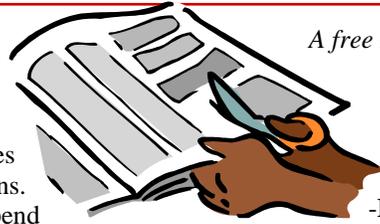


# Light Side

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## COUPON SABOTAGE



One advertising strategy that influences your wallet and your health are coupons. Proof that companies hope you will spend your money (and calories) on their product is evident by their presence in the Sunday paper. Here is an example of the coupons that target your buying habits: (Name brand identification has been omitted)

- **Potato chips, Cheese Doodles and Popcorn** (take your choice coupon), along with the slogan "our winning lineup features seasoned veterans". Popcorn (lower-fat versions or air-popped) would be the best choice of those three and remember the 100 calorie pack.

- Frozen **Pizza Rolls** in various flavors. Sorry but not much in the way of redeeming factors or great substitutes. Best to pass!

- **Snack Mix**. Although it is touted as having less fat than potato chips, they are higher in fat than a home-made version. Mix assorted bite-size cereal, pretzels, raisins and/or dried cranberries together and skip pouring melted butter or margarine over the mix.

- A **Sausage** coupon which included recipes for casseroles that added even more saturated fat (in the form of cheese) to the concoction. Pass!

- **Salsa**. Now here is a nutritional bargain. Salsa is fat-free and adds a great taste to anything from fish to potatoes. Try some of the lower-fat baked, trans fat free or whole grain chips on the market such as Tostitos Whole Grain Tortilla Chips.

- **Benecol Spread**. Go with this one. Benecol is a margarine with added sterol esters, which are substances that assist in reducing cholesterol.

- **Lemons**: Wow! This is the first coupon ad I have ever seen for fresh fruit! Yeah to Sunkist for investing in advertising a fresh food! A recipe for pan-roasted chicken with lemon was included. ([www.sunkist.com](http://www.sunkist.com))

- **Party Dip**: Most have at least 80% of their calories from fat. Substitute with reduced calorie salad dressing or prepare your own with reduced calorie/fat ingredients.

- **Fruit Snacks**: These are not really fruit and if you read the small print most say fruit-flavored. In this ad, the addition of calcium and vitamin C with a huge "Thanks Mom" on the ad is to make you feel this is a great choice for kids. The candy shell around the fruit-flavored snack also allows them to sneak in the word "yogurty" but don't think they are getting much yogurt. This is candy with calcium and vitamin C added.

-Frozen **Green Beans with Almonds**: A delightful break! Cut this one.

-Frozen **Cinnamon Buns**: Advertised as a super roll for anytime. I would disagree with the "anytime". Most people can't eat cinnamon buns anytime without developing serious buns of their own.

-**Sour Cream**. The only pictures on the coupon were for nonfat and light sour cream! Give those a try!

-**Vitamin-Flavored Donuts**: Using a famous coach this product touts a donut that gives you 14 essential minerals and vitamins plus protein. Take a vitamin!

-**White, Brown and Jasmine Rice** and a **Butter-Substitute**: Ad includes a recipe for a risotto with salmon. Now that would be a classy dish. [www.carolinarice.com](http://www.carolinarice.com) or [www.mollymcbutter.com](http://www.mollymcbutter.com)

-Frozen **Breaded Shrimp**: Stick to fresh shrimp. It's a wonderful item that is nutritious and lower in fat than fried, processed versions.

-**Spaghetti Sauce**: There are many nourishing things you can do with spaghetti sauce while controlling the fat and calorie content. Clip!

-**Crackers** - A double page spread with recipes that incorporated the other products of this company, including cream cheese, cheese, and squirt cheese. High saturated and trans fat; Resist!

Understand the ways media will try to convince you to purchase products. Do not fall prey to items you do not need or normally purchase! This is not a savings!

## White Whole-Wheat?

White whole-wheat bread looks and tastes like white bread yet has the same nutritional benefits as regular whole-wheat bread, also called whole-grain bread.

Unfortunately, many people — especially children — don't like the taste or texture of regular whole-wheat bread. So, food companies have introduced white whole-wheat bread.

Regular white bread is made with refined grains — which go through a process that strips out certain parts of the grain. But white whole-wheat bread — like regular whole-wheat bread — is made with the whole grain.

The difference between white whole wheat and regular whole wheat is in the type of wheat used. Regular whole-wheat bread is made with red wheat, which is dark in color and has a slightly bitter taste. White whole-wheat bread is made with an albino variety of wheat, which is lighter in color and has a sweeter, milder flavor. To get a softer texture, the whole grains of albino wheat go through an extra processing procedure.

So how do you know if bread is whole grain? According to the Food and Drug Administration, whole-grain products must contain a least 51 percent whole grains by weight.

This means "whole grain" should be first on the ingredient list. So check the ingredient list. If it doesn't say "whole grain" first, it isn't whole-grain bread.



## Spring Clean Your Way to Fitness

Still putting off your spring cleaning? Don't think of it as a chore—think of it as a stealth workout! Here is what you can expect to burn in one hour of cleaning:

- Light cleaning (dust, vacuum, change linen): 170
- Mowing the lawn (power mower): 307
- Heavy cleaning (wash windows, wash car, mop, clean garage): 307
- Home repair (painting, papering, laying carpet or linoleum): 307
- Moving furniture: 409
- Carrying boxes or furniture upstairs: 614



Thinking about planning your garden? A vegetable patch will yield plenty of tasty, nutritious tomatoes, cucumbers, peppers, and melons, while the beauty of a flower garden will soothe your senses. Think of the calories you'll burn!

- Digging and spading: 360 calories
- Planting seedlings and shrubs: 288 calories
- Planting trees: 324 calories
- Weeding: 333 calories



\* Numbers are based on a 150-pound individual performing 60 minutes of activity

### Warm Crab Dip

- 1 (8 oz) pkg crabmeat, flaked
- 1 (8 oz) pkg fat free cream cheese
- 1 cup light mayonnaise
- 1 1/2 cups Parmesan cheese
- 1 cup lite sour cream
- 2 tsp minced garlic



Preheat oven to 350 degrees. In a small baking dish, mix the crabmeat, cream cheese, mayonnaise, Parmesan cheese, sour cream and garlic. Bake uncovered for 45 minutes, or until bubbly and lightly browned. Serve with tortilla chips or bread chunks.

20 servings ( 1/4 cup each)

Calories: 100      Fat: 6g  
Saturated fat: 2g      Carbohydrates: 4g  
Fiber: 0      Sodium: 220mg



### Baked Chicken

- 2 whole skinless, boneless chicken breasts (16oz)
- 12 trans free saltine crackers, crushed
- 2 Tbsp Parmesan cheese
- 1/2 tsp Italian seasoning
- 1 Tbsp olive oil

Mix crushed crackers, Parmesan, and Italian seasoning together. Place oil in a pan and heat to medium. Drudge chicken breasts in cracker mixture, coating completely. Place chicken in heated pan and cook until brown. Place chicken breasts in a baking dish and bake at 350 degrees for 25 minutes or until juices run clear. Serve immediately.

4 servings

Calories: 200      Fat: 7g  
Sat fat: 1.5g      Carbohydrates: 6g  
Fiber: 0      Sodium: 170mg

### Pine Nuts

Though they are just half an inch long, pine nuts, also called pignoli, are packed with flavor. The seeds of pine trees, they are removed from the inside of pinecones – often by hand. Eat them raw for a buttery taste or toast them for more flavor and an appealing crunch. Either way, pine nuts make a great addition to desserts, stuffing, salads and breads. Look for shelled or unshelled nuts at your local market and store them in a sealed container in the fridge for up to three months or the freezer for up to nine.



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Interested in Skiff Medical  
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