EDUCATION / RESOURCES

- SNAP-Ed Guidance
- Recipe Challenge
- Healthy Food Access Webinar

ARTICLES/RESEARCH

- Youth Consume Too Many Calories
- Organic Labels Influence Consumers
- Amber Waves – Food Cost of Healthy School Lunch

UC-CalFresh

- UC CalFresh Deadlines
- Upcoming Events
SNAP-Ed Guidance

The Fiscal Year (FY) 2014 Supplemental Nutrition Assistance Program Education (SNAP-Ed) Guidance was released on March 29. The SNAP-Ed Guidance provides instructions to States for the development and submission of their Nutrition Education and Obesity Prevention Grant Program plans.

Along with release of this Guidance are some new supporting materials, including an updated SNAP-Ed Connection “Evaluation” Web page featuring resources and tools that SNAP-Ed providers can refer to when planning program evaluations and SNAP-Ed Interventions: A Toolkit for States. Created by the Food and Nutrition Service in collaboration with the National Collaborative on Childhood Obesity Research (NCCOR), the toolkit can help states identify evidence-based obesity prevention policy and environmental change interventions to use in their FY14 SNAP-Ed Plans.

The SNAP-Ed Guidance, fillable PDF templates, and links to supporting materials are available on the SNAP-Ed Connection Web site at http://snap.nal.usda.gov/guidance

Recipe Challenge

First Lady Michelle Obama, the USDA, the U.S. Department of Education, and Epicurious have joined together again for the second Healthy Lunchtime Challenge. Children 8 to 12 and their parents (or legal guardians) are invited to create and enter their best original lunch recipes inspired by MyPlate, the USDA’s user-friendly guide to healthy eating. One winner from each of the 50 states and U.S. Territories will be awarded a trip to Washington, D.C., and the opportunity to attend the Kids’ "State Dinner," hosted by Mrs. Obama at the White House this summer.

For more information click on link: recipechallenge.epicurious.com

Webinar 10-11. April 11th New and Innovative Models from the Field. Retail Strategies

This webinar will detail successful strategies and highlight important impacts such as reductions in diet-related diseases and the revitalization of communities by providing needed jobs.

Presenters Include:

- Allison Hagey, Senior Associate, PolicyLink
- Rebecca Fliszar, Community Intervention Dietician, Heart Beat Backs: The Heart of New Ulm Project (Minneapolis)
• **Dwayne Boudreaux**, Owner, Circle Food Store (New Orleans)
• **Mary Donnell**, Chief Executive Officer, Green City Growers Cooperative (Cleveland)

[Register here.](#)
ARTICLES

Youths consume too many empty calories

Consumption of solid fats and added sugar by children and teens dropped from 39% of total energy intake between 1994 and 1998 to 33% on average between 2009 and 2010, a study showed. However, the intake of these empty calories still exceeds the level of 5% to 15% recommended by the U.S. Dietary Guidelines for Americans, researchers reported in the journal Pediatric Obesity DailyRx.com

Organic labels influence perception of food

Cornell University researchers found that labeling foods as "organic" influenced study participants' perceptions of taste and nutrition. The study found people were willing to pay more for foods labeled organic, but that those who regularly read nutrition labels or purchased organic foods were less susceptible to the so-called "health halo" effect The Daily Mail (London)

Amer Waves, April 2013 issue

Amber Waves presents the broad scope of ERS's research and analysis. The magazine covers the economics of food, farming, natural resources, and rural America. In this issue: Food costs of healthier lunches. Click on link to read article: Amber Waves
**Upcoming Deadlines**

**Friday, April 12, 2013**
The semi-annual certifications for the six-month period of October 2012 to March 2013 need to be completed and kept on file at the county level. These forms are required for all full-time staff devoting 100% of their time and effort to UC CalFresh. The blank forms can be downloaded from the [UC CalFresh website](#).
For more information regarding this policy, please refer to UC CalFresh Program Directive 2011-04.

**Friday, April 26, 2013**
Q2 workbooks and all supporting documentation (Nutrition Activity Reporting Forms, etc.) are due to the UC CalFresh State Office by 5:00 PM on Friday, April 26, 2013. Please refer to the [Reporting Tools Workbook User’s Guide](#) for instructions on how to submit your workbook.

**Upcoming Events**

2013

- **May 2nd- Save the DATE  Webinar** Smarter Lunchrooms: Influencing Student Meal Choices and Improving Participation, Shannon Young, Terri Soares, Katherine Hoy, moderator Heather Reed. Stay tuned for registration information.

- **Childhood Obesity Conference, Long Beach June 18-20**
Click on link for additional information [www.childhoodobesity2013.com](http://www.childhoodobesity2013.com)

**Keynote Speaker: Michael Moss**
Pulitzer Prize-Winning Author of *Salt Sugar Fat*
We are very excited to announce Michael Moss as our Opening Plenary Keynote Speaker!
Moss is a Pulitzer Prize-winning New York Times investigative journalist known for his provocative and award-winning exposés. He won the 2010 Pulitzer Prize in Explanatory Reporting for his investigation of the dangers of contaminated meat and the troubling holes in Federal food safety regulations.

In his newest book *Salt Sugar Fat - How the Food Giants Hooked Us*, Moss, through his extensive research and access to confidential information, reveals the processed food industry’s powerful reach and their culpability in creating America’s obesity epidemic.
Dealing Coke to customers called "heavy users." Selling to teens in an attempt to hook them for life. Scientifically tweaking ratios of salt, sugar and fat to optimize consumer "bliss". In *Salt Sugar Fat*, Moss details how those three ingredients became key to the success of processed and packaged foods - and how they are fueling the nationwide obesity epidemic.

With his keen journalistic eye and academic acumen, Moss is a quick-thinking, riveting and compelling speaker who challenges his audiences to question the quality and future of their food and empowers them with knowledge. Moss has appeared on *Charlie Rose*, *The Daily Show* and NPR's *All Things Considered*. His work has been published in *The Wall Street Journal*, *New York Newsday* and *The Atlanta Journal-Constitution*.

Moss will be speaking at the Opening Plenary on June 18, 2013.