



Harvest of the Month Integration

UCSD Center for Community Health

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Harvest of the Month San Diego County Calendar



- Partners collaborated to develop a San Diego County specific calendar
- Highlights one fruit and one vegetable each month
- Encourage farmers, school districts, retailers, faith based organizations, worksites, etc. to follow the calendar and promote the featured produce for each month through a variety of ways



On the map



↑
Increase in
consumption
of fruits and
veggies helps
reduce health
disparities
↓

Collective Impact

- Programs
- Community
- Partners

Independent stores
\$19+ billion annually
(25% total
domestic market)



Economic Impact

- Farmers
- Retailers
- Consumers
- Purchasing Power (WIC, CalFresh, Fresh Fund)

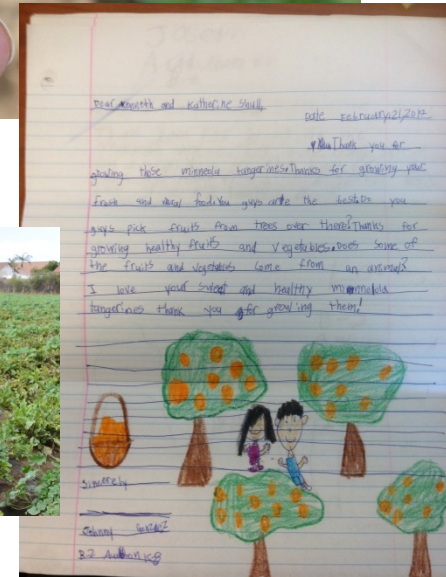
Only 47.1%
of stores in
San Diego
County sell
any fruit or
vegetable

For every \$5
spent using
CalFresh, nearly
twice as much
(\$9.20) is
generated in
total community
spending.

Harvest of the Month & Farmers/Growers



- Getting farmers involved in the conversation!
- Communicate to farmers what produce items will be in high demand each month based on *Harvest of the Month* calendar
- Working with partners to connect sites and farmers/growers/distributors to support local procurement



healthy
WORKS
Paths to Healthy Living
an initiative of



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Harvest of the Month Schools - Cafeteria



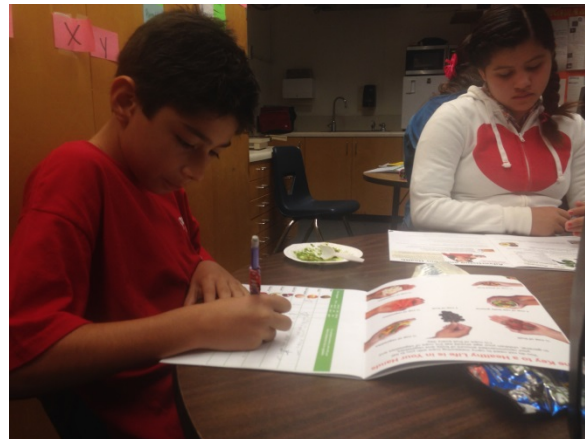
- 12 school districts in San Diego County are following the HOTM calendar and serving local produce in their cafeterias!
- *Harvest of the Month* produce is featured in the cafeteria at least once a week during the month in numerous ways (salad bars, hot food lines, entrees, etc.)



Harvest of the Month in the Classroom



- Link the classroom to the cafeteria
- In class taste tests of the *Harvest of the Month* item
- Curriculum aligned with common core
- Additional materials to support the taste test and learning experience (Educator Newsletter, Get Fit Activity, Tasting Trio Recipe, etc.)



Harvest of the Month Worksite



UCSD Live Well @ Work Newsletter

Live Well @ Work is developed in-house by the NEOP Worksite Wellness Program, and sent out to local employers, public and private partners, school district staff, County HHSA staff, among others. Currently, it is also housed on the County's Live Well San Diego website for residents to access.

In each issue:

- Relevant health topic, local wellness champion highlight, swap in/swap out article, Harvest of the Month recipe links, and listing of free community events.
- Also, each month the newsletter provides employers with link(s) to tools and resources to create healthier workplace environments (i.e. Smoke-free Workplace Policy Toolkit; Establishing a Walking Club).



The Facts on the New Nutrition Facts Panel

The Nutrition Facts Panel is about to get a makeover. The Food and Drug Administration (FDA) proposed several changes to make the Nutrition Facts Panel easier to understand and to reflect updated research in nutrition science. The proposed changes include the following:

- **Calories and serving sizes will be emphasized using larger font and bold type.** Serving sizes will reflect what people actually consume instead of what we should consume.
- **Labels will include the amount of "added sugars" in the food or the amount of sugar producers add to the product during processing.** Currently, only the total grams of sugar are on the Nutrition Facts Panel.
- **Potassium and Vitamin D will replace Vitamins A and C on the Nutrition Facts Panel** because these are two nutrients commonly deficient in the American diet.
- **The percent daily values (%DV) will be updated for sodium, fiber, and Vitamin D** to show consumers how specific foods fit into their daily diet. The %DV is the percentage of a day's worth of nutrients in one serving of a food product.

Easy Ways to Cut Back on Sugar

- **Sweeten Food Yourself.** Buy unsweetened foods (yogurt, cereal, oatmeal, etc.) and add fruit and maybe a little bit of honey. This way you can control how much sugar is added to your food.
- **Replace Sugary Beverages.** Swap out sugary beverages for fruit, vegetable, and herb infused water or low-fat or fat-free milk.
- **Limit Desserts.** Plan out one to two days per week where you allow yourself to enjoy a sweet treat. This can help you resist temptation more often because you know you will eat it tomorrow.

SWAP OUT: Added Sugar SUB IN: Natural Sugar

Are all sugars created equal? Not exactly. **Added sugars** are added to foods during processing to increase the food's sweetness. This includes granulated sugar, high fructose corn syrup, brown sugar, honey, syrups, and more. Typically they are found in baked goods, soda, energy drinks, ice cream, and candy. **Natural sugars** exist naturally in foods. There are two types: **lactose** found in milk and **fructose** found in fruit. These sugars are found in foods that offer much more nutritionally than added sugars, such as milk which contains protein and fruit which contains fiber. These foods also contain many vitamins not found in processed foods and beverages with added sugars.

Events Calendar: SEPTEMBER 2014

Free Events in San Diego Open to the Public

DATE	EVENT	LOCATION	TIME
September 2	Yoga for Adults and Teens	Mission Valley Library, 2123 Fenton Parkway, San Diego	6pm-7pm
September 5-7	25th Annual Sycuan Pow-Wow	5459 Sycuan Rd, El Cajon, CA	Both days 10am-dusk
September 6	Trek with the Trackers	Mission Trails Regional Park, One Father Junipero Serra Trail, San Carlos	8:30am-10:30am
September 7	Brazilian Day Festival	One block from the beach on Garnet Ave, San Diego	11am-7pm
September 13-14	Coronado Art Walk	Coronado Ferry Landing	Both days 10am-5pm
September 17	Our Kitchen, Good Table, Healthy Life	Women's Wellness Center at King Chavez Health Center, 950 S. Euclid Ave, 3rd Floor, San Diego	10am-11am
September 20-21	Pacific Islander Festival	Ski Beach, San Diego	TBD
September 28	Cabrillo Festival	Ballast Point, Naval Base Point Loma	11am-4pm
September 27-28	Oceanside Harbor Days	Oceanside Harbor	Saturday: 9am-6pm Sunday: 9am-5pm
September 27-28	Adams Avenue Street Fair	Adams Avenue, Normal Heights	Saturday: 10am-10pm Sunday: 10am-7pm
September 29	Alpine Western Days	2955 Alpine Blvd, Alpine	10am-5pm

Worksite Wellness Program
University of California, San Diego
School of Medicine
Center for Community Health
Nutrition Education Obesity Prevention
Branch
Email: worksitewellness@ucsd.edu

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For CalFresh information, call 1-877-847-3663. Funded by USDA SNAP-Ed, an equal opportunity provider and employer. Visit www.CalChampionsForChange.net for healthy tips.

Harvest of the Month Retail Sites



Merchandising Program



Promotions Partnership



Lemon Grove HEAL Zone
September 2 · Edited

Hey Lemon Grovel

Strawberries are still in season here in San Diego County! For the next 2 weeks, or while supplies last, you can get a 16oz pack of strawberries for only 99cents when you mention FACEBOOK at Don's Farmers Market [7155 Broadway].

A ½ cup of strawberries (about four large berries) is an excellent source of vitamin C. Vitamin C helps your body heal cuts and wounds and helps lower your risk of infection.

Check out our partners' over at CA Champions for Change for healthy strawberry recipes! [link posted below]

Tuesday 9/2 through Tuesday 9/9/2014 or while supplies last
Strawberries 99cents/pack*
Mention FACEBOOK and receive a 16oz pack of strawberries for only 99cents at Don's Farmers Market!
*Limit 4 per person per day

Don's Farmers Market
7155 Broadway,
San Diego, CA 91945

Lemon Grove HEAL ZONE
A COMMUNITY IN ACTION

CHAMPIONS for CHANGE

healthy WORKS
Paths to Healthy Living
an initiative of

LIVE WELL
SAN DIEGO

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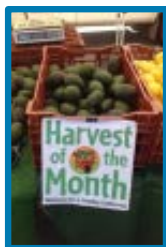
For more information on the Healthy Markets Action Team within the Lemon Grove HEAL Zone, please contact the UC San Diego Center for Community Health Research Program: retailprogram@ucsd.edu

Like Comment Share 2 1 3 Shares





Harvest of the Month Farmers' Market



Farm/Farmers'
Market to Store



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Harvest of the Month Retail Markets



Healthy Cocina Initiative: *Supermercado Murphy's Market* Offers Oasis for Hungry Residents in Food Desert

The *Healthy Cocina Initiative* pilot has helped make the healthy choice the easy choice. The pilot project focuses on serving prepared meals which meet the USDA Dietary Guidelines for Americans at a low cost. This benefits both the consumers as well as the store's bottom line and image for their dedication to the community. The project also integrates San Diego's *Harvest of the Month* as the featured produce in the recipes. The meal includes an entrée plus a choice of two sides from rice (with mixed veggies), pinto beans (boiled with water and white onion), or pico de gallo fruit salad. The meal is sold to customers at a reduced price of \$3.97 and to Murphy's employees for only \$2.97 and available in the market's prepared food section called the "Cocina."



Harvest of the Month Restaurant



San Diego Grown 365



San Diego Grown 365 is a Farm Bureau owned brand that gives San Diego producers an edge in the marketplace. It is a trademark that has been in use by San Diego farmers since its development in 2004. The mark is a magenta sunburst with white lettering spelling out San Diego Grown 365. The sunburst resembles a quality seal of approval with 365 referencing San Diego's ideal year-round growing climate.



Harvest of the Month Faith



Faith Based Wellness Tool Kit Bulletin Board

This toolkit includes 12 months of valuable nutrition information in the form of handouts which include Harvest of the Month, healthy recipes, lesson handouts, Images, Month titles making it really easy for you to update the bulletin board at New Seasons once a month.



December – *Family Fit Lifestyle Month*

Lesson: Make Celebrations Fun Healthy and Active

1. Orange harvest of the Month – Newsletter
2. Greens Harvest of the Month - Newsletter
3. Orange image
4. Greens image
5. Breakfast Fruit Cup recipe – Get Fit Toolkit
6. Spinach Corn Casserole recipe -
7. Make Healthier Holiday Choices – USDA's 10 Tips Nutrition Education Series



Harvest of the Month Community Gardens



Get Fit Toolkit: Combining nutrition education and physical activity through Harvest of the Month programming



School Gardens
Community Gardens
Food Distribution
Farmers Markets
Retail Store Tours



Stonefruit Step



Fun Fact:
Stonefruits include peaches, nectarines, and plums, and they are a great source of Vitamin C!

Follow Me!

- Step one foot in front of you
- Bend your knees into a lunge
- Step back and repeat on opposite side

BEG	6
INT	12
ADV	18

Harvest of the Month
Network for a Healthy California

For California information, call 1-877-801-0802. Funded by USDA SNAP E-R, an equal opportunity provider and employer. Visit www.championsforchange.net for Healthy Up, California Department of Public Health.



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Harvest of the Month New Materials



Salad Bar Clings



Harvest of the Month
Calendar Poster



Map of California and
San Diego County




Tasting Trio Recipe
Cards (ENG/SPAN)

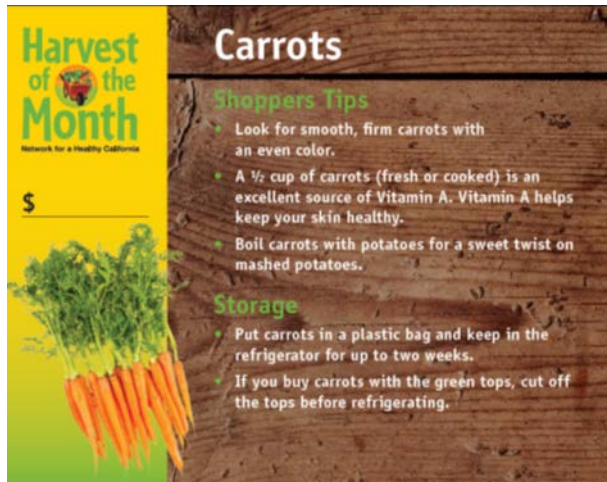


Harvest of the Month New Materials



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Banner



Aprons



POP Signage

Integration Overview



is part of the San Diego community!



www.harvestofthemonthsandiego.ucsd.edu



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Questions?

