



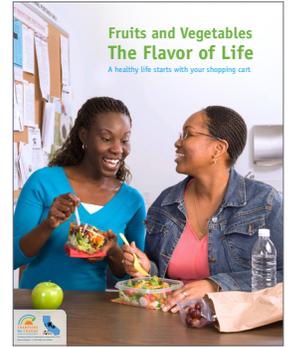
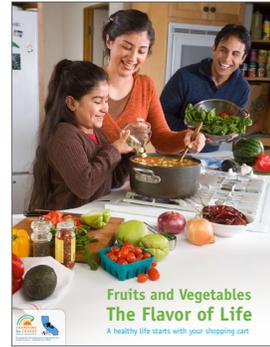
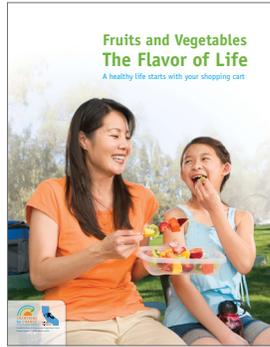
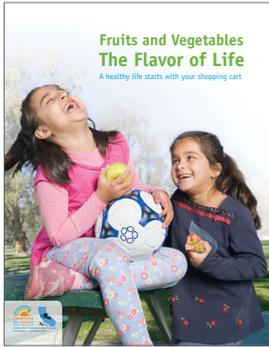
## Network for a Healthy California—Retail Program

# Merchandising Menu

## Posters

Greet your customers at the door or in the produce department with seasonal posters. The posters show how fruits and vegetables can be enjoyed all year long, whether you are savoring a summer treat, a warm winter supper, or a light lunch with a coworker.

*Available in English and Spanish*



These posters can be displayed in our floor stand or countertop sign holder.



28" x 22" poster in a 5.5 foot high floor stand



11" x 21" counter-top sign and recipe card holder



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## Recipe Cards

These simple recipes will encourage customers to prepare fruit and vegetable dishes at every meal! These cards can be displayed in our countertop signage for easy access and maintenance.

*Available in English and Spanish*

**Easy Turkey Skillet Dinner**

**Makes 4 servings.**  
 Prep time: 15 minutes  
 Cook time: 20 minutes

**Ingredients:**  
 1 pound lean ground turkey  
 1 medium onion, peeled and sliced  
 2 tablespoons chopped garlic  
 1/2 cup frozen corn  
 1/2 cup frozen green peas  
 1/2 cup frozen lima beans  
 1/2 cup frozen kidney beans  
 1/2 cup frozen四季豆  
 1/2 cup frozen四季豆  
 1/2 cup frozen四季豆

**Directions:**  
 1. In a large skillet, cook turkey, onion, and garlic over medium heat until turkey is cooked through and onion is soft, about 10 minutes.  
 2. Add tomatoes, frozen peas, and lima beans. Stir to combine.  
 3. Add frozen corn and四季豆.  
 4. Cook until all vegetables are tender, about 10 minutes.

**Vegetable Quesadillas**

**Makes 4 servings.**  
 Prep time: 10 minutes  
 Cook time: 10 minutes

**Ingredients:**  
 1/2 cup frozen green peas  
 1/2 cup frozen lima beans  
 1/2 cup frozen四季豆  
 1/2 cup frozen四季豆  
 1/2 cup frozen四季豆

**Directions:**  
 1. In a large skillet, cook peas, lima beans, and四季豆 over medium heat until tender, about 10 minutes.  
 2. Add frozen四季豆.  
 3. Cook until all vegetables are tender, about 10 minutes.

## Wobblers

These cross promotional wobblers provide preparation tips in every aisle and remind shoppers that fruits and vegetables are a delicious part of every meal.

*Available in English and Spanish*

**Add plenty of lettuce and tomatoes to your sandwiches.**

**Blend mangoes, bananas, and lowfat milk for a tropical treat.**

**Try adding chopped apples to your oatmeal.**

**Vegetables make a great addition to a chicken dinner.**

## Harvest of the Month Newsletter

Our monthly newsletter can be used as an insert in your regular circular or made available for your shoppers to pick up at the door. Harvest of the Month highlights a different fruit or vegetable every month with selection tips and mouthwatering recipe ideas.

*Available in English and Spanish*

**Harvest of the Month**  
 Growing Healthy Families  
**Peach**

Learn more about the benefits of peaches and how to select the best ones. Includes a recipe for peach cobbler.

**Harvest of the Month**  
 Growing Healthy Families  
**Potato**

Learn more about the benefits of potatoes and how to select the best ones. Includes a recipe for baked potato.



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## In-Store Radio

Enjoy the use of our 30- or 60-second in-store radio spots. These spots remind customers to pick up plenty of fresh, tasty fruits and vegetables for their families every time they shop.

- *Mary, Mike, and Champion Moms - English*  
Join Mary and Mike as they figure out how a group of health conscious moms get their kids to eat fruits and vegetables.
- *Juan Charras Queado - Spanish*  
This corrido praises all the mothers of California who are making healthy changes for their families.
- *I Will Eat That Prickly Pear - Spanish*  
This ranchera style song is about a mother who is determined to feed her children plenty of fruits and vegetables and make sure they get plenty of physical activity.



This material was funded by USDA's Food Stamp Program through the California Department of Public Health's *Network for a Healthy California*. These institutions are equal opportunity providers and employers.

The Food Stamp Program provides nutrition assistance to people with low income. It can help buy nutritious foods for a better diet. For information on the Food Stamp Program, call 1-888-328-3483.