

Educational Tear pads and Kit Descriptions

Childhood Nutrition Tear Pad

This tear pad presents mom with basic information on the nutritional needs of children from birth to five years. Lists the nutrients most critical for child development and explains their functions. Suggests tips and strategies for encouraging healthy eating habits for all stages: infants, toddlers, and preschoolers. A tasty child-friendly beef recipe is included.

Target: Parents

TweenScene Tear Pad

This latest in the series of tear pads prepares parents and health advisors with information needed to convince tweens that the foods they choose to eat will affect how they look, feel and perform. Lists the nutrients important for tween development and offers tips for healthful snacking and keeping active. Includes an easy, delicious chili recipe.

Target: Parents and Health Advisors

Eating for 2? Tear Pad

Specifically for moms-to-be, *Eating for 2?* offers helpful tips for meeting the increased nutritional demands of pregnancy. Explains the function of those nutrients essential to the development of a healthy baby during pregnancy and lactation. Includes a healthful beef recipe as well as advice in coping with the challenges of "morning sickness" and increased calorie consumption.

Target: Moms-to-be

The Fitness Connection Tear Pad

The Fitness Connection emphasizes the importance and lists the benefits of fitness to all life stages. Offers numerous tips for fitting physical activity into hectic lifestyles. Includes information on nutrients needed to fuel physical activity and a nutritious recipe for active individuals of all ages.

Target: All consumers

Beef Nutrients that Work as Hard as You Do Tear Pad

This colorful tear pad highlights beef's nutrients (protein, iron, zinc, B-vitamins, CLA, selenium, choline), the leanest beef cuts, beef's role in a healthy lifestyle and the findings of recent research on beef's nutrients. An easy nutritious beef recipe is included.

Target: All consumers

Basics About Beef

This colorful 24-page booklet is all about beef. The information is designed to help you get the most value when you buy beef and show you how to prepare beef to enhance the tenderness and flavor. Basics About Beef also provides nutrition facts about beef, general food safety tips, and information on convenient, pre-cooked beef products. This booklet is a great tool to use in your cooking classes.

CONTENT AREAS:

- Nutrition
- Buying Beef
- Beef Cuts Chart
- Food Safety Information
- Dry Heat Cooking Methods
- Moist Heat Cooking Methods
- Timetables
- Tenderizing
- Microwave Beef Products
- Carving
- The Price of Beef

Confident Cooking with Beef

The ultimate pocket guide to beef, this brochure contains nutrition information, food safety, easy recipes, a cooking method guide and much more.

Target: All consumers

MyPyramid tear pad – Adult and Child version

USDA's MyPyramid symbolizes a personalized approach to healthy eating and physical activity and reminds consumers to make nutrient-rich food choices and to be active every day. The back side of the tear sheet charts the five food groups and suggests daily food amounts from each based on a 2,000-calorie diet.

Target: All Consumers

MyPyramid Poster

USDA MyPyramid posters are 24" x 36" with black-line masters on the back to copy for handouts.

- Available in Adult, Child, Preschool, and Moms (pregnancy and breastfeeding)

Connect the Dots

This integrated educational kit is designed to help students realize that the food system contributes significantly to this world. The lessons in this kit will help you meet national education standards in science and social studies while reinforcing skill development in language arts and content understanding in health. The lessons can be taught in any order or can be used individually if time doesn't permit teaching all three.

- **Lesson 1 – Tracing agriculture in my daily life** challenges the students to stump you, their teacher, by thinking critically about the importance of agriculture beyond the food it provides.
- **Lesson 2 – Linking the sun to my plate** helps teach students about food chains and food webs by using examples applicable to their lives.
- **Lesson 3 – Understanding the families behind my food** encourages students to explore their family tree and some of their family history and compare it to families living on Century Farms and Century Ranches that have been in the same family for more than 100 years.

Target: Grades 2-3, Science & Social Studies

Live Well Kit

A cornerstone of the 2005 Dietary Guidelines for Americans and MyPyramid is to “get the most nutrition out of your calories,” or enjoy naturally nutrient-rich foods first. The “Live Well! Enjoy Nutrient-Rich Foods,” was produced and designed, and supported by the Naturally Nutrient Rich Coalition to help health professionals communicate to consumers how to follow the government guidance.

CONTENT:

- A Leader Guide describing nutrient density scientific research, as well as market research conducted with consumers and registered dietitians to ensure the kit's effectiveness. It also provides a framework for teaching consumers how to follow MyPyramid by choosing nutrient-rich foods and ideas for using the materials in a variety of settings.
- Reproducible handouts packed with practical tips to help health professionals work with clients to build more nutrient-dense diets based on the Dietary Guidelines and MyPyramid.
- A MyPyramid poster produced in full color on glossy stock. The reverse side includes eight black and white masters to serve as educational handouts.

Target: All Consumers

Choose Well

The Beef Checkoff and Pfizer Inc. partnered to produce this math curriculum addressing two nutrition issues identified by both health experts and teachers as essential in helping youth understand the benefits of healthy eating. Through a series of seven activities, children learn the importance of choosing nutrient-rich foods first and techniques for visualizing appropriate portion sizes. The eighth lesson addresses physical activity and its relation to weight management. *Choose well* includes a video and a copy of *Appetite Attack*, an action-packed computer game. *Choose Well* has been favorably reviewed by the American Dietetic Association Foundation as part of the Healthy Families, Healthy Kids initiative. A listing of state dietetic association contacts is included in the kit to help teachers solicit nutrition support from local dietitians.

Target: Grades 4-5, Math

Things We Learn From a Cow and a Worm – poster kit

This 22" x 34" colorful educational poster, "Things We Can Learn from a Cow and a Worm," with accompanying activities demonstrates the positive role ruminants, especially cattle, play in our environment. A teacher's guide and reproducible masters are printed on the reverse side.

Target: Grades 5-6

Celebrate America

This program is designed to supplement the social studies curriculum. It provides students the opportunity to explore the foods and traditions of their own individual cultural backgrounds and gather information about how and when their families came to America. The kit includes a video, leader's guide containing activity masters, and a full-color Food Guide Pyramid poster.

Target: Grades 4-5, Social Studies

Beef In Brief

Along with background information on how cattle came to America, Beef in Brief tells the farm-to-fork story of beef production. Topics covered include nutrition, food safety, animal welfare, environmental impact and by-products. This kit can be used in social studies, science or language arts middle school classes. The six activities include language arts exercises to improve skills.

Target: Grades 5-8, Social Studies

Caretakers All

This program consists of six lessons. In the first five lessons, students explore different environmental issues and learn the principles of good caretaking by studying ways farmers and ranchers, a segment of society whose livelihood depends on a healthy environment, protect the natural resources in their care. The sixth lesson covers how students can be caretakers in their own community. The kit contains reproducible photos, activity sheets, PowerPoint and lesson materials on CD and a teacher's guide.

Target: Grades 5-8, National Science Education Standards

Enriching Family Mealtimes

This kit promotes health and educational benefits of family mealtimes through schools. This kit contains a leader guide, reproducible handouts, and a CD with four PowerPoint presentations and electronic copies of reproducible handouts.

Target: Primary – parent groups (PTA/PTO/PACs) in schools and community organizations and clubs (4-H, Scouts) and churches
Secondary – school personnel (school nurses and school health councils/committees) seeking to strengthen connection to home and family

Meet the Power Foods – Classroom Edition

This kit contains a Power Foods poster and a CD that contains a PowerPoint teaching students about MyPyramid.

Target: Grades 4-5

Meet the Power Foods – Nutrition Educator Edition

This kit contains a presentation for school leaders and parents on school wellness and a variety of other school wellness resources.

Target: Parents and Nutrition Educators

29 Lean Cuts Wallet Card

These colorful wallet-sized cards come in packets of 50 and showcase the 29 lean cuts of beef. They are a perfect resource for clients when choosing lean cuts of beef while shopping or dining out.

Target: All consumers