

## UC CalFresh Weekly Update August 11, 2014



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### Upcoming Events & Deadlines

AUGUST 2014

SUN	MON	TUE	WED	THU	FRI	SAT
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3	4	5	6	7	8	9
10	11	12	13	14	15	16
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31						

#### 8/3-8/9: National Farmers Market Week

#### 8/8/14: Q3 Reporting Tools Workbooks Due

FFY 2014 Q3 Reporting Tools Workbooks for UC CalFresh were returned on July 2nd. Due to the late return of the workbooks, the deadline for returning the Q3 Reporting Tools Workbook and Q3 documentation to the State Office has been **extended until August 8, 2014**. Please contact the UC CalFresh State Office if you have any questions related to your workbooks or the submission date.

#### UC CalFresh August Town Hall Webinar

The UC CalFresh State Office will not be hosting a Town Hall Webinar for the month of August. Please visit the UC CalFresh website: <http://www.uccalfresh.org/trainings/town-halls> for a schedule of upcoming Town Hall dates and topics.

- \* **September 16th Town Hall:** FFY 2014 Final Report Overview
- \* **October 14th Town Hall:** Implementation FFY 2015

Webinar information for future UC CalFresh Town Hall webinars will be forthcoming.

#### Evaluation Survey for the UC CalFresh & EFNEP Skills-Based Training Institute

Thank you for your attendance and participation at the UC CalFresh & EFNEP Skills-Based Training Institute in Stockton. Your input is very valuable in planning future meetings. Please take time to share your comments and suggestions by completing the evaluation survey: <http://ucanr.edu/survey/survey.cfm?surveynumber=13285>.

#### CDPH-NEOPB Nutrition Education Materials and Resources

The UC CalFresh State Office ordered materials and resources through the CDPH NEOPB Online Ordering System for each UC CalFresh nutrition education program. E-mail notifications were sent on Thursday, 7/3/14, listing the items expected to arrive for each program. These items have begun to ship and will be (or already have been) delivered to your county offices. In addition, each program will be receiving a DVD copy of the Champions for Change campaign which can be used at various events and programs.

#### Confirmation of Receipt of Items—PSSC Grocery Shopping Lists (English & Spanish) and UC CalFresh & MyPlate Folders

The UC CalFresh State Office is working diligently on placing orders for various nutrition education reinforcement items based on the survey we distributed in May 2014. Counties who requested PSSC Grocery Shopping Lists (English & Spanish) and UC CalFresh & MyPlate Folders should have received shipping notifications on 7/29/14. Once your items have been received, please contact Lindsay Hamasaki ([Hamasaki@caes.ucdavis.edu](mailto:Hamasaki@caes.ucdavis.edu)) to confirm receipt. Please remember that confirmation of receipt of items is **required** for accounting and auditing purposes.



### UC CalFresh Website Updates

#### SNAP Fiscal Year 2015 Cost-of-Living Adjustments

The SNAP fiscal year 2015 Cost-of-Living Adjustments has been added to the UC CalFresh website. It provides the fiscal year 2015 Cost-of-Living Adjustments to the Supplemental Nutrition Assistance Program maximum allotments, income eligibility standards, and deductions. To view the Cost-of-Living Adjustments, please visit: <http://uccalfresh.org/administrative/administrative/snap-ed-guidance-for-ffy15>

### Welcome New UC CalFresh Staff!

This new feature is to introduce and welcome new staff to UC CalFresh. If you have new staff, please send a short paragraph and photo to Lindsay Hamasaki at [Hamasaki@caes.ucdavis.edu](mailto:Hamasaki@caes.ucdavis.edu).



# UC CalFresh Weekly Update: August 11, 2014

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cal fresh Nutrition Education

<http://www.uccalfresh.org>



## UC CalFresh Success Stories

The State Office will begin sharing successes through this new feature in the Weekly Updates. Successes for FFY 2014 can be shared through the online data entry portal: <http://ucce.ucdavis.edu/survey/survey.cfm?surveynumber=11480>

*"Now I always compare prices, plan our meals, & I liked the class a lot because it taught me to always plan everything & the recipes were so delicious. Also, I made one of the salads at home & I would like to have more of these classes."*

—Plan, Shop, Save, Cook Participant, Tulare County

*"With this class I learned how important it is to keep your food safe with refrigeration, how to make a grocery list when buying food, & how to cook & serve healthy food for my family. Thank you to the teacher for all of this great information"*

—Plan, Shop, Save, Cook Participant, Tulare County



## UC CalFresh in Action!

Share your UC CalFresh success stories with the State Office: <http://ucce.ucdavis.edu/survey/survey.cfm?surveynumber=11480>

### Jobs in the Spotlight, UCCE Fresno County

Through a long standing partnership with UC CalFresh, all Jobs 2000 students complete a 4-week comprehensive nutrition class series centered on eating healthy and being more physically active. Students are encouraged to eat healthfully by increasing their consumption of fruits, vegetables, whole grains, lean-protein and low-fat dairy. They also learn ways to reduce the sugar, salt, and fat they consume. During the series students were exposed to affordable and easy to make healthy recipes. Students also enjoyed the activity dice. They learned that being active doesn't have to mean working out in a gym for hours at a time. When the goal is to get moving, every little bit counts! [Read full blog article.](#)

### Walking the Talk, UCCE San Joaquin County

San Joaquin County nutrition educators are not only promoting physical activity to the families they teach but walking the talk together every day. Family nutrition educators from University of California CalFresh (UC CalFresh) and Expanded Food Nutrition Education Program (EFNEP), two federally funded nutrition education programs that provide nutrition workshops to low-income families, have joined together to practice the lessons they teach to their participants in San Joaquin, including exercising for at least 30 minutes a day. "I wanted to exercise more regularly," UC CalFresh nutrition educator Lorena Hoyos said. "But doing it alone wasn't working, so when the idea of working out as a group came about at training, it was the perfect opportunity. Exercising with others is a great motivator, they keep you active." Using home-bought exercise videos like T-25, The Firm, Hip Hop Abs and others, the nutrition staff have been sweating to the beat. "I noticed that my endurance has gone up," EFNEP nutrition educator Houa Lee said. "I have more confidence at work and in conducting the physical activity breaks at my classes." Prior to the videos, the nutrition staff, along with other San Joaquin County UC Cooperative Extension employees, were doing activities like walking around the block or going to the gym together after work. Some educators even participated in weekend races or rides, such as the Color Run, Hit the Streets for Hunger, The Electric Run, Cinderella Bike Rides, and others. "I think it's important to show participants that we are not just preaching the goals, but living them," said Raquel Fernandez, a program representative for the UC CalFresh and EFNEP programs. "This makes them seem a lot more attainable and helps us relate better to our participants. It also helps establish trust and credibility to our lessons." [Read full blog article.](#)

### Preschoolers Get Their Hands On Gardening, UCCE Santa Clara County

Preschoolers and their parents have been growing fruits and vegetables in Campbell's Family Learning Center garden this summer and using the harvest to learn about and prepare healthy meals. "The children love participating in the entire experience—from digging in the dirt and planting the seeds, to watering and maintaining the garden, to harvesting and tasting the vegetables they've grown," said preschool teacher Tahseen Mohiuddin. "Having their parents there makes it even better. "Instilling good eating habits is easy when you know what to look for," Mohiuddin said. "Children grow fonder of healthier alternatives when they are involved in the process because they can make links between what they've grown and what they see in their meals." Mohiuddin uses the Happy Healthy Me-Nutrition Curriculum to teach the children while Nutrition Educator Carmen Simmons, of the University of California Cooperative Extension educates the parents. [Read full blog.](#)



## UC CalFresh, UC ANR and UC Davis in the News!

### 4-H Cooking Throwdown

The 2nd annual 4-H Cooking Throwdown at the California State Fair took place June 22 and 24. Youth ages 9 to 18 had one hour to create a three-course meal with each course containing the designated "secret ingredient." The theme was "Fair Food Done Healthy." All of the dishes were judged on originality, taste and the USDA's MyPlate standards. Healthy living is a major component of the 4-H Youth Development Program and this contest was introduced to help teach youth to cook and learn portion sizes. On June 22, three junior teams composed of 9- to 13-year-olds competed. In Round 1, the secret ingredient was a hot dog. The Fat and Furious Team made a mini corn dog, a "speedy" Italian sandwich and a funnel cake with homemade whip cream and candied hot dog. The Blond, Brunette and Ginger Team made hot dog nachos, seafood stir fry and cinnamon chips with fresh cream and strawberries. The fresh cream was infused with hot dog. The food was very original and very tasty. The Fat and Furious won the round. [Read full blog article.](#)

### Food and edible gardening draw Sacramento residents to 'Harvest Day'

The annual Harvest Day hosted by UC Cooperative Extension Master Gardeners attracted thousands to the program's demonstration garden in Fair Oaks. Visitors tried cherry tomatoes, heirloom melons and table grapes grown by Master Gardeners at the facility. Dave Wilson Nursey provided new pluot, plum, peach and nectarine varieties for sampling. Saving water and growing food were major themes of the event, reported Debbie Arrington in the Sacramento Bee. "There's a lot of concern about water," said Judy McClure, coordinator of the Sacramento UCCE Master Gardener program. "Because of that, we really increased our information and focus on water during Harvest Day. Attendees can actually talk to their water providers about rebates and (other programs) at the event. They can also see what we're doing in the garden to save water." UC Cooperative Extension already has next year's Harvest Day on the calendar. It will be August 1, 2015, however, in the meantime the Master Gardener program hosts a multitude of events and classes at the horticulture center throughout the year. For more information see the Sacramento Master Gardeners website. [Read full blog article.](#)



### **New Data Reflects the Continued Demands for Farmers Markets**

The U.S. Department of Agriculture's (USDA) Agricultural Marketing Service (AMS) Administrator Anne Alonzo announced over the weekend that USDA's National Farmers Market Directory now lists 8,268 markets, an increase of 76 percent since 2008. The data reflects continued demand and growth of farmers markets in every region of the country. Alonzo also announced that AMS is developing three new local food directories that will expand USDA's support for local and regional foods by providing easy access to the most current information about the local food market. Alonzo made the announcements at the Dane County Farmers Market in Madison, Wisconsin, the country's largest producer-only market, where she kicked off the 15th annual "National Farmers Market Week," from August 3rd through August 9th, 2014. "The National Farmers Market Director numbers reflect the continued importance of farmers markets to American agriculture. Since its inception, the directory has proven to be a valuable tool for accessing up-to-date information about local farmers markets," Alonzo said. "Farmers markets play an extremely important role for both farmers and consumers. They bring urban and rural communities together while creating economic growth and increasing access to fresh, healthy foods." The USDA National Farmers Market Directory, available at [farmersmarkets.usda.gov](http://farmersmarkets.usda.gov), provides information about U.S. farmers market locations, directions, operating times, product offerings, and much more. The data is collected via voluntary self-reporting by operating farmers market managers and is searchable by zip code, product mix, and other criteria. The National Farmers Market Directory receives over two million hits annually. [Read full press release.](#)

### **Agriculture Secretary Tom Vilsack Provides Six-Month Update on Farm Bill Implementation Progress**

Agriculture Secretary Tom Vilsack announced continued progress on implementing the Agricultural Act of 2014 (The 2014 Farm Bill), which President Obama signed into law nearly six months ago on February 7, 2014. The 2014 Farm Bill reforms agricultural policy, reduces the deficit, and helps grow America's economy. "I am pleased to report that we have made tremendous progress in the first six months since the Farm Bill was signed," Vilsack said. "Thousands of farmers and ranchers have received critical disaster assistance, innovative new conservation programs are up and running, new risk management programs for producers are available with more tools to come, the new Foundation for Food and Agriculture Research has been incorporated, and much more. Thanks to the hard work of thousands of USDA employees across the country, we are continuing to get new initiatives off the ground and make important reforms to existing programs that are helping to boost the country's economy." Since the Farm Bill was signed into law, USDA has made progress throughout all 12 titles of the 2014 Farm Bill. To stay up-to-date on USDA's Farm Bill implementation progress, visit: [www.usda.gov/farmbill](http://www.usda.gov/farmbill). [Read full press release.](#)

### **Study: 5 fruits and vegetables daily reduces mortality risk**

Eating five servings of fruits and vegetables every day can help us live longer. That comes from researchers' analysis of 16 studies covering 833,234 people, published Tuesday in the BMJ. Scientists from China and the United States looked at growing evidence of a connection between produce consumption and heart disease and cancer. They wanted to quantify the "dose response" — or how much we need to eat — in relation with all causes of death, heart disease and cancer. The average risk of death from all causes was reduced by 5% for each additional daily serving of fruits or vegetables; risk of cardiovascular death was reduced by 4% for each serving. They did not find the risk of cancer to be appreciably associated with produce consumption. "There was a threshold around five servings of fruit and vegetables a day, after which the risk of all-cause mortality did not reduce further," the scientists wrote. This conclusion contradicts a finding published recently in the BMJ's Journal of Epidemiology & Community Health, in which researchers led by Oyinlola Oyeboode of University College London wrote that people "eating seven or more portions of fruit and vegetables daily have the lowest risk of mortality from any cause." One of the researchers involved in the more recent study, Wei Bao of the Eunice Kennedy Shriver National Institute of Child Health and Human Development, said his group's analysis did not find additional benefits over five portions. [Read full article.](#)

### **SWEET Act would tax sugary drinks**

The Sugar-Sweetened Beverages Tax Act, or the SWEET Act, would charge a penny per teaspoon of sugar, high-fructose corn syrup or other caloric sweeteners. The tax would be paid by manufacturers, producers or importers of these products. Consumption of sugar-sweetened beverages promotes excess calorie intake with little to no nutritional value, according to the California Department of Public Health. It is estimated that adults who drink one or more sugar-sweetened beverage per day are 27 percent more likely to be overweight than those who drink less. In Merced, a county where 3 out of 4 adults is overweight, health officials have been battling the intake of sugary drinks for several years. Kathleen Grassi, director at the Merced County Department of Public Health said the department has worked alongside different organizations in implementing sugary beverage policies that provide guidelines for people to make healthier choices. County and city departments have adopted beverage standards to lead by example and "walk the walk," Grassi said. Jaci Westbrook, a nutrition education program manager with the UC Cooperative Extension in Merced County, said a lot of outreach addressing healthy drink options has been done in schools, specifically with elementary students. "We've been helping children understand how much sugar is in their drinks through the Rethink Your Drink campaign," Westbrook said. "We don't tell them 'you can't ever drink this,' but instead we're trying to enable them to make smarter choices. The main thing we try to teach them is that these (sugary) drinks are not a replacement for water." [Read full article.](#)

### **Students More Accepting of Healthier School Meals**

A survey by the Institute for Social Research at the University of Michigan of 557 elementary school administrators found that 64 percent of respondents agreed or strongly agreed that "few students complain now" about the new healthier school meals mandated by the federal government starting in the 2012-13 school year; 56 percent of respondents agreed or strongly agreed that students complained when the healthier meals were first introduced. The same amount of lunch is consumed under the new regulations, noted 59 percent of respondents, and the same number of students purchase school lunch now, according to 65 percent of respondents. "Respondents at elementary schools with more students from lower-income families reported increases in student purchasing, compared with decreases reported from higher-SES schools," according to an issue brief by Bridging the Gap, a research program of the Robert Wood Johnson Foundation (RWJF), which funded the study. The brief also noted that in schools with 40 percent or more students eligible for free or reduced-price school meals, less plate waste was reported, compared to schools with fewer low-income students. "Policymakers at all levels should be encouraged by these findings and should continue to support schools' efforts to provide students with healthy meals and snacks," said Tina Kauh, a program officer for RWJF. A March study by Harvard University researchers found that plate waste levels are no higher than before the new standards were adopted, and students are now eating more fruit and vegetables. [Read full article.](#)

### **Kids May Not Eat Enough Fruits and Veggies**

Although children have been eating more fruit in recent years, they still may not be eating enough fruits and vegetables overall. The US Centers for Disease Control and Prevention (CDC) recently released guidelines for fruit and vegetable consumption per age group and tracked average intake. Based on the newest data, most children needed to increase both fruit and vegetable consumption to meet the guidelines. The new report was written by Sonia Kim, PhD, of the CDC's National Center for Chronic Disease Prevention and Health Promotion, and colleagues. The scientists studied the results of the National Health and Nutrition Examination Survey from 2003 to 2010. The survey tracked fruit and vegetable intake in children between 2 and 18 years old to determine dietary trends. Fruit and vegetable intake was measured in cup-equivalents per 1,000 calories, or CEPs. Total fruit intake among children increased from 0.55 CEPs in 2003 to 0.62 in 2010. During the same period, fruit juice (which the researchers considered a different category) consumption decreased. Total vegetable intake did not change significantly (0.54 to 0.53 CEPs). The CDC noted a target intake of 1.1 CEPs of vegetables and 0.9 CEPs of fruits. No subgroups of the children or adolescents met the vegetable target, and only kids between 2 and 5 years old met the fruit target. The researchers wrote that eating more fruits and vegetables adds needed nutrients, reduces risk of death and illness and helps manage body weight. "Continued efforts are needed to increase children's fruit and vegetable consumption," the study authors wrote. "Expert bodies have identified parents, schools, early care and education providers, community and business leaders, and state and local officials as stakeholders who might affect the nutrition environments of children." The CDC published the study online August 5th. [Read full article.](#)



## Education & Resources



### Update Your Bookmarks..The Recipe Finder is Moving!

The SNAP-Ed Connection Recipe Finder is becoming part of What's Cooking? USDA Mixing Bowl. The Recipe Finder recipes will now be called "SNAP Recipes." [Learn more about the transition.](#)

### Save the Date! 8th Biennial Childhood Obesity Conference, June 29-July 2, 2015, San Diego, CA

Now in its 8th year, the Biennial Childhood Obesity Conference is the nation's largest, most influential collaboration of professionals dedicated to combating pediatric obesity. Nearly 2,000 attendees from across the country are expected to attend in 2015. Join us as we continue to share and discuss emerging research, best practices, community-based efforts and effective policy strategies that promote and sustain healthy eating and physical activity practices for children, adolescents and their families! For additional information, including submissions for a session proposal, and how to sign up to receive monthly e-newsletters and e-news alerts, please visit: <http://www.childhoodobesity2015.com/>.

### Funding Opportunities from the American Heart Association and Robert Wood Johnson Foundation *Voices for Healthy Kids Program*

The American Heart Association and Robert Wood Johnson Foundation *Voices for Healthy Kids Program* has several different types of grant opportunities addressing six priority areas: smart school foods; healthy drinks; marketing matters; food access; active places; and active kids out of school. There is no deadline noted for these grant opportunities. For additional information, please [click here](#).

### Growing and Funding Equitable Food Hubs: A Strategy for Improving Access to Healthy Food, August 14, 2014, 11:00-12:00 PM PDT

Food hubs have gained momentum as an innovative retail strategy to expand healthy food access in low income communities by creating direct linkages between food growers and producers to consumers. This webinar will explore the experiences of three organizations involved in the work of creating equitable food hubs in California, North Carolina, and the Delaware Valley region. Speakers will discuss lessons learned, strategies for success, resources, and important considerations for establishing an equitable food hub in your community. Presenters will highlight how their food hub operations are creating a more equitable and inclusive food system that values not only healthy food access, but also quality jobs, local economic growth, small business development, and sustainable agriculture and farmers. For additional information, please [click here](#).

### We Can! Resources from the National Institutes of Health

We Can! (Ways to Enhance Children's Activity & Nutrition) is a national movement designed to give parents, caregivers and entire communities a way to help children 8 to 13 years old stay at a healthy weight. Research shows that parents and caregivers are the primary influence on this age group. The We Can! national education program provides parents and caregivers with tools, fun activities, and more to help them encourage healthy eating, increased physical activity, and reduced time sitting in front of the screen (TV or computer) in their entire family. Visit: <http://www.nhlbi.nih.gov/health/educational/wecan/tools-resources/index.htm> to view the tools and resources that are available to parents, caregivers, community members and partners.



### 8th Biennial Childhood Obesity Conference, Call for Proposals Deadline Extended to August 28, 2014

The Call for Proposals opened July 1, 2014 and the quality of submissions so far has been fantastic. There has been some requests for extension from potential speakers, and we want to make sure that everyone has a chance to have their proposal considered! Conference Planning staff has decided to extend the deadline until Thursday, August 28th, 2014 to allow 4 additional weeks to prepare and submit a proposal. Your contribution of knowledge, experience and resources will ensure conference attendees continue to receive high quality information they expect to see at the Biennial Childhood Obesity Conference. To view the submittal instructions, please visit: <http://childhoodobesity2015.com/index.cfm?pid=932>. Notification of accepted proposals is still scheduled for January 2015.

### Fight Like a ProducePro!

The Partnership for Food and Safety Education has released a new campaign to educate consumers about safely handling fresh produce at home. ProducePro takes on the fight against bacteria and food poisoning by providing useful materials and messages promoting food safety to everyday consumers and families. Fruits and vegetables are an important part of a healthy diet, and knowing how to properly handle them is essential for maintaining your overall health. [Download the ProducePro materials.](#)



## We want to hear from you!

The UC CalFresh State Office would love to hear from you! Please e-mail Lindsay Hamasaki at [Hamasaki@caes.ucdavis.edu](mailto:Hamasaki@caes.ucdavis.edu) to share your comments on the new format of the Weekly Update, stories, photos, or other items you would like to see featured in future Weekly Updates.

The UC CalFresh Weekly Updates are sent by the UC CalFresh State Office on behalf of David Ginsburg, Director of the UC CalFresh Nutrition Education Program. Electronic versions of the Weekly Updates are also posted on the UC CalFresh website: <http://www.uccalfresh.com/weekly-updates>.

The University of California CalFresh Nutrition Education Program (UC CalFresh) is funded through a joint agreement among the U.S. Department of Agriculture/Food & Nutrition Service (USDA/FNS), the California Department of Social Services (CDSS) CalFresh Branch, and the University of California Cooperative Extension (UCCE). This material was produced by the University of California CalFresh Nutrition Education Program with funding from USDA SNAP, known in California as CalFresh (formerly Food Stamps). These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious foods for better health. For CalFresh information, call 1-877-847-3663.

