

Building a Better Lunch at NCS

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- Gluten-many grains, mostly wheat
- Corn
- All Legumes—soy, beans, peanuts, etc.
- Dairy
- Refined Sugar
- Fish
- Shell fish
- Kiwi
- Melon
- Eggs
- Nightshades—tomato, potato, eggplant, peppers
- Coffee



My Own Reasons



THE REAL FOOD GOOD-BETTER-BEST PRINCIPLE

"DOING THE BEST YOU CAN WITH WHAT YOU HAVE"

BAD — GOOD — BETTER — BEST

	NOT EATING ANY FRESH FRUITS or VEGETABLES	BUYING ONLY CONVENTIONAL FRUITS and VEGETABLES	USING THE DIRTY DOZEN CLEAN FIFTEEN RULE & BUYING ORGANIC WHEN AFFORDABLE	BUYING ALL ORGANIC, LOCAL & SEASONAL	GROWING OF YOUR OWN
FRUITS & VEGETABLES					
GRAINS, BEANS NUTS & SEEDS	WITHHOLDING THEM ONLY FROM PACKAGED CEREALS, CRACKERS, CHIPS GRANOLA BARS, & SNACK FOODS	HOMEMADE COOKING WITH SOME REFINED FLOURS & SOME WHOLE GRAIN FLOUR, WHEAT, RICE & SEEDS	HOMEMADE COOKING WITH ALL 100% WHOLE GRAIN FLOURS & GRAINS	HOMEMADE COOKING WITH ALL 100% WHOLE GRAINS & PREPARING PROPERLY BY SOAKING, SPROUTING, or SOUR LEAVENING	
EGGS	EATING EGG WHITES ONLY, POWDERED EGGS, or OTHER EGG-LIKE PRODUCTS	BUYING CONVENTIONAL STOREBOUGHT EGGS	BUYING STOREBOUGHT ORGANIC, FREE-RANGE EGGS	BUYING ORGANIC & LOCAL PASTURE-RAISED EGGS	
DAIRY	LOW-FAT DAIRY PRODUCTS, *CAFO MILK PRODUCTS or HIGH-TEMP PASTEURIZED	WHOLE DAIRY, PRIMARILY GRASS-FED & LOW-TEMP PASTEURIZED	WHOLE DAIRY, PRIMARILY GRASS-FED & RAW	WHOLE DAIRY, PRIMARILY GRASS-FED, PASTURE-RAISED, ORGANIC & RAW	
MEAT	BONELESS, SKINLESS MEAT, *CAFO MEAT or OTHER MEAT-LIKE PRODUCTS	WHOLE MEAT ANTI-BIOTIC & HORMONE FREE	WHOLE MEAT GRASS-FED meat or ORGANIC	WHOLE MEAT, PRIMARILY GRASS-FED meat or ORGANIC & PASTURE-RAISED	
SEAFOOD	GENETICALLY MODIFIED or SEAFOOD-LIKE PRODUCTS	FARM-RAISED SEAFOOD	BPA-FREE CANNED or FROZEN WILD-CAUGHT SEAFOOD	FRESH & LOCAL WILD-CAUGHT SEAFOOD	
FATS	MARGARINE, COCOA, SUNFLOWER OIL, CORN, CANOLA, VEGETABLE or HYDROGENATED OILS	PASTEURIZED STORE BOUGHT GRAIN-FED BUTTER	PASTEURIZED ORGANIC GRASS-FED BUTTER or REGULAR COCONUT or OLIVE OIL	GRASS-FED LAID & TALLOW or ORGANIC, EXTRA-VIRGIN COCONUT or OLIVE OIL	RAW BUTTER
SWEETENERS	HIGH FRUCTOSE CORN SYRUP, REGULAR, GMO SUGAR, or SUGAR SUBSTITUTES	100% PURE WHITE UNREFINED CANE SUGAR	UNREFINED CANE SUGAR or STORE BOUGHT HONEY or REAL MAPLE SYRUP	LOCAL HONEY or ORGANIC UNREFINED CANE SUGAR or ORGANIC REAL MAPLE SYRUP	PURE STEVIA or COCONUT SUGAR
PANTRY ITEMS	REGULAR, STOREBOUGHT *GMO LADEN CEREALS, CRACKERS, CHIPS GRANOLA BARS, & SNACK FOODS	ORGANIC, NON-GMO CEREALS, CRACKERS, CHIPS GRANOLA BARS, & SNACK FOODS	HOMEMADE, WHOLE GRAIN CEREALS, CRACKERS, CHIPS GRANOLA BARS, & FRUIT SNACKS	HOMEMADE, WHOLE GRAIN *PROPERLY PREPARED SNACK FOODS or STOP RE-CREATING THEM ALTOGETHER.	
FRIDGE ITEMS & CONDIMENTS	REGULAR, STOREBOUGHT *GMO LADEN SODA, JUICE, SNACK FOODS	ORGANIC, NON-GMO SODA, JUICE, SNACK FOODS	HOMEMADE SNACK FOODS & CONDIMENTS	HOMEMADE & PROPERLY PREPARED *SODA* or WATER KEFIR or KIMCHI & *LACTO-FERMENTED CONDIMENTS	

* CAFO - Concentrated Animal Feeding Operation

* PROPERLY PREPARED - By soaking, sprouting, or sour leavening the grains, nuts, beans, seeds

* LACTO-FERMENTED - fermenting condiments as another source of homemade probiotics.

www.weedemandreap.com

Doing
the Best
You Can
With
What
You
Have

What's Wrong?

Sugar!!

No vegetables

Very Little Protein

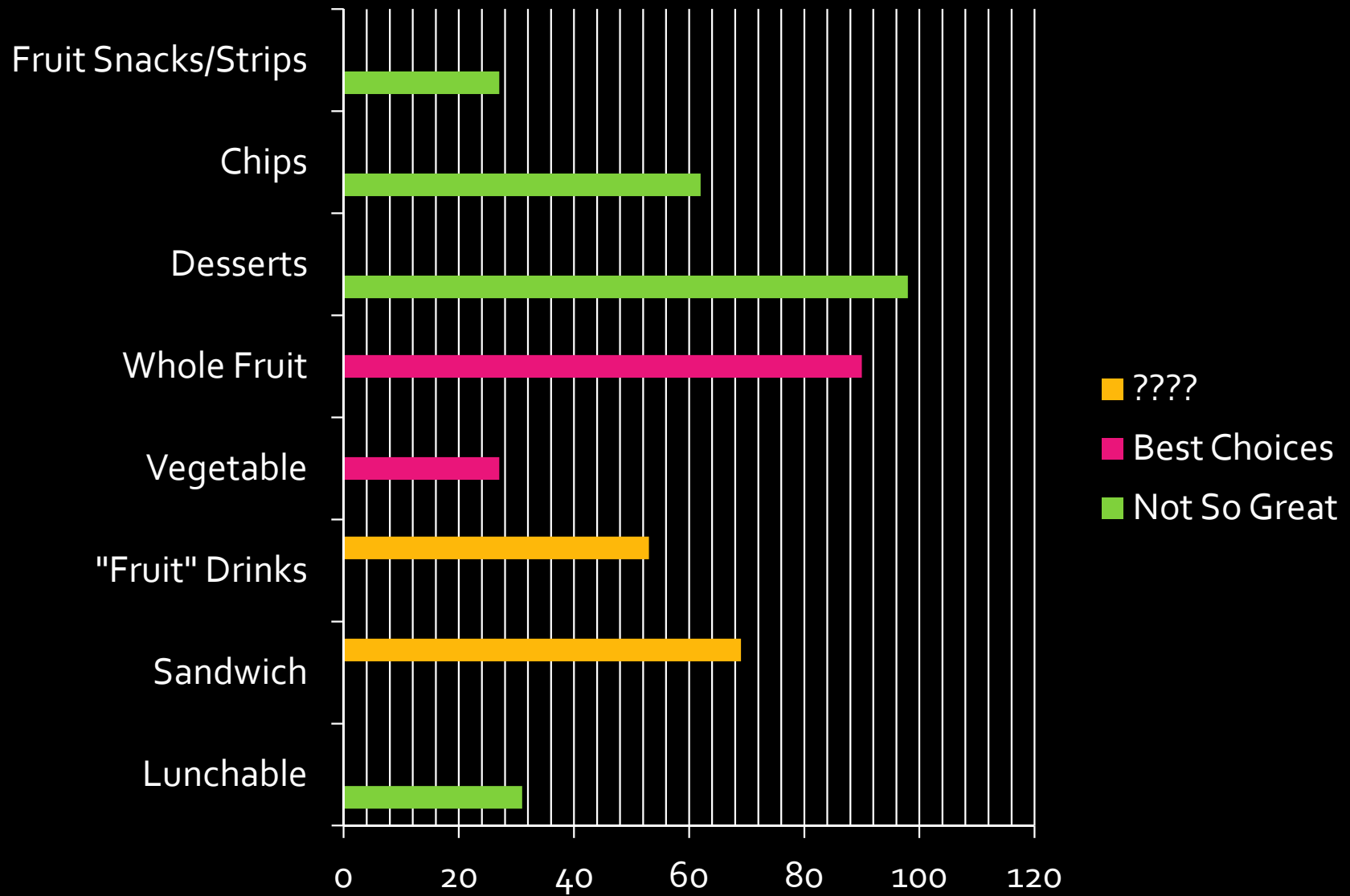
No fruit

No whole grains

**NO OR LITTLE
REAL FOOD**



One Day in the NCS Cafeteria







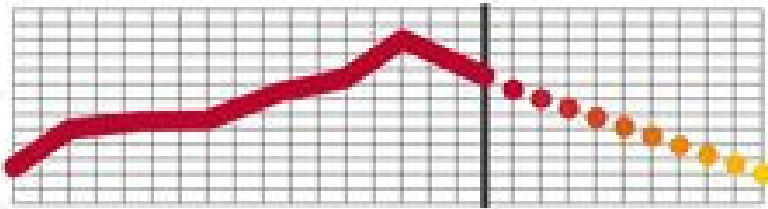


Real Food Rots



For the first time in the history of our country,

LIFE EXPECTANCY



IS GOING DOWN

for many Americans. 

ESCAPEFIREMOVIE.COM

source: New England



HEALTHY
CHILD
HEALTHY
WORLD

Herbivore

Vegan

Carnivore

Junkitarian

Vegetarian

Omnivore

Fast-Foodivore

Nutrivore

Input =

Output

Just say no to ingredients like these:

- Sugars--high fructose corn syrup the worst of all
- Aspartame
- Artificial Colors—Includes caramel color
- Trans Fats (partially hydrogenated)
- Azodicarbonamide
- Many, many more

“Food” That’s Not Food



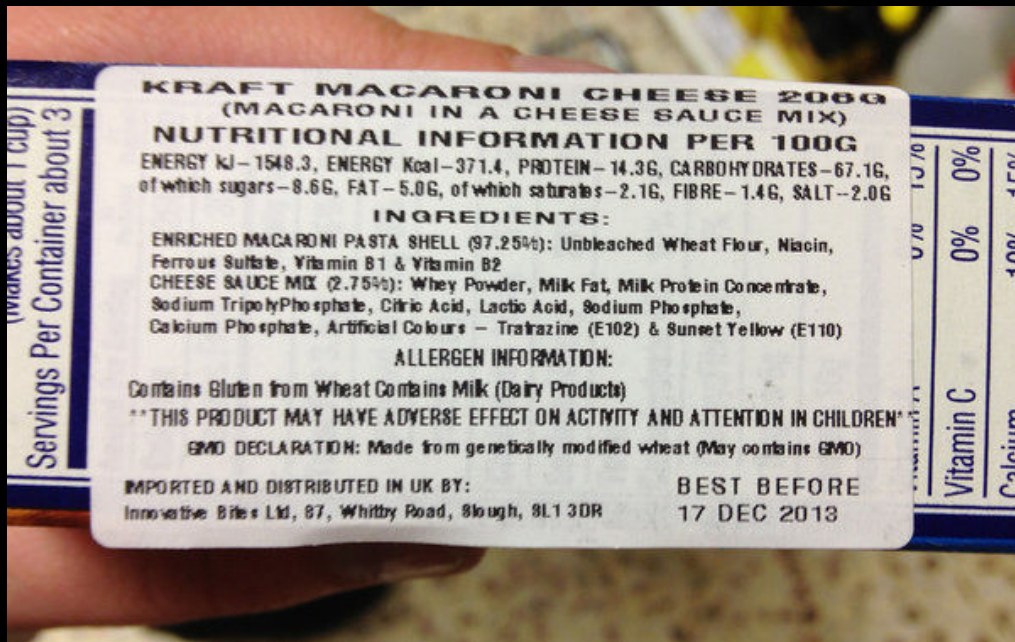
Ingredients: Roast White Turkey – Cured, Smoke Flavor Added: White Turkey, Water, Potassium Lactate, Modified Corn Starch, Contains Less Than 2% Of Salt, Dextrose, Carrageenan, Sodium Phosphates, Sodium Diacetate, Sodium Ascorbate, Smoke Flavor, Sodium Nitrite, Natural And Artificial Flavor.

Pasteurized Prepared Cheddar Cheese Product: Milk, Whey, Milk Protein Concentrate, Milkfat, Sodium Citrate, Salt, Lactic Acid, Sorbic Acid As A Preservative, Oleoresin Paprika (Color), Annatto (Color), Cheese Culture, Enzymes, Whey Protein Concentrate, With Starch Added For Slice Separation. Contains: Milk, Wheat

Crackers: Enriched Flour (Wheat Flour, Niacin, Reduced Iron, Thiamine Mononitrate [Vitamin B1], Riboflavin [Vitamin B2], Folic Acid), Soybean Oil, Whole Wheat Flour, Sugar, Partially Hydrogenated Cottonseed Oil, Salt, High Fructose Corn Syrup, Leavening (Baking Soda, Calcium Phosphate), Whey (From Milk), Soy Lecithin (Emulsifier). Contains: Wheat, Milk, Soy.



WATER, UNBLEACHED **ENRICHED** FLOUR (WHEAT FLOUR [NIACIN, REDUCED IRON, THIAMINE MONONITRATE, RIBOFLAVIN, FOLIC ACID]), **FULLY COOKED HAM AND WATER PRODUCT, 25% OF WEIGHT IS ADDED INGREDIENTS**, GROUND AND FORMED (CURED WITH WATER, SUGAR, SALT, SODIUM PHOSPHATE, DEHYDRATED PORK BROTH, CARRAGEENAN, NATURAL SMOKE FLAVOR, SODIUM ERYTHORBATE, SODIUM NITRITE), UNBLEACHED **ENRICHED** FLOUR (WHEAT FLOUR, MALTED BARLEY FLOUR, NIACIN, IRON, THIAMINE MONONITRATE, RIBOFLAVIN, FOLIC ACID), **IMITATION CHEDDAR CHEESE** (WATER, MODIFIED FOOD STARCH, CASEIN, SOYBEAN OIL, WHEY, CONTAINS 2% OR LESS OF SALT, SODIUM ALUMINUM PHOSPHATE, SODIUM PHOSPHATE, LACTIC ACID, SODIUM CITRATE, NATURAL FLAVOR, SORBIC ACID [PRESERVATIVE], ARTIFICIAL COLOR), PART SKIM MOZZARELLA CHEESE WITH MODIFIED FOOD STARCH (PART SKIM MOZZARELLA CHEESE [PASTEURIZED MILK, CULTURES, SALT, ENZYMES], MODIFIED FOOD STARCH, FLAVORS, ANNATTO), SEASONING (WHEY, CHEDDAR CHEESE [MILK, CHEESE CULTURE, SALT, ENZYMES], BUTTERMILK, ENZYME MODIFIED CHEDDAR CHEESE [MILK, SODIUM CITRATE, CHEESE CULTURES, SALT, ENZYMES, POTASSIUM SORBATE], SALT, REDUCED LACTOSE WHEY, COCONUT OIL, CORN MALTODEXTRIN, DISODIUM PHOSPHATE, BLUE CHEESE [MILK, CHEESE CULTURE, SALT, ENZYMES], CITRIC ACID, LACTIC ACID, EXTRACTIVES OF ANNATTO AND TURMERIC), 2% OR LESS OF PALM OIL (WITH SOY LECITHIN, ARTIFICIAL FLAVOR, BETA-CAROTENE [COLOR], CITRIC ACID [PRESERVATIVE]), MODIFIED FOOD STARCH, SEASONING (TOASTED BREAD CRUMBS [WHEAT FLOUR, SUGAR, YEAST, SOYBEAN OIL, SALT], CHEDDAR CHEESE [MILK, CHEESE CULTURES, SALT, ENZYMES], SALT, WHEY, DEXTROSE, DEHYDRATED ONION, NATURAL FLAVOR, SOYBEAN OIL, GARLIC POWDER, REDUCED LACTOSE WHEY, DISODIUM PHOSPHATE, CITRIC ACID, LACTIC ACID, DISODIUM INOSINATE & GUANYLATE, SPICE, BLUE CHEESE [MILK, CHEESE CULTURES, SALT, ENZYMES], EXTRACTIVES OF PAPRIKA & ANNATTO), SUGAR, SEASONING (WHEY, **PARTIALLY HYDROGENATED SOYBEAN OIL**, MALTODEXTRIN, CHEDDAR/BLEU CHEESE [PASTEURIZED MILK, CHEESE CULTURES, SALT, ENZYMES], SALT, NONFAT MILK, SODIUM CASEINATE, SODIUM CITRATE, NATURAL FLAVORS, CITRIC ACID, EXTRACTIVES OF ANNATTO, PAPRIKA AND TURMERIC [COLOR]), **PARTIALLY HYDROGENATED PALM KERNEL OIL** (WITH SOY LECITHIN), SALT, YEAST, DOUGH CONDITIONER (CALCIUM SULFATE, SALT, L-CYSTEINE HYDROCHLORIDE, GARLIC POWDER, TRICALCIUM PHOSPHATE, ENZYMES), DOUGH CONDITIONER (DISTILLED MONOGLYCERIDES WITH ASCORBIC ACID AND CITRIC ACID [ANTIOXIDANTS]), EGG YOLKS, LACTIC ACID, WHEY, SOY FLOUR, EGG WHITES, SOYBEAN OIL. CONTAINS: MILK, EGG, SOY, WHEAT INGREDIENTS.



SUBWAY: Stop Using Dangerous Azodicarbonamide in Your Bread!



Azodicarbonamide is the same chemical used to make yoga mats and shoe rubber. It's banned all over the globe because it's linked to respiratory issues, allergies and asthma. **This is not eating fresh!**



North America



UK, EU, Australia

Subway uses **Azodicarbonamide** in their 9-Grain Wheat, 9-Grain Honey Oat, Italian White, Italian Herbs & Cheese, Parmesan/Oregano, Roasted Garlic, Sourdough, and Monterrey Cheddar breads.



Subway **does not** use Azodicarbonamide in other countries.

We deserve the same safe ingredients that Subway uses around the world.

SIGN THE PETITION: foodbabe.com/subway
#NoWaySubway



NUTRI-GRAIN CEREAL BARS STAWBERRY

Colors: Red No. 40, Yellow No. 6, Blue No. 1

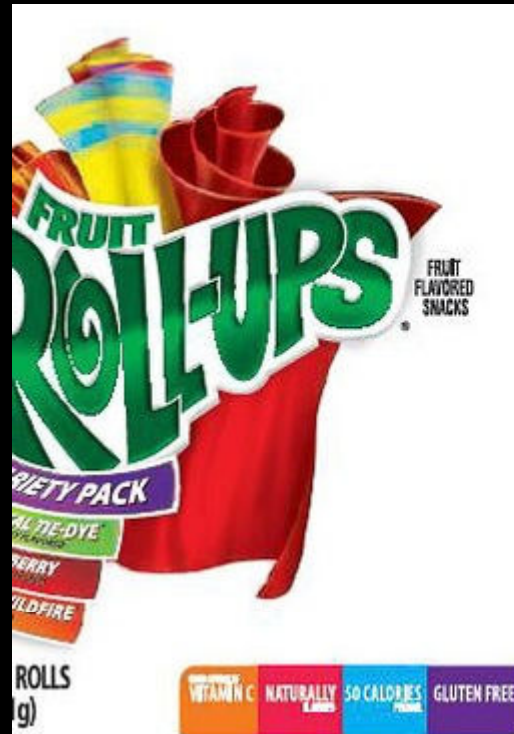


NUTRI-GRAIN SOFT BAKE BARS STAWBERRY

Colors: Beetroot red, Annatto, Paprika, extract

Truth in Advertising!





DISTRIBUTED BY
General Mills Sales, Inc.
 MINNEAPOLIS, MN 55440 USA
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 Gluten Free
 Carbohydrate Choices: 1

Nutrition Facts

Serving Size 1 roll (14g)
 Servings Per Container 10

Amount Per Serving	
Calories	50
Calories from Fat	5
% Daily Value*	
Total Fat 1g	1%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 55mg	2%
Total Carbohydrate 12g	4%
Sugars 7g	
Protein 0g	
Vitamin C	10%

Not a significant source of dietary fiber, vitamin A, calcium and iron.

*Percent Daily Values are based on a 2,000 calorie diet.

Ingredients: Pears from Concentrate, Corn Syrup, Dried Corn Syrup, Sugar, Partially Hydrogenated Cottonseed Oil. Contains 2% or less of: Citric Acid, Sodium Citrate, Acetylated Monoglycerides, Fruit Pectin, Dextrose, Malic Acid, Vitamin C (ascorbic acid), Natural Flavor, Color (red 40, yellows 5 & 6, blue 1).



Eat WHOLE foods

Recipe for a good lunch:

Healthy Protein

Good Fat

Veggie & Veggie

Whole Grain

Fruit (dessert)

Water!



Save “treats” for at home once or twice a week

Chicken Strips with Smoothie



Lunchables Brand
77 Ingredients



Homemade Version
29 Ingredients

Ham & Cheese with Treat



Lunchables Brand
59 Ingredients



Homemade Version
20 Ingredients

Pizza with Pepperoni

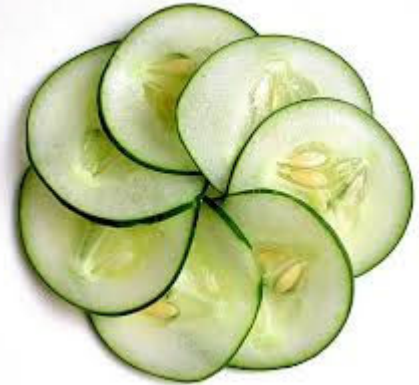


Lunchables Brand
60 Ingredients



Homemade Version
20 Ingredients

Convenience



Money



Comparison Shopping: McDonald's for Four

\$27.89



- 2 Big Macs
- 1 cheeseburger
- 16-pc. Chicken McNuggets
- 2 medium fries
- 2 small fries
- 2 medium Cokes
- 2 small Cokes

Nutrition facts per person

CALORIES	900 (average)
FAT	37 grams
CARBOHYDRATES	123 grams
PROTEIN	23 grams

Chicken, Potatoes and Salad for Four

\$13.78



Nutrition facts per person and difference from McDonald's meal

CALORIES	934
+4%	
FAT	39 grams
+5%	
CARBOHYDRATES	80 grams
-35%	
PROTEIN	67 grams
+191%	

Pinto Beans and Rice for Four

\$9.26



CALORIES	571
-37%	
FAT	15 grams
-59%	
CARBOHYDRATES	83 grams
-33%	
PROTEIN	26 grams
+13%	

Sources: McDonald's, Key Food grocery, Sunset Park, Brooklyn (meal ingredients), Self magazine and United States Department of Agriculture (nutrition analysis)

BILL MARSH/THE NEW YORK TIMES
PHOTOGRAPHS BY TONY CENCULA/THE NEW YORK TIMES

10 tips before you shop



1. Plan your meal ahead (including snacks) and write a shopping list
2. Buy generic brands where possible
3. Buy fresh fruit and vegetables in season (check on supermarket brochure)
4. Watch out for staples on specials (rice, pasta, bread, canned vegetables) and stock up when cheap. Bread can be frozen for at least 2 months, and dry items such as pasta and rice have a long shelf life.
5. Buy in bulk and freeze in smaller portion sizes
6. Try frozen or canned vegetables
7. Add beans, lentils or legumes to meat-based dishes
8. Limit snacks food (chocolate bars, lollies, chips, etc) as they can add more cost to your budget
9. Limit take-away foods as they are more expensive, high in saturated fat, salt and energy.
10. Shop on a full stomach as we tend to buy unnecessary things with hungry stomach

Meal plan sample

Meal	Less healthy	Healthier
Breakfast	Ham and cheese croissant	Wholegrain cereal with low-fat milk
Morning tea	Chocolate snack bar	A piece of fresh nectarine
Lunch	Meat pie	Salad sandwich
Afternoon tea	Chocolate cream biscuits	Carrot and celery sticks with low-fat tzatziki
Dinner	Deep fried chicken nuggets and fries	Chicken and vegetable stir-fry with rice
Dessert	Chocolate ice cream	Canned peached with low-fat custard
Fruit & Vegetable Serves	0 fruit & 0 vegetable	2 fruits & 5 vegetables
Total cost	\$10.07	\$7.73

Adapted from Go for 2&5 The Real Cost of Healthy Food (2009)

References:

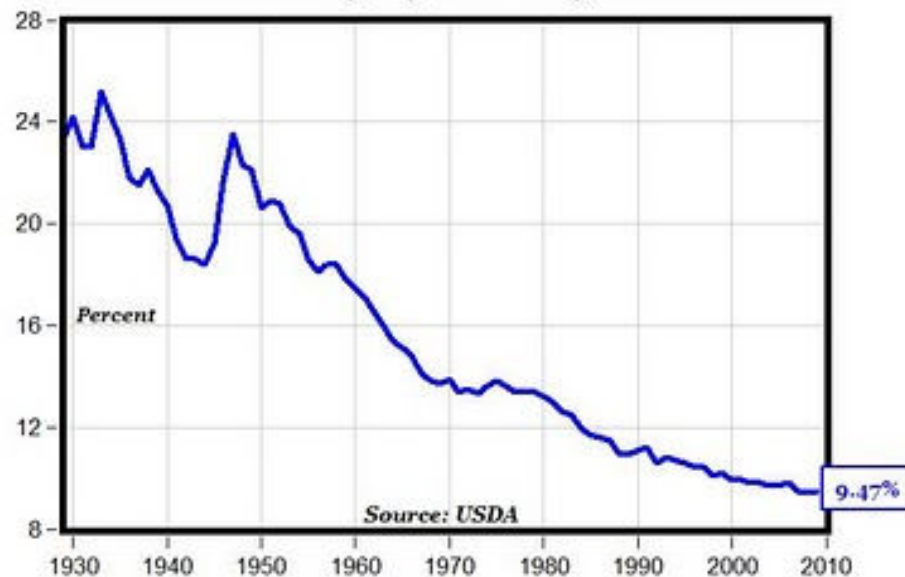
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2. DAA. Healthy eating on a budget. Dietitians Association of Australia; 2012[cited 2012 16 April]; Available from <http://daa.asn.au/for-the-public/smart-eating-for-you/nutrition-a-z/healthy-eating-on-a-budget/>.
3. DAA. Go for 2 and 5. LiveLifeWell. The Real cost of healthy food. Dietitians Association of Australia; 2009[cited 2012 17 April]; Available from http://daa.co.laborative.net.au/files/Smart_Eating/The%20Real%20Cost%20of%20Healthy%20Food%20Report%20Card.pdf?



Developed by student dietitian Dea Krismarietta (04/2012) for the intention of education only

How Much should food cost??

**Food Expenditures
Share of Disposable Personal Income
1929 - 2009**



Country	Food %
U.S.	4.66%
Singapore	4.66%
U.K.	5.25%
Germany	5.93%
Canada	6.40%
Australia	6.58%
Finland	6.92%
France	7.05%
Japan	9.69%
China	12.76%
Argentina	14.16%
South Africa	14.22%
Saudi Arabia	14.32%
Thailand	16.37%
Mexico	17.03%
Chile	18.23%
Brazil	18.53%
Russia	19.73%
India	25.27%
Indonesia	31.15%
Nigeria	31.43%

Raising Healthy Eaters



- Be an Example
- Break the Addiction Cycle
- Try New Things
- Grow Food
- Learn to Cook Simple Dishes
- EDUCATE kids
- Meet Farmers, Enjoy Nature
- Family Meal Time
- Make NCS Healthy Lunch Program a Reality

Is Kirsten Crazy?



Give a man a fish and you feed him for a day.
Teach a man to fish and you feed him for a lifetime.

Chinese Proverb

Take a child to a fast food restaurant and you feed her for the moment. Teach a child to grow food and you feed her body and spirit for a lifetime. K. Serrano

Where We Are Headed

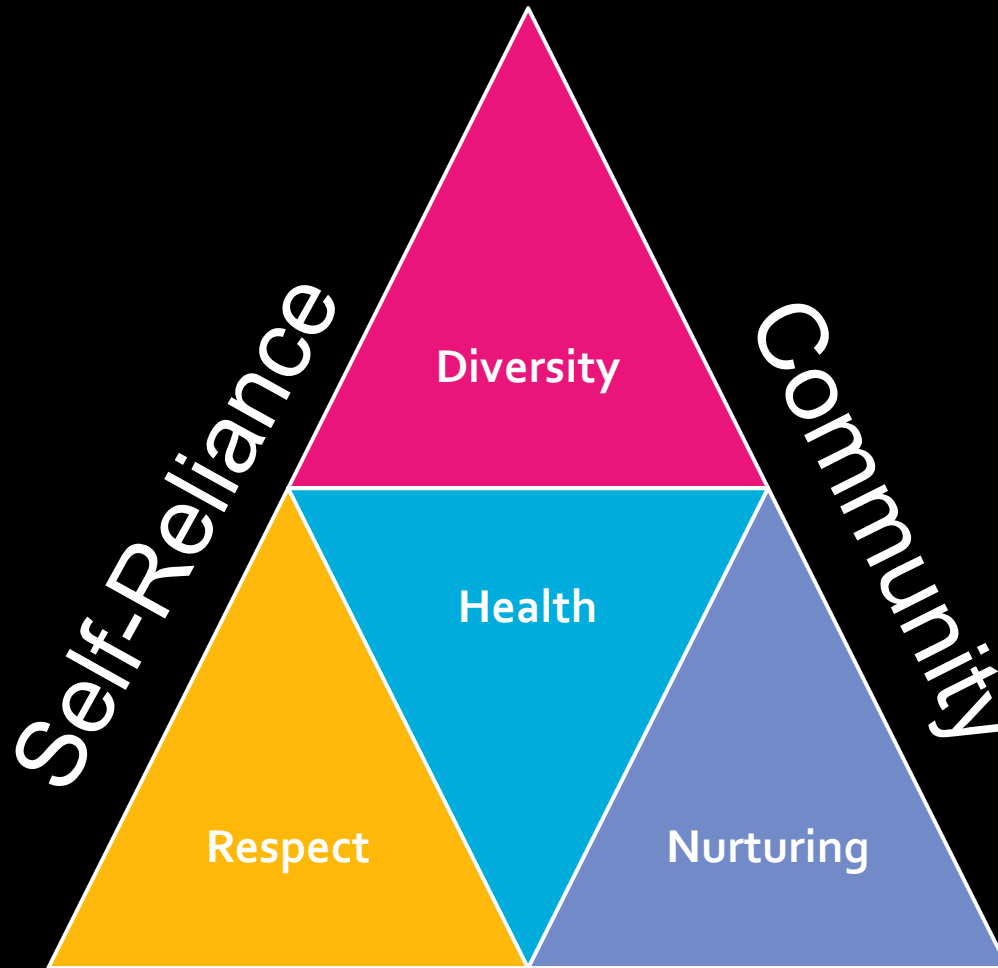


The Cafeteria Classroom



A child's largest physical interface with their world is their digestive system.

What the Cafeteria Classroom Teaches



Getting the Kids Involved

EAT A RAINBOW
For Health!
[Facebook.com/livelovefruit](https://www.facebook.com/livelovefruit)

RED
To improve heart & blood health & support joints

ORANGE
To prevent cancer & promote collagen growth

YELLOW
Helps your heart, vision digestion & immune system

GREEN
Powerful detoxers, fight free radicals, improve immune system

BLUE/PURPLE
Improve mineral absorption, powerful anti-oxidants

WHITE
Activate our natural killer cells & reduce cancer risk



How You Can Help



How Can You Help Right Now?



Share Your Skills

*Come and visit us
"We can learn from you,
you can learn from us."*



The Next Step



“Never DOUBT THAT
a SMALL group of
thoughtful, committed
CITIZENS Can CHANGE
the world, indeed its
the ONLY thing that
ever Has.” MARGARET
Mead