

Retail Dietitian
Resources Kit



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Introduction:

How to use the Michigan Apple Toolkit



This toolkit is designed to help you understand the nutritional benefits and versatility of Michigan Apples so you may assist your shoppers with creating easy meals and snacks that are delicious, affordable and healthy. You'll also be able to answer important questions regarding Michigan Apple agricultural practices, selection at retail and home storage. The resources provided can be used in all aspects of your work — demonstrations, social media, television segments, classes and counseling — to help encourage and guide a healthier meal plan for consumers and drive wellness and business success for your stores.

Resources to make your work as a supermarket dietitian easier

Your work as a retail dietitian is to provide “core” consumer communication through many channels and you need credible, shopper-friendly resources that fit into your existing areas of accountability. This kit provides seasonal tools that are presented in a format to allow you to customize the recipes and information with your own private label brands or store logo. You can also simply copy and paste the information needed into your own template.

“Core” information includes:

- Blog articles
- Social media posts
- Media segments
- Cooking class outline
- Recipes
- Menu planner & shopping list

Materials to answer consumer questions and provide guidance

- Michigan Apple agricultural practices to ensure safety
- Answers from a Michigan Apple farmer
- Types and tastes of Michigan Apples
- Healthy cooking with Michigan Apples
- Nutrition facts and health benefits of Michigan Apples
- Michigan Apple selection and storage



Letter: **About this Retail Dietitian Kit**



Whether you're assisting your shoppers with back-to-school and family meal solutions or providing simple, fun ideas for a tailgating or a Halloween party, Michigan Apples have a place at the table. They are an affordably nutritious addition to meals and snacks and bring unsurpassed flavor to consumer-friendly recipes, especially during fall meals and celebrations. Michigan Apples are a staple in many households so using them as an ingredient for easy meals that help keep families healthy is a natural fit!

The Michigan Apple Committee has developed this Supermarket Dietitian Kit to provide information on everything from Michigan Apple agricultural practices to current nutrition news. We also understand the retail dietitian's need for resources that can be easily integrated into health promotion activities and have provided a seasonal fall supplement full of turnkey tools for your program needs.

This kit includes the following resources:

- Section 1:** Apple Farming and Agricultural Practices
- Section 2:** Types and Tastes of Michigan Apples
- Section 3:** Michigan Apple Nutrition Facts and Health Benefits
- Section 4:** Apple Selection, Home Storage and Handling
- Section 5:** Healthy Cooking with Michigan Apples
- Section 6:** Apple "Core" Fall Seasonal Supplement —Topics:
 - Back-To-School – blog article; social media posts
 - Family Meals – media outline; weekly dinner menu, recipes & shopping list; social media posts
 - Tailgating – Media segment; social media posts
 - Halloween/Fall Party – blog article or media segment; social media posts
 - Diabetes Month – media segment; social media posts
- Section 7:** Apple "Core" Holiday and Winter Seasonal Supplement —Topics:
 - Back-To-School – blog article; social media posts
 - Family Meals – media outline; weekly dinner menu, recipes & shopping list; social media posts
 - Tailgating – Media segment; social media posts
- Section 8:** Michigan Apple Committee resources and contacts

We look forward to partnering with you as an advocate for Michigan Apples and to advance wellness solutions and business success at your retailer. If you have any questions on these materials from the Michigan Apple Committee, please contact Shari Steinbach, MS RDN, Michigan Apple Consultant at shari@sharisteinbach.com, or e-mail the Michigan Apple Committee directly at Staff@MichiganApples.com.



SECTION 1:

Apple Farming & AGRICULTURAL PRACTICES

Information about the practices used by Michigan Apple farmers to consistently produce a variety of healthy and delicious apples year after year.

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Section 1: Answers from the orchard



Mark Younquist, Kent City, MI

1. Where is your apple farm and how large of an operation is it?

Younquist Family Farm has been located on "The Ridge" West of Sparta, Michigan since the early 1800s. We fluctuate in acreage staying under 200 for apples.

2. What are some of your biggest challenges with apple farming? (climate, costs, pests, crop disease, workforce)

Our biggest challenge continues to be labor. We've been blessed with great people over the years but seasonal help is increasingly difficult to find. It takes a special kind of person to understand and participate in an industry that is seasonal and every decision is determined by wind, water and temperature.

3. What differences or similarities exist between organic and conventional apple farming practices?

I greatly prefer to pursue IPM, integrated pest management, over the organic methods

attempted today. Using the most naturally specific timing and soft materials allows us to produce an extremely clean crop in quantities that make it sustainable for us as land managing growers, while keeping the product economical for all consumers.

Much of today's technology protects the fruit without necessarily eradicating the insect. Natural predators are maintained to keep populations at an acceptable level. Pheromones are also used to disrupt flight and mating habits of insects preventing multiple generations from doing damage.

Organic products are regularly included in our program. The storage facility for the products we use and the sprayer loading area are in a containment building designed specifically for this purpose. We use minimal amounts of water in the washing and rinsing of equipment. Applications are made without waste using GPS and very specialized equipment to insure that we stay on target.



Section 1: Answers from the orchard



4. How are apples harvested, stored and shipped to supermarkets and what is the typical time frame from harvest to produce department?

Varieties are shifting from Red Delicious, Jonathans and Macs to Galas, Honeycrisp and Fuji. I enjoy them all as their individual season arrives. Every variety has its own perfect harvest date. When it's time every apple is hand harvested, placed carefully in oak boxes and sent just five miles away to a storage and packing facility. Apples can be packed and shipped to market immediately or stored in air tight Controlled Atmosphere rooms to be enjoyed well into the following spring.

I am very glad to see consumers beginning to purchase local products in an increasing measure. This reduces the need for produce to be trucked from the other side of the nation and is a very practical way to decrease fuel usage and lessen other environmental issues.

5. What does being an apple grower mean to you?

I'm proud of the apple industry and being a part of producing something that is healthy for people to enjoy. Farmers are by nature stewards of the land. I am the fifth generation to make my living on this same piece of land and my son works with me and his children are waiting in the wings.

We have a firm belief that it is a blessing to take a turn operating this farm. Each generation has improved on what the previous had established. We know that the best thing we can leave is a good name and a great opportunity for those who follow. The opportunities have spread out to more than just family and those who have been with us over the years have certainly become like family. We've gone through storms and difficult economic times together as well as celebrating many births, weddings and anniversaries.

This isn't a job, it's a lifestyle. It's a challenge and it is its own reward. It's difficult, impossible at times and tough long hours. Not everything succeeds. But farming is about life. Farming is forgiving. Farming is renewal every Spring. Farming is hope. Farming is transforming from a delicate flower in the Spring to a huge apple that crunches when you bite into it just a few months later.

Learn more about the Youngquist family at: <https://www.youtube.com/watch?v=4BumoDT-wFQ> and see more grower profiles online: MichiganApples.com/About/Meet-the-Growers



Section 1: Industry Facts



A BIG DEAL: Apples are one of the largest and most valuable fruit crops in Michigan

Ideal Place

With Michigan's climate, proximity to lakes and nutrient-rich soil, Michigan is an ideal place to grow quality, flavorful apples.

11.3 million
Apple Trees



There are more than 11.3 million apple trees in commercial production, covering 35,500 acres on 825 family-run farms in Michigan.

Nearly year-round availability

While Michigan is best recognized for its fresh apples in autumn, the state's fresh apples are typically shipped from mid-August through the following June, following precise storage in controlled atmosphere chambers.



High-density planting

Newer orchards are trending to high-density planting (800-1,200 trees per acre) that come into production quickly and bring desirable varieties to market quickly.

FRESH, SLICED & PROCESSED

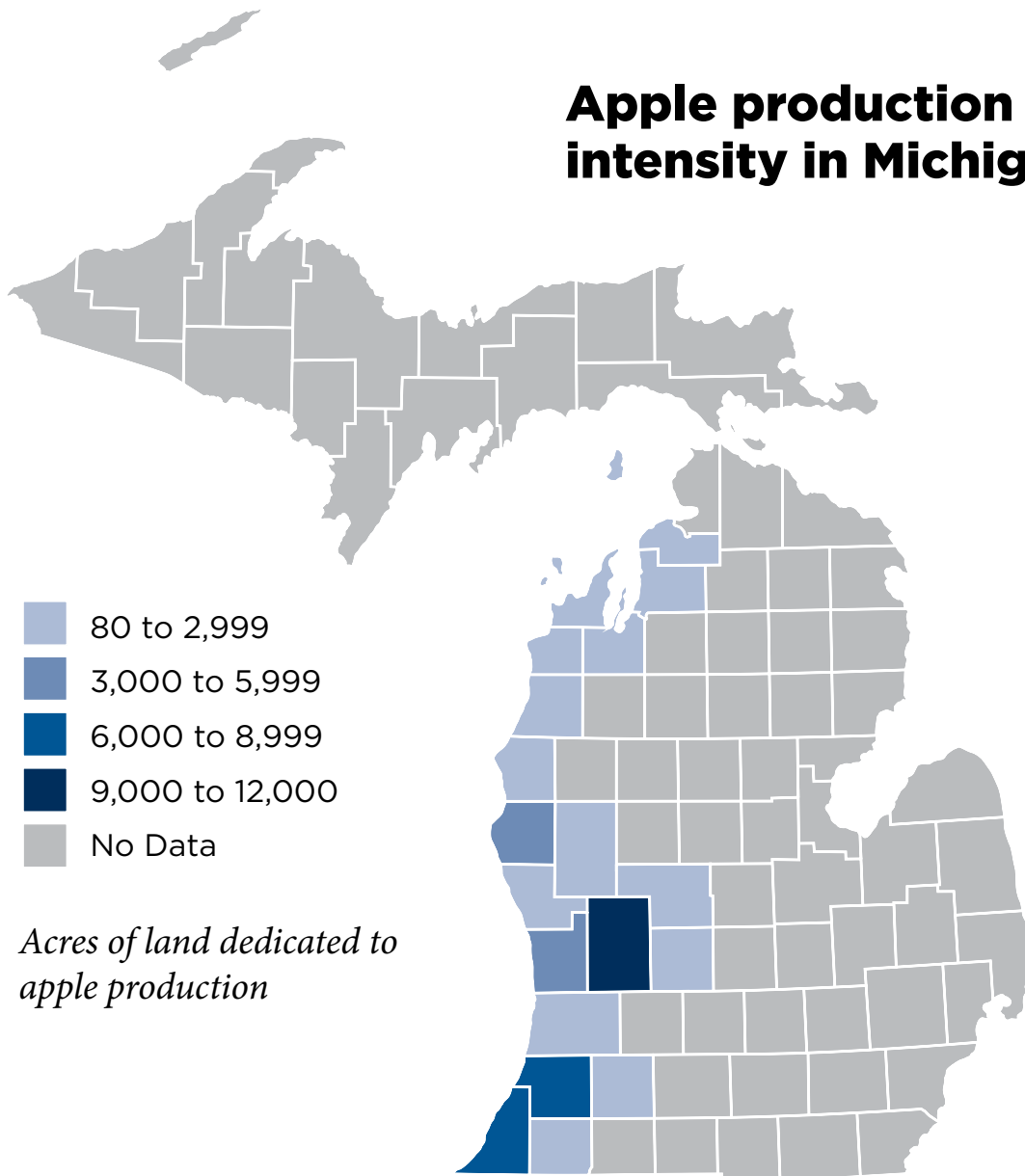


Michigan Apples are sold fresh (ready-to-eat), as well as for processing into other products. Michigan slices more apples than any other state for use in pies and fresh-cut slices.

www.MichiganApples.com • 800-456-2753 • Michigan Apple Committee



Apple production intensity in Michigan





Section 1: Michigan Apples Harvest Schedule



AUGUST



PAULA RED

First-available and eagerly awaited.
Pleasingly tart.
Late August



GINGER GOLD

Sweet-tasting, with a hint of
tartness. Stores well.
Late August

SEPTEMBER



GALA

A consumer favorite. A soft bite
over a mellow sweetness.
Early September



MCINTOSH

A classic by any standards.
Juicy with a lightly tart flavor.
Early September



JONAMAC

Cross between a McIntosh and
Jonathan. Rich and spicy.
Early September



HONEYCRISP

Sweet as honey, with a crisp bite.
Creating quite a buzz!
Mid-September



GOLDEN DELICIOUS

A gingery-smooth taste.
Known for its sweetness.
Mid-September



EMPIRE

Versatile with a firm texture.
Sweet, yet tart flavor.
Mid-to-Late September

SEPTEMBER



JONATHAN

A crisp, spicy tang that blends well
with other apples.
Mid-to-Late September



CORTLAND

Tender, juicy white flesh with
hint of tartness.
Late September



RED DELICIOUS

America's most popular.
Full-flavored sweetness.
Late September



JONAGOLD

Michigan grows them best! A
must-try. Crisp and juicy.
Late September

SEPTEMBER



FUJI

A popular late-season variety.
Crisp and sweet.
Early October



ROME

An old-time favorite.
Excellent for baking.
Early October



IDA RED

Tastes tangy and tart.
Great for sauces and pies.
Early-to-Mid October



BRAEBURN

Firm apple with spicy-sweet
flavor. Stores very well.
Late October

OCTOBER



SECTION 2:

Types and Tastes of MICHIGAN APPLES

Information to help you educate shoppers on the different types and tastes of Michigan apples so they can select the ideal type for their needs.



Section 2: Types and Tastes of Michigan Apples



With more than 16 varieties commercially available, Michigan offers an apple for every taste.

The resources in this section will help you educate shoppers on the different types and tastes of Michigan Apples, as this knowledge will help them with selection and an optimal eating and cooking experience.

Variety	Taste and Texture	Uses	Image
Braeburn	Mildly Sweet and Crispy	Fresh and Baked	
Cortland	Mildly Tart and Juicy	Fresh and Baked	
Empire	Combo Sweet and Tart	Fresh and Baked	
Fuji	Sweet and Crunchy	Fresh and Baked	
Gala	Sweet and Crunchy	Fresh and Baked	
Ginger Gold	Sweet-Spicy and Firm	Fresh	
Golden Delicious	Sweet and Firm	Fresh and Baked	
Honeycrisp	Sweet, Crisp and Juicy	Fresh	
Ida Red	Tart, Firm and Juicy	Fresh and Baked	

Section 2: Types and Tastes of Michigan Apples

Variety	Taste and Texture	Uses	Image
Jonagold	Sweet, Firm and Juicy	Fresh and Baked	
Jonamac	Rich and Spicy	Fresh	
Jonathan	Sweet-Spicy	Fresh and Baked	
McIntosh	Sweet-Tart and Juicy	Fresh and Baked	
Paula Red	Sweet-Tart and Juicy	Fresh and Baked	
Red Delicious	Sweet, Juicy and Crunchy	Fresh	
Rome	Mildly Tart and Juicy	Fresh and Baked	

This chart reflects generally accepted uses. Individual preferences may vary.

Consumer Demo — Apple Taste Testing:

Many consumers buy the same types of apples with a familiar taste profile. This demo encourages shoppers to sample, enjoy and purchase a wider variety of Michigan Apples.

Set up:

1. Set up a demo table by the display of Michigan Apples in the produce department.
2. Set out 4 to 5 types of Michigan Apples with a sign indicating each variety.
3. Have an apple slicer for each type. (May want to then cut each slice in half for sampling).
4. Have copies of handout ready:
 - Michigan Apple Usage Chart (available in binder's "Resources" section to copy)



Key demo talking points:

1. **Provide sample slices to shoppers** and ask what taste and texture they are experiencing... sweet, tart, spicy, crunchy, crisp, firm, juicy.

Section 2: Types and Tastes of Michigan Apples

2. Provide the Michigan Apple usage chart and ask which type the shopper normally buys. Suggest they try a different type.

3. Discuss the key nutrients found in apples

- One apple with the skin provides 4.5 grams of fiber
- A source of many vitamins and minerals including potassium
- Provide disease-fighting antioxidants

4. Suggest easy snack combinations using nutrient-rich apples, whole grains and protein. Snack combos provide sustaining energy to get you through the day!

- Gala or Fuji Apple Halves + Nut Butter + Granola
- Diced Honeycrisp Apples + Vanilla Greek Yogurt + Cinnamon
- Ida Red, McIntosh or Paula Red Apple Slices + 2% Sharp Cheddar Cheese + Whole Grain Crackers

5. Encourage purchase from the Michigan Apple display.

Kids Cooking Class Outline: Superpower Snack Time

Overview: Kids love snacks and can obtain a significant amount of their daily calories from snacking. Unfortunately, many snacks consumed are high in sugar and low in important nutrients like iron, vitamin D and fiber. This class will review those foods that can be easily combined to provide a satisfying snack that also fills nutrition gaps in the diets of many children. Hands on snack preparation and activities will encourage participants to create tasty snacks that supply energy and nutrition for healthy growing bodies and minds.

Cooking Class Lesson Plan: 1-1/2-hour class (excludes shopping, prep & clean up)

- I:** 10 minutes - Introductions; importance of healthy snacks - discussion
- II:** 10 minutes - Building a healthy snack
- III:** 10 minutes - Apple word find game
- IV:** 45 minutes - Recipe preparation and tasting - recipe handouts
- V:** 15 minutes - Questions; discussion; start clean up

Section I Importance of Healthy Snacks

Key discussion points:

1. When are you hungry for snacks?
2. What foods do you usually choose for snacks?
3. What makes a snack healthier?
4. Why is it important to include healthier foods in our snacks?
5. What types of foods could we choose to add more nutrition?

Section II Building a healthy snack: Review each of the tips below and show examples of each.

1. Choose colorful fruits and veggies

Show 5 colors of fruits and veggies and 5 ways to consume and discuss how fruits and veggies provide an abundance of vitamins and minerals for health:

- Red - fresh apple
- White - canned pears
- Green - frozen peas
- Blue/Purple - Dried raisins
- Orange - 100% orange juice

2. Go for great whole grains

Show examples and discuss how the carbohydrates in these items provide “fuel” for activities:

- Cereal
- Granola bars
- Crackers
- Bread
- Popcorn

Section 2: Types and Tastes of Michigan Apples

3. Add in protein

Show examples and discuss how protein helps keep you full and muscles strong:

- Cheese/yogurt/milk
- Hummus
- Beans
- Lean meats
- Nut butters

4. Make it easy

When it comes to snacks you usually don't want to take a lot of time to prepare something so make sure you have healthy, quick options on hand:

- Natural applesauce packs with graham crackers
- Fresh fruit and milk
- String cheese and whole grain crackers
- Baby carrots and snap peas with hummus
- Yogurt cup and granola bar

5. Swap out the sugar

If all of your snacks consist of soda, candy, cookies, etc., then you will be missing out on key nutrients and will probably feel sluggish.

- Show a soda bottle with 10 teaspoons of sugar in it.
- Talk about having these items in moderation.

6. Avoid portion distortion

Even when your snack choices are healthier it's important to watch portion sizes to help you at a healthy weight and save room for meals.

- Show a few snacks already portioned — yogurt cup; fruit cup; apple
- Show a snack-sized baggie of trail mix

Section III – Food Activity

Have kids work on the word search while you set up the snack preparation ingredient stations.

Apple Word Search Game: <http://bit.ly/2nUFSBt>

Section IV – Recipe Preparation and Tasting

A healthy snack should include choices from at least two of the five food groups. Be sure your daily meal and snack choices include a variety of food groups for maximum vitamin and nutrient intake.

Show MyPlate graphic: <http://bit.ly/2ctvUja>

Snack Assembly and Recipes:

- Depending on the size of your class you may want to choose just a few of these options for participants to make.
- Ensure all participants wash their hands before preparing snacks.
- Briefly review any safety precautions when preparing snacks and when an adult needs to assist – use of sharp utensils, etc.

Create a Yogurt Sundae: Diced apples, vanilla yogurt and cinnamon

Needs:

- Clear plastic cups
- Disposable spoons
- Vanilla yogurt
- Diced apples
- Ground cinnamon

Make a Fruit Sandwich: Apple slices and nut butter

- Small paper plates
- Disposable knives
- Cored apple slices
- Nut butter

Create Your Own Trail Mix: Whole grain cereal, dried fruits, nuts

- Snack sized plastic bags
- Disposable gloves
- Whole grain cereal like wheat chex
- Variety of dried fruit – raisins, apples, apricots, etc.
- Nuts

Fruit Dippers: Fresh fruit slices and yogurt dip

- Small paper plates
- Disposable knives
- Apple slices, bananas
- Strawberry yogurt

Section 2: Types and Tastes of Michigan Apples

Make it Goopy: Apple and Cheese quesadillas

- o Microwave
- o Small paper plates
- o Disposable knives
- o Apple slices
- o Shredded cheddar cheese
- o Whole grain tortillas

Apple and Cheese Quesadillas

Lay apple slices on half of a whole grain tortilla. Sprinkle cheese on top of apples and fold tortilla in half. Place on a microwave safe plate and warm for 20-30 seconds or until cheese melts.

Spice it Up: Whole grain tortilla chips with apple salsa

- o Small paper plates
- o Disposable knives
- o Diced apple
- o Jar of mild salsa
- o Whole grain tortilla chips

Apple Salsa

Add a diced apple to 1 jar of salsa. Stir to combine and serve with tortilla chips.

Create a Colorful Bowl: Fruit salad bowl

- o Small paper bowls
- o Disposable knives
- o Variety of fruits — Apples, bananas, red grapes, canned pineapple, frozen blueberries, etc.

Blend a Smoothie:

- o Blender
- o Small disposable cups
- o Natural applesauce
- o Apple cider
- o Vanilla Greek yogurt
- o Sliced Michigan Apple for garnish
- o Maple syrup
- o Ice
- o Measuring cups

Applesauce Cinnamon Smoothie

- 1 cup natural applesauce
- 1 cup Michigan Apple cider
- 1 cup vanilla Greek yogurt
- 6-8 ice cubes
- 1 tablespoon pure maple syrup

Mix all ingredients together in a blender until smooth.

For presentation, sprinkle cinnamon on top and add an apple wedge on the rim of the glass.

Section V – Questions and Discussion

As the attendees enjoy their snacks, review the basic components of healthier snack options.

Ask the group what recipes they enjoyed the most.

Ask the group what ideas they have for snacks at home, school or for traveling. Ask if there are any questions.

Resources:

Snacks Are An Important Part of Healthy Eating; April 23, 2013; Sarah Sleziak Johnson, Michigan State University Extension



SECTION 3:

The Nutrition & HEALTH BENEFITS OF APPLES

There are many healthy reasons for adding apples to your weekly shopping and incorporating them into your meals. Here is a summary of much of the latest research into the health benefits of apples.

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Section 3: The Nutrition & Health Benefits of Apples





Nutrition Facts	
Serving size 1 large (242g)	
Amount per serving	
Calories	130
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 34g	12%
Dietary Fiber 5g	18%
Total Sugars 25g	
0% Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 15mg	2%
Iron 0.29mg	2%
Potassium 260mg	6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Apple Nutrition Facts



Key apple nutrition talking points:

- Apples are rich in fiber. A single large apple contains about 5 grams of fiber, about 18% of the recommended daily intake.
- A portion of apple's fiber content is made up of both insoluble and soluble fibers called pectin.
- Soluble fiber has been associated with numerous beneficial effects on health, partly mediated by their effect on the friendly bacteria in the intestine.
- Fiber may also help improve satiety and cause weight loss, while lowering blood sugar levels and improving the function of the digestive system.
- Apples contain about 5% of the daily value of Vitamin C, an essential dietary nutrient that has many important functions in the body including growth and repair of tissues in all parts of your body.
- Potassium is the main mineral in apples. High intake of potassium may have beneficial effects for heart health and blood pressure control.

Apples are high in various antioxidant plant compounds, which are responsible for many of their health benefits. The main ones are:

- **Quercetin:** A flavonoid found in apples, shown to have anti-inflammatory, anti-viral, and anti-cancer effects in animal studies.
- **Catechin:** A flavonoid also found in large amounts in green tea. Shown to improve brain and muscle function in animal studies.
- **Chlorogenic Acid:** Also found in coffee, chlorogenic acid has been shown to lower blood sugar and cause weight loss in some studies.

Section 3: The Nutrition & Health Benefits of Apples

What the science says about apples and health benefits:

There are many healthy reasons for adding apples to your weekly shopping cart and incorporating them into your meals. The fiber, phytochemicals, minerals and vitamins that are found in apples truly make it delicious food with key nutritional benefits! Here is what the science says:

Weight Management

Apples contain natural fiber, and adequate fiber consumption has been consistently associated with weight loss.¹ The fiber in apples provides a feeling of fullness and when you feel full you tend to eat less. Also, the soluble fiber pectin which is found in apples slows the body's release of glucose, preventing sudden drops in blood sugar that trigger hunger and can set off food cravings.

Research at Harvard University found a higher intake of foods rich in flavonols, flavan-3-ols, anthocyanins and flavonoids, all found in apples, may contribute to weight maintenance in adulthood and may contribute to the prevention of obesity and its potential health risks.²

Heart Health

The development of heart disease depends on many lifestyle factors and the types of foods one consumes is certainly a component where individuals can make positive adjustments. Heart health is another area where the fiber found in apples appears to provide significant benefits.

Diets with the highest total dietary fiber and insoluble fiber intakes are associated with a significantly lower risk of several heart disease risk factors, including blood pressure and cholesterol levels.³ In addition, U.S. researchers report that for every 10 grams of fiber consumed per day the risk of developing heart disease may decrease 14 percent, and the risk of dying from heart disease may decrease by as much as 27 percent.⁴

In 2012, a study funded by USApple at The Ohio State University showed a link between daily consumption of apples and reduced levels of low-density lipoprotein ("bad" cholesterol). The study showed middle-aged adults who consumed one apple a day for four weeks lowered their levels of LDL cholesterol by 40 percent.⁵

Digestive Health

Eating high-fiber apples regularly can help keep you regular. Apples' soluble fiber absorbs water to soften stools, while their insoluble fiber provides bulk to ease elimination. And a Michigan Apple is a tastier treat than a fiber pill!

In addition, researchers from the University of Denmark have discovered that apples and apple products could give the health of your intestines as well as your immune system a boost—by increasing the numbers of good intestinal bacteria. When scientists fed rats a diet of apples in all its forms including juice, applesauce, and the whole fruit, the rats developed larger numbers of good intestinal bacteria. Researchers believe it is due to the pectin the apple contains. Pectin is a fiber-like substance found in the cell walls of plants, and is often packaged and used as a gelling agent for people who make their own homemade jams and jellies. Apples are a natural source of this fiber-like material. The friendly bacteria in the intestines like to feed on apple pectin which allows them to replicate and thrive while doing their good disease-fighting deeds in the intestines.

Cancer

Experts believe that "phytochemicals" (aka "plant chemicals" or "plant nutrients") such as flavonoids, in many fruits, including apples, may fight cancer. Certain cancers in particular have been more extensively studied:

- **Breast cancer:** A series of studies at Cornell University have evaluated the direct effects of apples on breast cancer prevention in animals. The more apples consumed, the greater the reduction in incidence or number of tumors among test animals. The apple consumption tested was equivalent to one to six apples a day for 24 weeks.

Section 3: The Nutrition & Health Benefits of Apples

- **Pancreatic Cancer:** Quercetin, a flavonoid found naturally in apples, has been identified as one of the most beneficial flavonols in preventing and reducing the risk of pancreatic cancer. Although the overall risk was reduced among the study participants, smokers who consumed foods rich in flavonols had a significantly greater risk reduction.
- **Colon and Liver Cancer:** A research team at Cornell University identified a group of phytochemicals that are more abundant in the peel and appear to kill or inhibit the growth of at least three different types of human cancer cells: colon, breast and liver.
- **Bowel Cancer:** Eating just one apple a day could slash the risk of colorectal cancer by more than one third. Researchers in Poland surveyed 592 people with colorectal cancer and 700 cancer-free individuals about their diet and lifestyle. Cancer-free individuals tended to eat more apples than those with cancer and the more apples per day that an individual ate the less likely they were to develop colorectal cancer. They also found that the anti-cancer effect was seen even when an individual had a low total consumption of fruits and vegetables but consumed at least an apple a day. The observed protective effect may result from apples' rich content of flavonoids and other polyphenols, which can inhibit cancer onset and cell proliferation. In addition, apples are a good source of fiber and a high-fiber diet is known as a risk reducer for colorectal cancer.

Brain Health

Apples may provide food for thought—literally. There is growing evidence that antioxidants, such as those found in apples, may protect brain cells. Oxidative damage to brain cells may reduce brain function over time, and increase the risk of developing neurodegenerative diseases.

A growing body of evidence from the University of Massachusetts–Lowell suggests that eating apples and drinking apple juice can be beneficial when it comes to improving brain health and diminishing symptoms of Alzheimer's disease. In conjunction with a balanced diet, apple and apple juice consumption may protect against oxidative

brain damage that can lead to memory loss. The brain health benefits were found when animals consumed the equivalent of 2-3 cups of apple juice or 2-4 whole apples per day. A clinical trial showed that drinking apple juice significantly improved mood and behavior among a group of patients diagnosed with moderate-to-severe Alzheimer's disease.

Researchers from Cornell University also found in their in vitro study that apple nutrients protected brain neurons against oxidative damage. Such damage can contribute to neurodegenerative diseases such as Alzheimer's and Parkinson's. The study highlighted a particular apple flavonoid, quercetin, as a principle compound responsible for the protective effect.

Resources:

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SECTION 4:

Apple Selection, STORAGE AND HANDLING

The answers to frequently asked questions regarding how to best select, handle and store Michigan Apples.

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Section 4: Apple Selection, Storage & Handling



Handling and Storing Michigan Apples

- Apples bruise very easily so handle them very carefully.
- Apples stay crisp and fresh for weeks if kept cold and moist. For best results, store them in a vegetable crisper or plastic bag in your refrigerator.
- If kept at room temperature, apples ripen 10 times faster than when kept in the refrigerator.
- Before storing, remove any apples that are bruised and use them immediately. Do not store apples near strong odors, as the odors may affect the taste of the apples.
- To freeze apples — core, peel and slice apples. Dip slices into lemon juice to prevent browning, and pack into freezer-proof containers.



Selecting Fresh Apples

Below are frequently asked questions and answers regarding Michigan Apple selection and purchase at supermarkets:

1. Why are stickers put on apples and how do I get them off?

All produce needs to be labeled. When you buy apples in tray-pack or bulk, the only labeling possible is a sticker on the fruit. To remove stickers simply place a piece of Scotch Tape over the apple sticker and then peel it off. It removes the sticker quickly and cleanly.

2. Why is wax put on apples?

If you walked out into an orchard, picked an apple from the tree and rubbed that apple on your shirt, you would notice that it shined — you've just polished the natural wax that an

apple produces to protect its high water content. Without wax, fruits and vegetables like apples would lose their vital crispness and moisture through normal respiration and transpiration — eventually leaving them soft and dry (yuck!).

After harvest, apples are washed and brushed to remove leaves and field dirt before they are packed in cartons for shipping to your local market. This cleaning process removes the fruit's natural wax coating, so to protect the fruit many apple packers will reapply a commercial grade wax.

Section 4: Apple Selection, Storage and Handling

One pound of wax may cover as many as 160,000 pieces of fruit; perhaps two drops is the most wax covering each apple. Waxes have been used on fruits and vegetables since the 1920s. They are all made from natural ingredients, and are certified by the U.S. Food and Drug Administration to be safe to eat.

3. How can I tell where the apples I buy in the store are grown?

All produce is required by the U.S. Department of Agriculture (USDA) to be marked with information about where it was grown. It could be printed on a sticker on the fruit, or on the bag the apples come in. Look closely at the label and you'll find it!

4. Can deer apples be used for applesauce and cider?

Leave deer apples (also known as drop or windfall apples) for the deer! These apples have a higher bacteria count and most likely have a lot of damage and bruising to them.

5. Are Michigan Apples organic?

There are a few Michigan Apple growers who grow organically. Michigan has a moist climate that is attractive to pests and diseases that can be difficult to combat. If the apples are organic they will be labeled as organic either on a sticker, bag or other packaging.

Information about laws and regulations governing the approval and use of organic and conventional pesticides is often confusing and complex. That's why the Alliance for Food and Farming created web pages at saferuitsandveggies.com that provide a comprehensive regulatory overview for pesticides used on both organic and conventional farms. These pages combine this information in one place so you can learn more about regulations to protect consumers, farm workers as well as the environment.

6. Are Michigan Apples genetically modified (GMO)?

No. There are no GMO apples grown in Michigan.

7. How are Michigan Apples available nearly year-round?

Controlled atmosphere storage is a non-chemical process that slows down the ripening process in order to keep Michigan Apples crisp and fresh. Oxygen levels, which are at 21 percent in the air we breathe, are reduced to one or two percent in the controlled atmosphere (C.A.) storage rooms. Temperatures are kept at a constant 32 to 36 degrees Fahrenheit, but exact conditions in the rooms are set according to the fruit variety. Researchers develop specific instructions for each variety to achieve the best quality and computers also help keep conditions constant.





SECTION 5:

Healthy Cooking: WAYS TO USE MICHIGAN APPLES

Recipes, healthy cooking tips and other fun,
everyday ways to use Michigan Apples.

[RETURN TO MENU PAGE >](#)



Section 5: Healthy Cooking: Ways to use Michigan Apples



Delicious Ways to Cook Apples:

Microwave

For an easy dessert, cut an apple, like Gala, in wedges, and sprinkle it with cinnamon, salt, and the sweetener of your choice (cane sugar, brown sugar, maple syrup, honey, or agave). Every microwave will differ, but typically the apple will cook in about one and a half to two minutes. Eat it immediately as is, or serve over low fat vanilla ice cream or frozen yogurt.

Stovetop

Enjoy this easy Grilled Chicken recipe with Sautéed Apples and Feta Cheese:

<http://bit.ly/2BMiwr3>



Super Easy Applesauce

(fills a 16-ounce jar)

4 cups chopped apples (I left the peels on, but you don't have to)

1 cup water

½ tsp ground cinnamon, honey or sugar to taste (optional)



Toss the chopped apples, water, and cinnamon into a pot. Bring to a boil, then reduce the heat to low and cook with a lid on, stirring occasionally, until the apples have broken completely apart (about 20-30 minutes). Sweeten it a little with honey or sugar, or leave it deliciously tart if you prefer. Let cool and refrigerate.

Section 5: Healthy Cooking: Ways to use Michigan Apples

Oven

Roasted Brussels Sprouts & Apples

Sweet from oven roasting, Brussels Sprouts pair well with tart, sweet Michigan Apples and dried cranberries:



<http://bit.ly/2nQyHLI>

Source: McCormick.com

Delicious Baked Apples with Cinnamon Chip Streusel

<http://bit.ly/2H0Jxqf>



Quick Tips for Adding Michigan Apples to Your Meals & Snacks

Quick and tasty ideas for adding Michigan Apples to your breakfast:

- Make an apple parfait by layering chopped Michigan Apples, vanilla Greek yogurt and low-fat cinnamon granola in a glass.
- Add a chopped Michigan Apple to a whole grain muffin mix.
- Top a bowl of cooked whole oats with ½ Michigan Apple, diced; 1 tbsp. chopped pecans; 1 tbsp. raisins and 2 teaspoons brown sugar.
- Top whole grain waffles with unsweetened Michigan Applesauce and sprinkle with cinnamon sugar.
- Add ½ cup Michigan Applesauce and ½ tbsp. cinnamon to your whole grain pancake batter before cooking.
- Warm Michigan applesauce in the microwave and spread on a whole grain toasted English muffin; add a sprinkle of cinnamon.

Great ideas for adding Michigan Apples to your lunch or dinner:

- For a super quick microwave applesauce — core and chop 6 Michigan Apples into ½ inch chunks. Place apples in a microwavable bowl with ¼ cup water. Cover and cook on high for 15 minutes. Stir and cook uncovered for approx. 5 more minutes. Mash apples and stir in 1-2 tbsp. sugar and ½ tsp. cinnamon.
- Mix 1 (16 oz.) bag of prepared coleslaw mix with 1 large Michigan Apple, cored and finely diced; ¼ tsp. celery seed and ½ cup bottled low-fat coleslaw dressing.
- Toss Michigan Apple slices into a crunchy salad of mixed greens. Top with low-fat balsamic vinaigrette dressing.
- For a quick ginger-apple sauce for pork or chicken — combine 1 cup apple cider with ½ cup reduced-sodium chicken broth in a small saucepan. Bring to a boil and simmer uncovered for approx. 15-20 minutes. Combine 4 tbsp. cold water with 1 tbsp. cornstarch. Slowly add mixture into broth using a whisk. Cook for 2 more minutes. Remove from heat and stir in 1 tbsp. apple cider vinegar, 1 tsp. butter and ¼ tsp. ground ginger.

Fun and nutritious tips for adding Michigan Apples to your snacks:

- Mix up a quick fruit salad with 1 chopped Michigan Apple, a small can drained mandarin oranges, a sliced banana and top with toasted coconut.
- Spread Michigan Apple slices with peanut butter then dip in your favorite whole grain cereal.
- Add a finely chopped Michigan Apple to a jar of prepared salsa. Serve with whole grain tortilla chips.
- Top your scoop of low-fat vanilla ice cream or frozen yogurt with Michigan Apple slices and 1-2 tbsp. of caramel topping or just a dash of cinnamon.
- Dip Michigan Apple slices in Greek yogurt and then sprinkle with granola.
- Top whole grain crackers with 2% sharp cheddar cheese and Michigan Apple slices.

Section 5: Healthy Cooking: Ways to use Michigan Apples

***TIP:** Coat apple slices and dices in a mixture of one part lemon juice to three parts water or Vitamin C-fortified 100% apple juice to slow browning.*

Fun Non-Edible Things to Do with Michigan Apples:

Hold candles.

Create a fall centerpiece by cutting the top off a few apples and scooping out a hole big enough to hold a tea candle.

Ripen other fruits.

The ethylene gas emitted by apples can help avocados, bananas, and other fruits ripen more quickly, so place an apple in the fruit basket or in a paper bag with the items you want to ripen.

Serve out of them.

On a cutting board or sturdy surface, use a knife to cut off the top of the apple. Then take a paring knife and carefully outline where you'd like the "rim" of your apple cup to be. Use a spoon to carefully begin scooping out the center of your apple until you have a nice "cup." (A melon baller also works well for this.) Also, if your apple doesn't sit exactly level, just slice off a few millimeters to even off the bottom to make it even. Once you have the inside of the apples

hollowed out, brush a little lemon juice over the inside of the apples (to prevent browning). Then fill with your favorite apple cider or fruit salad.

Make stamps.

Cut apple in half, dip in ink or paint and create beautiful apple cards, gift bags, or wrapping paper.

Make a bird feeder.

All you need is bird seed, peanut butter and apples. Cut a cored apple into ½ inch slices, coat with peanut butter and cover in a generous amount of seeds. Thread a string through the center and tie to a tree.



SECTION 6:

Apple “Core” Fall EDUCATIONAL SUPPLEMENT

Turnkey tools to assist you with promoting back-to-school solutions, family meals, tailgating, Halloween and diabetes management.



Section 6: Apple “Core” FALL EDUCATIONAL SUPPLEMENT



The fall season provides many opportunities to engage shoppers with helpful meal preparation tips and recipe ideas.

In this fall “core” section of the retail Michigan Apple Kit you will find turn-key tools to assist you with promoting back-to-school solutions, family meals, tailgating, Halloween and diabetes management.

CONTENT:

1. BACK-TO-SCHOOL: AUGUST

- Blog Article on Packing Lunches
 - Media Segment on Snacking
 - Social Media Posts
-

2. FAMILY MEALS MONTH: SEPTEMBER

- Fall Dinner Menu Plan with Shopping List
 - Media Segment on Family Meals
 - Social Media Posts
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3. TAILGATING: SEPTEMBER - OCTOBER

- Media Segment/Article - *Hot Raspberry Cider; Apple Orchard Salad with Apple Cider Vinaigrette; Apple & Pulled Pork BBQ Sandwiches*
 - Social Media Posts
-

4. HALLOWEEN: OCTOBER

- Blog Article/Media Segment
 - Apple Mummies
 - Apple Scary Teeth
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5. AMERICAN DIABETES MONTH: NOVEMBER

- Blog Article/Media Segment
- Social Media Posts

Section 6: Apple “Core” Fall Educational Supplement

BACK-TO-SCHOOL: AUGUST

Blog Article on Packing Lunches:

Parents pack a lot of lunches during the school season and it can be a struggle to come up with creative and healthy options that kids will eat. Let’s face it, the traditional brown bag sandwich lunch can get boring and instead of making it to your child’s stomach it may get dumped into the trash. To help make sure the lunch you pack does its job of nourishing your child, we’ve compiled some simple tips and kid-friendly menu ideas for lunches that are healthy, fun and safe.

Keep it Healthy:

Shop for healthy options from key food groups and let your child choose an item from each group to pack for lunch to ensure balanced nutrition. Here are some examples:

Protein/Dairy	Whole Grains	Fruits/Veggies	Treat
■ Natural turkey or ham ■ Tuna or chicken salad ■ Hard boiled eggs ■ Cheese cubes or slices ■ Milk or milk alternative ■ Yogurt ■ Beans ■ Nuts ■ Nut butter	■ Crackers ■ Bread ■ Tortilla or wrap ■ Tortilla chips ■ Pita bread ■ Granola or cereal ■ Pasta	■ Apple or applesauce ■ Banana ■ Clementine ■ Peach or peach slices ■ Pear or pear slices ■ Kiwi ■ Berries ■ Grapes ■ Baby carrots ■ Mini cucumbers ■ Sugar snap peas ■ Box of raisins	■ Pudding cup ■ Granola bar ■ Whole grain cookie ■ Trail mix ■ Dark chocolate chips with dried cherries ■ Cinnamon apple chips ■ Chocolate graham crackers

Tip: Add colorful nutrient-rich fruits and vegetables to each lunch. Have your child help you choose different colored items each week — green, yellow/orange, red, blue/purple, and white.

Keep it Fun:

- Cut sandwiches into shapes with cookie cutters.
- Add in a colorful napkin or a special note.
- Consider the container. Kids love bento boxes where healthy foods can be tucked inside individual compartments.

Keep it safe:

- Keep cold foods cold with the addition of reusable ice packs.
- If packing something like hot soup, use a small thermos.
- Don’t forget to add in a cleaning towelette for hands and easy clean up.

Sample Menus:

- Tuna Apple Salad recipe link
- Whole Grain Fish Crackers
- 2% Chocolate Milk
- Green Grapes
- Apple Wedges with Nut Butter
- Whole Grain Granola Bar
- Greek Yogurt
- Box of Raisins
- Turkey and Cheese Pinwheels
- Baby Carrots and Grape Tomatoes
- Natural Applesauce Cup
- Oatmeal Cookie

Section 6: Apple “Core” Fall Educational Supplement



Media Segment: After School Snacks that Boost Nutrient Intake

Every child comes home from school starving so prepare for the afternoon snack attacks by having some healthy ingredients and snack options readily available. This will allow kids to easily make better food choices that provide nutrients for their growing bodies.

Since local apples are so plentiful and delicious this time of year, we've included them in our after school snack ideas. In addition, they provide an abundance of health benefits for kids like vitamin C and fiber.

Try these great snack ideas that can be prepared ahead of time, or are easy enough for children to assemble from simple ingredients on hand.

Fun and Tasty Snack Ideas:

- **Apple Nachos** - slice your favorite Michigan Apple, drizzle with warm nut butter, and top with whole grain cereal.
- **Applesauce Dippers** - serve whole grain graham crackers with natural cinnamon applesauce for dipping. Add a glass of cold milk.
- **Apple and Cheddar Quesadillas** - place ¼ cup of 2% shredded cheddar cheese on half of a whole grain tortilla; top cheese with Michigan Apple slices; fold tortilla in half and warm in microwave for 20-30 seconds until cheese melts.
- **Make an apple parfait** by layering chopped Michigan Apples, vanilla Greek yogurt and granola in a glass.
- **Mix up a quick fruit salad** with 1 chopped Michigan Apple, a small can drained mandarin oranges, a sliced banana and top with toasted coconut.
- **Add a finely chopped Michigan Apple to a jar of prepared salsa.** Serve with whole grain tortilla chips.

Apple Oat Bars - mix up a batch of these bars on the weekend and enjoy all week!

Makes 9 bars

- 2 cups rolled oats
- ¾ cup white whole wheat flour
- ½ cup brown sugar, packed
- ½ cup canola oil
- 2 eggs
- ¼ tsp salt
- ½ tsp cinnamon
- Dash of nutmeg
- 2 small Michigan Apples, diced

1. Preheat oven to 350° F.
2. Spray 8-inch square baking pan with non-stick cooking spray.
3. In a large mixing bowl, combine all ingredients until smooth.
4. Spread batter in pan and bake for approximately 25 minutes until bars are lightly browned on top.
5. Let bars cool completely in pan before cutting and drizzle with apple glaze if desired (recipe below).

Apple Glaze:

2 cups powdered sugar

3 Tablespoons apple juice

½ teaspoon vanilla (optional)

Combine all ingredients and mix until smooth.

Nutrition information per serving (without glaze):
286 calories; 14.5g fat; 35g carbohydrate; 3.5g fiber; 5g protein; 137mg sodium

Back to School Social Media Posts:

Facebook: Want an after school snack that is delicious and nutritious? Try Apple Nachos — slice your favorite Michigan Apple, drizzle with warm nut butter, and top with whole grain cereal.

Twitter: School's in session! Vanilla yogurt w/ chopped apples & granola = easy breakfast or afterschool snack #MIapples

Twitter: Celebrate fall by adding a finely chopped Michigan apple to jarred salsa for a tasty snack. Serve w/ tortilla chips #MIapples

Instagram: Be prepared for afterschool snack attacks with a batch of Oat-Raisin Applesauce Cookies. Just add a glass of cold milk!

<http://bit.ly/2pgDwP9>



Section 6: Apple “Core” Fall Educational Supplement

FAMILY MEALS MONTH: SEPTEMBER

During September, we celebrate the positive power of family meals. Below are some tasty meals and recipes that are quick, affordable and healthy to help make planning simple. Just shop for the week and you'll have everything at hand. Let everyone pitch in to make mealtime easy and start a ritual of everyone sharing something good that happened to them that day.



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Cider Glazed Chicken w/ Easy Apple Raisin Stuffing (recipe below) Green Beans	Cheese Tortellini with Prepared Vegetable Pasta Sauce Tossed Green Salad Natural Applesauce	Vegetable and Ham pizza Veggie tray with grape tomatoes, baby carrots and red pepper strips.	Pork Burgers with Sautéed Apples (recipe below) Sweet Potato Chips Raw Sugar Snap Peas	Apple Cheddar Turkey Panini (recipe below) Tossed Green Salad	Grilled Salmon Roasted Red Potatoes Asparagus Spears Whole Grain Rolls	Beef & Vegetable Stir Fry (recipe below) Instant Brown Rice Pineapple Chunks

Recipes:

Cider Glazed Chicken with Easy Apple Raisin Stuffing

<http://bit.ly/2oYCWtu>

Pork Burgers with Sautéed Apples

<http://bit.ly/2C5VrLK>

Apple Cheddar Turkey Panini

<http://bit.ly/2qsSgrR>

Beef & Vegetable Stir Fry

<http://bit.ly/1glfcg5>

Shopping List:

Dry Groceries:

- 1 box whole wheat stuffing mix
- Raisins
- Apple juice
- Natural applesauce
- Vegetable pasta sauce
- Sweet potato chips
- Whole wheat bread
- Instant brown rice
- Stir-fry sauce
- Peanuts
- Canned pineapple chunks

Dairy:

- 2% sharp cheddar cheese slices

Meat/Seafood:

- 4 boneless skinless chicken breasts
- 1-1/4# ground pork
- Salmon
- 1# Boneless beef sirloin steak

Bakery/Deli:

- Hamburger buns
- Deli roasted turkey
- Whole grain rolls

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Produce:

- Prepared green salad
- Baby carrots
- Red pepper
- Grape tomatoes
- Arugula
- Sugar snap peas
- 5-6 Michigan Apples
- Red potatoes
- Asparagus
- Prepared green salad

Frozen:

- Green beans
- Cheese tortellini
- Pizza with ham and vegetables
- Stir-fry vegetables (or fresh)

Pantry Staples:

- Olive oil
- Apple cider vinegar
- Flour
- Ground allspice

- Salt
- Pepper
- Vegetable oil
- Thyme — dried or fresh
- Sage — dried or fresh
- Mayonnaise
- Honey mustard
- Salad dressing
- Garlic
- Crushed red pepper

Media Segment: Family Meals Matter

Props:

- Colorful place mats
- Variety of fruits and vegetables including Michigan Apples

Outline: (Ask television station to post the outline and recipes on their website to ensure more impressions)



Healthy family meal guidelines:

- **Eat together:** Many studies have shown that family meals are linked with a variety of positive outcomes that improve child well-being. These include a decreased risk of substance use, improved personal and social well-being, and better academic performance.
- **Add in the fruits and veggies:** Family meals provide a perfect opportunity to model healthy eating habits. Adults can show moderate portion sizes, and encourage new foods.
- **Communicate:** Family mealtimes can be used to encourage courtesy and teach social manners.

- **Role model good behavior – portion control, trying new foods, manners, nutrition:** Several studies have shown that regular family meals are strongly associated with an increased consumption of fruits, vegetables, grains and other healthy food choices and a reduced risk of childhood obesity.

Family Recipe Ideas:

Buy a package of two pork tenderloins and use 1 in each of these delicious family-friendly meals that have the fresh fall taste of Michigan Apples. One is a twist on tacos while the other can be done on a sheet pan.

Pork and Apple Ten Minute Tacos — have pork cooked and apple slaw done so tacos can be assembled during media segment.

Makes 6 servings

- 1 small pork tenderloin (about 18 oz.), trimmed of fat, cut into small cubes
- 1 package (1 oz.) Old El Paso™ taco seasoning mix (can use reduced sodium)
- 1 unpeeled Michigan Apple, cut into matchstick-size pieces
- ½ cup thinly sliced red onion
- 1 tablespoon lime juice
- 2 tablespoons chopped fresh cilantro or parsley
- 6 Old El Paso™ Taco Boats™ Whole Wheat Tortillas or taco shells

1. Heat 10-inch nonstick skillet over medium heat; add pork. Cook 3 minutes, stirring occasionally, until almost cooked through. Stir in taco seasoning mix, and continue to cook 3 to 5 minutes longer or until seasoning mix is incorporated and pork is completely cooked through.

Section 6: Apple “Core” Fall Educational Supplement

2. While pork is cooking, mix apple, onion, lime juice and cilantro in medium bowl, stirring well. Divide pork among tortillas; top with apple slaw.

Serve with corn and avocado slices.

Nutrition information per serving: 210 calories; 6g fat; 35mg cholesterol; 19g carbohydrate; 1g fiber; 18g protein; 560mg sodium

Pork, Sweet Potato and Apple Sheet Pan Dinner
— cooked and on the sheet pan to show
Makes 4 servings

¼ cup olive oil
1 tablespoon thinly sliced fresh sage leaves
1 teaspoon salt
½ teaspoon black pepper
2 medium sweet potatoes, quartered lengthwise
2 medium Michigan Apples, cored and quartered (Gala, Jonagold, or other)
1 medium sweet onion, cut into 1-inch pieces
1 lb. pork tenderloin
½ cup real maple syrup
1 tablespoon fresh lemon juice
¼ cup chopped pecans, toasted (optional)

1. Heat oven to 425°F. Spray large, rimmed sheet pan with cooking spray.
2. In large bowl, mix olive oil, sage, salt and pepper. Add sweet potatoes, apples and onion; toss to coat. Using tongs or slotted spoon, transfer to pan in single layer. Add pork to bowl with mixture, and toss to coat. Add to pan with vegetables. Roast 23 to 27 minutes or until pork is no longer pink (145°F) and potatoes are fork-tender.
3. Drizzle with maple syrup during last 5 minutes of cooking.
4. Slice pork, and divide among 4 plates. Divide potato, apple mixture on top of pork. Top with pecans if desired.

Recipes adapted from bettycrocker.com

Family Meals Social Media Posts:

Facebook: September is Family Meals month and since Michigan Apples are also coming in fresh from the orchard, you'll want to check out our tips for adding their crunchy goodness to your plate - <http://www.michiganapples.com/Recipes/Quick-Tips>

Twitter: Family dinnertime can be as easy as a sandwich & salad w/ this Apple-Cheddar-Turkey Panini <http://bit.ly/2qsSgrR> #MIapples #FamilyMeals

Twitter: No dinner plans? We've got you covered w/ Cider Glazed Chicken & Apple Raisin Stuffing <http://bit.ly/2oYCWtu> #MIapples #FamilyMeals

Instagram: Boost the fiber and nutrition in your weekly family meals with Michigan Apples. We have a whole menu of healthy options. <http://bit.ly/2qmirSO>



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TAILGATING: SEPTEMBER-OCTOBER

Media Segment:

Tailgating with a Michigan Apple Inspired Menu

Props:

- Placemats, napkins, plates, etc. in local team colors
- Football and apple décor

Outline: (Ask television station to post the outline and recipes on their website to ensure more impressions)

Tailgating is a weekend ritual for many people during football season. The planning, decorations, location and of course, food all lend to the ultimate tailgate experience. We’ve pulled together some great tailgating tips and a delicious menu inspired by another fall favorite – Michigan Apples!

Tailgating Tips:

- Keep a toolbox packed with tailgate essentials in the trunk. Everything from cooking utensils to garbage bags and sunscreen.
- Use a 6-pack holder for your favorite condiments.
- Freeze water bottles to use in the cooler and you’ll have them to drink after they thaw.
- Take along a large plastic tub for hauling back dirty dishes and pans.
- Plan to arrive up to 4 hours early and enjoy our tasty menu 2 hours prior to game time.

Tailgating Menu:

Hot Spiced Cider -
show on air in mugs
and in thermos

Makes approx. 8 servings

10 cups Michigan Apple
juice or cider



1 teaspoon cinnamon
1/2 teaspoon nutmeg
6 ounces spiced rum (optional)
Cinnamon sticks and Michigan Apple slices to garnish

In a large pot heat the apple juice or cider, spices and rum (if using) over low/medium heat. Stir often to blend the spices will blend into the juice. Once hot, pour into large thermos to transfer to your tailgate party. Can also serve out of a slow cooker with a ladle. Garnish mugs with Michigan apple slices and cinnamon sticks.

Apple Orchard Salad with Apple Cider Vinaigrette

Prepare walnuts ahead of time and have dressing ready in a jar to shake and mix.

Assemble salad on air.
Makes 6-8 servings



4 cups shredded rotisserie chicken
8 cups spring greens
4 fresh Michigan Gala Apples, thin sliced
1 cup shredded Swiss cheese
1 cup glazed walnuts (recipe below)
1 cup apple cider vinaigrette dressing (recipe below)

1. Toss salad greens and apple cider vinaigrette together in bowl.
2. Arrange diced chicken on top of greens. Sprinkle cheese to cover.
3. Arrange apple slices in circular rows to cover (hint: apple will oxidize, these should be placed just before serving. You may want to drop in lemon juice and water to prevent browning.)
4. Sprinkle glazed walnuts to finish.

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Apple Cider Vinaigrette Dressing:

1 cup fresh apple cider
¼ teaspoon cracked black pepper
2 Tablespoons apple cider vinegar
1/8 teaspoon salt
Sprinkle of ground clove to taste
1/8 teaspoon cinnamon
2 Tablespoons sugar
½ cup plus 2 Tablespoons canola oil

Mix together all ingredients (except oil) until sugar is dissolved. Add oil and mix before serving.

Yield: Approx. 1-1/2 cups. Will refrigerate up to one week.

Glazed Walnuts:

1 cup walnut halves
1 tablespoon butter
2 tablespoons sugar

Melt butter in a sauté pan over medium heat. Sauté walnuts until slightly toasted. Sprinkle with sugar and toss over heat one minute. Place warm walnuts onto parchment paper to cool.



Apple & Pulled Pork BBQ Sandwiches

Show on air in slow cooker
Makes 6 servings

4 cups cooked shredded pork butt roast (look for prepared pork in deli or meat case)
1 cup smoky or mesquite bottled barbecue sauce
1/3 cup Michigan Apple juice concentrate
1 tablespoon butter
2 medium Michigan Apples*, cored, sliced

1/2 teaspoon cinnamon-sugar

6 crusty sandwich rolls, split

Nutrition information per serving: 510 calories; 21g fat; 67mg cholesterol; 57g carbohydrate; 598mg sodium; 1g fiber

1. Combine pork, barbecue sauce and apple juice concentrate in large saucepan. Heat over medium heat until heated through, stirring frequently.
2. Meanwhile, melt butter in medium skillet over medium heat. Add sliced apples and cinnamon-sugar. Cook and stir 5 to 6 minutes or until apples are tender.
3. Divide pork mixture evenly over bottom half of rolls. Spoon cooked apples over pork. Cover with tops of rolls.

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

Tailgating Social Media Posts:

Facebook: Having a football party at your house? Serve this fabulous Apple, Bacon & Cheddar Flatbread and the crowd will go wild! <http://bit.ly/2qILFjl> #Mlapples

Twitter: Tailgate party? Impress your group w/ this Michigan Apple Orchard Salad - it will be game day favorite! <http://bit.ly/2qsQ5os> #Mlapples

Twitter: Enjoy two fall favorites - football and Michigan Apples - with this Pulled Pork & Apple recipe <http://bit.ly/2piUeNE> #Mlapples

Instagram: Tailgate winning beverage - Hot Spiced Apple Cider -
10 cups Michigan Apple juice
1 tsp cinnamon; 1/2 tsp nutmeg; 6-oz spiced rum (optional); cinnamon sticks & Michigan Apple slices to garnish — heat, stir and serve hot!



Section 6: Apple “Core” Fall Educational Supplement

HALLOWEEN: OCTOBER

Blog Article/Media Segment:

A Healthier Halloween

Pumpkins, costumes, and lots of candy come out during Halloween. But there are plenty of fun treat ideas for nutritious Halloween-themed snacks the kids will love! Whether you’re hosting a party at your house or looking for an idea for a school treat you’ll want to check out our creative options.

Low Sugar and Non-Food Treats:

- Raisins
- Small pretzel packs
- Sugarless gum
- Hot chocolate or Cider packets
- Goldfish Crackers
- Mini microwave popcorn
- Spider rings
- Small bubbles
- Mini notebook
- Glow-in-the-dark bracelet
- Mini Halloween water bottle
- Stickers
- Bouncy balls
- Yoyos
- Bookmarks
- Tattoos
- Mini Playdough
- Pencils or Erasers

Fun Halloween Ideas to Make with Michigan Apples

Scary Apple Teeth:

Once your apples are cored and sliced, spread nut butter on one side of each slice. Arrange a line of mini-marshmallows on half of the slices. Then top off with another slice of nut butter covered apple to make your big-toothed smiles.



Apple Mummies:

Wrap thin strips of gauze around apples and stick on candy eyes.



Caramel Apples:

Remove the stem from 8-10 apples and press a wooden craft stick in the top. Butter a baking sheet. Place unwrapped caramels from a 14-oz. package and 2 tablespoons milk in a microwave safe bowl, and microwave 2 minutes, stirring once. Allow to cool briefly. Roll bottom half of each apple quickly in caramel sauce until well coated. Can then dip in nuts or Halloween sprinkles.



Section 6: Apple “Core” Fall Educational Supplement

Games Using Michigan Apples:

- **Bobbing for apples** – fill a large tub with water and apples. Let kids try to grab an apple out by only using their mouth.
- **Apple stamping** – Cut apple in half from the top to bottom. Dry apple halves and use with a stamp pad to create fall cards that party goers can take home.
- **Apple stacking** – give each team of 2 children, five apples – see which team can stack them so they don’t topple. Winning team gets an apple-inspired prize!

Social Media Posts:

Facebook: Make some cute Halloween Apple Mummies by simply wrapping thin strips of gauze around apples and sticking on candy eyes. What’s your favorite Halloween treat or game with Michigan Apples? #MIapples

Twitter: Need a fall treat for a Halloween party? Your guests will love these Caramel Apple Cupcakes! <http://bit.ly/2qw8PTR>

Twitter: Enough candy? Refresh your tired trick-or-treaters with this nutritious Fall Harvest Smoothie <http://bit.ly/2pAQWZO>

Instagram: No tricks here! Chocolate and Coconut coated apples will be a real treat! <http://bit.ly/2oQh7K5> (use photo below)



Section 6: Apple “Core” Fall Educational Supplement

DIABETES AWARENESS MONTH: NOVEMBER

Blog Article/Media Segment:

Dietary Choices for Diabetes

When it comes to preventing or managing diabetes, the American Diabetes Association recommends a healthy and balanced diet combined with physical activity. Although not clearly defined, a healthy eating plan typically emphasizes plant-based foods, whole grains, lean meats, poultry, seafood and low-fat dairy. Most importantly, the plan must be realistic for long-term adherence. This healthy eating plan closely resembles the widely researched Mediterranean diet pattern.

The American College of Cardiology reports that the Mediterranean diet lowers the risk of diabetes by helping to guard against obesity. Additional research has shown that following the traditional Mediterranean diet is also linked to weight loss, reduced risk of heart disease and related death, as well as lower blood pressure and blood cholesterol levels. The diet is a simple, healthy and delicious eating plan that can be followed for a lifetime. It consists of fruits and vegetables, whole grains, legumes, unsaturated fats (olive oil and avocados), fish, lean meats, poultry and limited amounts of red wine. Individuals with diabetes who followed the Mediterranean diet had improved blood sugar control, reduced systemic inflammation and reduced insulin resistance.

If you are thinking about making some changes in your diet towards this healthful, plant-based pattern start with small steps:

- **Add in pulses** (beans, peas, legumes) and enjoy a meat free meal each week. Try lentil soup, black bean tacos or a vegetable wrap with hummus.
- **Switch to whole grains.** There are many delicious options to choose from including cereals, breads, crackers, pasta and more.
- **Eat your apples!** Eating more whole fruits, particularly apples, blueberries and grapes, was significantly associated with a lower risk of type 2 diabetes, according to a study led by Harvard School of Public Health researchers.

- **Consume colorful vegetables and salads** – they are low in calories and high in fiber, vitamins and minerals.
- **Choose unsaturated fats such as nuts, olive oil and avocados.**
- **Don’t go for seconds.** Managing portions is important to control calorie intake and weight.
- **Remember to consult your physician or healthcare provider** before changing any diet or nutrition program.

For a complete one week menu following a healthy eating pattern visit: <http://www.michiganapples.com/Recipes/Healthy-Living-Menu-Plan>

Diabetes Social Media Content:

Facebook: Eat your apples! Eating more whole fruits, particularly apples, blueberries and grapes, was significantly associated with a lower risk of type 2 diabetes, according to a study led by Harvard School of Public Health researchers. #MIapples #Diabetes

Twitter: When you shop for produce, choose Michigan Apples as a smart choice for diabetes – key nutrients + fiber! #MIapples

Twitter: There is a healthy living menu plan on the #MIapple website to help plan your meals this #diabetesmonth <http://bit.ly/2m3WRI6>

Instagram: Dinner idea – Roasted Pork Tenderloin with Mustard Apple Relish – a diabetes-friendly fall meal that’s high in nutrition and taste! <http://bit.ly/2pBuKdi> (use photo below)





SECTION 7:

Apple “Core” HOLIDAY & WINTER EDUCATIONAL SUPPLEMENT

There are many opportunities to engage with shoppers during the winter season and this supplement provides solutions that meet consumer behavior needs for December through February.

[RETURN TO MENU PAGE >](#)



Section 7:

Apple “Core” HOLIDAY AND WINTER EDUCATIONAL SUPPLEMENT



There are many opportunities to engage with shoppers during the holidays and winter season and this Michigan Apple Supermarket Dietitian Kit supplement provides solution selling resources that meet consumer behavior needs for the months of December through February.

We’ve included ways to make gift giving affordable for your customers with ideas for delicious gifts from the kitchen, and have great ideas for preparing warm and healthy one-pan family meals. As the New Year kicks off, and resolutions are made, we have tips and recipes that help you communicate on the topics of weight management and heart health. The Michigan Apple Committee is committed to partnering with you by providing these useful educational resources that help you promote wellness and drive business success.

CONTENT:

HOLIDAY SEASON - DECEMBER

- Media or video segment on Gifts from Your Kitchen
 - Social Media Posts
-

WARM FAMILY MEALS - NOVEMBER - FEBRUARY

- Blog article on One Pan/Pot Meals with Menu Planner and Shopping List – 3 recipes
 - Social Media Posts
-

WEIGHT MANAGEMENT - THE SECRET INGREDIENT FOR WEIGHT MANAGEMENT - APPLES!

- Media/Video segment on Weight Management – 2 recipes
 - Social Media Posts
-

HEART HEALTH - FEBRUARY

- Blog Article on Heart Health – 2 recipes
 - Social Media Posts
-

Section 7:

Apple “Core” Holiday and Winter Educational Supplement

HOLIDAY SEASON: DECEMBER

Media or Video Segment: DIY Holiday Apple Gifts

Props:

- Holiday décor, holiday boxes/tins and jars for food gifts

Outline:

- Ask television station to post the outline and recipes on their website to ensure more impressions
- This outline can also be used for an Instagram or Facebook live video segment.

Does the thought of going to a crowded mall for holiday shopping stress you out? Then assemble some unique, thoughtful gifts right in your own kitchen. Teachers, neighbors, coworkers and friends will all appreciate tasty, homemade treats and presents that include wholesome and delicious Michigan Apples. Here are some of our favorite ideas to get you started:

Recipe Suggestions:

Slow cooker apple butter

Have apple butter prepared in jars with a holiday ribbon. Talk through the ease of preparation as you spread some on some whole grain cinnamon raisin bread.



5 lbs. Michigan Gala apples
1 cup packed light brown sugar
½ teaspoon salt
1 cinnamon stick

1. Peel, core and slice apples (use an apple peeler/corer/slicer tool to save time). Place apples in a food processor (in batches) to grate.
2. Place apples in a slow cooker and stir in brown sugar and salt. Add cinnamon stick. Cover and cook on high heat setting for 4 hours.
3. Remove and reserve cinnamon stick. Place apple mixture into food processor or blender and puree until smooth.

4. Return apple mixture to slow cooker with the cinnamon stick. Cook uncovered on high heat setting 4 additional hours, stirring occasionally.
5. Remove and discard cinnamon stick. Cool apple butter completely and transfer to jars; seal tightly. Store in refrigerator for up to 3 weeks.

Pure Bliss Apple Ginger Scones

Show scones in a lined basket, box or tin with a holiday towel or cloth napkins, seasonal coffees or tea, and 2 holiday mugs.



2 cups flour
1/3 cup sugar
3 teaspoons baking powder
1/2 teaspoon salt
6 tablespoons cold butter
2 Gala apples, peeled and finely chopped
1/4 cup candied ginger, chopped
1 egg
1/2 cup heavy cream
1-1/2 teaspoon lemon zest

GLAZE:

3/4 cup powdered sugar
2 tablespoons lemon juice

1. Preheat oven to 400°F. Line a baking sheet with parchment paper. In a large mixing bowl combine flour, sugar, baking powder and salt.
2. Using a cheese grater, grate the cold butter into the flour mixture. Stir. Add chopped Gala apples and candied ginger.
3. In a small bowl mix together the egg, cream and lemon zest. Gently mix into apple mixture. Stir until dough forms. Knead dough 6 times. Place on parchment paper, form into an 8-inch round, about 1 inch thick. Cut into 8 wedges; separate slightly. Bake for approximately 15 minutes until just lightly golden. Cool slightly. Combine glaze ingredients, drizzle over scones.

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Apple “Core” Holiday and Winter Educational Supplement

Apple, Cheese and Wine Gift Box



If you don't have time to cook you can still create a wonderful gift basket. Simply assemble a beautiful assortment of Michigan Apples, a handy apple slicer, specialty cheeses, wine and a fun wine stopper in a small crate. Dress it up with a few holiday greens and you're done!

Social Media Posts: Holiday Apple Gift Giving

Facebook: If you're looking for a unique gift idea for a family member or friend simply shop _____ (insert retailer's name) for a beautiful assortment of Michigan Apples, a handy apple slicer, specialty cheeses, wine and a fun wine stopper. Arrange all the items in a small crate or basket and tuck in a few holiday greens for a gift that's sure to please! #MIapples

Twitter: Holiday shopping at the mall stress you out? This @Michigan_Apples Strudel makes a delicious gift! <http://bit.ly/2vPYO7z> #MIapples

Twitter: @Michigan_Apples Candy Apples = a great teacher gift! Make a batch & decorate with holiday sprinkles. <http://bit.ly/2oQh7K5> #MIapples

Instagram: Teachers, neighbors, coworkers and friends will all appreciate tasty, homemade treats that include delicious Michigan Apples! Place these wonderful Pure Bliss Apple Ginger Scones in a lined basket or box and add a holiday towel, seasonal coffees or tea and a couple of holiday mugs for a gift that's sure to please! <http://bit.ly/2uFbijC> (use photo below)



WARM FAMILY MEALS: NOVEMBER - FEBRUARY

Blog Article: One-Pan Meals for Cold Winter Nights

The following content can be used as a blog/article on your website or in an e-newsletter or store publication. If your store has pharmacies, consider printing copies of the article to have available when shoppers pick up prescriptions.

The winter months signal not only a change in the weather but also with the types of foods we crave. Families are looking for warm, satisfying recipes and one-pan meals that pop in the oven, providing

a convenient solution with easy clean up. To keep one-pan meals healthy, look for recipes that include a variety of wholesome ingredients like Michigan Apples, vegetables and a lean protein. Here are some other tips for making your one-pan meals shine:

- **Get a good sheet pan.** Look for pans that measure 18x13 inches and 18x26 inches with a 1-inch lip around the sides. The pan needs to be

Section 7:

Apple “Core” Holiday and Winter Educational Supplement

sturdy and not warp easily in a hot oven. Look for stainless steel or aluminum varieties.

- **Keep aluminum foil and parchment paper on hand.** Lining the pan with either foil or parchment before cooking will help make clean-up super easy. Coat foil with cooking spray to prevent food from sticking and if you are broiling do not use parchment paper.

- Experiment with your own sheet pan suppers. Cooking should be fun, so don't be afraid to experiment on your own with new ingredients. Just remember to take into account the cooking times of your ingredients — partner quick-cooking proteins like thin-cut chicken breasts or fish, with quick-cooking vegetables like cherry tomatoes, asparagus, etc. A pork tenderloin, thicker chicken cuts or brats pair well with potatoes, winter squash and Michigan Apple wedges.

- **Don't crowd your pan.** To ensure proper cooking make sure you provide enough space for all your ingredients to fit in one layer.

- **Cut ingredients in consistent sizes.** Cutting fruits and veggies into equal sizes, that aren't too large, will help make sure everything is cooked in the same amount of time. Our recipes below use nutritious Michigan Apples to create two delicious sheet pan dinners – one with chicken and one with pork chops. We've incorporated them both into our one-week menu planner and you can find all the ingredients you need at _____ (insert retailer's name)!

Note to Retailer: Include the following recipes and menu plan when posting this blog. You may also change any generic ingredients to your own store brand.

Chicken with Michigan Apples and Pecans Sheet Pan Dinner

Makes 4 servings

4 boneless, skinless chicken breasts (if chicken breasts are large you may want to cut in half)

2 large Michigan Gala Apples, cored and sliced in wedges

1/3 cup chopped pecans

3 tablespoons canola oil

3 tablespoons honey

1 tablespoon Dijon mustard

1 tablespoon apple cider vinegar

1 tablespoon chopped fresh thyme

½ teaspoon kosher salt

½ teaspoon ground pepper

Pinch of ground nutmeg

1. Preheat oven to 425°F and line a 18x26-inch baking sheet with parchment paper. Arrange the chicken breasts on the baking sheet. Place the Michigan Apple slices and pecans around the chicken.
2. Combine the oil, honey, mustard, vinegar, thyme, salt, pepper and nutmeg in a small bowl and mix until well combined. Pour mixture over the chicken and apples, rubbing in with your fingers.
3. Bake for 25 minutes, tossing ingredients around a few times during cooking. Chicken should be at least 165°F.

Serve with a prepared green salad and a whole grain bakery baguette.

Nutrition facts per serving: 357 Calories; 19g Fat; 29g Carbohydrate; 3g Fiber; 460mg Sodium; 23g Protein

Pork Chop, Michigan Apple and Sweet Potato Sheet Pan Dinner

Makes 4 servings

4 boneless pork chops

2 cups sweet potatoes, chopped in 1-inch pieces

2 cups Michigan Apples, chopped in 1-1/2- inch pieces

2 tablespoons canola oil

1 tablespoon fresh ginger (or ginger paste)

1 teaspoon cinnamon

1 tablespoon brown sugar

1 teaspoon chopped garlic

Salt and pepper

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Apple “Core” Holiday and Winter Educational Supplement

1. Preheat oven to 400°F. Place pork chops on a large, foil-lined baking sheet and season with salt and pepper.
2. Place chopped vegetables and apples in a large bowl.
3. In a small dish, combine ginger, oil, cinnamon, garlic and brown sugar and mix well.
4. Spoon mixture over sweet potato mixture and stir to coat.

5. Arrange mixture on baking sheet around the pork chops.
6. Bake for 20 minutes or until pork chops reach desired temperature.

Nutrition facts per serving: 388 Calories; 15g Fat; 40g Carbohydrate; 7g Fiber; 93mg Sodium; 25g Protein

Recipe adapted from: The Lean Green Bean

One Week Dinner Menu Plan:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Apple Cheddar Turkey Paninis	Pork Chop, Michigan Apple and Sweet Potato	Cheese Pizza with Veggies & Ham	Spaghetti with Vegetable Pasta Sauce and Ground Turkey	Sheet Pan Steak Fajitas	Broiled Salmon Fillets	Chicken with Michigan Apples & Pecans Sheet Pan Dinner – see recipe
Sugar Snap Peas & Baby Carrots	Sheet Pan Dinner – see recipe	Spring Greens Salad	Green Beans	Mexi-Corn	Garlic Seasoned Couscous Mix	Prepared Green Salad
	Whole Grain Dinner Rolls		Whole Grain Garlic Bread	Michigan Apple Wedges with Cinnamon Sugar	Broccoli Florets	Whole Grain Baguette
					Corn Muffins	

WEIGHT MANAGEMENT

The Secret Ingredient for Weight Management – Apples!

Props:

- Large display of Michigan Apples.
- Show a few examples of how to enjoy apples from the list below.

Outline:

- Ask television station to post the outline and recipes on their website to ensure more impressions.
- This outline can also be used for an Instagram or Facebook live video segment.

There are many healthy reasons why apples may be the secret ingredient for weight management:

- Apples contain natural fiber and adequate fiber consumption has been consistently associated with weight loss. Fiber helps provide a feeling of fullness that helps you moderate the amount you eat.
- The soluble fiber pectin which is found in apples, slows the body's release of glucose, preventing sudden drops in blood sugar that trigger hunger and can set off food cravings.

The new daily dietary value for fiber consumption is 28 grams. (This applies to adults and children over 4 years old). Unfortunately, the average American consumes only 15 grams of fiber. With

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Apple “Core” Holiday and Winter Educational Supplement

all of the positive health research linked to fiber, it's no wonder apples should hold a valued spot in your weight management plan! Eating just one apple a day, with the skin, will provide an average of 5 grams of fiber and a large apple contains only about 130 calories!

Here are some ways to enjoy the health benefits of Michigan Apples and a recipe that can help you manage your weight deliciously!



NOTE: Show 3-4 of these ideas in your media segment.

- For a quick lunch to go pack fresh apple slices with whole grain crackers and 2% cheddar cheese slices.
- Add a diced apple to your green salad for a sweet or tangy twist. Drizzle with low-fat balsamic dressing.
- Need a satisfying snack before you work out? Cut an apple in half; remove core and fill half with 1 tablespoon of peanut butter.
- Add thinly sliced apples to your lean ham or turkey sandwich on whole grain bread for a sweet crunch.
- Add finely chopped apples to your oatmeal with a tablespoon of walnuts and a dash of cinnamon.
- Layer diced apples, vanilla yogurt and granola for a perfect parfait.

- Add apple slices to a colorful fruit salad with grapes, oranges and berries for a nutrient-rich snack or dessert.

Social Media Posts: Apples and Weight Management

Facebook: One of the reasons apples may be the secret ingredient for weight management is the natural fiber they contain. Adequate fiber consumption has been consistently associated with weight loss and the fiber in apples help you feel full, making it easier to moderate portions. Registered Dietitian Shari Steinbach has created an entire menu to help you enjoy the healthy benefits of Michigan Apples. <http://bit.ly/2qmirSO> #MIapples

Twitter: Add a chopped @Michigan_Apples to a green salad for a tangy twist, & a healthy dose of fiber! More apple ideas at <http://bit.ly/2Undf9B>

Twitter: One Michigan Apple = 130 calories & 5 grams of fiber. Add one to your lunch bag today & enjoy the healthy benefits! #miapples

Instagram: Successful weight management calls for calories that count! This Apple and Almond Green Smoothie is packed with nutrient-rich ingredients that blend up to a deliciously satisfying breakfast or snack. <http://bit.ly/2uQKDyS> (use pic below)



Section 7:

Apple “Core” Holiday and Winter Educational Supplement

HEART HEALTH: FEBRUARY

Blog Article: Build a Heart Healthy Shopping Cart

The following content can be used as a blog/article on your website or in an e-newsletter or store publication. If your store has pharmacies, consider printing copies of the article to have available when shoppers pick up prescriptions.

Heart-healthy eating starts with putting the right foods into your shopping cart – those items that lower cholesterol and help keep your blood pressure in check. Some of the essential foods to stock your kitchen and pantry with are listed below and you'll note that we start with a visit to the produce department. Colorful fruits and veggies are a great source of fiber, vitamins, minerals and antioxidants and have been linked to lowering your risk for heart disease.

Apples, for example, have a polished reputation as a heart-healthy food. They are naturally fat-free and provide an excellent source of fiber – both soluble and insoluble types. In a 2012 study conducted by the Ohio State University, the daily consumption of apples was associated with reduced level of low-density lipoprotein (LDL), also known as “bad” cholesterol. Their research showed that middle-aged adults who consumed one apple a day for four weeks lowered their levels of LDL cholesterol by 40 percent.¹ Other studies found that eating apples daily appeared to lower levels of cholesterol and two other indicators associated with plaques and inflammation in artery walls.²

Apples are rich in pectin, a soluble fiber which blocks cholesterol absorption in the gut and encourages the body to use this waxy substance instead of storing it. In addition, apple peels are packed with polyphenols. These antioxidants prevent cellular damage from harmful molecules called free radicals. As far as how much to eat, just follow the apple-a-day saying, and if you eat

two-a-day it might be even better! Since most individuals like apples, this is delicious, doable advice. Other heart-healthy foods to add to your shopping cart at _____ (insert retailers name) include:

Fruits & Vegetables (aim for 5 cups a day):

- Michigan Apples
- Berries
- Bell peppers
- Broccoli
- Cauliflower
- Dark leafy greens
- Grapes
- Oranges
- Pears
- Squash
- Tomatoes
- Zucchini



Dairy and Dairy Alternatives:

- Buttermilk, low-fat or nonfat
- Cheese, reduced-fat
- Cottage cheese or ricotta cheese, nonfat or 1%
- Cream cheese, nonfat or light
- Creamers, nonfat
- Milk, fat free or 1%
- Sour cream, nonfat or reduced fat
- Yogurt, nonfat or 1%
- Unsweetened, fortified, non-dairy products (such as soy milk)

Meat, Poultry, Fish, and Meat Substitutes: The American Heart Association suggests two servings of fish a week.

- Beef, lean cuts and lean ground round or sirloin
- Chicken or turkey breasts and tenders, skinless, boneless
- Chicken or turkey, ground
- Fish
- Pork tenderloin, trimmed of fat
- Tofu

Section 7:

Apple “Core” Holiday and Winter Educational Supplement

Frozen Foods:

- Fruits without added sugar (frozen berries, mango)
- Soybeans (edamame)
- Vegetables and vegetable blends without added sauces, or sodium

Beans, Grains, Soups, and Sauces:

Beans and whole grains provide beneficial fiber.

- Beans, canned, reduced-sodium: assorted cans of beans such as black, garbanzo, kidney, navy, and pinto
- Beans, dried: Choose your favorite beans.
- Broth and soups, reduced-sodium chicken, beef, or vegetable
- Cereals, whole-grain (Note: Choose cereals that have at least 4-5 grams of dietary fiber)
- Flaxseed, ground or whole
- Flour, whole wheat or white whole wheat
- Grains such as wheat berries, couscous, polenta, millet, bulgur, and quinoa
- Nuts and seeds
- Olive oil
- Oats, rolled, steel-cut, or Irish
- Pasta sauce, low-fat or fat-free
- Pasta, whole grain
- Rice: brown, wild
- Soups, low-sodium, and 98% fat-free cream of mushroom
- Tomatoes, whole or diced, reduced-sodium
- Canned vegetables, reduced or sodium-free
- Vegetarian or nonfat refried beans

This recipe combines some of the foods from the shopping list into a delicious and nutrient-rich meal. Simply serve with a side of brown rice and a green vegetable.



<http://www.michiganapples.com/Recipes/ID/565/Apple-Gingered-Fish>

Resources:

1. Journal of Functional Foods, Volume 5, Issue 1, January 2013, Pages 493-497
2. Chai SC, Hooshmand S, Saadat L, Payton ME, Brummel-Smith K, Arjmandi BH*. Daily apple consumption reduces cardiovascular risk factors in postmenopausal women. J Acad Nutr Diet, 112(8):1158-68, 2012.

Social Media Posts: Apples and Heart Health

Facebook: Consuming @Michigan_Apples daily may reduce your risk of heart disease! Apples are rich in pectin, a soluble fiber, which blocks cholesterol absorption in the gut. In addition, apple peels are packed with polyphenols. These antioxidants prevent cellular damage from harmful molecules called free radicals. Here are some great tips for adding heart-healthy apples to your diet: <http://bit.ly/2uNDf9b>

Twitter: Want lower cholesterol? An apple-a-day is heart smart advice and deliciously doable! Check out the research: <http://bit.ly/1FMsbHq>

Twitter: Haven't tried farro? You'll love it in this delicious, heart-healthy Apple Grain Salad! <http://bit.ly/2uhe8J1> @Michigan_Apples

Instagram: Heart-healthy eating starts with putting the right foods into your shopping cart and then creating simple, tasty meals. This Apple Gingered Fish combines the right ingredients to help lower cholesterol and keep your blood pressure in check. Serve with a green vegetable and side of brown rice: <http://bit.ly/2vbGpUi> (use pic to the left)



SECTION 8:

Michigan Apples RESOURCES & CONTACT INFO

Information about how to contact the Michigan Apple Committee and some links to some of the many key resources available for you online.



Section 8: Resources and Contacts



The Michigan Apple Committee is a grower-funded nonprofit organization focused on marketing, education and research activities to distinguish the Michigan Apple and encourage its consumption in Michigan and around the world.

The Michigan Apple Committee engages in marketing, research, education and communications for the benefit of Michigan's apple growers. Our mission is to enhance the reputation of Michigan Apples, improve their share of sales in target markets and aid the profitability and sustainability of Michigan's Apple Industry.

CONTACT INFO

Michigan Apple Committee

13750 S. Sedona Parkway, Suite 3
Lansing, MI 48906

Toll Free: (800) 456-2753

Phone: (517) 669-8353

Fax: (517) 669-9506

Email: Staff@MichiganApples.com

Web: www.MichiganApples.com

ONLINE RESOURCES:

1. RECIPES

- michiganapples.com/Recipes

2. KIDS ACTIVITIES

- michiganapples.com/Just-for-kids/Kids-Activities

3. NEWS RELEASES

- michiganapples.com/Press-Room/Archive

4. IMAGE DOWNLOADS

We have a number of royalty-free images and pdfs for you to use in your projects. Download them here:

- michiganapples.com/Retail/Retail-Dietitians

OTHER RESOURCES IN THIS SECTION:

1. BIOS

2. SOME PAGES TO COPY & SHARE

These pages are intended to be shared. Feel free to copy and share them.

Section 8: Resources and Contacts

DIETITIAN BIO

Shari Steinbach, MS RDN:

**President
Shari Steinbach & Associates, LLC**

For the past 26 years, Shari has worked as a dietitian in the grocery industry for two major retailers in the Midwest. In her retail roles, Shari has managed consumer health communication, health influencer partnerships, nutrition programs, and solution-selling strategies.

Shari has served as a nutrition expert and corporate spokesperson, providing food and nutrition advice through monthly television spots on ABC, NBC and FOX affiliates and local radio segments. She has also conducted numerous educational presentations to community groups and professional organizations throughout the country. Her timely nutrition and food product information and strategic social media messages have reached millions of consumers.

Shari was a key contributor to the “Simply Cook” book designed to assist low income consumers with planning and creating easy, affordable, healthy meals. The book has received many positive accolades from community health educators and over 150,000 copies have been distributed to individuals and through local food banks.

In 2014 Shari was a finalist in the first ever Retail Dietitian of the Year award through the Retail Dietitian Business Alliance and has also been honored twice with the Michigan Academy of Nutrition and Dietetics Dietitian of the Year Award.



Shari holds a Bachelor of Science Degree in Dietetics from Central Michigan University and a Master of Science Degree in Human Nutrition from Andrews University in Michigan. She is an active member of the Academy of Nutrition and Dietetics and the Michigan Academy of Nutrition and Dietetics. She serves as an advisory board member and contributing editor for the Retail Dietitians Business Alliance and as a Supermarket Dietitian Advisor for the National Turkey Federation. Other advisory roles include those with the Food Marketing Institute, the Michigan State University Dietetic Internship program and the Secchia Institute for Culinary Education. She is a past chair of the Food and Culinary Professionals DPG Supermarket Dietitian Sub Group.

Section 8: Resources and Contacts

**SOME
PAGES
TO COPY
& SHARE**



Types and Tastes of Michigan Apples

With more than 16 varieties commercially available, Michigan offers an apple for every taste.

Variety	Taste and Texture	Uses	Image
Braeburn	Mildly Sweet and Crispy	Fresh and Baked	
Cortland	Mildly Tart and Juicy	Fresh and Baked	
Empire	Combo Sweet and Tart	Fresh and Baked	
Fuji	Sweet and Crunchy	Fresh and Baked	
Gala	Sweet and Crunchy	Fresh and Baked	
Ginger Gold	Sweet-Spicy and Firm	Fresh	
Golden Delicious	Sweet and Firm	Fresh and Baked	
Honeycrisp	Sweet, Crisp and Juicy	Fresh	
Ida Red	Tart, Firm and Juicy	Fresh and Baked	
Jonagold	Sweet, Firm and Juicy	Fresh and Baked	
Jonamac	Rich and Spicy	Fresh	
Jonathan	Sweet-Spicy	Fresh and Baked	
McIntosh	Sweet-Tart and Juicy	Fresh and Baked	
Paula Red	Sweet-Tart and Juicy	Fresh and Baked	
Red Delicious	Sweet, Juicy and Crunchy	Fresh	
Rome	Mildly Tart and Juicy	Fresh and Baked	

Michigan Apples Harvest Schedule



AUGUST



PAULA RED

First-available and eagerly awaited.
Pleasingly tart.
Late August



GINGER GOLD

Sweet-tasting, with a hint of
tartness. Stores well.
Late August

SEPTEMBER



GALA

A consumer favorite. A soft bite
over a mellow sweetness.
Early September



MCINTOSH

A classic by any standards.
Juicy with a lightly tart flavor.
Early September



JONAMAC

Cross between a McIntosh and
Jonathan. Rich and spicy.
Early September



HONEYCRISP

Sweet as honey, with a crisp bite.
Creating quite a buzz!
Mid-September



GOLDEN DELICIOUS

A gingery-smooth taste.
Known for its sweetness.
Mid-September



EMPIRE

Versatile with a firm texture.
Sweet, yet tart flavor.
Mid-to-Late September

SEPTEMBER



JONATHAN

A crisp, spicy tang that blends well
with other apples.
Mid-to-Late September



CORTLAND

Tender, juicy white flesh with
hint of tartness.
Late September



RED DELICIOUS

America's most popular.
Full-flavored sweetness.
Late September



JONAGOLD

Michigan grows them best! A
must-try. Crisp and juicy.
Late September

SEPTEMBER



FUJI

A popular late-season variety.
Crisp and sweet.
Early October



ROME

An old-time favorite.
Excellent for baking.
Early October



IDA RED

Tastes tangy and tart.
Great for sauces and pies.
Early-to-Mid October



BRAEBURN

Firm apple with spicy-sweet
flavor. Stores very well.
Late October

OCTOBER

NOTES: