 10 mg cholesterol, 40 mg sodium, 47 g carbohydrates, 3 g fiber, 37 g sugar, 4 g protein. Daily Values: 10% vitamin A, 35% vitamin C, 10% calcium, 2% iron.

It's Your Life

This year resolve to make lifestyle changes that pay big dividends. Discover renewed energy and a slimmer self while you make significant healthful eating strides. Two lifestyle management programs can assist you. Here's to your success!

WRITTEN BY JULIE MARTENS PHOTOGRAPHED BY KING AU

From coast to coast, the new average size for North Americans is ... overweight! Whether you try to ignore the 10 pounds that lingered following the birth of your last child or a waistline that has steadily increased while retirement accounts have decreased, you're amidst good company. In this nation of plenty, there's plenty of fat to go around. According to the National Institutes of Health, 65 percent of adults are overweight or obese, (that's nearly two of every three people). Those are epidemic proportions. Sadly, children are not exempt from this weighty issue. About 17 percent of children ages 2 to 19 are also overweight.

Promises to help peel off unwanted pounds fuel an industry of infomercial products, magazines and health clubs. Unfortunately, as with many New Year's resolutions, the promises prove false, difficult to keep or empty—and American adults continue to gain weight. To keep up with our oversized nation, urban planners, home and furniture designers and the fashion industry have created an enlarged frame to accommodate the general population. In extra-large rooms, beds and cars, extra pounds appear smaller.

Notice the size of new sports arenas. From Boston's revered Fenway Park to Minnesota's up-and-coming Target Field, seat width is on the rise. Chicago's Soldier Field, built in 1924, provided general seats that measured 16 to 17 inches wide. The renovated field that opened in 2003 features the new standard for stadium seating—a generous 19 to 20 inches wide.

Drafting a larger world to accommodate fat isn't the answer. The effects of heaping helpings of fast food are quickly negated by overworked hearts, overburdened joints and over-the-top blood sugar. Overweight adults battle a host of health problems—from high blood pressure and type 2 diabetes to stroke and heart disease. In an effort to curb out-of-control appetites, governments around the world have attempted to legislate good health by regulating nutrition labels and banning trans fat.

Despite overwhelming evidence that physical inactivity and an unhealthy diet are the culprits behind weight gain, the Centers for Disease Control reports that more than 50 percent of American adults fail to get the recommended amount of physical activity, and only 25 percent of adults eat the recommended five or more servings of fruits and vegetables each day.

If your lifestyle supports these statistics and you're eager to make life-improving changes, here's help:

- Challenge yourself. Team up with family, friends, neighbors or coworkers in the 100-day challenge of Live Healthy America. Sign up for the next challenge that begins January 14.
- Partner with a professional. Visit with a registered dietitian at your local Hy-Vee store to develop a personalized plan for diet and exercise in the Begin program. The 2009 program, which kicks off January 19, also offers group support and education sessions.

Keep reading to learn more about these programs.



Take the Live Healthy Challenge

Transform good intentions to eat right and exercise more into reality by joining with others in your neighborhood or workplace to take the Live Healthy America challenge. The next challenge begins January 14 and runs for 100 days.

“Those are 100 life-changing days,” says Jim Hallihan, executive director of the Iowa Sports Foundation, which hosts Live Healthy America (LHA).

Using teamwork, support and education, LHA aims for—and achieves—lifestyle changes for its participants. “The program brings people together with a common goal, producing a team atmosphere that stirs up commitment and fun,” Jim says. People form teams at workplaces, in neighborhoods and through other common connections. LHA works with local vendors or employers to reward individuals or teams with prizes.

A web-based program, LHA uses e-mail messages to keep participants informed. “By sending tips on health, nutrition and being active, we make it easy for people to change decisions they’re making,” Jim says. The Web site (www.livehealthyamerica.org) also offers healthful recipes, meal plans, physical fitness tips and health-related information. Studies conducted during and after the 100-day challenge show that participants increase daily physical activity as well as the numbers of fruits and vegetables they eat.

The program translates exercise into everyday activities, such as taking stairs rather than elevators, walking laps around the office

or stretching while talking on a phone. “If you park a couple blocks away from the office so you have a 10-minute walk to work and you go out for lunch, you’ll log 40 minutes of activity each day just walking to and from your car,” says Troy Vincent, director, Live Healthy America. Troy oversees the national and international efforts of LHA, which is offered in 18 states and Bermuda.

“The program becomes a platform for unity—in a city, workplace or family,” Troy says. “One woman who participated on an Iowa team from Des Moines City Hall lost 80 pounds. Her efforts encouraged her husband, who then lost 45 pounds. Their son lost 20 pounds. Today that woman gardens to raise vegetables for her family. Last summer she submitted her produce to the Iowa State Fair and won a prize. This all came about because, as she took the 100-day challenge, she began thinking about how she eats.”

In the 2008 company-wide competition among Hy-Vee store employees, 4,047 employees logged 420,772 miles of walking, running and biking. Team members lost a combined 32,378 pounds. “Live Healthy America is a grass roots effort,” Troy says. “It’s simple, it provides social interaction and it’s effective. Communities that participate actually use results of the program to attract potential businesses, demonstrating that their city has a healthy workforce.”

To learn more about Live Healthy America or to register a team, visit the Web site (www.livehealthyamerica.org). The next challenge runs January 14 through April 23, 2009.



LIVE HEALTHY HY-VEE WORKING FOR YOU!

Randy Clark – Seafood Manager – Cedar Rapids, Iowa Hy-Vee

Like many of us, Randy has seen the Live Healthy Hy-Vee Challenge come up in January but he’s passed it by. Last year he didn’t. Randy decided he wanted to make some changes in his life, so he put together a team to start the 100-day challenge. Team Cut the Fat made the challenge a competition among themselves, motivating each other to get up and get going. Randy started exercising daily, running on the treadmill until it was nice enough to run outside. He changed his eating habits by eating less at each meal. Randy lost 28 pounds during the challenge, but more importantly, he feels better and more fit. He even competed in the Dam-to-Dam race May 31st with his daughter. Randy is proud to say he completed all 12.6 miles of his first competitive run.





Special K Protein Water & Bars 4 to 6 ct. or 9.5 oz. **2/\$11.00**

Kellogg's Smart Start Cereals: 14.7 to 17.5 oz. **\$2.58**

Kellogg's Special K Cereal: 18 oz. or Red Berries 16.7 oz. **\$3.38**



Nicorette or Commit Stop Smoking Items: selected varieties 40 to 50 ct. **\$27.99**

MiraLAX: 14 day dose **\$9.77**



Hy-Vee HealthMarket

Hy-Vee HealthMarket Mega Multi Vitamins: for men or for women: selected varieties **50% off**

Hy-Vee HealthMarket Organic Vitamins: selected varieties **50% off**

begin™ a new way of living

“Be healthy. Be fit. Be happy.” That’s the Hy-Vee slogan for the 10-week lifestyle management program that emphasizes weight control, fitness and eating for good health. “We want to help people refocus efforts so they can live healthier and happier—not just focus on losing weight,” says Donna Dolan, a registered dietitian and Health and Wellness Supervisor for Hy-Vee.

Begin ends the wondering—whether your treadmill will ever be more than a piece of furniture that collects dust, whether your six-pack abs from your 20s can make a comeback and whether you’ll ever resemble the photo of that vibrant woman in your wedding album. The program helps participants breathe life into dusty dreams by introducing health and wellness expertise. Begin teaches participants what, how and when to eat. The program combines one-on-one time with a Hy-Vee dietitian with group classes and topics about healthful cooking, food and mood, lowering cholesterol and eating out.

“Simple changes produce big results,” Donna says. “You only have to shift your diet a little to discover healthful living.” One small change that Begin teaches is the importance of eating breakfast. “People who skip breakfast tend to be heavier,” Donna says. Begin counters tight morning schedules with ten 400-calorie, 4-minute breakfast plans. For dinners on busy nights, the program offers alternatives such as five-ingredient meals that are packed with delicious, good-for-you foods. Practical tips to cut calories, such as filling half a plate with vegetables or trading high-calorie drinks for low-calorie antioxidant-rich green tea, pave the way for weight loss without diminishing willpower.

Begin also focuses on fitness, taking workouts from gyms to offices and homes. “We like to share simple ways to exercise,” Donna says. “At the office or home, sitting on a stability ball instead of a chair burns 100 calories an hour and tones your tummy. When you’re drying your hair, brushing your teeth or standing in line, rocking from heel to toe burns calories and also tones your legs and your core.”

Since its inception, about 3,000 people have participated in Begin. Successful results include weight loss, lowered cholesterol and triglycerides, and reduced blood sugar. “The number one comment we hear is ‘I feel so much better. I have so much more energy,’” Donna says. One person shared that she had tried many weight-loss programs; only through Begin did she learn to choose fiber-rich snacks, and finally her hunger pangs were gone.

Begin kicks off another 10-week program January 19. “Not only do we offer the program in our store, we’re also willing to go to work sites and community centers to work with groups,” Donna says. If you’re interested, sign up with the registered dietitian at your local store or visit www.hy-veehealth.com.

begin™ success stories

WRITTEN BY KATHY ROTH EASTMAN

POLLY FORTUNE, DES MOINES, IOWA

Polly admits her primary reason for joining Begin was to lose weight; however, after the class started, her focus quickly shifted to learning how to eat right. “What better way to do a nutrition class?” she says.

Among Polly’s favorite helps in the program were weekly recipe sheets and e-mail updates from dietitian Anne Cundiff. Also useful was the full store tour and help with label reading. “I learned where to find nutritious foods in the store and how to look for Anne’s stickers featuring healthful choices,” she says.

Polly sampled foods at each session. “I found out what to look for when shopping and got to taste foods before buying,” she says. Two good food discoveries are omega-3 pasta and milled flaxseed, which she adds daily to oatmeal.

Although Polly lost 10 pounds, she says the most valuable part of Begin was getting on track with healthful eating. “I know I’ll work at this slowly,” she says. “Realistically, I get busy and still opt for convenience sometimes. But with the class handouts and recipes, I know what I need to do.”



BETTE JENSEN, ALBERT LEA, MINNESOTA

At a yearly physical, Bette learned she had high cholesterol. Rather than take medication, she joined the Begin program. “I knew exercise and weight loss could lower my cholesterol levels,” she says.

The program taught Bette the importance of drinking water, choosing food that would battle high cholesterol and trying different fruits and vegetables. She also learned exercise is critical to weight-loss and cholesterol-lowering goals, so she worked up to more than 2 miles per day gliding on an exercise machine.

Most important was the feedback she received from Hy-Vee dietitian Amy Pleimling and the other Begin attendees. “They all encouraged me, and Amy asked tough questions that I needed to hear,” Bette says.

As Begin wrapped up, Bette longed for continued support. “I was afraid I’d backslide into old habits,” she explains, so she and several other participants joined a six-month follow-up program that recently ended. Because Bette isn’t finished learning, she plans to re-up for Begin “to go deeper into more layers of nutrition.”

Bette’s life has changed because of her Begin commitment: She lost 36.8 pounds and, just a few months into her regimen, her cholesterol dropped from 251 to 179 (that’s 72 points!).



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1. Biggest Loser Exercise DVDs \$9.99
2. Fit & Fresh Smart Portion containers: 1 or 2 cup \$7.99
3. Rubbermaid Water or Beverage Bottles: 20 oz. \$2.99
4. HoMedics LCD Digital Scale: each \$27.99
5. Mueller Ankle or Knee Supports: selected sizes 1 ct. \$3.97
6. SoyJoy Nutritional Bars: selected varieties 1 ct. 5/\$5.00
7. Jolly Time Popcorn: selected varieties 3 pk. 2/\$3.00

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Hy-Vee seasons / hy-vee.com

Fiesta!

Spice up a dreary winter day with a vibrant fiesta that celebrates fun, food, friends and festive decorations.

WRITTEN BY REBECCA KUZNIAR HOSCHEK
PHOTOGRAPHED BY KING AU

Counter the chill of winter and coax family and friends out of their winter cocoons by planning a home-style fiesta. A Mexican-theme party, focusing on flavors and a flair for all things south of the border, is a bold and creative alternative to an all-too-common pizza night. So create a list of ingredients, make colorful decorations and soon guests will exclaim “¡Ay, caramba!”

CREATE THE MOOD

For a fiesta, set the stage with colorful decorations, music and lighting. Drape bright crepe paper streamers from walls and ceilings. Hang a piñata, filled with candy and party favors, from a ceiling or prop it as a table centerpiece. Get kids involved by enlisting their help to fold bright tissue paper into fluffy exuberant flowers to place around the room.

Create ambience with twinkly lights—strands of clear or multicolor bulbs or party lights in whimsical cactus or red pepper shapes. For a grown-up affair, group candles or votives along tables and serving areas. Don't use candles if children are present, and never leave candles in an unattended room.

For an authentic fiesta, spice up the table with layers of table runners, tissue flowers at each place setting, coordinating napkins and glasses and rustic napkin-lined serving pieces.





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1. Fresh Gourmet Croutons: selected varieties 5 oz. **2/\$4.00**
2. Gourmet Stuffed Chicken Breast: 8 oz. **2/\$5.00**
3. Hillshire Farms Smoked Sausage: rope or link selected varieties 14 to 16 oz. **\$2.68**
4. Honeysuckle White Turkey Tenderloins: 1.87 lb **\$6.99**
5. Kitchen Fresh Meatloaf Dinner for four **\$9.99**
6. Wholesome Harvest Breads: selected varieties 24 to 33 oz. **\$3.99**
7. Hy-Vee Light Ice Cream: selected varieties 56 oz. **\$2.18**
8. McCormick Chili Seasoning Mix: regular, mild, hot or Tex-Mex: 1.25 oz. **4/\$3.00**
9. McCormick Taco Seasoning Mix: selected varieties 1 to 1.5 oz. **2/\$1.00**



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THE MENU

Food with a little kick of spice fulfills the fiesta requirement. Plan to serve spirited dishes with flavorful seasonings, and balance bland foods with the spicy by pairing tortillas or tortilla chips with zesty dips. For starters, serve tortilla chips and salsa, ranging and labeled from mild to hot. For entrées, offer a fiesta spread that includes rich chicken enchiladas, colorful sautéed fiesta corn and red beans and rice.

AFTER-DINNER ACTIVITIES

Feasting is only part of the event. After eating, continue the celebration with lively activities such as dancing, listening to mariachi music, singing and swinging at the piñata to reveal the goodies inside. Teach or learn the basics of the Latin-inspired tango or flamenco, conduct a dance contest, or learn and speak a few Spanish words and phrases as everyone becomes immersed in the culture. Finally, serve an authentic fiesta finale—flan or fried ice cream for dessert. Then distribute the flowers for guests to take home as bright reminders of the fiesta fun.



Paper Flowers

Enlist kids to make colorful, creative blooms that are fade-resistant. The long-lasting, easy-to-make tissue-paper flowers also make welcome favors that brighten beyond the party.

ALL YOU NEED

- Tissue paper
- Chenille stems
- Scissors

ALL YOU DO

For large flowers, layer 5 to 10 full sheets of tissue paper (the more sheets the fuller the flower). Fold over the layered tissue paper stack 1 inch along one edge; flip over the tissue paper stack and fold over 1 inch again. Continue folding and flipping to the end of the stack. Wrap and twist a chenille stem around the center of the folded tissue paper, *left*. If desired, the ends of the tissue may be cut in a curve (see yellow flower, *left*) or diagonally for petal variety. Carefully separate and fluff the tissue layers to resemble large petals.

For small flowers, cut sheets in halves or quarters; layer sheets, fold in $\frac{1}{2}$ inch widths, wrap and twist with chenille stems, and fluff.

Lower Salt Intake

Limiting sodium—which we get through salt, baking powder, baking soda and other substances in foods we eat—is one important change to make every day in an effort to improve heart health.

Physicians recommend that most people keep salt intake below 2,300 milligrams (mg) per day, although many people consume much more. Because the majority of salt comes from prepared, processed and packaged foods, reading labels is the first step toward cutting back. Consider these additional choices to remove more salt from your diet.

Tackle Table Salt.

- Remove the salt shaker from the table or countertop.
- Cook without adding salt.
- Ask your physician to recommend salt substitutes.

Limit Salt in Cooking.

Because salt is concealed in some common seasonings, limit your use of the following:

- Bouillon cubes
- Chili sauce
- Cooking sherry or cooking wine
- Meat tenderizer
- Seasoned salts
- Soy sauce
- Steak sauce
- Tamari
- Worcestershire sauce

Make Substitutions.

- Cook with no-salt and low-salt seasonings such as fresh herbs and spices, lemon juice and vinegar.
- Top, spread and mix using low-salt condiments such as mustard, balsamic vinegar, pickle relish, and horseradish and low-sodium light mayonnaise. Read labels to avoid high-sodium salad dressings.
- When recipes call for canned foods, drain and rinse the contents under running water to reduce salt.
- Choose fresh fruits and vegetables over processed or canned varieties.
- Prepare brown or plain rice and plain pastas rather than packages of flavored varieties.

Follow American Heart Association recommendations to limit use of these high-sodium convenience foods.

- Canned soups and dry soup mixes
- Canned meats and fish (buy water-packed tuna or salmon instead)
- Mixes for pancake, muffin and corn bread
- Fast food
- Ham, bacon and sausage
- Salted nuts and peanut butter
- Snack foods such as pretzels, potato chips, olives, cheeses and pickles
- Instant cooked cereals
- Salted butter and margarine
- Processed meats, such as deli items and hot dogs
- Packaged frozen dinners (unless one serving has fewer than 400 milligrams of sodium)
- Seasoned mixes for making tacos, chili, rice, sauce, gravy
- Salad dressing

1. Mariposa Herbs: selected varieties .5 to 1 oz. or 1 ct. **\$1.99**
2. Savory Herbs 3 herb combination, 3 plants per pack **\$12.99**
3. Lay's Baked or Natural Chips: selected varieties 8 to 11.5 oz. **\$3.29**
4. Carapelli Vinegar: balsamic, red or white wine 17 oz. **\$2.28**
5. McCormick Black Pepper: 4 oz. **\$1.88**
6. Mrs. Dash Seasoning or Marinade: selected varieties 2 to 12 oz. **2/\$5.00**
7. Wishbone Spritzer Salad Dressing: selected varieties 7 oz. **2/\$4.00**
8. Del Monte Fruit Naturals: selected varieties 7.5 or 8 oz. **4/\$5.00**



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SAUTÉED FIESTA CORN

Serves 8 (½ cup each)

ALL YOU NEED

2 tablespoons Hy-Vee unsalted butter
4 cups frozen Hy-Vee cut golden corn
½ cup Hy-Vee garden fresh salsa

2 tablespoons thinly sliced green onions
Hy-Vee salt, to taste
McCormick™ black pepper, to taste

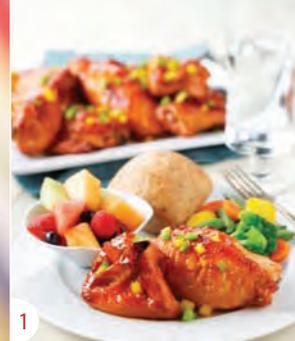
ALL YOU DO

1. Melt butter in a large skillet over high heat. Add corn and sauté until cooked through, about 5 minutes. 2. Remove skillet from heat. Stir in fresh salsa and green onions. Season with salt and pepper.

Nutrition facts per serving: 110 calories, 4 g fat, 2 g saturated fat, 0 g trans fat, 10 mg cholesterol, 55 mg sodium, 18 g carbohydrates, 1 g fiber, 5 g sugar, 3 g sugar. Daily Values: 2% vitamin A, 8% vitamin C, 0% calcium, 0% iron.

Hy-Vee Kitchen

The Hy-Vee Kitchen offers nine Du Jour soups to warm you on a cold winter's night. One of the most popular is Chicken Tortilla.



1. Our Slow Roasted Chicken, glazed with a Sweet Red Chili Sauce. This spectacular sauce has just a hint of heat that is complimented with sweet citrus juices. 8 pieces of Chicken plus 2 sides **\$12.99**
2. Kitchen Fresh Chicken Strip Sandwich **\$5.59**
3. Kitchen Fresh Salad Plate Special **\$3.99**

Hy-Vee Du Jour Cheesy California or Chicken Tortilla Soups: 24oz. **\$4.99**



MEXICAN CHICKEN ENCHILADAS

Serves 5 (2 enchiladas each)

ALL YOU NEED

1 teaspoon Grand Selections olive oil	¼ cup Hy-Vee light cream cheese
1 (4-ounce) can Hy-Vee diced green chiles	1 cup Hy-Vee enchilada sauce
1 small onion, chopped	2 cups cooked, shredded chicken breast
½ cup Hy-Vee skim milk	10 (6-inch each) Hy-Vee flour tortillas
½ cup shredded Monterey Jack cheese	½ cup shredded Hy-Vee sharp cheddar cheese

ALL YOU DO

1. For sauce, heat oil in a large skillet over medium-high heat. Add green chiles and onion; sauté 3 minutes or until tender. Add milk, Monterey Jack cheese, cream cheese and enchilada sauce; stir well. Heat until cheese is melted. Stir in chicken and remove from heat. 2. Reserve 1 cup sauce for topping. Fill each tortilla with about ¼ cup sauce, roll up filled tortillas and place seam side down in 9×13-inch baking dish. Top with reserved sauce and cheddar cheese. 3. Bake in 350°F oven for 30 minutes or until heated through.

Nutrition facts per serving: 460 calories, 16 g fat, 6 g saturated fat, 0 g trans fat, 75 mg cholesterol, 1,000 mg sodium, 44 g carbohydrates, 2 g fiber, 2 g sugar, 31 g protein. Daily Values: 25% vitamin A, 20% vitamin C, 35% calcium, 20% iron.

Hy-Vee Bakery

The Hy-Vee Bakery offers a full line of artisan breads that have hearty texture and wholesome goodness.

1. New French Baguette 2 ct. or Bread 16 oz. **\$3.99**
2. New French Bread Dipping Oils: selected varieties 8.45 oz. **\$6.99**





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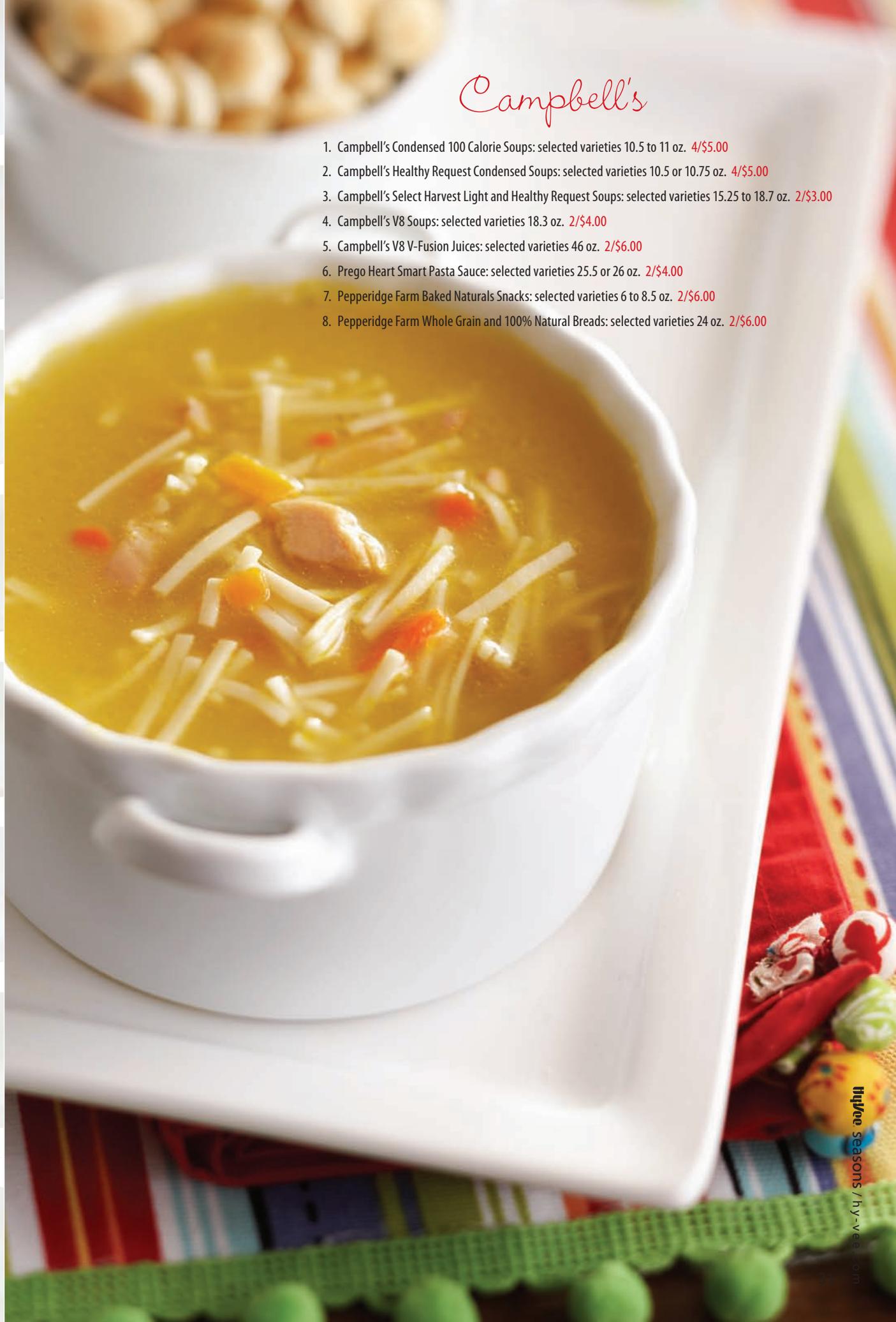
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Campbell's

1. Campbell's Condensed 100 Calorie Soups: selected varieties 10.5 to 11 oz. **4/\$5.00**
2. Campbell's Healthy Request Condensed Soups: selected varieties 10.5 or 10.75 oz. **4/\$5.00**
3. Campbell's Select Harvest Light and Healthy Request Soups: selected varieties 15.25 to 18.7 oz. **2/\$3.00**
4. Campbell's V8 Soups: selected varieties 18.3 oz. **2/\$4.00**
5. Campbell's V8 V-Fusion Juices: selected varieties 46 oz. **2/\$6.00**
6. Prego Heart Smart Pasta Sauce: selected varieties 25.5 or 26 oz. **2/\$4.00**
7. Pepperidge Farm Baked Naturals Snacks: selected varieties 6 to 8.5 oz. **2/\$6.00**
8. Pepperidge Farm Whole Grain and 100% Natural Breads: selected varieties 24 oz. **2/\$6.00**



CONGRATULATIONS, Julie Degen!

Julie Degen of Rochester, Minnesota wrote this winning essay in a competition to win a spa retreat from ConAgra. Learn how making time for family meals keeps life in her home balanced.

The balancing act at my house was not to keep things even but trying to stop from completely tipping over. We were swinging from one activity to another grabbing fast food along the way.

I wanted ways I could do better for my family and myself. I wanted us to be healthier but I wanted us all to be happier also. I looked at all the activities we were involved in like: karate, music, scouts, volunteering and exercise time. I wanted to eat dinner at home as a family.

So, I looked at the schedule and changed it. We take the time to have family night, where we play games and get outside with the children more. I run errands during the day and less in the evenings. The kids limited their activities to two favorite things. We exercise before work to save time in the evenings.

As a result, we eat at home a lot more, I feel good about the healthy food we eat. We have time to help the kids with homework, and I get help with the housework.

We're not always in perfect balance, but we spend less time feeling like we're about to tip the scale.

1. Healthy Choice Soups: selected varieties 14 or 15 oz. **10/\$10.00**
2. Hunt's Tomatoes: stewed, whole, and diced 14.5 oz. **10/\$10.00**
3. Hunt's Tomato Sauce: regular, unsalted or no salt 6 or 8 oz. **5/\$2.00**
4. Hunt's Pasta Sauce: selected varieties 26 or 26.5 oz. **10/\$10.00**
5. Healthy Choice Complete Selections, Cafe Steamers or Paninis: selected varieties 6 to 12.5 oz. **2/\$5.00**
6. Healthy Choice Simple Selections: selected varieties 6 to 10 oz. **3/\$5.00**
7. Egg Beaters: selected varieties 15 to 16 oz. **\$2.97**
8. Hebrew National Beef Franks 12 oz. **\$2.99**

STAY IN AND SAVE

Balance your Budget, Budget your Calories

Want to know a great budgeting secret? Stay in. Rather than spend the money on an expensive, high-calorie dish, you can stay in and enjoy your family—and you may find it easier to keep your calories in check, too.

Cooking Creatively

One of the benefits of going out is eating great-tasting food. But the big trade-off is not knowing which ingredients were used or the calorie content of the dish. Unlike going to a restaurant, you know exactly what's going in a meal when you prepare it yourself. You don't need to sacrifice flavor for health—even a few small changes make a big difference:

- Replace table salt with kosher salt to get the same result with half the amount used.
- Replace butter with a smaller amount of canola oil.
- Replace shell eggs with Egg Beaters®; Egg Beaters® With Yolk offer great taste with 75 percent less cholesterol and 70 percent less fat than shell eggs!

START MAKING CHOICES™.com

FONTINA POTATO STRATA

Serves 8 (½ cup each)

ALL YOU NEED

PAM® Original No-Stick Cooking Spray

1 tablespoon Pure Wesson® Canola Oil

1 package (8 ounces) sliced mushrooms

3 leeks, thinly sliced (about 3 cups)

2 tablespoons minced garlic

1 jar (15 ounces) roasted red peppers, drained, patted dry, coarsely chopped

2½ pounds potatoes, unpeeled, thinly sliced

2 cups shredded fontina cheese, divided

1 carton (15 ounces) Egg Beaters® With Yolk

1 can (12 ounces) evaporated nonfat milk

¾ teaspoon kosher salt

¾ teaspoon dried thyme leaves, crushed

¾ teaspoon ground black pepper

ALL YOU DO

Preheat oven to 375° F. Spray 13×9-inch baking dish with cooking spray; set aside. Heat oil in large skillet over medium-high heat. Add mushrooms; cook and stir about 8 minutes or until liquid is released and evaporates. Add leeks and garlic; cook and stir 3 minutes or until leeks are tender. Stir in peppers. Remove from heat.

Layer half of the potatoes into bottom of prepared dish and sprinkle with 1 cup of the cheese. Top with half of the vegetable mixture. Layer remaining potatoes over vegetables; top with remaining vegetables. Whisk together Egg Beaters, milk, salt, thyme and pepper in medium bowl. Pour evenly over ingredients in dish. Cover with aluminum foil.

Bake 1 hour or until potatoes are tender. Remove foil; top with the remaining cheese. Bake 10 minutes or until cheese melts and is lightly browned. Let stand 10 minutes. Cut into 10 pieces to serve.

Cook's Tip: We used jarred roasted red peppers for convenience. To reduce the sodium of this recipe even more, try roasting fresh red bell peppers.





GO GREEN, SAVE GREEN



Going green can be good for your piggy bank. With environmentally friendly purchases, you'll save a few dollars while treating your family and the planet well.

WRITTEN BY MELODY WARNICK
PHOTOGRAPHED BY TOBIN BENNETT



Plas

You want to do right by the planet. Yet you don't plan to buy a hybrid sedan or expensive organic sheets. No worries. Many things you can do are good for the planet and save dollars. These eco-friendly cost-saving tips easily fit most lifestyles.

RECYCLE AND SAVE IT. Encourage kids to return bottles and cans to Hy-Vee and let them keep the cash. Teach them that saving money is a wise practice for the planet and for themselves.

CHANGE IT. If every American home replaced one incandescent lightbulb with a compact fluorescent lightbulb (CFL), together we'd prevent greenhouse gases equal to the emissions of more than 800,000 cars. If you hesitate about the higher up-front cost of CFLs, you may be encouraged to know that they last up to 75 percent longer than incandescents and use much less energy, meaning savings as much as \$30 over the lifetime of the bulb.

BAG IT. According to *The Wall Street Journal*, Americans use 100 billion plastic shopping bags annually. Reduce waste by toting your groceries home in sturdy reusable bags, available at your local Hy-Vee. Bags come in a variety of styles and colors, and some are lined with insulation to keep food cold during transport.

PARK IT. To reduce gas consumption, which is better for the environment and your pocketbook, eliminate one car trip a week in favor of walking, biking or riding the bus. When you pump gas for your car, fill up at a Hy-Vee gas station, where grocery receipts earn discounts on every gallon of gas.

SHOP FOR IT. A variety of paper products, including napkins, paper towels and bath tissues, contain recycled paper. Look for them; and when you consider other purchases, look for products in easily recyclable packaging.

SWAP IT. Stock up on inexpensive furnace filters at Hy-Vee. By changing filters every three months, you keep the furnace running efficiently, which saves energy and reduces monthly utility bills.

CLEAN IT. Buy eco-friendly cleaning products that are made from naturally derived ingredients. Or tackle cleaning jobs with homemade cleaners, such as baking soda or a mixture of equal parts white vinegar and water.

UNPLUG IT. Even when they're not in use, small kitchen appliances use energy while they're plugged in, costing Americans as much as \$4 billion every year. Unplugging toasters, coffeemakers and anything with a digital readout is a quick and easy way to go green and save green.

BE HEALTHFUL — SAVE GREEN

WRITTEN BY MEGAN THOMPSON

Drink water – Save money while avoiding packaging and the chemicals in soda, coffee and alcoholic beverages. Drinking tap water costs very little compared to other beverages that cost, on average, 50 cents a serving.

Buy locally – Keep fresh fruits and vegetables on hand to encourage your family to eat healthfully. Fresh foods are generally less expensive and have more nutrients than processed foods. Purchasing produce that's locally grown benefits the local economy while protecting the environment from carbon emissions caused by transporting food.

Start mornings with breakfast – Eat a balanced breakfast to save dollars throughout the day. By avoiding hunger attacks caused by skipping breakfast, you'll also avoid being tempted by costly snacks or expensive convenience foods.

Get walking – Take a hike to the grocery store. Save the environment and gas dollars while you burn calories and get fresh air.

Buy minimally processed foods – The costs of processing and packaging food are passed on to consumers. Select fresh foods and prepare them yourself for cost savings. Even choosing to cut fruit rather than buy cut-up packaged fruit saves dollars and preserves precious vitamins.

Stock the fridge – Fully stocked refrigerators require less energy to operate than partially full ones. When you shop, plan to fill the fridge, or use empty space for pantry items that can be refrigerated (such as flour, grains and cereals).

Control portions – Adhering to portion sizes suggested on labels may stretch food dollars and whittle waistlines. A common money drainer for families is cereal. A family-size box has about 20 servings, although cereal eaters frequently eat more than one serving at a time. Use measuring cups to portion cereal, paying attention to the number of calories as well.

Skip fancy desserts – End-of-meal treats often offer empty calories. Serve them sparingly to save money and skip excess calories. When you must have sweet treats, substitute fresh in-season fruit, which is loaded with beneficial nutrients.



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1. Iowa-Raised without antibiotics Boneless Pork Butterfly Chops **2/\$6.00**
2. Hy-Vee Reusable Shopping Bags: blue, red or green 1 ct. **5/\$5.00**
3. Midwest Country Fare 100% Recycled Bath Tissue: 12 roll **\$5.27**
4. Method Hand Wash, All Purpose Cleaning Sprays, Dish Soap or Bathroom Cleaner and Wipes (30 ct.) 10 to 28 oz. **2/\$6.00**

MAKE A PIGGY BANK

ALL YOU NEED

Tissue box
Paper
Empty toilet paper tubes
Paint, crayons or markers

Scissors
Googly eyes 1" or ½"
Glue
Paintbrush (if using paint)

ALL YOU DO

Download pattern at www.hy-vee.com. Or draw a face, ears, nose and nostrils on printer or construction paper. Open tissue box from the end and remove tissues. Cut a slit in the top and glue or tape the end shut. Cut out face, ears, nose and nostrils. Lay the tissue box on paper and trace around it to make a side panel; cut two. Trace and cut a top and bottom panel. Repeat for ends; cut two. Color white paper with paint, crayons or markers. Cut toilet paper tubes in four 2-inch lengths (legs); one 1½-inch length (tail); and two 1¼-inch lengths (nose and mouth). Draw mouth on mouth tube and cut out. Draw and cut spiral line around tail tube. Paint legs, tail, nose and mouth.

Use glue to adhere pig sides, ends, top and bottom. Turn box upside down and glue legs ½ inch from edges. Glue tail in center of backside. Let dry before turning box right side up. Meanwhile assemble ears; glue to face. Cut paper to cover one open end of nose; glue on. Glue ears, nose, nostrils, mouth and eyes to face. Let dry, then glue completed face on box. Hold it in place until secure.

To make a blanket that states the reason for saving, cut a paper rectangle large enough to cover the top and halfway down the sides of the pig. Cut out the center of the blanket to allow access to the slit. Write what you're saving for on one or both sides of the blanket.



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hy-vee seasons / hy-vee.com



Healthy HOME-STYLE COOKING

Think back to when, as a youngster, you stepped in from the cold to the enticing aroma of a home-cooked meal. Build warm memories as you recreate the same feeling for your family.

WRITTEN BY JILANN SEVERSON PHOTOGRAPHED BY KING AU

The gentle aroma of slow-cooked meat mingles with tender vegetables and mellow herbs, warming body and soul. A comfort meal like this once took a lot of time to prepare and may not have been the most healthful choice for your family. But that's simply not the case today. It's possible to create a soothing home-style meal that's easy and healthful.

BUY THE BASICS

Minimize prep time by enlisting a slow cooker. Today's versions of the 1970s classic are larger and usually have lift-out ceramic liners that are easy to clean. Chop up vegetables the night before, so they're ready to throw in the slow cooker with other ingredients the next morning. Turn on the cooker and dinner will be ready when you step in the door at night.

LOSE THE FAT

Altering Grandma's favorite slow-cooker recipes into healthful versions is easy. To lower fats, remove skin from poultry and cut fat off all meats. Because moisture is trapped in the cooker, fat is not needed to keep meats tender. When recipes include a large amount of liquid, fat floats to the top and can be skimmed off with a baster or skimmer. Using low-fat cheeses, milk and processed meats also keep fat and cholesterol levels minimal.

USE SPICES

To lower sodium in recipes, use herbs and spices in place of salt. For example, substitute garlic powder (or minced garlic from a jar) for garlic salt, reducing the amount called for by one-third. When stocking the pantry, buy low-sodium versions of broth or bouillon as well as low-sodium canned vegetables.

INCREASE FIBER

Fiber contributes to good digestion, may lower cholesterol and decreases risks for heart attack and cancer. Supplement the fiber in

a dish by adding beans or other legumes to recipes or by increasing the amount and variety of vegetables. Soups, potpies, roasts and casseroles are dishes that adapt to additional beans and vegetables. Using whole wheat or whole grain pasta and brown rice also increases fiber content.

PRESERVE NUTRIENTS

When you use canned beans and vegetables, especially low-sodium varieties, make good use of trace minerals by using the canning liquid in place of added water. When possible, add vegetables toward the end of cooking time. Canned and frozen vegetables cook quickly, as do small pieces of fresh veggies such as baby carrots (or pre-cut vegetables) from the Hy-Vee produce department. The less vegetables are cooked, the more nutrients they retain.

SLOW-COOKER TIPS

1. Modify favorite family recipes for slow cookers by reducing cooking liquid. During traditional stove-top cooking, often at high temperatures, liquid escapes along with nutrients, flavor and appetizing color. With juices trapped in the cooker and the slow process, foods require less liquid but retain vitamins and minerals. Additionally, tender vegetables can be added toward the end of cooking time, preserving even more vitamins and flavor.

2. Flavor foods with herbs and spices. Tie up a bundle of herbs in cheesecloth or fill a mesh spice infuser (similar to a tea ball) to add to the slow cooker. Before adding herbs and spices, read about which ones complement which foods and when to add them. Some herbs become bitter when they cook for a long time.

3. Use inexpensive, less-tender, low-fat cuts of meats for slow cooking. Cooking low (about 200°F) and slow (often as long as 12 hours), meats become juicy, flavorful and nearly fork-tender. Saving time and money never tasted so good.

SLOW-COOKER NEW ENGLAND POT ROAST WITH VEGETABLES

Serves 10

ALL YOU NEED

- 1 (3-pound) Angus Boneless Bottom Round Roast
- 2 cups fat-free reduced-sodium beef broth
- 1 (8.5-ounce) jar Hy-Vee horseradish
- 4 carrots, peeled and quartered
- 4 medium russet potatoes, peeled and quartered
- 1 onion, cut into eighths
- 2 stalks celery, cut into fourths

ALL YOU DO

1. Place roast and broth in a greased slow-cooker. Spread horseradish evenly on roast. Top with carrots, potatoes, onion and celery.
2. Cover and cook on high for 6 to 8 hours or until beef is tender.

Nutrition facts per serving: 290 calories, 7 g fat, 3 g saturated fat, 0 g trans fat, 80 mg cholesterol, 280 mg sodium, 20 g carbohydrates, 3 g fiber, 5 g sugar, 33 g protein. Daily Values: 80% vitamin A, 30% vitamin C, 4% calcium, 20% iron.

Natural Angus Boneless Bottom Round Roast \$3.99/lb.





ALMOST-LIKE-GRANDMA'S HUNGARIAN GOULASH

Serves 6

ALL YOU NEED

- | | |
|-------------------------------------|--|
| 1 (1.2-pound) package ground turkey | 1 (15-ounce) can Hy-Vee low-sodium chicken broth |
| ½ pound ground sirloin | 1 (15-ounce) can Hy-Vee tomato sauce |
| 1 small onion, finely chopped | 1 tablespoon Hungarian paprika |
| 1 cup finely chopped carrots | Freshly ground Hy-Vee black pepper |
| ½ cup finely chopped celery | 1 pound Hy-Vee egg noodles, cooked according to package directions |
| 1 large clove garlic, minced | Hy-Vee sour cream, optional |

ALL YOU DO

1. Brown ground turkey and ground sirloin in a large skillet over medium-high heat. Drain well and place in a 5-quart slow-cooker. 2. Stir in onion, carrots, celery, garlic, chicken broth and tomato sauce. Stir in paprika and pepper. 3. Cover and cook on low for 8 to 10 hours or on high for 4 to 6 hours. 4. Serve with hot, cooked egg noodles and, if desired, sour cream.

Nutrition facts per serving: 410 calories, 12 g fat, 3.5 g saturated fat, 0 g trans fat, 130 mg cholesterol, 490 mg sodium, 45 g carbohydrates, 4 g fiber, 5 g sugar, 33 g protein. Daily values: 100% vitamin A, 10% vitamin C, 6% calcium, 30% iron.



CALICO BEANS

Serves 16

ALL YOU NEED

- 1 pound bacon, cut in pieces
- 2 pounds ground beef
- 1 whole onion, chopped
- 1 can kidney beans
- 1 can red beans
- ½ cup brown sugar

- 1 teaspoon prepared mustard
- 1 can pork and beans
- ½ teaspoon dry mustard
- ½ cup ketchup
- 1½ teaspoon vinegar

ALL YOU DO

1. In a skillet, brown bacon in skillet; drain and place in slow cooker.
2. In skillet, cook ground beef and onion until meat is brown; drain and place in slow cooker.
3. Add all other ingredients to slow cooker.
4. Cover and cook on high for 1 hour. Turn setting to low and cook until heated through.

Nutrition facts per serving: 310 calories, 15 g fat, 5 g saturated fat, 0 g trans fat, 50 mg cholesterol, 520 mg sodium, 23 g carbohydrates, 4 g fiber, 11 g sugar, 20 g protein. Daily values: 2% vitamin A, 6% vitamin C, 4% calcium, 15% iron.



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1. Fresh Prepared Chicken
Bratwurst: Jalapeno Cheese, Tomato Basil or Garden Herb Sundried Tomato 3.75 oz. ea. **5/\$5.00**
2. Weight Watchers Cheese: selected varieties 6 pk. or 8 oz. or Reduced Fat Cream Cheese 8 pk., 1 oz. **\$2.99**
3. Rival Red Crock-Pot: 4 qt. **\$19.99**
4. Uncle Ben's Long Grain White Rice: 2 lb. **\$3.29**
5. McCormick Grinders: selected varieties .77 to 2.12 oz. **3/\$5.00**
6. Bush's Variety or Chili Beans: selected varieties 15 to 16 oz. **4/\$3.00**

SLOW-COOKER CHICKEN POT PIE

Serves 8

ALL YOU NEED

- 2 pounds boneless, skinless chicken breast, cut into ½-inch cubes
- ⅔ cup Hy-Vee flour, divided
- 1 cup frozen Hy-Vee peas
- 4 carrots, peeled and chopped
- 3 celery stalks, chopped
- 1 small onion, chopped
- 2 cloves garlic, minced

- 1 teaspoon Hy-Vee Italian seasoning
- ½ teaspoon Hy-Vee black pepper
- 1 bay leaf
- 2½ cups Hy-Vee reduced-sodium chicken broth, divided
- Quick biscuits, optional
- Hy-Vee salt and Hy-Vee pepper, to taste

ALL YOU DO

1. In a medium bowl, coat cubed chicken with ⅓ cup of the flour; place in slow cooker. Add peas, carrots, celery, onion, garlic, Italian seasoning, pepper and bay leaf; stir in 2 cups of the chicken broth. 2. Cover and cook on low for 7 to 9 hours or on high for 4 to 5 hours. Remove and discard bay leaf. 3. Combine remaining ⅓ cup flour and ⅓ cup chicken broth, stirring until smooth. If cooking on low, turn heat to high and stir in flour mixture. Cook an additional 15 minutes or until thickened. 4. Serve over quick biscuits and season with salt and pepper, if desired.

Nutrition facts per serving: 200 calories, 1.5 g fat, 0 g saturated fat, 0 g trans fat, 65 mg cholesterol, 280 mg sodium, 15 g carbohydrates, 2 g fiber, 3 g sugar, 30 g protein. Daily Values: 110% vitamin A, 10% vitamin C, 4% calcium, 10% iron.



Your guests deserve DI LUSSO®.

The makers of DI LUSSO® deli meats and cheeses understand that simple flavors make every meal wonderful. Find a full selection of readymade sandwiches and salads at Hy-Vee.

1. DiLusso Low Sodium Turkey \$6.99/lb
2. DiLusso Oriental or Spinach Salad: large \$5.99



EXCLUSIVELY AT HY-VEE



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General Mills vegetables are picked at the peak of perfection so you can enjoy the farm-fresh taste of Green Giant® vegetables year-round.

1. Progresso Soups: all varieties 15.25 to 19 oz. **3/\$5.00**
2. Green Giant Canned Vegetables: selected varieties 11 to 15.25 oz. **\$.88**
3. General Mills Snack and Breakfast Bars: selected varieties 5.3 to 9.5 oz. or 6 ct. **3/\$8.00**
4. General Mills Fiber One Toaster Pastries: selected varieties 11 oz. **\$.198**
5. General Mills Cereals: Fiber One 16.2 oz., Total Raisin 18.25 oz. or selected varieties 11 to 18.25 oz. **2/\$6.00**
6. General Mills Snacks: Bugles, Chex or Gardetto's 10.5 to 15 oz. **2/\$5.00**



at your SERVICE

Need the help of a pro to get on track with eating the right foods in the correct portions? Want to learn how to shop smart, try new foods or shed a few pounds? Help is as close as a Hy-Vee dietitian. There's a plan that works for you.

WRITTEN BY BECKY GUITTAR WITH LIZ ANDERSON
PHOTOGRAPHED BY TOBIN BENNETT

Joining the Hy-Vee family was an easy decision. Learning the layout of the new 80,000-square-foot store and 40,000 products—that required more consideration. As a registered dietitian and new employee at one of the biggest and newest Hy-Vee stores (Lincoln, Nebraska), Becky Guittar had the assignment to fill the HealthMarket aisles with gluten-free pancake mix, carb-control bagels, herbes de Provence, Vitamin D supplements, chewable adult vitamins—and so much more—before the first week of the store's grand opening. With every corner, shelf and display of the new store designed to enhance customer experience, Becky learned to stock what customers want and need, and make it all appealing.

Providing dietitians to assist customers is part of the customer enhancement plan for Hy-Vee. As a dietitian, Becky helps customers identify food and drug interactions as well as probiotic, supplement and antioxidant needs. A liaison between customers with special dietary concerns and their physicians, she offers preventive and therapeutic education about digestive, hormonal, inflammatory, cardiovascular, skeletal and immunological issues related to nutrition. Becky also analyzes such influences as meal timing, beverage consumption, cooking methods and food selections. Making appropriate food choices, almost immediately influences such conditions as diabetes, elevated cholesterol, acid reflux, food allergies, some fertility problems and sports performance.

Meetings with a Hy-Vee dietitian are easy to arrange at many stores. Consultations generally begin with personalized store tours and stops at the HealthMarket, dairy, meat and seafood counters, freezers, bread and cereal aisles, and fruit and vegetable sections. Tours provide customers opportunities to find out about new foods,



and learn cooking tips, portion sizes, definitions of such terms as “phytochemicals” and “plant sterols” and how to balance carbohydrates, proteins and fats.

Customers are most often concerned with appetite and hunger control, followed by taste, convenience and whether their families will accept different foods. At the Lincoln store, Becky emphasizes putting the right food *into* diets rather than restricting foods, as advocated by many diet books. Dietitians at Hy-Vee are recognized for providing healthful advice and strategies that serve customers well over time, fit family food budgets and help customers meet health-related goals.

Meeting with a Hy-Vee dietitian is as easy as stopping by or calling a nearby store or visiting www.hy-vee.com. Frequently, dietitians can answer simple questions in the store or by phone or e-mail. Consultations, set up by appointment, may require a physician's order, list of medications, medical history and record of foods eaten in a typical day or over a series of days. With a physician's order, customers can credit the consultation expense to a flexible medical spending account. Although some insurance companies cover consultations, check with your insurer first and expect to submit a claim for reimbursement. Certain diagnoses, such as diabetes and predialysis kidney care, may be covered; other diagnoses, such as elevated cholesterol and obesity, may soon be covered by insurance.

Find out about ongoing and special events by stopping at your local Hy-Vee store. Or visit www.hy-vee.com to view the Dietitian Schedule of Events in your area. Watch for kids' cooking classes, Cooking Club, cholesterol screenings, food samplings and HealthMarket sales.



Hy-Vee dietitian, Julie Mcmillan, from the Ankeny, Iowa store, explains the Begin program to a new participant. Hy-Vee dietitians combine one-on-one consultations with group sessions that cover a variety of topics, from shopping and cooking to creating a daily exercise schedule. (For more information about the Begin program, see [page 20](#).)



JULIE
REGISTERED DIETITIAN
HEALTH MARKET MANAGER

WHAT'S THE DEAL WITH VITAMIN D?

Vitamin D has been in the news quite often lately. It seems it's important and we may not be getting enough of it. What's changed? Why is it so important?

For starters, we used to get our daily vitamin D requirement primarily through sunlight. Our bodies make vitamin D when skin absorbs sunlight. Then we were told to avoid the sun because of skin cancer concerns. With a reduced amount of free time available to be in the sun or the limited time that kids have to play in the sun, we've just reduced the skin's exposure to vitamin D-rich sunlight. But do we avoid it too much now? It's difficult to determine a safe amount of sunlight exposure to synthesize vitamin D in any given individual.

Why do we need vitamin D? Vitamin D may help prevent several serious diseases, and it keeps bones strong and healthy. Studies show that 400 International Units (IU) of vitamin D a day not only prevent the bone-softening disease rickets but also treat the disease. This vitamin may prevent some cancers, diabetes and heart disease. Adequate vitamin D throughout childhood may also reduce the risk of the bone-thinning disease osteoporosis. New evidence suggests that vitamin D plays a role in the adult immune system and may help prevent infections and autoimmune diseases. Conclusive evidence on the amounts required to prevent disease is not yet available, although studies suggest that vitamin D is helpful.

Recently, the American Academy of Pediatrics doubled the vitamin D requirement for children, which may mean that millions of children need to take supplements. The requirement includes breastfed babies because the diets of many mothers may be deficient in vitamin D. Baby formulas usually provide 400 IU of vitamin D. Although most milk is fortified with vitamin D, kids often don't drink the required 4 cups per day.

How much is recommended? The new clinical report, "Prevention of Rickets and Vitamin D Deficiency in Infants, Children, and Adolescents," recommends that all children receive 400 IU a day of vitamin D, beginning the first few days of life. For adults to age 50, 200 IU are recommended. The recommended amount increases to 400 IU for ages 51 to 70, and 600 IU for ages 71 and older. Previous recommendations, issued in 2003, called for 200 IU per day beginning the first two months of life. Consult your health care provider to verify whether you're getting enough vitamin D or if you require a supplement.

Where else, besides sunlight, is vitamin D found? It's found naturally in only a few foods: fatty fish (salmon, tuna, mackerel and sardines), liver, cod liver oil and egg yolks. Vitamin D is also found in many fortified foods, such as commercially available milk, fortified cereal, bread and orange juice.

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1. Bertolli Olive Oil: virgin, light or classico 25.5 oz. **\$8.47**
2. Blue Diamond Almond Breeze: non-dairy beverage selected varieties 32 oz. **\$2.29**
3. Equal Sweetener 200 ct. **\$5.77**
4. Skinny Cow Novelties: selected varieties 4 to 12 ct. **\$3.88**
5. Dannon Activia or DanActive: selected varieties 4 pk. **\$2.15**
6. Promise Activ Super Shots: selected varieties 3.3 oz. or 4 pk. **\$2.99**
7. Promise Margarine: selected varieties 15 oz. **\$2.18**
8. YoPlus Adult: selected varieties 16 oz. **2/\$4.00**
9. Hy-Vee Nutritional Supplement Drinks 6 pk. **\$5.77**
10. Apple Sweet Apple Slices: selected varieties 5 to 6 oz. **4/\$5.00**

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Guaranteed Flower Market Bunch: single variety \$4.99

Guaranteed Flower Market Bouquet: 9 stem \$7.99

Haeger Pottery: 12" Wheat Grass Bristol Vase \$40.00

Color Your World

Lift spirits and brighten winter days with vibrant floral bouquets throughout your home. Inhale fresh scents, feast on rich color and create style with inspirational and artistic arrangements.

WRITTEN BY REBECCA KUZNIAR HOSCHEK PHOTOGRAPHED BY KING AU





Winter brings shortened daylight hours and presents limited opportunities to get outdoors and soak up the sun. If you're facing a case of the winter doldrums, make the most of your indoor time by treating yourself and your family well.

Brighten your days with splashes of color and with other items that will lift your mood and inspire creativity. A wide selection of fresh Hy-Vee Flower Market bouquets, arrangements and planters makes it easy to enliven every room in your home or office. Then pamper yourself with healthful spa-like personal care products. Get creative by organizing photo albums and catching up on note writing.

FLOWER POWER

At home or work, beautiful seasonal bouquets are incredible mood boosters, especially when outdoor blooms are but a vague memory. In bold or delicate colors, with enticingly faint or heavy aromas, and in a plethora of artistic arrangements, flowers are proven to lower stress levels and increase energy.

The recent Home Ecology of Flowers Study at Harvard University revealed that people who had fresh flowers in their homes experienced three positive benefits. Those who were surrounded by flowers became more compassionate. Flowers tended to alleviate anxiety, worry and sadness. And flowers boosted energy, happiness and enthusiasm.

BEAUTY BENEFITS

As you incorporate hues into your home be guided by specific colors, which have been shown to affect and enhance moods. The warmth of yellow increases happiness, promotes physical healing and enhances positive outlooks. Orange empowers energy levels and motivation. Shades of blue, green and turquoise create welcoming retreats and are optimal color choices for reducing stress. Deep blue and indigo may lead to relaxation before sleep.

Scents are tied to memory and emotional health. Vanilla, peppermint, lemongrass, citrus and lavender smell clean and fresh, leading to relaxation. These scents are often used in oils, diffusers, potpourris, bath salts and candles. Body washes, lotions, butters and scrubs in these scents lift the mood while contributing to healthful winter skin care.

Allow yourself to be swept into a heightened mood during indoor days. Fill your living spaces with flowers, treat yourself to healthful skin care and relax with creative activities.



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1. Natterra Natural Skin Care: wash, lotion, butter or scrub 7 to 18 oz. **\$5.99**
2. Make your own photo book online. Visit www.hy-veephoto.com.
3. Choose from a wide selection of favorite gift cards in one convenient location.
4. Freeman Beauty Holiday Gift Packs: barefoot, bare hands or feeling beautiful each **\$7.77**



Haeger Pottery 12" Tortoise Teardrop Vase (flowers not included) \$25.00

YES, YOU CAN ARRANGE FLOWERS

Freshly wrapped bouquets of Hy-Vee Flower Market flowers offer a quick way to have inexpensive arrangements at home—even if you've never arranged flowers before. Browse the floral displays, choose colors and blooms that appeal to you and pick out a vase.

At home, unwrap the flowers and remove leaves that will be below the waterline in the vase. Play with the arrangement, moving flowers around until the design fits your personality and the space intended for display. Then take time to relax, savor the fragrance and enjoy the natural beauty.

For the bouquet, *above*, in one hand evenly arrange untrimmed stems of one bouquet of alstroemeria and one bouquet of mums. Loosely wrap the stems, about halfway up, with a rubber band. Insert three stems of Bells of Ireland at what will be the back of the arrangement; wrap a second rubber band to hold them in place. Evenly trim the stems. Place the arrangement in a vase filled with water and floral preservative. Insert a ring of five small carnations around the vase opening. Tie on a narrow ribbon.



Procter & Gamble

Oral B Advantage Power or Crest Pro Health Rinse: selected varieties 1 ct or 1.5 lt. \$6.59



1

1. Vicks Cough and Cold Relief: selected varieties 6 or 10 oz., 10 or 20 ct., 85 or 100 gr. \$5.88
2. Olay Definity or At Home Treatments: selected varieties .17 to 3.3 oz. or 1 ct. \$19.99



2



get into your **winter routine** with these essentials

- *Feel that? It's getting cold out there. That means it's time to get into your winter routine. These beauty care essentials can help you face whatever winter brings.
- *Here's a quick tip for the season: While everyone likes a steamy shower, extra hot water can really dry out your skin. Taking a bath in warm water helps your skin stay moisturized.



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1. Suave shampoo & conditioner: selected varieties 32 oz. \$3.17
2. Suave hand & body lotion: selected varieties 18 to 22.5 oz. \$2.89
3. Q-Tips cotton swabs: 300 or 375 ct. \$2.58



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OCEAN FRESH

Get hooked on fish and shellfish. See how simple they are to serve, how absolutely delicious they taste and how good they are for you.

WRITTEN BY LOIS WHITE PHOTOGRAPHED BY TOBIN BENNETT

People often say that visiting the seafood counter can be intimidating. But once you begin to explore the fish and shellfish available at Hy-Vee, you'll learn so many fascinating things and, before long, deepen your understanding and heighten your enjoyment of seafood. Try something different every week, and you'll find that seafood is easy to fix and even easier to enjoy.

CANADIAN TROUT

One type of fish now available is the Canadian rainbow trout, a farm-raised fish that weighs 12 to 16 ounces. If you're familiar with trout caught from freshwater streams, you'll notice that this type has one distinctive difference. The Canadian trout sports a reddish-pinkish flesh, the same intense color as in salmon. The color results from the fish being fed a high-protein diet of corn and grain supplemented with a pigment similar to that in carrots and sweet potatoes. According to Richard Lottman, seafood specialist with

Perishable Distributors of Iowa, Ltd., a subsidiary of Hy-Vee and supplier of its seafood, the trout are trucked directly from lakes in Ontario to Hy-Vee stores. "That's about as fresh as you can get it," Richard says.

Richard, who loves to cook trout and salmon at home, shares a slick way to test the trout or salmon for doneness. "Cut into the thickest part of the fish. If the color is light pink all the way through, the fish is done. If it's darker pink in places, continue cooking," he says.

WILD SALMON

Colorful, full-flavored and versatile wild salmon comes from Alaskan waters. Although fresh varieties are only available from June to mid-October, you can always find at least three varieties of frozen wild salmon at Hy-Vee. The fish ranges in size from 6-ounce portions to 2-pound fillets.





During June, find four varieties of fresh wild salmon at Hy-Vee. Although they vary substantially in taste and texture, they share one cardinal trait: good-for-you fatty acids, which give the flesh rich flavor and lush texture. Chinook, or king salmon, is rich, moist and meaty, and it cooks beautifully on a charcoal grill. Sockeye or red salmon has distinctive deep orange-red color and is dense and full-flavored. Coho or silver salmon has firm texture and rich gamy flavor suited to simple preparation, such as poaching. Chum or keta salmon is light pink and mild flavored.

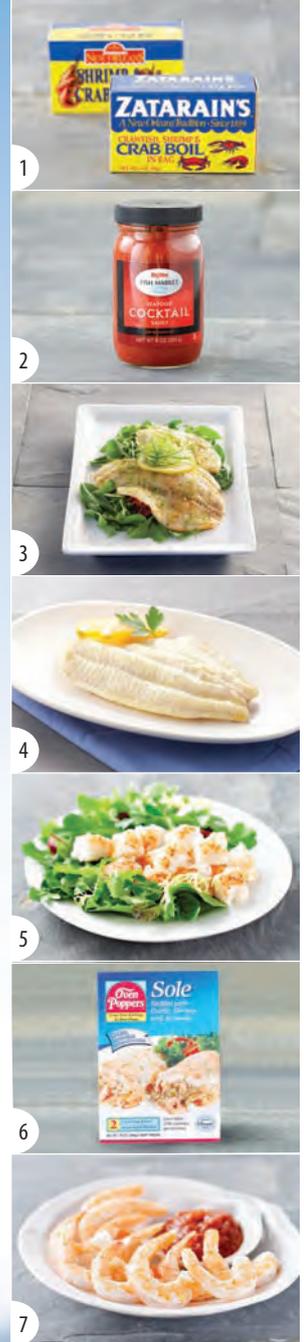
“Hy-Vee fresh salmon is the highest-quality and has the most good-for-you omega-3 fats because of the extreme elements and cold waters of the Arctic North,” Richard says.

SEAFOOD BENEFITS

As with other seafood, Canadian trout and wild salmon are ideal for people striving to maintain optimum health. High in protein and essential nutrients, they also provide good omega-3 fats. Chrissy Mitzel, Hy-Vee dietitian, Rock Island, Illinois, says, “Aim for two to three servings or 6 to 12 ounces of salmon or other fatty fish per week for maximum health benefits.”

According to renowned seafood chef Gary Puetz, the majority of the omega-3 richness in wild salmon is located between the flesh and the skin. “If you put the fish in the pan with the skin side up, that richness will be drawn toward the heat into the fish. Your fish will retain lots of juicy richness and it will be a more healthful, too,” he says. Chef Gary shares many cooking tips on instructional videos in Hy-Vee stores and at www.hy-vee.com.

To learn more about preparing and serving fish and seafood, visit Hy-Vee online for recipes, nutritional information and menus. Pick up recipe cards and pamphlets at the seafood counter, where experts are happy to share helpful advice. Hy-Vee is the only company in the upper Midwest that sells seafood that is U.S. Department of Commerce Lot Inspected, meaning it meets high-quality and wholesomeness standards.



1. Zatarain's Crab or Shrimp Boil: 3 oz. **\$1.29**
2. Fish Market Cocktail Sauce: regular or horseradish 8 oz. **\$1.99**
3. Fresh Tilapia Fillets **\$6.99 lb.**
4. Fish Market Fillets: salmon, perch or sole 12 oz. **\$4.99**
5. Trans-Ocean Imitation Crab or Lobster: selected varieties 8 oz. Buy one at **\$2.99** get one free.
6. Oven Poppers Sole or Flounder: selected varieties 10 oz. **\$4.97**
7. Natural Cooked Shrimp: 45 to 55 ct. **\$7.99 lb.**

LOBSTER TAILS WITH GARLIC-BUTTER SAUCE

Serves 4

ALL YOU NEED

2 (8 ounces each) lobster tails, thawed if frozen
3 tablespoons Hy-Vee unsalted butter, divided
1 small clove garlic, smashed

Hy-Vee salt and Hy-Vee pepper, to taste
Chopped fresh parsley, for garnish

ALL YOU DO

1. Using sharp kitchen shears, carefully cut through the top of each lobster shell. Open the shells and carefully pull out the meat, leaving it attached at the tail ends. Close the shells and rest the meat on top of shells. With a sharp knife, make a ½-inch-deep cut along the length of the lobster meat. 2. Place lobster tails in a shallow baking dish. Fill the baking dish with ½ inch of water. 3. Bake at 400°F for 15 minutes or until lobster meat is opaque, basting occasionally with 1 tablespoon of the melted butter. 4. To make garlic-butter sauce, place 2 tablespoons of the butter and the garlic in a small bowl. Microwave on high for 30 seconds or until butter is melted. Remove and discard garlic. 5. Season lobster with salt and pepper and garnish with chopped fresh parsley. Serve with garlic-butter sauce.

Nutrition facts per serving: 200 calories, 10 g fat, 6 g saturated fat, 0 g trans fat, 100 mg cholesterol, 260 mg sodium, 3 g carbohydrate, 0 g fiber, 0 g sugar, 23 g protein. Daily values: 6% vitamin A, 4% vitamin C, 6% calcium, 8% iron.



Live Maine Lobsters **\$13.99 lb.**
average 1.25 lb. each



ORANGE TROUT WITH GARLIC AND HERBS

Serves 4

ALL YOU NEED

Zest of 1 orange
1 tablespoon orange juice
1 tablespoon Hy-Vee Italian seasoning
1 large clove garlic, minced
Dash cayenne pepper
1 tablespoon Grand Selections olive oil
Hy-Vee salt and Hy-Vee ground black pepper, to taste
1 pound Canadian trout fillets

ALL YOU DO

1. Preheat broiler. Line a baking sheet with aluminum foil and spray with Hy-Vee nonstick cooking spray. 2. In a medium bowl, combine orange zest, orange juice, Italian seasoning, garlic and cayenne pepper. Whisk in olive oil. Season with salt and pepper. 3. Place fish skin side down on prepared baking sheet. Pat herb mixture on fish. 4. Broil fish about 7 minutes or until fish flakes when tested with a fork. Let stand 5 minutes before serving.

Nutrition facts per serving: 200 calories, 10 g fat, 2 g saturated fat, 0 g trans fat, 65 mg cholesterol, 85 mg sodium, 1 g carbohydrate, 0 g fiber, 0 g sugar, 24 g protein. Daily values: 0% vitamin A, 10% vitamin C, 8% calcium, 2% iron.

Canadian Trout Fillet \$8.99 lb.



ALL ABOUT LOBSTER

Leery of fixing a whole lobster? No more! Follow these tips to get the ultimate result on your dinner plate.

- Choose a lobster with a hard shell. Look for vigorous activity; the lobster's legs should move when the body is touched and the tail should curl under the body when it is lifted. Allow one 1- to 1½ -pound whole lobster for each serving.
- Handle a fresh lobster by cooking it live or by ending its life immediately before cooking. Ideally, lobster is cooked the same day as purchased. Otherwise, place the lobster on a tray, cover with damp towels, refrigerate and cook within one day.
- Cook it right. To boil one or two whole lobsters, fill a 12-quart pot approximately three-fourths full of water, add 2 teaspoons of salt and bring to boiling. Grasp lobster(s) just behind the eyes and rinse with cold water. Quickly plunge lobster(s) headfirst into the water. Return water to boiling. Cover and simmer about 20 minutes. (Lobster turns bright red when cooked.) Drain, then remove bands on large claws.

• Crack open the lobster and enjoy every morsel of meat. With a bit of practice, cracking a lobster becomes easy and it's part of the ceremony of eating this delicious seafood. First, firmly grab the body of the lobster. Separate the tailpiece from the body by twisting the tail and body in opposite directions. Next, hold the lobster tail, bend back its flippers until they crack, and remove the tail. With one hand, straighten the tail. With your opposite hand, insert a fork, pull up the tail meat and use kitchen shears to cut through the wide end. Carefully remove the meat. To remove the lobster claws, twist them until they pull off. Using lobster crackers, break open each claw and remove the meat with a fork or with your fingers. (For the smaller connecting joints, crack them open with lobster crackers and remove the meat with a cocktail fork.)

Nutrition notes: Lobster is more than simply delicious, it's good for you. It has fewer calories and less fat and cholesterol than lean beef or roasted chicken breast. It's also high in vitamins A and B, and minerals calcium, phosphorus, iron and zinc.

crunch before lunch

Eating an apple before lunch helps you fill up on a healthy food which can help reduce the overall calories you consume* and add valuable fiber and antioxidants to your diet.

The PIÑATA® apple originated in the 1970s after researchers in Germany crossed the Golden Delicious with Cox's Orange Pippin and the Duchess of Oldenburg varieties. The Piñata apple was released commercially throughout Europe in 1986.

Piñata apples are stripy red over an orange background. Crisp and juicy, they offer classic apple flavor with a tropical twist.

Stemilt harvests Piñata apples in mid-October. Because the flavors intensify in cold storage, Stemilt waits to pack and ship them until January.

Piñata's unique heritage creates strong versatility. The apples are excellent for eating out-of-hand and also adapt well to cooking temperatures, making them great for both baking and poaching.

For more information about the taste-pleasing Piñata apple go to www.pinataapple.com.

*Based on a 2007 study conducted by Penn State University and reported in *USA Today* on 10/23/2007 "Apple a day keeps the calories at bay."


PIÑATA!
A surprise for your taste buds

by the numbers

This nutritional scoring program increases Hy-Vee shopper confidence in making healthful food choices.

WRITTEN BY STEPHANIE LOVELACE PHOTOGRAPHED BY TOBIN BENNETT

The much-anticipated NuVal Nutritional Scoring System is—or soon will be—in a Hy-Vee near you. Now it's time to better understand what scores mean and how they can help you make healthful food choices.

Each score, a number from 1 to 100, is listed on the product's shelf tag right next to the price. Signs throughout the store will guide you. Fresh meats, frozen vegetables, produce and cereal are already scored. Eventually, the majority of food products will have NuVal information.

The posted scores are derived from analyzing more than 30 nutrition factors that either benefit or hinder a healthy diet. A score doesn't label food as good or bad; it just allows shoppers to make better selections within food categories.

Interpreting NuVal scores is easy—the higher the number, the more nutritious the food. For example, Post Shredded Wheat cereal with a score of 91 is a more nutritious choice than Cap'n Crunch's Crunch Berries with a score of 8.

“No adding, no averaging, no heavy lifting! Just let the numbers guide you to more nutritious choices and the quality of your overall diet—and your health—will come along for the ride,” says Dr. David Katz, founder of the program. “There is no need to limit your purchases to foods above a certain score or try to get a certain average score.”

And what if that box of Cap'n Crunch's Crunch Berries is a family favorite?

Laura Kostner, Hy-Vee health and wellness supervisor and a registered dietitian, advises shoppers to look at the whole picture. “Variety is not only the spice of life, it is the secret to a balanced diet,” she says. “I recommend that shoppers choose foods across every category. Even if some scores are low, just improving a few scores—one food choice at a time—will result in a more nutritious diet.”

For more information about the NuVal Nutritional Scoring System, visit www.nuval.com.

Nutrition Facts
Serving Size 1/2 cup (30g)
Servings Per Container about 15

Amount Per Serving		% Daily Value**
Calories	100	
Calories from Fat	10	
Total Fat 1g*		2%
Saturated Fat 0g		0%
Trans Fat 0g		
Polyunsaturated Fat 0g		
Monounsaturated Fat 0g		
Cholesterol 0g		7%
Sodium 105mg		11%
Potassium 180mg		16%
Total Carbohydrate 25g		50%
Fiber 14g		28%
Sugar 1g		2%
Sugar Alcohols 0g		

Introducing NuVal™
The Nutritional Scoring System

The NuVal™ System is the new way to quickly see the nutritional values of the food you buy, in a single number from 1 to 100. The higher the NuVal™ Score, the higher the nutritional value.

NuVal 1-100
Nutritional Scoring System

HyVee
EMPLOYEE OWNED

www.NuVal.com



Jennie-O Smoked Turkey Breast Portion: 1 lb. 2 oz. \$4.99

Variety is the spice of life

For countless kids, a long-standing partnership between Hy-Vee and Variety the Children's Charity makes life sweeter.

WRITTEN BY DEBRA LANDWEHR ENGLE

If you or someone you know has had a critically ill newborn, known a child with special needs or struggled to buy children's school supplies, you may have been touched by the community involvement of Hy-Vee without even knowing it.

Hy-Vee is a major contributor to Variety the Children's Charity, which serves disadvantaged, abused, at-risk, critically ill and special-needs children. Since 1983, Hy-Vee has donated \$15 million, including \$600,000 from the 2008 Hy-Vee Triathlon, to this charity.

"Variety has been our charity of choice," says Ron Taylor, senior vice president, corporate procurement and logistics for Hy-Vee and a board member for Variety of Iowa. "One of my favorite expressions is 'You never stand so tall as when you stoop to help a child.'"

Variety, which began as the Variety Club in 1928, is dedicated to improving the lives of children around the world. On a local level, Hy-Vee's involvement makes a number of initiatives possible, says Sheri McMichael, executive director for Variety of Iowa.

"Hy-Vee has given bikes to children who have never had one

before, made sure that hospitals had the equipment needed to save infants' lives and filled backpacks with brand-new school supplies for children who otherwise would go without," Sheri says. The company's efforts also have sent children with diabetes to camps, paid for helicopter flights for critically ill kids and given youngsters more freedom in the form of electric wheelchairs.

Variety is supported for several reasons, Ron says. A key factor is the charity's efficiency, with 90 percent of donations going directly to help children. The fact that the charity works so closely with children's hospitals plays a big role too, he says. "That's a key focus for us, helping children who don't have help elsewhere," Ron says.

Hy-Vee's involvement goes beyond monetary donations. Several Hy-Vee corporate leaders and store directors have been long-term board members for Variety. In addition, employees volunteer by giving away bikes at their stores, doing in-store promotions and staffing the annual Variety Telethon.

Collective effort makes a difference, Sheri says. "By being an active partner in its communities, Hy-Vee ensures that employees and customers live in a compassionate, caring place. We simply could not serve the number of children we do every year without having Hy-Vee as a partner. People recognize that when Hy-Vee is behind something, it matters to the community," she says.

To learn more, visit www.varietychildrenscharity.org.



FINANCIAL SERVICE SOLUTION

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With Only 1 Visa alerts, you receive up-to-the-minute information about your card account - including daily balance, bill payment activity or payment authorizations. Alerts can be e-mailed or texted to your mobile phone or to the secure message center. All for free!

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coming next issue

Spring lies just around the corner! For outdoor living ideas, new garden products and springtime foods and crafts, watch for *Hy-Vee Seasons Garden 2009* in the mail, at your local Hy-Vee or online at www.hy-veeseasons.com.

PHOTOGRAPHED BY PETE KRUMHARDT





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