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NEWS RELEASE

TO: Area Media Outlets
FROM: Amy Revette
DATE: March 5, 2014
RE: **March is National Nutrition Month: Enjoy the Taste of Eating Right**
RUN: Immediate Release

March is National Nutrition Month® and the Academy of Nutrition and Dietetics encourages everyone to ‘Enjoy the Taste of Eating Right.’ WIC, the Special Supplemental Nutrition Program for Women, Infants, and Children, supports National Nutrition Month®. WIC offers free supplemental food, nutrition education / counseling, breastfeeding support, and referrals to other health services to low and moderate income pregnant, breastfeeding, and postpartum women, infants, and children up to age 5. To find the nearest WIC agency, call 1-800-26-BIRTH, or 211, the hotline link to community resources. If eligible, a WIC Registered Dietitian can start you on the path to ‘Enjoy the Taste of Eating Right’ with personalized nutrition education.

This year’s National Nutrition Month® theme reminds everyone to make taste a priority when preparing healthy meals. Many factors influence our food choices, but ultimately the foods we enjoy most are the foods we choose to eat. Research, too, confirms that taste is the #1 reason one food is purchased over another. Celebrate National Nutrition Month® by experimenting with new foods and flavors that your thousands of taste buds might love, keeping taste and nutrition on your plate at every meal.

Tips to ‘Enjoy the Taste of Eating Right,’ from the Academy of Nutrition and Dietetics

At the grocery store. Choose one new fruit, vegetable or whole grain every week. Start small by trying different versions of familiar foods until you are ready to make a bigger change. WIC food benefits include fresh fruits and vegetables, and whole grain options.

At home. Try new ways of cooking your old favorites! Roast potatoes instead of mashing. Steam veggies you might typically sauté. Grill, broil, or bake some lean meat. Or, for quick meal prep, sauté chicken strips or pieces, then add some vegetables to create a delicious stir-fry. Adults should aim for 3 cups of vegetables each day. Adding spice is another great way to enhance the taste of your food!

At restaurants. Try a restaurant that features healthy, ethnic foods that may be new to you. Or, try a restaurant serving seasonal and locally grown foods; you may find a healthy twist on an old favorite.

More helpful tips? Visit the Academy’s website at <http://www.eatright.org/NNM/> for a variety of helpful tips, games, promotional tools, and nutrition education resources to include in your National Nutrition Month® celebration.

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The mission of the Michigan WIC program is to improve health outcomes and quality of life for eligible women, infants and children by providing nutritious food, nutrition education, breastfeeding promotion and support, and referrals to health and other services.