

## Healthy New Year, Healthy New You!

When the clock strikes midnight we ring out the “old” year and begin a new one. For many, the transition is a symbolic new start, a time to improve health or make other changes.

### Fun Facts

- Black-eyed peas, ham, and cabbage are considered good luck if you eat them on New Year’s Eve or Day because it is believed they will bring you money.
- 2,000 pounds (907kg) of confetti is dropped on the crowd in Times Square at midnight.

### Help everyone kick off the new year with different events

- Healthy Habits Class
  - Offer a class on how to develop healthy and approachable new year’s resolutions. Conduct in the store or take this presentation on the road to the community.
  - Encourage small realistic changes that everyone can slowly adapt and turn into everyday habits. For example:
    - *January - Add a serving of a fruit or vegetable at every meal and snack*
    - *February - Switch half of your grains to whole grains*
  - By the end of the year, they will have developed 12 new healthy habits. (Review [how to make changes that last](#))
- In-store demo ideas
  - Crockpot craze: Demonstrate some crockpot cooking tips and recipes using just a few simple ingredients. *Bonus - use and cross merchandise the crockpot liners for easy cleanup.*
  - New foodie find: Highlight new products that just hit the shelves at the store that you are passionate about.
- In-store demo or kid’s class idea
  - Citrus tasting: During this time of year, more varieties of citrus are found in the produce aisle, but customers may never have tried them. Offer a tasting demo for customers to sample and learn about the different flavor profiles. For kids, do a tasting and have them rank on a scale if they think they are sweet or tart.
    - Utilize this [guide to citrus infographic](#)
- Kids program ideas
  - Help kids create healthy eating habits within the new year too.
    - Incorporate “mystery foods” within each class where they need to use their senses (sight, smell, taste, touch, and hearing) to help them explore new foods.
    - *Reminder: Encourage participants to not “yuck anyone else’s yum”*
- Community

- Myth Busters: Create a presentation to bust all the different nutrition myths and fad diets that are popping up this time of year and help the community make healthful sustainable changes instead of trying another “quick fix.”

### **For Employees**

- Employees are customers too! Help them navigate the aisles to fill their grocery cart with nourishing items. Create an “in the aisles” guide of your store highlighting items and share nutrition key messages.

### **What’s In Season**

Customers are going to be looking to make healthier choices within the new year. Encourage shoppers to purchase [what is in season](#). Help bust the myth that eating healthy doesn’t have to be expensive and help them save money by enjoying fruits and veggies at their peak!

- Hang this [Guide to Citrus infographic](#) near citrus
- Encourage shoppers to cook with different greens like bok choy
  - Bok choy hearts have a sweet taste, and stalks and leaves maintain crispness after cooking. Bok choy is best used in stir-fries, braises, soups, and stews.
- Can you eat the skin of kiwis?
  - Yes! The kiwifruit skin is completely edible and makes this nutrient-dense fruit even more nutritious! A recent study shows that eating the skin triples the fiber intake compared to merely eating the flesh. And by not peeling the skin, you preserve much of the vitamin C content as well.

### **Cross-merchandising ideas**

- Move blenders out of the non-foods aisle into the produce department or on the top of freezer units. Highlight the [Build Your Own Smoothie infographic](#) to help with different smoothie flavor combinations.
- If you have a pharmacy at your store, create a half sheet highlight the various nutrition services or your calendar of events for the pharmacist to staple on customer’s prescription bags.
- Create a “candy-free” check out aisle, with instead highlighting nutritious grab and go snacks.

Looking for healthy, family-friendly recipes to share with shoppers? Our recipes are approved by a registered dietitian, taking the guesswork out of planning healthy and delicious meals!

- [Stuffed Pepper Soup](#)
- [Morning Glory Overnight Oats](#)
- [Honey Mustard and Veggies Sheet Pan Dinner](#)