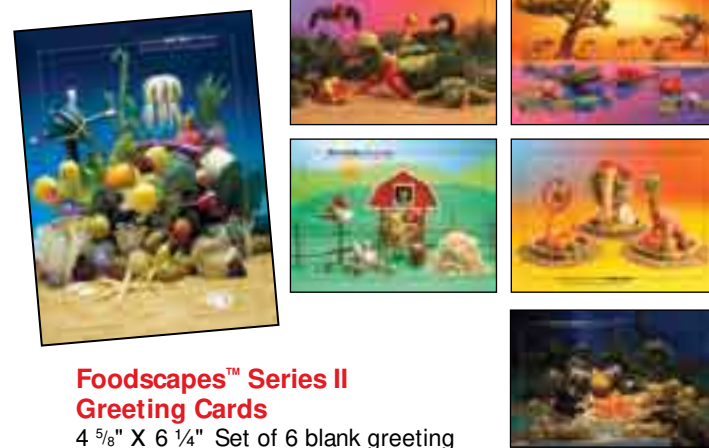
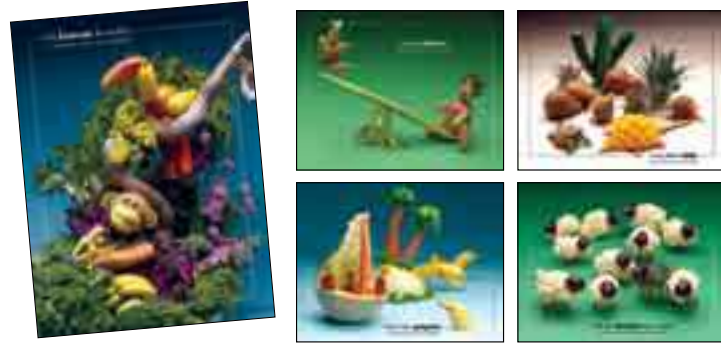


Greeting Cards and Placards



Foodscapes™ Series I Greeting Cards

4 5/8" X 6 1/4" Set of 6 blank greeting cards with envelopes (4405 - 4410). **9200 \$9.95**

Foodscapes™ Series I Placards

10" x 13" Set of 6 cardstock (4405 - 4410) in reusable folder. **4413 \$24.95**

Foodscapes™ Series II Greeting Cards

4 5/8" X 6 1/4" Set of 6 blank greeting cards with envelopes (4426 - 4430). **9202 \$9.95**



NEW



Stickers



NEW



Foodscapes™ Stickers

Roll of 200 stickers, 4 designs on each roll **9061 \$5.00**

Foodscapes™ Stickers II

Roll of 200 stickers, 4 designs on each roll **9062 \$5.00**



Clipart & Templates CD

Use these whimsical characters made from fruits & vegetables to promote healthy eating.

- ▶ 15 Foodscapes™ characters
- ▶ 15 Counter Cards
- ▶ 2008 - 2009 calendars
- ▶ 8 1/2" x 11" Templates

Foodscapes™ Clipart & Templates CD-ROM

2101 \$39.95 (Single License)



Counter Card Template



Calendar Template

Posters

18" x 24" Laminated **\$14.95 each**



4405 Porpoise



4406 Fruit Oasis



4407 Sheep



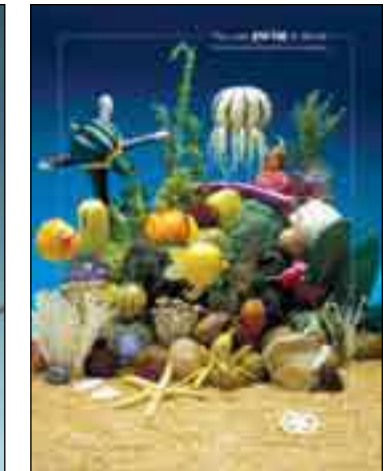
4409 Toucan



4410 Fly High



4423 Veggie Vacation



4426 Under The Sea



4408 Balance



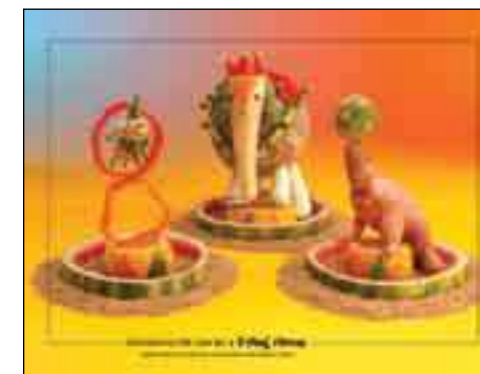
4429 Tomatosaurus Rex



4430 Up North



4431 Barnyard



4432 Circus



4433 Hippotized

Complete Promotional Kits For School Foodservice



Over \$200.00
Retail Value for
ONLY \$149⁹⁵

Educate and Motivate Students to Eat Healthy

These kits help promote healthy eating in creative ways. Each kit includes a CD of tools and a guidebook packed with ideas to help you educate, encourage, and support healthy eating by students.

- ▶ Help students understand the importance of eating a balanced diet.
- ▶ Encourage parents, school administrators, teachers, and staff to serve as role models of healthy eating, both in school and at home.
- ▶ Meet the requirements for education and promotion in the USDA School Wellness Policy.



Foodscapes™ Promotional Kit

Foodscapes™ are whimsical, edible characters in landscapes, seascapes, and natural scenes designed to inspire people of all ages to eat fruits and vegetables.

Kit includes:

- Guidebook and CD of Tools & Templates
- 6 Posters (18" x 24" laminated)
- 6 Placards (10" x 13" in storage folder)
- Mini Counter Card Set (12 – 4⁵/₈" x 5³/₈" cards in 4 acrylic display cases)
- 200 Bookmarks (7¹/₂" x 2¹/₂" 2 designs)
- 6 Notecards with Envelopes (6¹/₄" x 4⁵/₈" in storage folder)
- 12 Postcards (5" x 7")
- 12 Static Clings (4" x 6" in 4 designs)
- 200 "I Tried It!" Stickers (2" in 4 designs on roll)
- 2 Notepads (4¹/₂" x 5¹/₂" in pads of 50 sheets)

8221 \$149.95

Super Foods Promotional Kit

There has been a great deal of research about foods that help fight disease called "super foods." This kit helps you educate and motivate students to make healthier choices without being scary or negative about heart disease, cancer, and high cholesterol.

Kit includes:

- Guidebook and CD of Tools & Templates
- 6 Posters (18" x 24" laminated)
- 6 Placards (10" x 13")
- Mini Counter Card Set (12 – 4⁵/₈" x 5³/₈" cards in 4 acrylic display cases)
- 200 Bookmarks (7¹/₂" x 2¹/₂" 2 designs)
- 50 Take-Home Handouts (8¹/₂" x 11" tear-off tablet)
- 10 ColorMe Bookcovers (18" x 24")
- 10 Static Clings (4" x 6" in 5 designs)
- 200 "I Tried It!" Stickers (2" in 4 designs on roll)
- 2 Notepads (4¹/₂" x 5¹/₂" in pads of 50 sheets)

8222 \$149.95

Over \$200.00
Retail Value for
ONLY \$149⁹⁵



Sizing Up MyPyramid Promotional Kit

This kit offers creative ways to help you promote healthy eating using MyPyramid. It will help students understand the importance of eating a more balanced diet from all the food groups, the recommended portion sizes and the balance between food and physical activity.

Kit includes:

- Guidebook and CD of Tools & Templates
- 6 Posters (18" x 24" laminated)
- MyPyramid Banner Poster (18" x 54" laminated)
- Mini Counter Card Set (12 – 4⁵/₈" x 5³/₈" cards in 4 acrylic display cases)
- 200 Bookmarks (7¹/₂" x 2¹/₂" 2 designs)
- 5 Half Pint Chinese Take-out Boxes
- 10 MyPyramid Static Clings (4" x 6")
- 200 MyPyramid Stickers (2" on roll)
- 10 MyPyramid Magnets (7¹/₂" x 2¹/₂" 2 designs)

8220 \$149.95



Foodscapes Tools & Templates on CD

Easy-to-use templates you can customize in Microsoft® Word* on your computer and print:

- Menu Templates
- Counter Card Templates
- Postcard Template
- Table Tents
- Foodscapes™ Characters Clipart (28 in jpg & gif)
- Activity Worksheets
- Microsoft® PowerPoint Template**

* Requires Microsoft® Word.
** Requires Microsoft® PowerPoint. *** Requires Adobe Acrobat Reader®
Microsoft is a registered trademark of Microsoft Corp. in the United States and/or other countries.
Acrobat Reader is a registered trademark of Adobe Systems Incorporated.

Tools & Templates on CD

Each kit has a guidebook and CD with easy-to-use templates you can customize in Microsoft® Word* on your computer and print.

- Table Tents
- Counter Card Templates
- Menu Template
- Postcard Template
- Fun Food Facts, Puzzles, & Coloring Pages

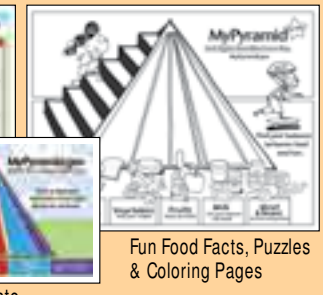
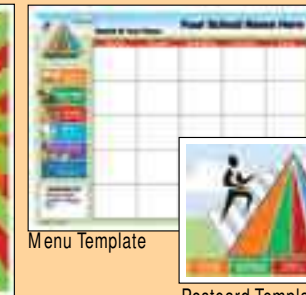


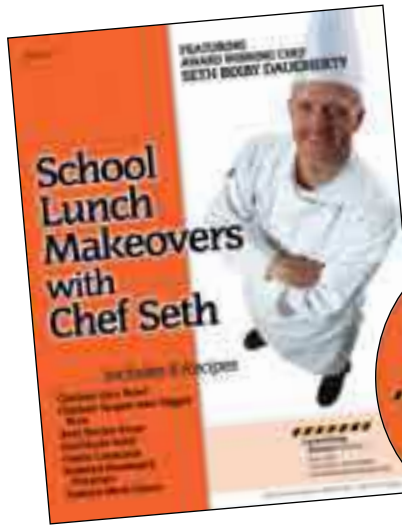
Table Tents

Counter Card Templates

Menu Template

Postcard Template

Fun Food Facts, Puzzles & Coloring Pages



Love Of School Lunch

Chef-inspired, kid tested entrees and sides make meal planning a snap!



School Lunch Makeovers with Chef Seth Video

Eight Menu Ideas that Kids, Cooks, and Nutritionists Love!

- Chicken Rice Bowl
- Chicken Suqaar and Veggie Rice
- Beef Barley Soup
- Enchilada Bake
- Fiesta Couscous
- Roasted Rosemary Potatoes
- Tomato Meat Sauce

Award-winning Chef Seth Bixby Daugherty creates delicious and nutritious entrees and sides perfect for your school foodservice. Menu items prepared with a few flavorful ingredients offer a creative, cost-conscious solution to meet nutrition standards.

Vegetables, whole grains, and lower fat protein sources are incorporated to meet dietary guidelines. Recipes are quick and easy to prepare and are great alternatives to heat-and-serve foods.

Schools nationwide are beginning to embrace “**quick recipes made from scratch**” foods to reflect our diverse cultural backgrounds and present common foods in new ways.

Includes:

- Recipes included are provided in both scaled-down home-size versions and quantity recipes expanded to 50 servings.
- DVD includes information on school lunch trends, a case study of introducing a new menu item, and customer feedback ideas.
- Amazing interviews with kids that love school lunch!

3473D-DVD \$99.95



Vision and Values Video

This is an inspiring look into the work of all school foodservice professionals. Produced by Minnesota School Nutrition Association, this video is about their “successful story”. The video expresses their mission, vision and values to members, potential members, industry, school boards and legislators.

11 min. ©2007

3472D-DVD \$39.95



Tom Whitney

Jean Ronnei

Join 2007 Fame Golden Foodservice Director of the Year Jean Ronnei and foodservice branding guru Tom Whitney for a step-by-step guide to marketing and branding your school foodservice program. They'll walk you through the basics of establishing a values-driven, core-focused system for achieving bottom-line marketing results. Improve the perception students and staff have of your operation, raise your participation rates and motivate employees with these field-tested marketing techniques anyone can do.

Marketing Your School Foodservice Video & Guidebook

Take back your reputation with cutting-edge marketing techniques!

- ▶ Increase participation
- ▶ Improve your image
- ▶ Motivate and inspire employees
- ▶ Improve customer loyalty



Marketing Your School Foodservice Video & Guide

Includes:

- 20-minute video loaded with real-life marketing tips and examples.
- Step-by-step printed guide to developing your core brand and a marketing plan.
- Sample focus-group guides you can use with students and parents.
- Sample core values and brand strategies from leading programs.
- List of best practices sure to increase your participation.

3465D-DVD \$99.95

Bring “Marketing Your School Foodservice” to life!



Marketing and Branding Seminars for School Foodservice

Our experts are here to help improve school foodservice programs nationwide and educate foodservice professionals with these interactive marketing and branding seminars. Perfect for your meetings and conferences!

Seminar Leaders with Foodservice Experience:

- Linda Dieleman, MS, RD, LN - MN Trainer Network
- Jean Ronnei - Foodservice Director
- Tom Whitney - Marketing/ Branding Expert

Attendees receive:

- CEU or key area 4 specialized training credits
- Marketing Your School Foodservice Video & Guide

Marketing Your School Foodservice Program: Transforming Your Program & Image Workshop

4-hour workshop (4 Specialized Training Clock hours - Key Area 4)

A hands-on workshop where attendees will work together to create a brand, transform their serving lines, bulletin boards and wall space. They will learn how to create menus and marketing materials that have a professional look.

Attendee Registration Fee \$199

Includes 4 Specialized Training clock hours and Marketing Your School Foodservice Video & Guide.

Marketing Your School Foodservice Program: Branding Your Program Seminar

2-hour seminar (2 Specialized Training Clock hours - Key Area 4)

Attendees will learn how to transform their serving lines, bulletin boards and wall space, and create menus and marketing materials that have a professional look through demonstration and examples.

Attendee Registration Fee \$149

Includes 2 Specialized Training clock hours and Marketing Your School Foodservice Video & Guide.

Marketing School Foodservice in Minnesota

1-2 hour seminar (1-2 CEUs approved)

Attendees will learn how the marketing efforts in school districts in Minnesota have used marketing, branding and other tools to gain participation and positive feedback from students, parents, staff and the community.

Attendee Registration Fee \$149

Includes 1-2 CEU credits and Marketing Your School Foodservice Video & Guide.



To book a seminar or for more information call 1-888-455-7003

Our experts will work with you to customize a seminar to specifically fit your training needs.

Training Units

These three courses are approved by the School Nutrition Association's new certification program. Each course is approved for 2 hours in the Key Area of Nutrition and provides accurate, up-to-date information with PowerPoint presentations and activities designed to enhance the learning experience. Prepared and tested by trainers.

Includes

- ▶ Training Lesson Plan
- ▶ PowerPoint
- ▶ Activities
- ▶ 50 Handouts (1 tablet)

\$59.95

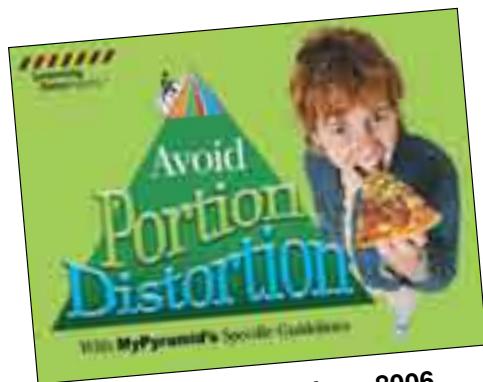
Topics:

- ▶ Avoid Portion Distortion
- ▶ Fats: Healthy or Harmful
- ▶ Anatomy of MyPyramid
- ▶ Marketing Your School Foodservice
- ▶ ...more to come!



Hanging Frames for Posters

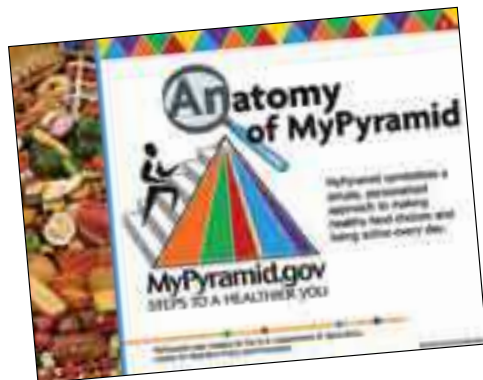
The Hanging Frame is a classy way to hang posters in classrooms, cafeterias, or other learning environments. The frame consists of brackets on top and bottom of an 18" x 24" vertical or horizontal poster of your choice.
4606V Vertical
4606H Horizontal
\$14.95



Avoid Portion Distortion 8006

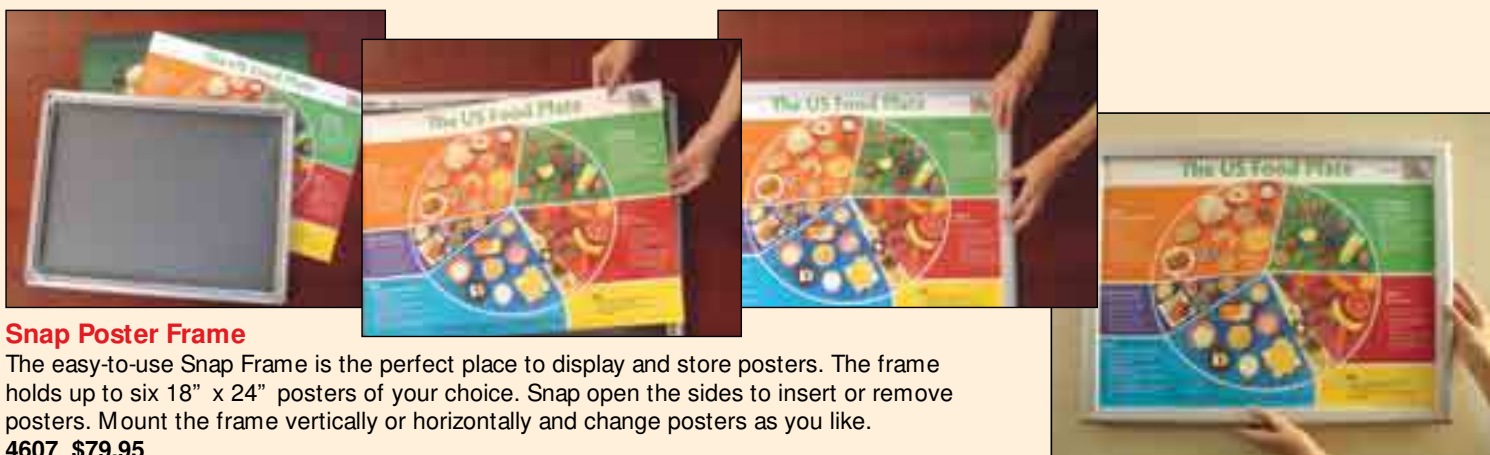


Fats: Healthy or Harmful 8007



Anatomy of MyPyramid 8008

Display Your Posters With Style



Snap Poster Frame

The easy-to-use Snap Frame is the perfect place to display and store posters. The frame holds up to six 18" x 24" posters of your choice. Snap open the sides to insert or remove posters. Mount the frame vertically or horizontally and change posters as you like.
4607 \$79.95

Bulletin Board Kits \$24.95

Educate and inform students about nutrition and cafeteria happenings with these ready to use, laminated bulletin board kits.

Bulletin Board Kits Include

- 2 5½" x 17" Title pieces (become 5½" x 34")
- 5 4" x 11" headers including:
 - Menu
 - Service Hours
 - New this Month
 - Meet Our Staff
 - Website Information
- Nutrition information and trivia cards
- Full color photography

Also available **9105** Foodscapes™ Bulletin Board Kit (not pictured)

See Page 3 for **9103** Snack Attack and **9104** MyPyramid



9102 Breakfast



9101 Dips & Sauces



9100 Make It Light

Posters



Avoid Plastic Poster
 18" x 24" Laminated
4495 \$9.95

Reduce Waste Poster
 18" x 24" Laminated
4496 \$9.95

Save Energy Poster
 18" x 24" Laminated
4494 \$9.95

Conserve Gas Poster
 18" x 24" Laminated
4532 \$9.95

Ways to Go Green Poster Set Set of four, 18" x 24" Laminated **4533 \$34.95**



2103 Active Ingredient



2104 Kids & Food

Customized Signs & Stationery CD

Create a "look" with customizable stationery and signs for your school cafeteria. Simple and easy-to-use templates use Microsoft® Word to create personalized stationery, business cards, menu announcements and more!

Template CD includes:

- Business cards
- Letterhead
- Point-of-sale signs (horizontal & vertical)
- Menu announcements

2103 Active Ingredient \$49.95

2104 Kids & Food \$49.95

Main product categories are listed. Under main category, products are listed by media type, then sorted alphabetically.

Product # Item Name Page #

NEW POSTERS

4529	Bodies Built Here..	11, 28, 48
4524	Celebrate Veggies..	10, 12, 29
4541	Contemplate Your Breakfast Plate.....	10, 27
4545	Face the Fats	32
4531	Find Your Way	11, 31
4530	Move!	11, 31
4502	MyPyramid for Preschoolers	18
4546	MyPyramid for Preschoolers Set.....	18
4519	MyPyramid Portion-Sized	10, 17
4526	Pass on Good Health..	11, 30
4499	Sizing Up Beverages..	10, 25
4543	Think Your Drink	10, 25
4521	Vegetarian MyPyramid.....	10, 12
4527	Vending Machine	11, 12
4523	Whole Grains	10, 33
4528	Whole Grains Give You Fuel.....	11, 33

NEW TABLETS

4538T	Caffeine	24
4524T	Celebrate Veggies.....	10, 29
4545T	Face the Fats	32
4502T	MyPyramid for Preschoolers	18
4519T	MyPyramid Portion-Sized.....	10, 17
4537T	Physical Activity	30
4484T	Portion Puzzle	22
4499T	Sizing Up Beverages..	10, 25
4523T	Whole Grains	10, 33

PROMOTIONAL KITS

8221	Foodscapes Promotional Kit	38
8220	Sizing Up MyPyramid Promotional Kit	39
8222	Super Foods Promotional Kit	39

CERTIFIED TRAINING UNITS

8008	Anatomy of MyPyramid..	42
8006	Avoid Portion Distortion	21, 42
8007	Fats: Healthy or Harmful	32, 42

INCENTIVES

9213	Eat Super Foods Notepads..	44
9210	Ewe Notepads	44
5074	Fruit Seedies.....	35
9211	Porpoise Notepads	44
9226	Super Foods Bookcovers..	5
9212	Sweet Potato Notepads..	44
5073	Veggie Seedies.....	35

BOOKMARKS

9164	Catch a Rainbow Bookmarks.....	5
9162	Eat an Elephant Bookmarks..	5
9160	Fruit & Vegetables Beyond Bookmarks.....	5
9155	MyPyramid Bookmarks..	5, 16
9181	MyPyramid for Kids Bookmarks.....	5, 16
9163	Think Sweet Bookmarks...	5

STICKERS

9061	Foodscapes Stickers..	4, 36, 48
9062	Foodscapes Stickers II..	4, 36
9059	I Tried It Stickers.....	5
9055	MyPyramid Stickers.....	16

TATTOOS

9557	Dinosaur Tattoo	4
9550	Dolphin Tattoo	5
9558	Foodscapes Variety Pack..	4
9551	I'm Clean Tattoo	4
9552	Monkey Tattoo.....	5
9553	Moose Tattoo	4
9555	MyPyramid Tattoo	4
9556	Sheep Tattoo	5
9554	Sweet Potato Tattoo.....	5

TABLE TENTS

9607	Berries Table Tents.....	6
9600	Cow/Chicken Table Tents..	6
9604	Foodscapes Table Tents... 6	
9602	Sailboat/Toucan Table Tents	6
9601	Seal/Elephant Table Tents..	6
9603	Sun/Flamingo Table Tents..	6
9609	Superfoods Table Tents... 6	
9605	Sweet Potato Table Tents..	6
9606	Whole Grains Table Tents..	6
9608	Yogurt Table Tents.....	6

COMPUTER SOFTWARE

2103	Active Ingredient Stationery CD.....	44
2101	Foodscapes Clipart & Templates CD	36
2104	Kids & Food Stationery CD ..	44
2102	Morph-Mania Clipart CD..	44

CUSTOM BANNERS

9317	Catch a Rainbow	9
9320	Catch a Rainbow	9
9316	Don't Be Sheepish.....	9
9319	Don't Be Sheepish.....	9
9308	Eating Smart for a Healthy Student Body.....	9
9302	Food is Fuel	9
9304	Fuel Your Body & Your Brain.....	9
9309	Get a Smart Start with Breakfast.....	9
9305	Healthy Body, Healthy Mind.....	9
9314	Help Keep Our School Clean and Green	9
9306	Knowledge is Power.....	9
9311	Manners Matter Here	9
9301	Power Your Brain.....	9
9315	Simply Good	9
9318	Simply Good	9

9303	See How Smart You Can Be	9
9313	Thanks for Picking Up and Pitching In	9
9330	Welcome	8

VINYL BANNERS

9339	Beauty Sold Here.....	7
9337	Bodies Built Here.....	7, 29
9338	Catch a Rainbow	7, 29
9331	MyPyramid for Kids Oversized.....	7, 17, 48
9332	MyPyramid for Kids Supersized	7, 17
9334	MyPyramid Portion-Sized Oversized.....	7, 17
9336	MyPyramid Portion-Sized Supersized	7, 17

CLOTH BANNERS

4255B	MyPyramid Cloth Banner	6, 17
4281B	MyPyramid for Kids Cloth Banner	6, 18
4234B	Portion Distortion Cloth Banner	6, 21

BULLETIN BOARDS

9102	Breakfast.....	3, 43
9101	Dips & Sauces	3, 43
9105	Foodscapes.....	43
9100	Make it Light	3, 43
9104	MyPyramid.....	3
9103	Snack Attack	3

POSTER ACCESSORIES

4606	Hanging Frames.....	42
4607	Snap Poster Frame	42

STATIC CLINGS

9076	Catch a Rainbow	4
9079	Eat for A's	4
9078	Eat Super Foods	4
9089	Foodscapes.....	4
9077	Fuel Your Brain	4
9080	Knowledge is Power.....	4
9075	MyPyramid.....	4, 16
9081	Variety Pack	4

REPLICAS

2017	Arteries model	32
2001T	Fat Tubes: Part I.....	32
2002T	Fat Tubes: Part II.....	32
2003T	Fat Tubes: Part III.....	32
2016	1 Pound Fat.....	32
2022	1 Pound Muscle.....	32

CURRICULA & ACTIVITY BOOKS

6280	ACT FitMania Journals....	30
6505	Good Times Good Foods 2-6 Activity Books.....	35
6506	Good Times Good Foods 7-11 Activity Books	35
6607	Nuts About Nutrition 2-6 Activity Books	35
6508	Nuts About Nutrition 7-11 Activity Books	35
6503	Snack Attack 2-6 Activity Books	35
6504	Snack Attack 7-11 Activity Books	35

2028	One-Minute Nutrition Messages	33
------	-------------------------------------	----

TABLETS

4492T	Breakfast.....	27
4538T	Caffeine	24
4230T	Catch a Rainbow	29
4524T	Celebrate Veggies.....	10, 29
4159T	Dietary Guidelines.....	33
4545T	Face the Fats	32
4400T	Fat Facts	32
4274	Handy Portions	21
4112T	Healthy Choices.....	23
4183T	It's About Choice	32
4275T	Kids MyPyramid.....	18
4275ST	Kids MyPyramid Spanish..	18
4375T	Mono/Polysaturated Fats..	34
4255T	MyPyramid.....	16
4281T	MyPyramid for Kids	18
4281ST	MyPyramid for Kids Spanish	18

POSTERS

4502T	MyPyramid for Preschoolers	18
4502ST	MyPyramid for Preschoolers Spanish	18
4519T	MyPyramid Portion-Sized	10, 17
4255ST	MyPyramid Spanish.....	16
4537T	Physical Activity	30
4234T	Portion Distortion	21
4234ST	Portion Distortion Spanish..	21
4484T	Portion Puzzle	22
4373T	Portion Size Wise 6-12....	20
4396T	Protein & Vegetable Protein..	34
4111T	Read Food Labels	33
4111ST	Read Food Labels Spanish..	33
4341T	Salads Comparative	23
4394T	Simple & Complex Carbs..	34
4499T	Sizing Up Beverages..	10, 25
4202T	Snack Bites	26
4445T	Supplements & Antioxidants	34
4378T	Trans/Saturated Fats.....	34
4448T	US Food Plate	19
4443T	Vitamins & Minerals.....	34
4523T	Whole Grains	10, 33

VIDEOS

3482	Breakfast Because.....	27
3403	Eat to Win	31
3449	Hip Hop: Chair Dancing... 30	
3465	Marketing Your School Foodservice	41
3386	MyPyramid: Pass it on!..	17
3386S	MyPyramid: Pass it on! Spanish	17
3429	Obesity in a Bottle	24
3401	Portion Size Me	20
3409	Portion Size Me, Too	20
3473	School Lunch Makeovers ..	40
3218	Snack Smarts.....	26
3472	Vision and Values.....	40

GAMES

5119	Portion Size Bingo.....	21
------	-------------------------	----

SPANISH PRODUCTS

Posters

4275S	Kids MyPyramid.....	18
4255S	MyPyramid.....	16
4234S	Portion Distortion.....	21

Notepads

20 pack, 50 sheets each 4¼" x 5½" Notepads **\$19.95**

Jot a note, make a list, or use these colorful notepads as incentives to eat healthy!



9213 Eat Super Foods



9210 Ewe



9211 Porpoise



9212 Sweet Potato

Clipart



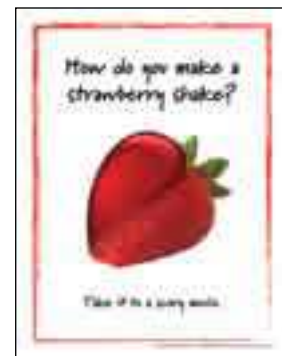
Morph-Mania Clipart

Metamorphosis of foods into common objects!

- ▶ 20 morphed images
- ▶ 20 kid joke counter cards

Place these jpeg files of 20 morphed images into your own layout to create fun and zany handouts. Also includes 20 fun, kid jokes in Adobe Acrobat® pdf files.

Morph-Mania CD-ROM
20 images & 20 counter cards
2102 \$39.95 (Single License)



Counter Cards
8½" x 11" Templates



NEW

Bodies Built Here Poster

23" x 35" Laminated
4529 \$16.95



Beauty Sold Here Poster

23" x 35" Laminated
4308 \$16.95



Foodscares™ Stickers

Roll of 200 stickers,
4 designs on each roll
9061 \$5.00

NEW



NEW

MyPyramid for Kids Vinyl Banner Oversized

18" x 54" Corner grommets
9331 \$74.95



Learning ZoneXpress™

P.O. Box 1022
Owatonna, MN 55060

