



SOUTH CAROLINA FAMILY AND COMMUNITY LEADERS

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Leader Training Guide

WHAT'S HOT IN HEALTH FOODS

Objectives: To examine the key attributes of some popular health foods successful in today's market.

Lesson Overview/Introduction:

In 400 B.C. Hippocrates, the Father of Medicine, said "Let Your Food be Your Medicine." Hippocrates used natural, raw apple cider vinegar (with the "Mother") for its healing and energizing health qualities.

Lesson Background:

- Decades ago, grandmothers always had recipes for healing ailments using cures from the kitchen. Many of these cures included eating a variety of foods, eating whole foods, and eating unprocessed foods.
- Numerous television food channels and several television celebrities (such as Oprah and Dr. Oz) have increased public interest in the food we purchase, the food we cook and the food we feed our families.
- Manufacturers and distributors of organic and natural foods report increasing sales in these products.
- There is an upswing in public interest for eating locally grown foods, foods with fewer pesticides, and foods that offer maximum health benefits.

Below are several health foods you might currently see in the health food stores or the grocery stores. Each food includes a description to help you determine if it might be a good choice for your lifestyle.

Chia- Chia is a seed. It can be found sold in bulk or as an ingredient in other products. It can be used in shakes, juices, energy bars, salads, cereals and many more products. It is typically found in health food stores. Chia was on Dr. Oz's show which brought it to the public's attention. One ounce of chia seeds provides 137 calories, 9 grams fat, 11 grams fiber, 4 grams protein, and 18% of the recommended daily allowance (RDA) of calcium.

Quinoa- Quinoa is a grain. It is found in health food stores and in regular grocery stores. It can be used as a side dish (similar to rice) or can be mixed with other ingredients and used as an entrée

since it is high in protein. One cup of quinoa provides 222 calories, 4 grams fat, 5 grams fiber, 8 grams protein, and 15% RDA Iron.

Sprouted Grain Products- Sprouted grain products are made from a variety of whole grains which have been soaked and allowed to barely sprout. They are available as flour (for baking,) baked goods (typically bread,) and snack foods (chips, crackers, etc.) Sprouted grain products are available at health food stores and in limited quantities at grocery stores. Breads made from sprouted grains are often sold from the refrigerated or freezer case. Nutritional content varies with each product.

Almonds - These nuts have become increasingly popular and are available in a variety of forms. They are most commonly sold as plain nuts (either roasted, salted, flavored or plain) but can now be found as beverages (almond milk) and pastes (almond butter.) Almonds are readily available in stores everywhere. One ounce unsalted, dry roasted almonds (22 nuts) provides 167 calories, 15 grams fat, 16 grams fiber, 30 grams protein, 37 % RDA Calcium and 35% RDA Iron.

Coconut Oil-This oil has risen rapidly in popularity. It is typically available in health food stores and increasingly available in grocery stores. Coconut oil is used in place of vegetable oil for cooking. The US Food & Drug Administration (FDA) is still working to provide conclusive, scientific evidence for this product and the health benefits it offers. However, manufacturers state that it has numerous health benefits and supply many testimonials. Coconut oil is 100% fat (the same as all other oils, butters and margarines.)

Kefir- This is a cultured milk beverage that must be refrigerated. It is available in health food stores and many grocery stores. It is available plain and flavored (vanilla, strawberry, etc.) Kefir contains probiotics due to the live cultures used to make the product. Brands vary, but generally, one cup of low-fat plain kefir will have approximately 120 calories, 2 grams fat, 3 grams fiber and 14 grams protein. All brands and all flavors vary in nutritional content.

Greek Yogurt- This is a cultured milk snack that must be refrigerated. It has recently gained popularity and is available in every grocery store. It is available in a variety of flavors, a variety of fat contents, and a variety of sugar contents. Greek yogurt is thicker than traditional yogurt (the whey has been strained away) and is very nutritionally dense. The protein content is often double that of traditional yogurt. One 6 oz. serving of plain fat free Greek yogurt provides 100 calories, 18 grams protein and 20% RDA calcium.

Goji Berries- This is a sweet/tart, red fruit native to Asia. The flavor is a cross between cherry and cranberry. This fruit is naturally very high in antioxidants. Goji berries are available as an ingredient in other products (snack bars, fruit drinks, etc.) And occasionally the berries can be found as packages of dried fruit (sold in a form similar to raisins.) Snack bars and fruit drinks are often seen in the grocery stores. Dried goji berries are normally found in health food stores and often in Asian markets.

Honey- Honey, especially locally harvested honey, has gained popularity in recent years. Honey from local hives is typically available at farmers markets, roadside stands, and direct purchase from the beekeeper. Local honey is popular not only as a natural sweetener but also as a home

remedy for allergy sufferers. Scientific studies have yet to prove this theory true. One tablespoon of honey provides 64 calories and 17 grams sugar.

Projections for the Future- Manufacturers say to look for more health food and health food related items in mainstream grocery stores as consumers become more focused on the connection between food and health.

Also, today's parents are passionate about raising their children to enjoy fruits and vegetables but also want on-the-go convenience. Items such as squeeze packs of pureed food are gaining popularity with many parents. This baby food is marketed as healthy for the baby and easy for the parents. The packaging is flexible which makes the container easy to tuck into a diaper bag or purse.

Lesson Summary:

Knowing the trends in Organic and health Foods on the market and learning good choices will add variety to meals.

Suggested Activities:

Visit a local health food store as a club. This would be an opportunity for club members to see the wide array of health food products available today. Alternatively, invite the owner of the store to speak to your club.

“Everyone bring one.” Every club member brings a health food item to the club meeting. Each member shares information on the item they brought.

Visit a farmers market. Club members meet as a group at the market for purchasing fresh fruits and vegetables.

Taste test. Volunteers prepare recipes from foods in the lesson. The dishes can be tasted during the lesson.

Suggested Materials:

1. Dr. Oz's 99 Diet Foods Shopping List available for free printing at <http://www.doctoroz.com/supermarket-essentials>
(note that at the bottom of Dr. Oz's list is the following statement: “Consider the above foods along with fresh fruits, vegetables and lean proteins.” Dr. Oz is NOT endorsing brands NOR is he suggesting the public eat ONLY the 99 foods listed. This is stated directly on the shopping list.)

2. My Plate available for free printing at <http://www.choosemyplate.gov/healthy-eating-tips/ten-tips.html>

(note the link “10 Tips Nutrition Education Series” contains especially good information)

3. The Healthy Lunchtime Challenge Cookbook available for free printing at <http://www.letsmove.gov/sites/letsmove.gov/files/pdfs/healthy-lunch-challenge-cookbook.pdf>

(note that this is the cookbook of the 54 winners from The Healthy Lunchtime Challenge, a 2012 national contest conducted in partnership with First Lady Michelle Obama, the magazine Epicurious, U. S. Department of Education, and the U.S. Department of Agriculture. The document is 72 pages. Several of the foods highlighted in this lesson are included in these recipes.)

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3. <http://www.wholegrainscouncil.org>
4. <http://www.mayoclinic.com/health/coconut-oil-and-weight-loss/AN01899>
5. <http://www.ars-grin.gov/cgi-bin/npgs/html/taxon.pl?32939>
6. <http://www.webmd.com/balance/goji-berries-health-benefits-and-side-effects>
7. <http://lifeway.net/LifewayWorld.aspx>
8. <http://www.fageusa.com/products>
9. <http://nutritiondata.self.com>

A consultant on this lesson was Suzanne Shinault, Nutritional Consultant, Owner of Nature's Remedies, Discover a more Healthful You!

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