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PRESS RELEASE

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Eat3 Campaign Promotes Family Mealtime and Local Produce

Cobleskill, NY – Thursday, August 27, 2009 – Want a tip on how to get your kids to eat better? Eat together! Research shows that when family members eat a home-prepared meal together, they generally eat better according to Cornell University Nutritional Sciences professor, Dr. Christine Olsen. This means they consume more fruits, vegetables and dairy foods, and less fried foods and soft drinks. As a result, the intake of key nutrients including fiber, calcium, folate and iron goes up, and the intake of saturated fat and trans fat goes down.

Eating together is one of three key messages in an Eat Well, Eat Local and Eat Together campaign, also known as Eat3. Cornell Cooperative Extension in 20 New York counties including Schoharie County recently launched this campaign. The campaign's goal is to help families select, prepare and enjoy healthy meals together using locally grown produce.

Each month, through November 2009, the campaign features one local and healthful meal that families can prepare and enjoy together. The recipes have been chosen to emphasize kid-friendly foods that take advantage of in-season, locally grown fruits and vegetables.

Cornell Cooperative Extension will distribute recipes highlighting the Meal of the Month, as well as postcards and a colorful refrigerator magnet to remind families to Eat Well, Eat Local and Eat Together. Families are also encouraged to visit and register at the Eat3 website, www.Eat3.org, where they can find recipes for an additional "meal-of-the-month" to include in family meals, as well as nutrition information, discussion forums and games. Those who register on the website will be entered into monthly drawings for \$50 grocery store gift cards.

In Schoharie County, Cornell Cooperative Extension launched the Eat3 campaign at the Sunshine Fair, providing volunteer assistance to help residents register online at the Eat3 website. Information will continue to be distributed at various venues like annual wellness fairs and the local Farmer's Market. As part of

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Building Strong and Vibrant New York Communities

Cornell Cooperative Extension's Capital Region, the Schoharie County Extension office will participate in a multifaceted regional promotion of Eat3 during the upcoming months.

Here is a featured Meal of the Month, which can also be found on www.Eat3.org.

Mini Veggie Pizza

- **Ingredients**

5 English muffins (or bagels)
1 small zucchini, grated
1 green or red bell pepper, finely chopped
8-ounce package part-skim mozzarella cheese, grated
8-ounce can of tomato sauce
1/2 teaspoon dry oregano

- **Instructions**

1. Slice English muffins in half. Place them on a baking sheet, and toast lightly in oven or toaster oven.
2. Grate zucchini. Chop pepper into small pieces.
3. Grate mozzarella cheese.
4. Top each muffin in half with 1 tablespoon of tomato sauce. Add grated zucchini, chopped pepper, and grated cheese. Sprinkle with oregano.
5. Broil in oven until cheese is melted (about 2 minutes).

Yield: 10 pizza muffins (serving size: 1 pizza)

Lemony Green Beans

- **Ingredients**

1 pound green beans, trimmed and cut into 2-inch pieces
1 1/2 teaspoons fresh lemon juice
1 teaspoon olive oil
1/4 teaspoon salt
1/8 teaspoon freshly ground black pepper

- **Instructions**

1. Steam green beans, covered, 5 minutes or until crisp-tender. Drain and return to pan.
2. Add juice, oil, salt, and pepper; toss to coat. Serve immediately.

Yields 4 servings (serving size: 1 cup)

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About Cornell Cooperative Extension:

The Cornell Cooperative Extension educational system, established in 1918, enables people to improve their lives and their communities through partnerships that put experience, and research knowledge, to work. The Cooperative Extension is the largest informal education network in the world. For details about the local Schoharie County Eat3 campaign, contact Regina Tillman, Nutrition Resource Educator, at the offices of the Cornell Cooperative Extension in Cobleskill, NY. Cornell Cooperative Extension Schoharie County provides equal program and employment opportunities.

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