

NUTRI-SERVE TIP OF THE WEEK

By Kristen Mueller, RD (Nutri-Serve Corporate Dietitian)

Use fun veggie names & stories to increase vegetable consumption.

With little competition, vegetables are the toughest food to introduce to our young customers. In an effort to draw more attention to the variety of veggies we offer on our menus we give them fun names like gotta get em green beans, silly spinach salad or shaking bacon broccoli salad. We also encourage our servers to introduce the item that way on the serving line.

When we are able to get a laugh the child is more likely to try the veggie. On Nutri-Serve's Nutrition Intuition Newsletter we also highlight a fruit and vegetable of the month with fun facts. This month we highlighted carrots and the vitamin A in carrots promotes healthy eyes (it helps the retina and other parts of the eye to function smoothly). Explaining this to children in simple words can be a great motivating factor if they perceive it as "eating this carrot could help me get more hits in my baseball or softball games". Learning how healthy foods can help you is a great tactic in encouraging children to try new vegetables.

And if it doesn't work the first time don't give up! It takes children 8-10 times of trying a food before they can decide whether they have an affinity for the food and the earlier we form a love for vegetables the better!

Kristen Mueller, RD