

# Be a 'Food Hero' and eat fruit, vegetables

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## OSU launches grade school healthy eating campaign

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by: SUBMITTED - The Food Hero Campaign encourages Oregonians to eat more fruits and vegetables using inexpensive, easy-to-make recipes from its website, [foodhero.org](http://foodhero.org).

Grade school students across Oregon will learn about healthy eating through the new Food Hero Campaign, which kicked off in January.

The campaign is offered through Oregon State University's Extension Service. The Food Hero Campaign encourages Oregonians to eat more fruits and vegetables using inexpensive, easy-to-make recipes from its website, [foodhero.org](http://foodhero.org). The site offers tips on topics such as food safety, meal planning and eating on a budget.

For the next five months, nutrition educators will hold events at 58 elementary schools in 27 of the state's 36 counties as part of the initiative. Educators will wear Food Hero aprons and superhero capes, as they demonstrate how to make dishes from the website and serve

samples in cafeterias, hallways and classrooms.

Educators also will give students cookbooks, calendars and Food Hero hand stamps reading "Ask Me What I Tried" so their parents can learn about the website and get advice for nutritious eating.

"Food Hero is a 24/7 resource," said Lauren Tobey, OSU Extension Service nutrition coordinator. "It's a great option for busy parents to find healthy recipes that are easy and taste good, as well as tips on healthy eating."

Oregonians will find Food Hero advertising over the next several months on grocery store shopping carts, billboards and radio stations. Twenty-seven Grocery Outlet locations will display ads and recipe cards on shelves and at check-out counters and will announce healthy eating tips on their public address systems. Depending on the county, nutrition educators might also offer cooking demonstrations to teach Food Hero recipes at grocery stores, parent nights at schools and at Boys and Girls Clubs.

Within the past year, the campaign has added about 50 new recipes to the Food Hero website and made the website accessible for mobile devices. For more information, visit [foodhero.org](http://foodhero.org) or its Facebook page, [on.fb.me/VsAREz](https://www.facebook.com/VsAREz).