

A note from Produce for Kids:

We understand it is a hectic time in supermarkets during the COVID-19 pandemic. We thank you for all your hard work in helping customers, whether at this time, it's helping stock shelves, bagging at the checkout line, or coming up with creative solutions to provide healthy meals utilizing shelf-stable foods.

Happy Spring!

Let's help customers bring some colors and fun to their table with the help of spring produce.

Celebrate the Holidays

- **Easter** is Sunday, April 12, 2020
 - The celebration of Easter starts on Ash Wednesday, 40 days before Easter. On Ash Wednesday, Good Friday and all Fridays during Lent, Catholics over the age of 18 abstain from eating meat.
 - Highlight vegetarian-friendly meals and snacks for those abstaining from meat on those days.
 - Every community has its own traditions, but the most familiar Easter Sunday [recipes](#) include ham, lamb, scalloped potatoes, spring vegetables, treats and cakes.

- **Passover** will begin in the evening of Wednesday, April 8, 2020, and ends in the evening of Thursday, April 16, 2020
 - Passover is among the most widely celebrated Jewish holidays. While the particulars vary significantly from community to community, there are many Passover customs that are most commonly observed by followers of the Jewish faith.
 - During the eight days of Passover, it is tradition to avoid eating food made with leavened grain also known as, chametz or (chometz) – food that is made from grain (barley, oats, rye, spelt or wheat) and water and has been allowed to rise.
 - Have matzo bread visible and available throughout the store. Display on end-caps, holiday displays, etc. Be creative with different spreads to add on to matzo.

- **Event Ideas**
 - *Demo idea:* Solutions for Leftover Hard-Boiled Eggs
 - After the Easter egg hunts, customers may be left with a plethora of hard-boiled eggs. Sample creative healthier [egg salad recipes](#).
 - *Kid's class:* Using Food to Dye Easter Eggs
 - Skip the coloring dyes and show kids how foods can [naturally color Easter eggs](#).
 - *Demo idea:* Fueling Snack Station

- With the weather getting warmer, everyone is spending more time doing outdoor activities. Create a [fueling station](#) with simple snack pairing ideas.
 - *Class idea:* Spring Clean Your Diet
 - Customers may be [spring cleaning](#) their homes during the month. Help them with cleaning up their diet. Create a lesson plan with simple solutions to eat well. Take customers on grocery store tours to apply their knowledge.

Connect with the Community

- Connect with the community center or 4H club to start a garden. Gardening can be a great way to connect with the community and also educate how our food grows.

For Employees

- Create a holiday recipe booklet. Ask employees to share their favorite holiday recipes with you and create an employee recipe book.
 - Add notes to recipes with ideas to make the recipe healthier or how to add a fun new twist.

What's In Season

With spring produce becoming the star of the produce department, guide customers on how to utilize [what is in season](#).

- Beets
 - Recipe: [Rainbow Veggie Wraps](#)
 - Teach customers how to easily peel beets.
 - Rinse beets and trim off the leafy tops. Wrap each beet loosely in aluminum foil and place in the oven. Roast until tender and easily pierced with the tip of a paring knife, about 1 hour. Remove from the oven and take off the foil. Set aside to cool. When cool enough to handle, slice off leaf end. Push skin off using thumbs.
 - Beets are heart-healthy. Beets are rich in potassium, antioxidants, and phytochemicals, which help to protect against heart disease. Potassium helps muscles to contract, regulate the heartbeat, and prevent a build-up of plaque on the arteries.
 - Not into fresh? Encourage canned beets too!
- Peas
 - Recipe: [Quick & Easy Tuna Pasta Salad](#)
 - Encourage the *pea-ple* to add more peas to their grocery cart. Many only know about the starchy component of peas, but let's highlight their other nutrition attributes.
 - Peas are a good source of vitamin A, vitamin C, folate, thiamine (B1), iron and phosphorus. They are also rich in protein, carbohydrate and fiber and low in fat.
 - Not into fresh? Encourage frozen peas too!

- Mango
 - Recipe: [Pineapple Mango Chicken Stir Fry](#)
 - Help customers learn how to cut a mango. A mango has one long, flat seed in the center of the fruit. Once you learn how to work around the seed, the rest is easy. Follow [this guide](#) from the Mango Board.
 - Not into fresh? Encourage dried or frozen mango too!

Cross-merchandising ideas

- Work with your floral department and non-foods department to create a fun gardening display. Highlight the [garden essentials](#): seeds, gardening gloves, pots, etc.

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!

- [Fresh Spring Pasta Salad](#)
- [Asian Turkey Lettuce Wraps](#)
- [BBQ Chicken Chopped Salad](#)