

Eat a Rainbow

February 13 - 26



Whole Health Challenge



We all know the importance of including fruits and vegetables in our diets, but did you know that each colour provides us with different varieties of nutrients, including antioxidants? Antioxidants are substances that may protect cells in our bodies from the damage caused by unstable molecules known as free radicals. Free radical damage may lead to chronic health conditions such as cancer and heart disease. While getting your five to 10 servings a day is important, it is also necessary to understand that the variety you choose plays a part in your overall health. Take a look below to discover how eating a rainbow of fruits and vegetables can increase the variety of antioxidants your body needs.

The Red Group

Fruits and vegetables in this group contain the antioxidant *lycopene*. Try fresh tomatoes in a salad, or include raspberries, strawberries and watermelon in your dinner plans as dessert.

The Blue-Purple Group

Praised for being high in antioxidants, these fruits and vegetables include *anthocyanins*, which may also protect against heart disease. Sprinkle blueberries on your morning oatmeal, or munch on some red grapes as a refreshing snack.

The Orange-Yellow Group

The antioxidants *beta-carotene* and *flavonoids* are present in these fruits and vegetables. Replace mashed potatoes with mashed yams, slice fresh carrots for healthy snack at school or work, or make an exotic fruit salad and include mangoes, papayas, peaches or oranges.

The Green Group

Sulforaphanes, *isothiocyanates* and *indoles* are the antioxidants found in green fruits and vegetables. Choose broccoli or brussels sprouts as a side dish, or try making kale chips as part of a meal or snack.

The White Group

This group of fruits and vegetables contains the antioxidant *allicin*. Add onions, garlic and chives to enhance flavours in your meals, or make a soup including leeks and celery.



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Enter To Win a \$2,000 Calgary Co-op Gift Card!

Complete this challenge for your chance to win a \$2,000 Calgary Co-op gift card courtesy of Agropur Fine Cheese! Simply fill out and drop off this ballot at any Calgary Co-op customer service office on or before February 26, 2012.

Your challenge is to eat three different colours of fruits and/or vegetables a day. Give an example of a combination you ate:

Name: _____

Co-op Number: _____ Telephone Number: _____

E-mail address: _____

Yes, I would like to receive information on hot deals, contests, member-owner special offers, news and more!

NO PURCHASE NECESSARY. The Calgary Co-op Whole Health Challenge (the "Contest") is open to Calgary Co-op members resident in Alberta who are over the age of majority. The Contest will commence at 8:00 a.m. (MST) on January 30, 2012 and will end at the close of business on April 8, 2012. To enter, eligible participants must have Internet access and complete all four (4) designated Mini Challenges along with the submission of a one (1) page essay. Four (4) Mini Challenge Prizes and Four (4) Grand Prizes are to be awarded. For full Contest and prizing details please visit: www.calgarycoop.com/whc