

# GOGO SQUEEZ TAKES ON THE HEALTHY LUNCH BOX CHALLENGE

Good nutrition is essential for the optimal growth and development of children. With the current obesity epidemic in North America, it is more important than ever to make smart choices when preparing your children's lunch. The ideal lunch contains something from each of the four food groups in Canada's Food Guide.

## THE EATING PATTERN IN CANADA'S FOOD GUIDE HELPS:

- Provide enough vitamins, minerals and other nutrients.
- Reduce the risk of obesity, type 2 diabetes, heart disease, osteoporosis and even some types of cancer.
- Achieve a state of overall health and well-being.

## THE MAIN PRINCIPLES OF A HEALTHY LUNCHBOX:

- For dessert or a snack, put a **GOGO SQUEEZ** in your child's lunchbox, equivalent to a serving of fresh fruit.
- Always include at least one serving from the Milk and Alternatives group. For example, you can add a piece of reduced-fat mozzarella string cheese, a small container of Greek yogurt, a tube of yogurt, a carton of milk, a yogurt drink or a fortified soy beverage to your child's lunch box.
- Don't hesitate to vary the vegetables, in sandwiches and on the side. Everything should be as colourful as possible to stimulate and sustain your child's interest at mealtime. A good variety will help children get all the vitamins and minerals they need. You can create a combination of carrots, snow peas, mushrooms, broccoli, cauliflower, peppers, green or yellow beans, celery or cucumber in an airtight container.
- Buying prepared vegetables speeds up lunch making on busy mornings. You can include a little bag of celery sticks, cherry tomatoes or mini-cucumbers.
- Whenever possible, try to opt for lean meats, such as chicken, turkey or fish. Use cold cuts only occasionally, as they contain nitrites as a preservative.

- You can also try vegetarian products made from soy and wheat, such as meatless salami, ham, roast beef or pepperoni. You'll find them at the grocery store in the same section as tofu. Although these products are processed, they do not contain nitrites and often have a lower fat and salt content than their meat equivalents. These products can pass incognito. No one will notice that it's not real ham in the sandwich.
- Get creative! To delight your child, use cookie cutters to shape sandwiches, cheese or vegetables such as cucumbers.

Here is the number of **daily** servings to consume from each group for children age 4 to 8 and 9 to 13 (boys and girls):

	AGE 4-8	AGE 9-13
FRUITS AND VEGETABLES	5	6
GRAIN PRODUCTS	4	6
MILK AND ALTERNATIVES	2	3-4
MEAT AND ALTERNATIVES	1	1-2
OTHER*	1* (occasionally)	1* (occasionally)

\* Consumed in moderation or on special occasions. For variety, you could call Friday "treat day" and include a treat of the child's choice.

For lunch, simply use a portion of these recommendations. That means a minimum of two servings from the Fruit and Vegetables group, one to two servings from the Grain Products group, one serving from the Milk and Alternatives group, and one serving from the Meat and Alternatives group.

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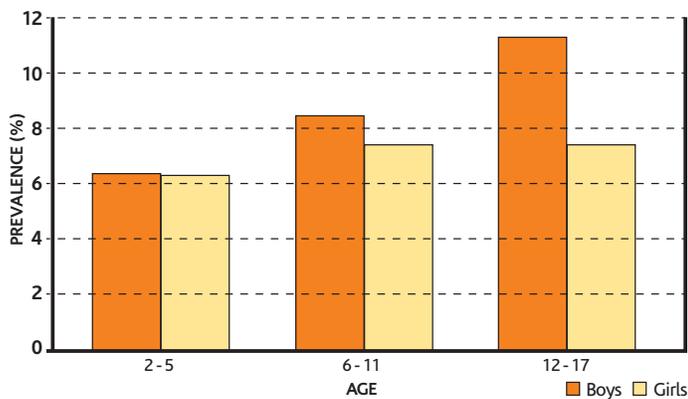
## HERE IS A LIST OF FOODS TO PRIORITIZE IN EACH CATEGORY:

<b>FRUITS AND VEGETABLES</b>	GOGO SQUEEZ fruit snack; fresh fruit (apple, pear, orange, banana, strawberries, blueberries, raspberries, blackberries, kiwi, tangerine, peach, nectarine, pomegranate, grapefruit); vegetables (mushrooms, cherry tomatoes, carrots, celery, broccoli, cauliflower, cucumber); 100% real fruit juice; vegetable/tomato juice; canned fruit salad; fruit bar; dried or freeze-dried fruit.
<b>GRAIN PRODUCTS</b>	Whole-wheat crackers; multigrain bread; whole-grain cereals; pasta; rice; couscous; quinoa.
<b>MILK AND ALTERNATIVES</b>	1% milk; Greek yogurt; yogurt drink; piece of cheese (50g - 1 ½ oz); fortified soy beverage.
<b>MEAT AND ALTERNATIVES</b>	Fish (fresh or canned); poultry (chicken, turkey, duck); lean meat (veal, extra lean ground beef) tofu; nuts; peanut butter; legumes; eggs.
<b>OTHER*</b>	Pudding; cookies (2); fruit bar; cupcake; piece of chocolate; fruit sorbet; cream cheese; dip; sweetened cereal; chips (15).

Creating a balanced diet can be a challenge, especially when it comes to packing a child's lunchbox. To demystify healthy meals, **GOGO SQUEEZ** has developed a **Sandwich and Lunch Maker** (copy attached). Simply choose a type of bread, a protein, vegetables and a condiment, and then total the calories to make sure that you have a winning combination. Aim for a total < 500 calories for a child's lunch.

### ADDITIONAL NUTRITIONAL TIPS:

- Childhood obesity is a disturbing phenomenon, not only because it increases the risk of obesity in adulthood, but also because it can contribute to the early onset of serious diseases such as type 2 diabetes, cardiovascular disease and hypertension.



- The graph above indicates the prevalence of obesity in 2004 in children age 2 to 5 and 6 to 11, and in adolescents age 12 to 17.
  - Boys: age 2 to 5 (6.4%); age 6 to 11 (8.4%); age 12 to 17 (11.3%).
  - Girls: age 2 to 5 (6.3%); age 6 to 11 (7.4%); age 12 to 17 (7.4%).
- Take the time to check inside the lunch box when your children come home. If they have not eaten everything, ask them why. Was there not enough time? Were they in a hurry to go play with their friends? Did they dislike a particular food?

- With children, it is better to go slow and not introduce too many new foods in the lunch box. It can take up to 20 exposures to a food before children are ready to incorporate it into their diet. Instead, try out a food at home a few times, and if it is enjoyed and well tolerated, then do not hesitate to add it to the lunch box for a bit of variety.
- No fresh fruit on hand or simply too rushed in the morning? A **GOGO SQUEEZ** fruit snack in the lunch box does the trick. **GOGO SQUEEZ** products are made from real fruit.
- They are 100% fruit and only 60 calories, providing a balanced, fat-free snack, containing 14 grams of carbohydrates and 1 gram of dietary fibre.



### ABOUT MATERNE

Established in what is known as the apple country in Picardy, France, **MATERNE** is the world leader in fruit transformation. Innovation is at the heart of the company with **GOGO SQUEEZ** being its latest fruit snack category, which completely revolutionized the traditional applesauce market. Its squeezable pouch filled with 100% fruits delights young and old in more than 30 countries and is the top-selling product in its category in Canada, the United States and France. The **GOGO SQUEEZ** collection comes in Canada in 6 flavours, all 100% fruits and 100% playful.