



eat well, anytime, anywhere



INSIDE:

Anytime and
Sometime Foods

Market and
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Recipe Cards

Children's Storybook

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The nonprofit educational organization behind
Sesame Street and so much more.

Sesame Workshop is the nonprofit educational organization behind Sesame Street which reaches 156 million children across more than 150 countries. The Workshop's mission is to use the educational power of media to help children everywhere grow smarter, stronger, and kinder. Delivered through a variety of platforms, including television programs, digital experiences, books and community engagement, its research-based programs are tailored to the needs of the communities and countries they serve. For more information, visit us at sesameworkshop.org.

CONNECTING WITH SUPPORT

Every parent needs support to get a child to eat fruits and veggies. You are not alone! There are a lot of resources that offer advice and provide examples of ways to make fruits and veggies a fun part of every meal:

» Produce for Better Health Foundation
fruitsandveggiesmorematters.org

» The American Academy of Pediatrics
healthychildren.org

» DHHS Office of Women's Health
womenshealth.gov

» United States Department of Agriculture/Choose My Plate
choosemyplate.gov

» Let's Move!
letsmove.gov

The WIC Program helps families with free nutritious food, nutrition education, and referrals to health and social service agencies. The resource below can help you find support:

» United States Department of Agriculture/WIC Program
fns.usda.gov/wic/who-gets-wic-and-how-apply



The **National WIC Association (NWA)** is the nonprofit education arm and advocacy voice of the Special Supplemental Nutrition Program for Women, Infants and Children (WIC), the over 8 million mothers and young children served by WIC and the 12,000 service provider Agencies who are the front lines of WIC's public health nutrition services for the nation's nutritionally at-risk mothers and young children. Visit nwica.org.



sesamestreet.org/food



planting the seeds for healthy habits

All vegetables and fruits start as tiny seeds. So do ideas! As a parent, you plant seeds of learning in your kids—seeds that grow into healthy habits. The more fun you have eating well together with your kids, the more these habits will blossom into a valuable, delicious part of your family's routines and your kids' lives.

Making healthier food choices and modeling healthy eating habits can make a big difference, so Sesame Workshop has created this resource with tips for learning about, shopping for, and preparing healthy foods.

HERE'S WHAT YOU'LL FIND IN THESE PAGES:

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Plus... Sesame Street Recipe Cards

After 17 tries,
Elmo's mommy finally got
Elmo to like carrots!



anytime and sometime foods

If kids learn to choose healthy foods now, they'll be more likely to make good food choices for the rest of their lives. It's a lesson even Cookie Monster has learned! Read his story aloud to your kids, then talk about it together.



COOKIE MONSTER'S "ANYTIME AND SOMETIME" STORY

Me love cookie.
Before, me want cookie
ALL THE TIME.
Before, me say
"Me eat cookie!"
all the time.
Mmm. Yeah yeah yeah!

But then me try bite
of other food.
And me like it!
Me try broccoli.
Me try carrots.
Me try red pepper.
Me try squash.
Oh boy!

Vegetables are
anytime food.
Me eat vegetables
anytime. Mmm.
Yummy in my tummy.
Me **STILL** love cookie!
Yeah yeah yeah!
But a cookie is a
sometime food!

Explain that some foods help us grow and be healthy, and some don't:

» An **anytime food** helps us grow and be healthy. We can eat anytime foods—such as fruits and vegetables in all colors of the rainbow, whole grains, lean meats, low-fat yogurt, and water or low-fat milk—every day.

TIP: When introducing anytime foods, remember that it can take about ten tries before your child learns to like a new food! If your children say they don't want to eat a particular food, you might say, *Just try a little bit. If you don't like it, that's okay. We can try again another day!*

» **Sometime foods** do not help us grow or be healthy. That's why we should only eat them once in a while. Examples of sometime foods are cookies, candy, chips, and sodas (foods high in sugar, fat, or salt).

TIP: If your children ask for cookies, candy, soda, or chips, you might ask, *Is that a sometime or an anytime food? Or, say, You already had a sometime food today, but let's think of an anytime food you can have for a snack.*

TALK ABOUT IT! Ask your kids:

- » Have you ever felt the way Cookie Monster used to feel about cookies?
- » If you could feed Cookie Monster any vegetable, what vegetable would you give him?
- » What is your favorite vegetable?





GET UP CLOSE AND PERSONAL

When you're shopping for fruits and vegetables, notice the texture of a piece of broccoli or kiwi, the pattern of an artichoke's leaves, the shine on a green pepper—they're all pretty amazing! At home, have your child smell, touch, and look at vegetables before and after they are cooked, and have your child taste them.



“making it work” at the market

You can make healthy choices together as a family—one step at a time—as you shop for healthy, hearty foods.

» **Eat with the seasons.** Most fruits and vegetables are available throughout the year, but some cost less when they're in season. Farmers' markets offer seasonal produce, and many accept WIC vouchers or SNAP cards.

» **Involve kids.** Buying foods everyone likes means less waste, so involve your family in making a grocery list. Your children can help write or draw items (encourage them to include at least one fruit or vegetable!), and at the store, they can help check items off the list.

» **Choose less-expensive protein.** Dried beans, peas, and lentils, canned fish, eggs, and peanut butter are all healthy, lower-cost sources of protein.

» **Go generic.** Generic or store brands usually cost less than name brands—and taste just as good!

TIP: Buy frozen or canned fruits and vegetables. In addition to fresh produce, try to pick canned food labeled “in its own juice,” “no added sugar,” or “low sodium.”

GROVER'S GARDEN Get your child excited about visiting the produce section of the supermarket!

» **First**, show your child this picture of Farmer Grover and say, *Oh, hello, Farmer Grover! What are you growing in your garden today?*

» **Next**, challenge your child to name as many fruits and vegetables as possible (you can respond to each by saying something such as, *Yes, Farmer Grover might grow lettuce in his garden*).

» **Then**, when entering the supermarket, ask: *Where can we find the foods that Farmer Grover might grow in his garden?*





GREEN, GROUCHY VEGGIES

Help your child learn to enjoy green veggies by introducing snacks or meals as “Oscar the Grouch’s favorite.”

» **Big Grouch Bowl:** leafy-green salad with snap peas, broccoli, or scallions.

» **Oscar’s Garbage Can:** a small iceberg-lettuce leaf (in the shape of a cup) filled with homemade cole slaw can be eaten by hand!

monster mealtime

Eating well can help you feel great! When planning meals, consider these tips:

- » Bake, broil, steam, or microwave foods instead of frying them.
- » Choose whole grains, such as whole-wheat tortillas, pastas, and rice.
- » Choose low-fat or fat-free milk, cheese, and yogurt, which have as much protein and calcium as full-fat products.
- » Snack on sliced apples and oranges, carrot sticks and celery sticks, and cucumber “coins” (circles). Take them on the go in plastic bags or reusable containers.
- » If you’re short on time, microwave fresh veggies, such as broccoli, squash, or cabbage, in a bowl with a little water.

TIPS: Have fun with these fruity desserts.

- » **Fruit Dip:** Dip chunks of fruit into yogurt (or put a small dab of peanut butter on each chunk).
- » **Summer Cool-Down:** Grapes, banana slices, and watermelon chunks all freeze well.
- » **Grilled Dessert:** Sprinkle peach halves with cinnamon and a bit of brown sugar, place on aluminum foil, and grill.
- » **Fruit Pizza:** Spread a toasted English muffin half with low-fat yogurt or cream cheese, and arrange sliced fruit on top.
- » **Handy & Healthy:** Canned fruits make an easy after-dinner treat.

SHHH! SECRETS FOR FEEDING KIDS WHO “HATE VEGGIES”
Here are ways to “hide” vegetables in other foods:

- » Chop up vegetables and add them to tomato soup.
- » Puree corn, peas, cauliflower, or carrots and add to mashed potatoes or meatloaf (do the “monster mash” and let your child use a potato masher)!
- » Add a little spinach or broccoli to macaroni and cheese.
- » Add chopped vegetables to a cheesy omelet.
- » Add chopped or grated carrot to tuna salad.





what about what's left over?

Leftovers can be made into delicious and healthy meals.

- » **Make leftovers into soup.** You can save bits of vegetables, rice, meats, beans, or tomato sauce in a container in the freezer. When the container is full, add water, herbs, and other seasonings or low-sodium canned broth to make a delicious soup, stew, or chili.
- » **Refrigerate or freeze leftovers quickly.** If you plan to eat leftovers within a day or so, refrigerate them. If you plan to eat them later, freeze them.
- » **Divide portion sizes.** Separate leftovers into small portions for faster cooling and reheating.

HAVE A "TASTE TEST" AT DINNER! Here's a way to introduce new tastes. Let's say you have one cooked yellow squash and one raw yellow squash. Cut up each and put the pieces on separate dishes. Then have a family taste test—children might even close their eyes. Which are your children's favorites? Which is the overall family favorite?

RECIPE CARDS

As you get used to planning ahead, preparing weekly menus can help save money and make food last longer. Use these following Recipe Cards for meal and snack ideas.



Cookie Monster's Favorite Salad

INGREDIENTS

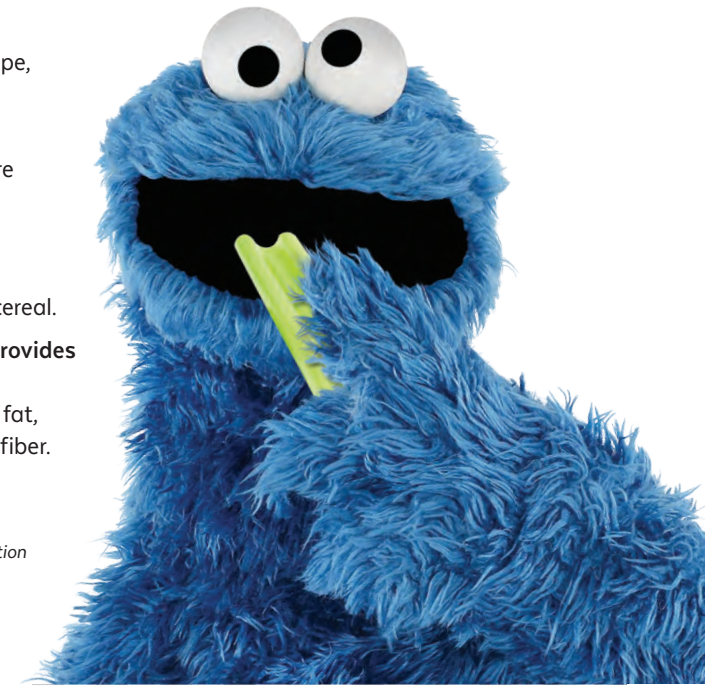
- ¼ cantaloupe, cut into bite-size pieces
- 1 large stalk celery, sliced
- 2 cups blueberries
- ¼ cup reduced-fat ranch salad dressing
- lettuce leaves
- 1 cup favorite crispy cereal

INSTRUCTIONS

- » In a medium bowl, mix cantaloupe, celery, blueberries, and dressing until blended.
 - » Cover and refrigerate. Just before serving, arrange lettuce leaves in 4 salad bowls or on 4 plates. Spoon fruit mixture over lettuce.
 - » Top each serving with ¼ cup of cereal.
- Makes 4 servings.** Each serving provides 111 calories, 1.6 grams protein, 21 grams carbohydrate, 2.3 grams fat, 180 milligrams sodium, 3.2 grams fiber.

FOR MORE HEALTHY IDEAS, VISIT SESAMESTREET.ORG/FOOD.

Recipe courtesy of the National WIC Association



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Elmo's Vegetable-Garden Omelet

INGREDIENTS

- 3 large eggs*
- 2 tbsp. water
- ⅛ tsp. salt
- 1 tbsp. butter or margarine
- ¼ onion, sliced
- ½ cup mushrooms, sliced
- 1 cup fresh spinach
- ½ cup tomatoes, diced
- ¼ cup low-fat Swiss cheese, shredded

INSTRUCTIONS

- » In a bowl, beat eggs, 2 tablespoons water, and salt until blended. Set aside.
- » In a pan, melt butter on medium-low heat. Add sliced onion and mushrooms and cook until soft, then add spinach and stir until wilted. Pour the egg mixture and cook until the egg mixture begins to set on the surface.
- » Spread tomatoes over half the omelet. When the eggs thicken on the surface, sprinkle with cheese. Fold the omelet in half and serve immediately. Enjoy!

Makes 2 servings. Each serving provides 185 calories, 14 grams protein, 3 grams carbohydrate, 13 grams fat, 340 milligrams sodium, 1 gram fiber.

*To reduce the total fat in this recipe, substitute the 3 eggs with 1 egg and 3 egg whites.

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Recipe courtesy of the National WIC Association



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Bert's Whole-Wheat Bread Pudding

INGREDIENTS

- 1/4 cup butter
- 8 slices stale whole-wheat bread, cubed
- 1/2 cup raisins
- 2 eggs
- 2 cups fat-free milk
- 1/2 cup sugar
- 2 tsp. vanilla
- 1/4 tsp. ground cinnamon
- 1/8 tsp. salt

INSTRUCTIONS

- » Preheat oven to 350° F.
- » Melt butter in a 2-quart casserole dish. Add bread cubes and raisins; toss to coat.
- » In a medium bowl, beat eggs slightly. Add milk, sugar, vanilla, cinnamon, and salt; mix well. Pour over bread cubes; stir to coat.
- » Bake for 40–45 minutes, or until a knife inserted near the center comes out clean. Sprinkle some cinnamon over the pudding, if desired, and serve warm. Store leftovers in the refrigerator.

Makes 8 servings. Each serving provides 210 calories, 5 grams protein, 30 grams carbohydrate, 230 milligrams sodium, 2 grams fiber.

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Recipe courtesy of the National WIC Association



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Super Grover's Power Smoothie

INGREDIENTS

- 1 large mango
- 1/3 cup peach sorbet
- 1/2 cup non-fat vanilla yogurt
- 1/4 cup orange juice

INSTRUCTIONS

- » Peel and cut mango into small cubes.
- » Place in a blender and “pulse” twice to chop.
- » Stir in the remaining ingredients. Mix well; blend until smooth.

Makes 2 servings. Each serving provides 170 calories, 4 grams protein, 39 grams carbohydrate, 0 gram fat, 44 milligrams sodium, 2 grams fiber.

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Recipe courtesy of the
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Abby Cadabby's Chili Macaroni

INGREDIENTS

- 12 oz. lean ground beef
- 1 1/2 cups frozen or canned whole-kernel corn
- 1 large tomato, diced
- 2 cups red kidney beans, cooked
- 3/4 cup dried whole-wheat elbow macaroni
- 2 tsp. chili powder
- 1 cup water
- 1/2 cup low-fat cheddar cheese, shredded

INSTRUCTIONS

- » Heat a large skillet; brown the meat on medium-high heat, drain.
- » Stir in corn, tomato, beans, uncooked macaroni, chili powder, and water. Bring the mixture to a boil; reduce heat, cover, and simmer for 12–15 minutes, or until macaroni is tender.
- » Sprinkle with cheddar cheese, cover, and let stand for 5 minutes before serving.

Makes 6 servings. Each serving provides 302 calories, 20 grams protein, 33 grams carbohydrate, 10 grams fat, 116 milligrams sodium, 7 grams fiber.

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Grilled-Vegetable-Pocket Party

INGREDIENTS

- 2 tbsp. olive oil, divided
- 1 small onion, chopped
- 2 cloves garlic, minced
- 1 tsp. dried rosemary, crushed and divided
- 2 small zucchini, sliced
- 2 small yellow summer squash, sliced
- 1/2 lb. medium fresh mushrooms, quartered
- 1 large tomato, diced
- salt and pepper to taste

INSTRUCTIONS

- » Drizzle 1 tablespoon of the oil over a double thickness of heavy-duty foil (about 24 in. × 12 in.).
- » Combine the onion, garlic, and 1/2 teaspoon rosemary; spoon over foil. Top with zucchini, yellow squash, mushrooms, and tomato; drizzle with the remaining oil. Sprinkle with salt, pepper, and remaining rosemary.
- » Fold foil around vegetables and seal tightly. Put on grill for 15 minutes (or bake at 400° F for 30 minutes). Open foil carefully to allow steam to escape. It's a vegetable-pocket party!

Makes 8 servings. Each serving provides 60 calories, 2 grams protein, 6 grams carbohydrate, 4 grams fat, 227 milligrams sodium, 2 grams fiber.

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Elmo’s Everything Soup

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- INGREDIENTS

 - 1 cup navy beans, cooked
 - 1 can (15 oz.) diced tomatoes, no salt added
 - 1 cup corn (fresh, frozen, or canned)
 - 1 cup green beans (fresh, frozen, or canned), chopped
 - ½ cup onion, chopped
 - 1 stalk celery, chopped
 - ½ tsp. dried basil or Italian seasoning
 - ¼ tsp. black pepper
 - 2 cups water
 - 1 cup whole-wheat elbow macaroni, cooked
- INSTRUCTIONS

 - » Place all ingredients in a large pot. Bring to a boil.
 - » Turn down heat and cover pot. Simmer for 15 minutes.
 - » Stir in cooked macaroni and serve.

Makes 4 servings.
Each serving provides 216 calories, 8 grams protein, 43 grams carbohydrate, 1.3 grams fat, 25 milligrams sodium, 8 grams fiber.

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Recipe courtesy of the National WIC Association






























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Healthy Hunting



Look for these vegetables and fruits throughout this guide and the storybook. How many of each can you find?

- | | | | | | |
|--|---|---|---|---|--|
| Apple »  | Avocado »  | Asparagus »  | Beet »  | Broccoli »  | Brussels sprouts »  |
| Cabbage »  | Carrot »  | Cauliflower »  | Celery »  | Corn »  | Cucumber »  |
| Green pepper »  | Kiwi »  | Lettuce »  | Mango »  | Mushroom »  | |
| Orange »  | Peas »  | Radish »  | Red cabbage »  | Red onion »  | |
| Snow pea »  | Tomato »  | White onion »  | Yellow carrot »  | Zucchini »  | |

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flip for Spanish