

October 8, 2007

This electronic newsletter about the NE IA Food & Fitness Initiative will be sent to team members and other interested parties. It is intended to provide current information to its readers. Let us know of topics you would like addressed. Items may be submitted to wiemer@iastate.edu.

Archived editions: www.extension.iastate.edu/allamakee/info/enews.htm

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Upcoming Events

The Regional Team met on Sept 26 to discuss the assessments for the initiative. Visit the website for the minutes of that meeting.

The County Planning Teams will be meeting this month to talk about Worksite Wellness. One worksite in each county has already been identified as a participant in the assessments. County Planning teams will be selecting a second worksite in each county at their meetings this month.

Food System Articles *****

Iowa Produce Market Potential Calculator – This calculator was designed to help users determine expanding markets in Iowa if consumers ate more locally grown fresh fruits and vegetables rather than produce from conventional sources outside the state.

The calculator is unique because users easily can compare what Iowans eat (based on national per capita consumption data) to what Iowa farmers produce (based on U.S. Agriculture Census information). <http://www.leopold.iastate.edu/research/calculator/home.htm>

Using Vegetable Budgets to Make Decisions --An enterprise budget is an estimate of the costs and returns to produce a product (enterprise). For example, an Iowa corn and soybean producer would be

interested in developing both a corn and soybean enterprise budget. Vegetable farmers who grow 35 to 40 different kinds of produce, may wish to develop budgets only for their key products (those products that they believe contribute the most to attaining their goals).

<http://www.agmrc.org/agmrc/business/operatingbusiness/usingvegetablebudgetstomakedecisions.htm>

Counties and Local Food Systems -- This publication contains four methods and case studies for how county governments can support their local food systems. It was written with a focus on obesity prevention, but readers interested in the links between agriculture and economic development, environmental protection, and food security will also find the content useful.

<http://danedocs.countyofdane.com/webdocs/pdf/foodcouncil/localFoodSystems.pdf>

Survey looks at links between local foods, climate change, health, food safety

A new Leopold Center report shows that American consumers are skeptical about the safety of the global food system and many believe that local foods are safer and better for their health than foods from afar. <http://www.leopold.iastate.edu/pubs/nwl/2007/2007-3-leoletter/consumer.htm>

Wellness Policy Articles *****

Junk-Free Schools Video Contest

The Center for Science in the Public Interest is hosting the first-ever **Junk-Free Schools Video Contest**.

We need the help of young filmmakers to make the case for getting junk-food out of schools as part of a nationwide campaign to bring healthier foods to schools. The Grand Prize winner will receive a \$100 gift certificate for iTunes and the video will be showcased on our school foods website.

Deadline: November 1, 2007 For more information on the contest and how to enter, go to:

<http://www.schoolfoods.org>

Empowering Students to Take Part in Student Led Wellness Initiatives

Grades 6-12 October 17, 3:00 PM - 4:00 PM

Iowa Partners Action for Healthy Kids is offering this informational ICN session for middle and high school students to assist them in becoming involved in creating healthier school environments in support of their Local Wellness Policy. This session will provide time for students to hear from students who have received mini-grants from Iowa Partners: Action for Healthy Kids and who are currently leading wellness initiatives in their schools. Schools that attend this ICN will have the opportunity to apply for a \$500 mini-grant to implement student led wellness initiatives in their schools. Schools are encouraged to attend as teams with students and staff representatives. What a better way to get staff and students working together on wellness efforts in your local school! The ICN will last from 3-4 pm with the recommendation that those attending allow an additional half hour to complete a local plan of action and mini-grant application. Registration Deadline: 10/12/07 To register go to:

http://www3.iptv.org/iowa_database/event-detail.cfm?ID=8288

Kellogg Company introduces new Guideline Daily Amounts feature -- (September 18, 2007)--

Consumers will find it fast and easy to make informed ready-to-eat cereal selections for themselves and their families when Guideline Daily Amounts from the Nutrition Facts Panel begin appearing on the front of Kellogg's(R) brand ready-to-eat cereals in the United States beginning this September.

The new GDA feature will appear as a colorful and easy-to-use Nutrition at a Glance(TM) banner on the box top or upper, right-hand corner of Kellogg's(R) ready-to-eat cereal boxes. Four key nutrients will be displayed on every box of Kellogg's(R) ready-to-eat cereals: calories, fat, sodium and total grams of

sugar. Additionally, up to two nutrients Americans need more of as identified by the National Health and Nutrition Examination Survey (NHANES)(1), including fiber, calcium, potassium, magnesium, and vitamins A, C and E will be displayed. All GDA information is based on a 2,000 calorie daily diet.

GDAs are not new recommendations or standards for healthy eating -- instead, they provide a quick snapshot of how a food fits into a consumer's daily diet and complement the Nutrition Facts Panel. Kellogg first pioneered the use of GDAs in Europe and Australia, where the labeling approach has been well-received and adopted by the industry.

Research shows that time-pressed consumers want to streamline the shopping process. Consumers want quicker ways to make informed nutrition choices for themselves and their families. For more information on GDAs, consumers can click on www.KelloggsNutrition.com.

Physical Activity Articles: *****

Recess Rules: Why the undervalued playtime may be America's best investment for healthy kids and healthy schools, Sep 24, 2007

There are a growing number of parents, educators, policy-makers, law enforcement professionals and health experts who have come to recognize the benefits of play and are looking for ways to help kids be more physically active in a healthy and safe environment.

This report analyzes several sources of data to identify opportunities for increasing children's physical activity and to understand the factors that could contribute to or impair efforts to maximize those opportunities. This report also explores one model for addressing children's health through play and raises questions about the funding disparities that exist in the universe of physical activity. [More...](#)

Fitness Idea: ISU Pedometer Challenge

Here is your reason to start being more physically active! During the month of October there will be a Pedometer Challenge for faculty and staff across the Iowa State University campus.

The program, run by students in the Department of Kinesiology, is designed to encourage teams of 3-5 people to work together to compete for the highest average daily step count. Participants will log their steps on a customized website and both team and individual standings will be posted. Departments and colleges will also compete for "most active" status. Each of the first 500 participants that sign up will receive a free, high-quality (7 day memory) pedometer to monitor their step counts.

Upcoming Events: <http://www.extension.iastate.edu/allamakee/info/events.htm>

- Oct 11: Clayton County Food & Fitness Planning Team, 6-8 pm, Central State Bank Community Room.
- Oct 17: Allamakee County Food & Fitness Planning Team, 4-6 pm, Allamakee Extension office.
- Oct 17: Winneshiek County Food & Fitness Planning Team, 4:30-6:30 pm, Winn. Medical Center
- Oct 17: Howard Food & Fitness Planning Team, 6:30-8:30 pm, Elma Elementary School, enter through north door. RSVP to cfbceed@iastate.edu or 547-3001.
- Oct 18: Fayette Food & Fitness Planning Team, 4:00-6:00 pm, Fayette Extension office.
- Oct 31: Regional Team meeting, noon-2 pm, TBD