

# Shelf Tag Content

*This document contains shelf talker ideas for each of the food groups (MyPlate) and a section at the end labeled “Other” with miscellaneous content. Think about which items you commonly offer in your pantry and what items may need an extra nudge for pantry clients to pick up. Content in this document is best supplemented with pictures. Check out the Print-Friendly Shelf Tags available on the NutritionHub website to get ideas for shelf talkers that best fit your pantry.*



## **Make half your grains whole grains.**

- B-vitamins commonly found in whole grains help to convert food into energy your body can use.
- High-fiber foods such as whole grains help provide a feeling of fullness with fewer calories
- Choosing whole grains over refined grains can improve your blood pressure and cholesterol levels.
- Trying to lose weight?? High-fiber foods such as whole grains help provide a feeling of fullness with fewer calories
- Whole grains offer a complete package of health benefits, unlike refined grains, which lose valuable nutrients in the refining process.
- Choosing whole grains over refined grains will help maintain a steady blood sugar.
- Start your day with a bowl of whole-grain cereal.
- While Whole grains take longer to cook, speed the process by soaking them first.
- Boost fiber content of your meals with whole grains
- Whole grains provide long lasting energy.



## **Move to low-fat or fat-free milk or yogurt.**

- Calcium is the main mineral in your bones- and dairy is the best source of calcium in the human diet.
- Consume 2-3 servings of dairy per day in order to get enough calcium for your bones
- Top a cup of yogurt with sliced fruit
- Dairy products are one of the most affordable sources of nutrition and make healthy eating easy
- Three daily servings of low-fat or fat-free dairy foods help *build and maintain* bone mass and protect heart health
- The nine essential nutrients in milk help to *maintain* a healthy immune system, *maintain* bone health, and *convert* food into energy in your body
- Up the protein in your breakfast or snack by making oatmeal with milk instead of water
- Dairy foods pack a powerful nutritional punch of nine essential vitamins and minerals



## Vary your protein routine.

- Mix up your protein foods to include beans, peas, nuts/seeds, seafood, soy products, eggs, and lean meat and poultry
- Protein is found in: beans/peas, dairy products, eggs, grains and vegetables, meat/poultry, nuts/seeds, seafood, soy products
- Replacing red meat and processed meat with healthy protein sources such as beans, soy foods, nuts, fish, or poultry reduces risks of heart disease, diabetes, cancer
- Get your protein from plants when possible
- Complete proteins: legumes and whole grains; legumes and nuts/seeds; whole grains and nuts/seeds
- Beans, nuts, peas, and vegetables are great sources of protein
- Protein helps your body build and repair cells and body tissue
- Protein foods are important sources of vitamins and minerals such as B vitamins, choline, copper, iron, phosphorous, selenium, vit. D, Vit. E, and zinc
- Eating a variety of protein foods will promote growth, maintain muscle mass, strengthen the heart/respiratory/immune system
- It's all about the protein package- Think about what else comes along with that protein food: the different fats, fiber, sodium and more
  - 4 oz ham steak 22 g protein, 1.6 g sat. fat, 1500mg sodium
  - Vs
  - 4 oz grilled salmon 30g protein, low in sodium, ~1g saturated fat
- Try this easy and satisfying Split Pea Soup in a slow cooker
- Heart Healthy (Beans)
- Eggs are one of the most nutritious foods on the planet
- No matter what type of meat you are eating there are always options for a lean protein option in your diet
- Beans contain more protein than any other vegetable protein
- Beans/Lentils are a delicious way to boost protein and fiber in your meal
- Spice up your black beans and rice dinner
- Do more with beans
- Fish offers heart-healthy omega-3 fatty acids and, in general, less fat than meat
- Nuts are a great source of many nutrients. Enjoy as a snack or add to your meals
- *Nuts* are a powerhouse of good nutrition that can dramatically reduce the risk of heart disease
- Rinse canned beans and vegetables to reduce a significant amount of sodium that they contain



## **Make half your plate fruits and vegetables: Focus on whole fruits.**

- No single fruit or vegetables provides all of the nutrients you need to be healthy. Eat plenty every day
- Look for canned fruits in light syrup or juice
- “Eat the rainbow” to get all the micronutrients your body needs
- Add sweetness to your whole grain cereals with fruit
- Try it in a smoothie!
- Balance your meals with fruits and vegetables
- Each different color fruit and vegetable contains unique health components that are essential to our health
- Red fruits and vegetables are loaded with nutrients that may do everything from fight heart disease and prostate cancer to support joint tissue in arthritis cases
- Reducing cancer risk, lowering blood pressure and reducing LDL (bad) cholesterol are just a few of the benefits that come from eating green fruits and vegetables
- Orange and yellow fruits and vegetables are packed with nutrients well known to protect your nervous system, promote eye health, and prevent heart diseases
- Blue and purple fruits and vegetables are very important for your memory and promote healthy aging
- Nutrients in white fruits and vegetables have a great immune boosting effect on your body
- Eat fruits and vegetables and your kids will too
- Prepare a fruit salad and store in the fridge until ready to use
- Try it in a smoothie. Versatile ingredients: bananas, berries, apples, peaches, mango, pineapple, spinach, kale, avocado, low-fat yogurt or Greek yogurt, oats, peanut butter, cinnamon, protein powder



## **Make half your plate fruits and vegetables: Vary your veggies.**

- Get all colors of the rainbow
- Each different color **fruit** and **vegetable** contains unique health components that are essential to our health
- Wash and precut **vegetables** to have available for later in the week
- Roasting tomatoes brings out their antioxidant power, helping to fight disease
- Balance your meals with **fruits** and **vegetables**
- Grill **vegetable** kabobs as part of a barbeque meal
- Try it in a smoothie!
- Boost nutrition of your meal with fresh, frozen, or canned **vegetables**
- Preserve nutrients in **vegetables** by choosing one of these cooking methods over boiling
- Eat **fruits** and **vegetables** and your kids will too
- Different colored fruits and vegetables provide you with the vitamins and minerals that you need to stay healthy
- Make half your plate fruits and vegetables- vary your veggies
- Choose a variety of colorful veggies prepared in healthful ways: sautéed, steamed, roasted or raw
- Rinse canned beans and vegetables with cold water to make them lower in salt
- Store cleaned, cut-up vegetables in the fridge at eye level and keep a low-fat or fat-free dip on hand

# Other Shelf Tag Topics

## Drinks

- Water is the best choice for quenching your thirst.

## Meal Solutions

- Try new flavors- Skip the salt and try salt-free seasonings such as herbs, spices, garlic, vinegar, black pepper, or lemon juice.
- Use caution with condiments- Foods like ketchup, salad dressing, soy sauce, and seasoning packets are high in sodium.
- Cook more often at home. Processed and prepared foods tend to be higher in sodium.
- Not a chef? Don't worry- most of us aren't.
- Eating different combinations of foods can be very satisfying and help to curb hunger.
- Easy recipes: stir fry, sandwiches, soups, fruit salad

## Snacks

- Snacks that satisfy: whole grain toast w/pb, low-fat or fat free yogurt, fruit and veggie smoothie, whole grain crackers w/ canned tuna or salmon
- Snacks that satisfy:
  - *The combination of **protein** and fiber in peanut butter and apples keeps you feeling full longer*
  - *Surprise! Popcorn is a **whole grain**. Substitute for chips and pretzels*
  - *Perfect for kids! Hummus is great way to get your kids to eat more **veggies**.*
- Look for snacks under 200 calories to satisfy cravings.
- *Need a snack?*
- Fix healthy snacks. Choose from two or more of the Myplate food groups. i.e. pb w/ apple or banana.

## Simple Tags (great for dry erase boards)

- Great for kids
- Delicious and Healthy
- No added sugar
- Healthy Snack
- Low in salt
- High in vitamins and minerals
- Helps digestion
- Heart Healthy
- High in Protein
- High in Fiber
- Lean Protein
- Get into a wellness state of mind