

# *The Right Bite*

## Top essays on weight struggles to win fitness camp scholarships

A new essay contest, developed by the Michigan Apple Committee (MAC), strives to help in the battle against childhood obesity.

The "Get Fit With Michigan Apples Essay Contest" will award four free scholarships to a highly acclaimed fitness camp for youth. Contestants between the ages of 5 and 24 must submit a 500- to 1,000-word essay describing their personal struggle to lose weight.

Authors of the four top essays will each receive a four-week session at a Wellspring Camp of their choice, where the average camper loses about 4 pounds per week. Each scholarship is valued at \$5,900.

"I commend the Michigan Apple Committee in its efforts to promote healthier lifestyles for our children," said Judy MacNeill, registered dietitian and nutrition spokesperson for MAC. "Lack of exercise and poor nutrition choices can lead to weight gain in our young people. We need to join forces to address this problem."

Essays should describe why the young person would most benefit from the fitness camp session. Judges will select four winners based on completeness of entry, potential to benefit, desire to change lifestyle and financial need.

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**Rod R., 18, lost 39 pounds in four weeks at a Wellspring Camp in 2007.**



## FEATURED VARIETY

### Jonagold

What do you get when you cross a mellow Golden Delicious with a tart Jonathan? A Jonagold.

This tasty variety has become a favorite of apple connoisseurs because of its diversity, as well as its unique flavor.

Superbly crisp and juicy, the Jonagold has a creamy, pale yellow flesh and thin skin. It is excellent for fresh eating, as well as for use in sauces and baking.

Developed in the United States in 1943, this variety prefers cooler climates and grows extremely well in Michigan.

Don't let the sweet taste fool you, the Jonagold has plenty of character and maintains great flavor no matter how you serve it.





## 'The apple man' leads school lunch effort

By Dick Lehnert, Assistant Editor, *The Fruit Growers News*

When Mark Doherty became chairman of the Michigan Apple Committee this year, he took the helm with a reputation in place.

He was "The Apple Man," who put Michigan apples into the food system of Traverse City Area Public Schools.

Because of his efforts, 10,000 kids in his local K-12 school district were eating 40 bushels of locally produced Michigan apples every week. What seems astonishing, on the face of it, is that children in a school district in the nation's third-largest apple producing state were not routinely eating Michigan apples.

But Greg Wilson, who works for the Michigan Apple Committee (MAC) promoting Michigan-grown apples, estimates that 80 percent of the apples eaten in Michigan schools come from Washington state – and the remaining 20 percent is split, with Michigan growers getting only a portion and other sales going to New York and Virginia.

For Denise Yockey, MAC's executive director, the situation is exasperating – but there is progress. Two years ago, she and MAC board members staged a showdown with Michigan State University (MSU) when the children of apple growers attending the land-grant institution asked their parents why Michigan apples weren't available on campus.

Investigating, they found that less than 7 percent of the apples served at MSU came from Michigan – and most of the rest came from Washington. They called on MSU's food service department and were unable to crack its food procurement system. The board voted to withhold funding from MSU researchers. Nearly a quarter of a million dollars a year in Michigan apple growers' money was funding research to help grow apples that the same institution wouldn't buy.

Ultimately, peace was restored and good relations were established. MSU worked to get Michigan apples through its two large foodservice vendors. Now, half the apples in food service at MSU are produced in Michigan.

*This is an excerpt from an article which appeared in the December issue of The Fruit Growers News. To read the complete article, visit [www.fruitgrowersnews.com/pages/arts.php?ns=762](http://www.fruitgrowersnews.com/pages/arts.php?ns=762).*



MICHIGAN APPLE COMMITTEE RECIPE

### FALL HARVEST SMOOTHIE

**Yield:** 2 servings

**Nutrition Facts:** 340 calories, 4 g fat, 16 mg cholesterol, 67 g carbohydrates, 178 mg sodium, 0 g fiber

**Serving Size:** One 3-inch square

Ingredients	Measures	Weights	Method
2% milk, cold	1-1/2 cups	12 oz.	1. Combine all ingredients in blender container; cover. Blend until mixture is smooth. Serve in tall glasses. Garnish with fresh MICHIGAN APPLE slices if desired.
Light vanilla flavored lowfat yogurt	1 cup	8 oz.	
Frozen <b>MICHIGAN APPLE JUICE CONCENTRATE</b>	1 cup	6 oz.	
Granulated sugar	2 Tbsp.	—	
<b>MICHIGAN APPLES*</b> , sliced (optional)	—	—	

*\*Suggested Michigan Apple varieties to use: Empire, Gala, Ida Red, Jonagold, Jonathan, McIntosh, Red Delicious or Rome.*

# Five tips to keeping the winter pounds away

Judy MacNeill, MS, RD, CDE

Nutrition Spokesperson, Michigan Apple Committee

What's better than a beautiful Michigan winter? How about one without the typical weight gain we associate with the long cold months?

There's reason for concern about the expanding waistlines of Michiganders: This state has consistently been ahead of the national average on obesity rates. The most recent data from the Centers for Disease Control & Prevention shows that in 2006, 25 percent of Americans were considered obese; here in Michigan that number hovers near 29 percent.

Individuals who carry excessive weight are more likely to develop chronic health problems such as heart disease, high blood pressure, stroke, diabetes, gout, osteoarthritis and certain types of cancer.

Luckily, there are simple steps to keep those unwanted pounds at bay. Try the following five tips, and see the scale tip in your favor!

**1** Wear a pedometer and see how many steps you normally take each day. Then challenge yourself to gradually increase to 10,000 steps per day — equivalent to roughly 5 miles per day.

**2** Write down every morsel that you pop in your mouth, and you are more likely to lose weight. Food diaries promote self-awareness by helping identify behaviors that trigger overeating, fostering greater awareness of portion sizes and discovering personal food triggers.

**3** Get support. No doubt about it, losing weight is tough, especially in today's calorie-laden world. Increase your chances of success by partnering with a weight-loss buddy or joining a weight loss group. Being accountable greatly increases your chances of sticking with your weight loss goals.

**4** Plan ahead. Chances are, you know the times that you are at your weakest, whether it's the chips

and dip right after a hard day's work, or the buttery popcorn in front of the evening news.

By anticipating these problem situations, you can make plans on how to make healthier choices.

**5** Eat more fruits and veggies. Diets high in fruits and vegetables can reduce the risk of cancer, heart disease and diabetes. They can also help you shed weight. Studies conducted for the National Institute of Health showed that people who eat more fruits and vegetables are more likely to be successful at weight loss. Fruits consumed before a meal, such as apples, can actually decrease how much a person will eat at the meal, according to researchers at Pennsylvania State University. Apples are truly nature's portion-controlled fast food!



## **SCHOLARSHIPS** continued from page 1

Entries should include a recent photo of contestant, a Proof of Purchase from a bag of Michigan apples, and an entry form available at [www.MichiganApples.com/Camp](http://www.MichiganApples.com/Camp).

MacNeill said that overweight children are at greater risk for developing Type 2 diabetes, high cholesterol, high blood pressure, bone and joint problems, and social and psychological problems such as poor self-esteem.

"Although the cause of obesity in children can be genetic, the more likely cause is from not enough physical activity and eating a diet high in fat and low in fruits and vegetables," she said. "These are all lifestyle decisions that need to be addressed in order to reverse the obesity trend."

The contest is sponsored by MAC, Wellspring Camps and parenting magazines: *Chicago Parent*, *Metro Parent* (Detroit), *Indy's Child* (Indianapolis) and *Atlanta Parent Magazine*. Eligible contestants must live within the greater areas of Chicago, Detroit, Indianapolis and Atlanta so that the magazines can cover the winners' stories from beginning through post-camp. Essays will be accepted through Feb. 22. Winners are expected to be notified by late March.

Wellspring has locations in North Carolina, Texas, New York, Wisconsin and California. A special family camp is designed for younger children ages 5 to 14. Winners in this age bracket will attend a two-week session accompanied by his or her immediate family.

More information on the camp is available at [www.wellspringcamps.com](http://www.wellspringcamps.com). Official contest rules and entry forms are available at [www.MichiganApples.com](http://www.MichiganApples.com).



## Earn cash prize for your school

Is your school participating in the Michigan Apple School Sweepstakes program? If not, you're missing out on the opportunity to win up to \$3,000 in cash.



Michigan Apple Committee will award a total of \$24,000 to schools in Michigan, Indiana and Illinois this spring for collecting Proofs of Purchase labels from Michigan Apple bags.

Each label mailed and postmarked by April 11 counts as an entry for your school. Winning schools will be selected in a random, computerized drawing on April 28.

Prizes will be awarded in the following amounts: \$3,000, \$2,000 and \$1,000. Don't lose out on the chance to earn a cash prize that can be used to purchase anything your school needs including playground equipment, library books and

computers. For official rules, entry forms and other contest information, please visit [www.MichiganApples.com/schoolsandkids](http://www.MichiganApples.com/schoolsandkids).

### The Right Bite School Food Service Newsletter

Executive Director  
*Denise Yockey*

Editor  
*Holly Whetstone*

*The Right Bite* is published by the Michigan Apple Committee (MAC), a nonprofit organization serving Michigan's 950 family-run apple orchards. We invite you to use, copy and share the information in this newsletter.

## Win \$20 worth of free iTunes® music

A new Health and Fitness redemption offer from the Michigan Apple Committee is aimed at getting consumers up and moving to a new beat.

MAC is offering a chance to win \$20 worth of free music downloads from iTunes®. To qualify, consumers are asked to collect two proofs of purchase labels from Michigan Apples and complete an entry form available in-store and online. One in 20 entries will win.

The giveaway is part of the new Health and Fitness marketing campaign launched by MAC at the start of the New Year to coincide with diet and exercise efforts often pursued after the holidays.

About two dozen different retailers throughout the nation, representing some 3,000 stores, will make the iTunes® offer available to shoppers. For more information, visit [www.MichiganApples.com/fitness](http://www.MichiganApples.com/fitness).



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