

# Green Giant<sup>®</sup>

## Frozen Veggies 12 Months a Year – Resources to Support Education Year Round

April 1, 2011

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# Green Giant

## Our love affair with vegetables began over 100 years ago...

1903

The company and brand known as Green Giant® was founded in Le Sueur, Minnesota, as the Minnesota Valley Canning Company.



1925

With the introduction of an unusually large pea, the Green Giant was born.



1950

The Minnesota Valley Canning Company officially became the Green Giant Company.



1961

Frozen vegetables were introduced.



Today



# Green Giant

## Frozen Vegetable 12 Months a Year

### Valley Fresh Steamers



### Valley Fresh Steamers Healthy Colors



### Boxed Vegetables



### Value Sized Bagged Vegetables



### Just for One®





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In terms of fruits/veggies, what's the easiest color to incorporate if you're "eating right with color"?

- Red
- Orange
- Yellow
- Green
- Purple

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### Ready, Set, Veggie Up!

Posted 3/14/2011 by Anh-Tram Pham MPH, RD  
The 2010 Dietary Guidelines urge Americans to not only increase vegetable intake but to include a variety of veggies in the diet, especially those dark-green, red and orange in color. To help meet this goal, they recommend making half your plate fruits and vegetables. Not only can vegetables play an important role in health, they can add color to meals, and provide nutrients for eating on the go.

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### Green Giant Valley Fresh Steamers Recipes



Having challenges motivating your clients to get more colorful veggies in their diets? Helping your clients boost their vegetable intake is easier with these fresh and flavorful Valley Fresh Steamers recipes from Green Giant®.  
[Get Cooking!](#)

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### 2010 Dietary Guidelines Resources



In light of the release of the 2010 Dietary Guidelines these new resources highlight *What's New in the 2010 Dietary Guidelines for Americans* as well as provide a short summary of General Mills progress and commitments to Nourish Lives.

[View Dietary Guideline Resources](#)

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### Great Big Whole Grain Idea! Sweepstakes



Share your Great Big Whole Grain Idea with us and you could win a trip to FNCE 2011 or a wireless tablet computer. In addition, for every entry we receive, we'll donate \$1 to Feeding America, (up to \$3,000), to help in the fight against hunger in America. See sweepstakes page for Official Rules and full details.

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### Destination! Heart Healthy Eating resource



This resource provides tools that can assist you in effectively communicating a positive strategy for heart healthy eating even to your hard-to-reach patients. There are several downloadable components as well as FREE orderable booklets that you can hand out to your patients.

[Learn More About our Heart Health Resources](#)

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## Vegetable Resources All Year Round

### RESEARCH SUMMARY: FROZEN VEGETABLES ARE AS NUTRITIOUS AS FRESH



#### Feel good about frozen

Most Americans would need to triple their daily vegetable servings to meet federal recommendations, so offering them ideas on consuming more vegetables in any form may be helpful. Extensive research comparing nutritional value of fresh and frozen vegetables shows that exclusively focusing on fresh vegetables may exclude the nutritional benefit of frozen vegetables, as well as overlook the potential nutrient losses of stored fresh vegetables. You can feel good about recommending frozen vegetables when offering tips to increase vegetable consumption overall. Key findings include:

- Frozen vegetables, such as green beans, sweet corn and peas, contain similar levels of vitamin C, fiber, magnesium, and potassium as fresh vegetables.<sup>1</sup>
- Freshly picked vegetables remain the nutrient leaders, however with prolonged storage, substantial nutrient



### EGGIE UP YOUR DIET: EASY TIPS TO INCREASE VEGETABLE INTAKE

Currently, the average American consumes approximately 1 cup of vegetables per day,<sup>1</sup> falling well short of the 2005 Dietary Guidelines that recommend a minimum of 2.5 cups for adults. Convenience, price, and fear of spoilage are at the top when consumers list reasons for not eating more vegetables. You can help consumers by suggesting ways to make preparing and enjoying vegetables more realistic. Use these fun and easy tips to motivate consumers to veggie up their diets!

**Be Prepared!** Carving out time for prep work on the weekend can go a long way during the week!

- After grocery shopping, wash, chop, and wrap up vegetables to give yourself a head start
- Double the vegetables you prepare for dinner and use the leftovers in meals the next day
- For breakfast, roll scrambled eggs, salsa and leftover vegetables like potatoes and broccoli into a tortilla
- Stuff leftover asparagus or peas with sliced turkey and cheese into a pita
- Roast for flavor: Toss cubed potatoes, peppers, onions and your favorite spices with olive oil and roast at 400°F in the oven for an hour. Make a big batch for use in multiple dishes.

**Did you laugh when you heard "carving out time for prep work?" If so, then these quick to the table tips are for you.**

- Stock your pantry and freezer with frozen and canned vegetables for quick additions to meals
- Microwave "steam-in-the-bag" vegetables as a side to boost the nutrition of take-out
- Make a large batch of soup using chicken stock, canned beans, and frozen produce. Then freeze individual portions for weekday lunches. Just pull one out and reheat.
- Store your "ready to eat" vegetables like baby carrots at eye-level in the refrigerator making it easy to remember them for snacking or to simply throw into pastas, casseroles, or stir-fry
- Bring a Green Giant – Just for ONE!<sup>™</sup> single serving of vegetables as a fun and different side for lunch



SEE BACK SIDE



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## Green Giant

### Valley Fresh Steamers<sup>®</sup> Recipes

Getting more veggies in your diet is easier with these fresh and flavorful Valley Fresh Steamers<sup>®</sup> recipes from Green Giant<sup>®</sup>. Research shows that frozen vegetables are as nutritious as fresh, so you can feel good that your family is getting the important nutrients they need!<sup>1,2,3</sup> Remember, eat the colors of the rainbow to get a variety of nutrients including vitamins, minerals and fiber for good health.

<h4>Beans and Cranberries</h4> <p>Prep Time: 5 Minutes Start to Finish: 20 Minutes</p> <p>1 bag (12 oz) Green Giant Select<sup>™</sup> frozen whole green beans 1/2 cup dried cranberries 1 teaspoon grated orange peel 2 tablespoons honey 1/4 cup Betty Crocker<sup>®</sup> Bac-O<sup>®</sup> bacon flavor bits or chips</p> <p>1. Cook beans as directed on package; drain. Place in serving bowl. 2. Stir in cranberries, orange peel and honey. 3. Top with bacon flavor bits.</p> <p><b>4 servings</b></p> <p><b>1 Serving:</b> Calories 130 (Calories from Fat 10); Total Fat 1.5g (Saturated Fat 0g, Trans Fat 0g); Cholesterol 0mg; Sodium 80mg; Total Carbohydrate 27g (Dietary Fiber 4g, Sugars 22g); Protein 3g <b>% Daily Value:</b> Vitamin A 8%; Vitamin C 4%; Calcium 4%; Iron 6% <b>Exchanges:</b> 1 1/2 Starch, 1/2 Fruit, 1/2 Other Carbohydrate, 1 Vegetable <b>Carbohydrate Choices:</b> 2</p> <p><small>©2011 General Mills Marketing, Inc.</small></p>	<h4>Timesaving Tortellini</h4> <p>Prep Time: 15 Minutes Start to Finish: 15 Minutes</p> <p>1 package (9 oz) refrigerated cheese-filled tortellini 1 box (8 oz) Green Giant<sup>®</sup> frozen cut broccoli (or other frozen vegetable) 2 1/2 cups quartered cherry tomatoes 1/4 cup chopped fresh basil leaves 1 tablespoon grated Parmesan or Romano cheese 1 1/2 teaspoons olive or vegetable oil 4 medium green onions, sliced (1/4 cup) 2 medium cloves garlic, finely chopped Salt and freshly ground pepper to taste, if desired</p> <p>1. Cook tortellini as directed on package, adding broccoli for the last 2 to 3 minutes of cook time; drain thoroughly. 2. Add remaining ingredients except salt and pepper; toss. Sprinkle with salt and pepper.</p> <p><b>4 servings</b></p> <p><b>1 Serving:</b> Calories 180 (Calories from Fat 60); Total Fat 6g (Saturated Fat 2.5g, Trans Fat 0g); Cholesterol 60mg; Sodium 60mg; Total Carbohydrate 21g (Dietary Fiber 4g, Sugars 5g); Protein 8g <b>% Daily Value:</b> Vitamin A 35%; Vitamin C 35%; Calcium 10%; Iron 10% <b>Exchanges:</b> 1 Starch, 1 1/2 Vegetable, 1 Fat <b>Carbohydrate Choices:</b> 1 1/2</p> <p><small>©2011 General Mills Marketing, Inc.</small></p>	<h4>Corn with Basil</h4> <p>Prep Time: 10 Minutes Start to Finish: 25 Minutes</p> <p>2 cups Green Giant<sup>®</sup> Nibbles<sup>™</sup> frozen corn 2 tablespoons butter or margarine 1 medium onion, chopped (1/2 cup) 1 medium stalk celery, thinly sliced (1/2 cup) 1 jar (2 oz) diced pimientos, drained 1 teaspoon chopped fresh or 1/4 teaspoon dried basil leaves 1/4 teaspoon salt 1/8 teaspoon garlic powder or 1/4 teaspoon dried minced onion</p> <p>1. Rinse frozen corn with cold water to separate; drain. In 2-quart saucepan, melt butter over medium heat. Cook corn, onion and celery in butter 10 to 12 minutes, stirring frequently, until onion is tender. 2. Stir in remaining ingredients; reduce heat. Cover and simmer 3 to 5 minutes or until corn is tender.</p> <p><b>6 servings</b></p> <p>High Altitude (3500-6500 ft): No change.</p> <p><b>1 Serving:</b> Calories 90 (Calories from Fat 40); Total Fat 4g (Saturated Fat 2.5g, Trans Fat 0g); Cholesterol 10mg; Sodium 135mg; Total Carbohydrate 12g (Dietary Fiber 2g, Sugars 3g); Protein 1g <b>% Daily Value:</b> Vitamin A 10%; Vitamin C 10%; Calcium 0%; Iron 2% <b>Exchanges:</b> 1/2 Starch, 1/2 Vegetable, 1 Fat <b>Carbohydrate Choices:</b> 1</p> <p><small>©2011 General Mills Marketing, Inc.</small></p>
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