

Hy-Vee healthy bites

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This newsletter is brought to you by your Hy-Vee Registered Dietitian

NUVAL™: A NU WAY TO SHOP

Hy-Vee shoppers! Stop spending time reading labels and start shopping smarter by comparing numbers.

Now there is a NU way to shop. This system is called the NuVal™ Nutritional Scoring System, or NuVal for short. NuVal is easy to understand and simple to use.

Food products are scored from 1 to 100; the higher the number, the more nutritious the food. The scoring process incorporates 30 separate nutrients, some healthy and some not, and then mathematically produces a nutritional score.

Nutrients with favorable effects on health are placed in the numerator, where higher values increase the score. Nutrients with unfavorable effects are placed in the denominator, where higher values decrease the score.

"If we want people to make good decisions about the foods they buy and eat, then we have the responsibility to give them information they can understand," says Dr. David Katz, who gathered an independent team of the nation's top nutrition and health experts to develop the algorithm that scores the food. The program doesn't label any product good or bad; however, it simply allows shoppers to make better selections within each category.

The expert panel that developed NuVal is unbiased and has no vested interest in the production, manufacturing or selling of food. Their purpose is to give individuals a quick and easy-to-understand way to assess the nutritional value of the food they buy.

NuVal™ provides customers the ability to make well-informed nutritional choices, one food at a time. The concept is simple: the higher the score, the higher the nutritional value.

Feel free to ask any Hy-Vee dietitian or employee about the program. NuVal is another way Hy-Vee is making your life easier, healthier and happier!

WHAT'S THE AVERAGE NUVAL SCORE?

Foods are typically categorized into four basic food groups: meat and seafood, breads and cereals, fruits and vegetables, and dairy. Each of these food groups offers a unique combination of nutrients. For instance fruits and vegetables will have a high NuVal score since they are rich in vitamins and minerals and low in fat and sodium. Breads and cereals tend to offer an abundance of B vitamins and some essential minerals along with more sodium, leading to a mid-range NuVal score. When comparing foods, choose foods with a higher NuVal score from each of the basic four food groups to get all the nutrients you need.



TOP NUVAL PICKS IN EACH FOOD GROUP

Fruits & Veggies (Choose 5 to 9 a day)

Apricots	100	Broccoli.....	100	Orange	100
Asparagus.....	100	Cabbage.....	100	Spinach.....	100
Blueberries.....	100	Cauliflower.....	100	Strawberries.....	100

Meat & Seafood (Choose 2 to 3 a day)

Atlantic salmon fillet.....	87	Oysters.....	81	Bottom round roast (beef).....	34
Atlantic halibut fillet	82	Shrimp.....	75	Ground sirloin (beef - 90/10)....	30
Catfish fillet.....	82	Turkey breast (skinless).....	48	Pork chop (boneless center cut)...	28
Cod fillet.....	82	Chicken breast (boneless).....	39	Lamb chops (loin).....	28
Tilapia fillet.....	82	Pork tenderloin	35	Leg of lamb.....	28

Breads & Cereals (Choose 4 or more a day)

Wheat bran	100
Shredded Wheat original.....	91
Steel Cut Irish oatmeal.....	91
Mini Wheat unfrosted bite size.....	91
Multi-grain Spaghetti Pasta.....	91

Dairy & Soy Beverages

Skim milk.....	100
Silk soy milk plain.....	87

AVERAGE SCORES:

Vegetables & Fruits:....	100 to 78
Meat & Poultry:.....	53 to 24
Seafood:.....	87 to 36
Pasta:.....	91 to 11
Cereal:.....	100 to 4
Salty Snacks:	52 to 1
Cookies:.....	40 to 1

Nutrition Facts

Serving Size ½ cup (30g)
Servings Per Container about 15

Amount Per Serving

Calories 100

Calories from Fat 10

% Daily Value**

Total Fat 1g* 2%

Saturated Fat 0g 0%

Trans Fat 0g

Polyunsaturated Fat 0g

Monounsaturated Fat 0g

Cholesterol 0g 0%

Sodium 105mg 2%

Potassium 180mg 4%

Total Carbohydrate 25g 5%

Dietary Fiber 1g 2%

Sugars 1g

Protein 1g

Vitamin A 10%

Vitamin C 10%

Iron 10%

Calcium 10%

Phosphorus 10%

Magnesium 10%

Zinc 10%

Copper 10%

Manganese 10%

Selenium 10%

Niacin 10%

Thiamin 10%

Riboflavin 10%

Vitamin B6 10%

Folate 10%

Vitamin B12 10%

Panthenol 10%

Biotin 10%

Inositol 10%

Choline 10%

Calcium 10%

Iron 10%

Magnesium 10%

Phosphorus 10%

Potassium 10%

Sodium 10%

Zinc 10%

Copper 10%

Manganese 10%

Selenium 10%

Niacin 10%

Thiamin 10%

Riboflavin 10%

Vitamin B6 10%

Folate 10%

Vitamin B12 10%

Panthenol 10%

Biotin 10%

Inositol 10%

Choline 10%

Calcium 10%

Iron 10%

Magnesium 10%

Phosphorus 10%

Potassium 10%

Sodium 10%

Zinc 10%

Copper 10%

Manganese 10%

Selenium 10%

Niacin 10%

Thiamin 10%

Riboflavin 10%

Vitamin B6 10%

Folate 10%

Vitamin B12 10%

Panthenol 10%

Biotin 10%

Inositol 10%

Choline 10%

WHAT'S NEW & EXCITING



Full Circle™ brown rice

Brown rice provides 15 essential nutrients and is a good source of cancer-fighting antioxidants and phytonutrients.

Discover a world of great ideas and rice recipes at www.usarice.com.



Hodgson Mill™ wholewheat whole grain fettuccini 90

Double the NuVal score by switching to a whole-wheat, whole-grain pasta (NuVal 90). Enjoy the flavor and the healthbenefits. Look for recipes at Hodgsonmill.com.



Salba Smart™ organic tortilla chip blue chips

Chia seeds are rich in omega-3 fats along with other heart-healthy nutrients. A must try! Each serving contains 400 mg of omega-3 fats and 4 grams of fiber. Learn more at www.SalbaSmart.com

TOP PICKS ON SALE IN FEBRUARY

Italica™ extra-virgin olive oil with omega 3

Delicious fine flavor made from cold pressed olives and infused with natural omega-3 fatty acids. Find out more at TeepeeOlives.com

Lundberg™ brown rice

Make half your grains whole. Whole grains help fight belly fat and lead to healthier hearts. Learn more at Lundberg.com.

Corozonas™ tortilla chips

Finally - a cholesterol-lowering tortilla chip. Contains plant sterols which naturally help control cholesterol levels. Discover more at www.corozonas.com.

Country Choice™ organic instant oatmeal

Incredible rich flavor with all the heart-healthy benefits of whole grain oats. Learn more at countrychoiceorganics.com.

Full Circle™ organic dry beans

Beans keep hunger pangs away while lowering cholesterol. Discover more health benefits and recipe ideas at Beans4health.org

Organic Valley™ orange juice

One sip and you will relish the flavor of pure organic orange juice. Each 8-ounce glass provides 120% of the recommended daily allowance of Vitamin C. Find out more at OrganicValley.coop

FEBRUARY THEMES

American Heart Month

Each year, cardiovascular diseases claim the lives of nearly 500,000 women. Participate in "Go Red for Women" on February 1st by wearing and promoting red. www.americanheart.org and www.womenheart.org.

National Black History Month.

Observation of a special period to recognize achievements and contributions by African-Americans. www.asalh.org

Bake For Family Fun Month

Celebrate the great taste, good nutrition, economy and family fun of traditional home baking. www.homebaking.org www.hy-veerecipes.com

Valentine's Day – February 14

St. Valentine's Day celebrates the feasts of two Christian martyrs of this name. An old legend has it that birds choose their mates on Valentine's Day. Now, it is an occasion for the exchanging of gifts and greeting cards with affectionate or humorous messages.

February Celebrations and Events

Kiwifruit Day - Feb 2

Go Red Day for Women - Feb 6

World Cabbage Day - Feb 17

National Chili Day - Feb 23

GREEN TEA SALMON

Deliciously heart-healthy and simple to prepare.

All you need	2 tbsp soy sauce
4 tea bags (green tea)	1/4 cup sherry
1/2 cup boiling water	1 lb salmon
1/2 tsp cornstarch	3 tbsp sesame seeds, toasted

All you do

Steep 4 tea bags in 1/2 cup boiling water for 5 minutes. Squeeze and remove tea bags; stir in cornstarch. Meanwhile, whisk together soy sauce and sherry in a 10-inch skillet. Slice salmon into small strips; add to skillet and marinate for 10 minutes. Heat and simmer over moderate high-heat until sauce is absorbed. Pour the tea mixture over salmon and cook 5 minutes until sauce slightly thickens. Toast sesame seeds and stir in sauce. Delicious served with whole grain rice. Serves 4.

Nutrition Facts:
290 calories, 15 g fat, 12 g carbs, 24 g pro, 1 g fiber

