



DR. WANSINK'S 10 TIPS TO HELP KIDS DISCOVER THE WONDER OF VEGETABLES

Renowned food psychologist, Dr. Brian Wansink, is one of the nation's leading experts in eating behaviors and food psychology, author of *Mindless Eating* and director of the Food and Brand Lab at Cornell University. Through years of research, Dr. Wansink has uncovered how one's immediate environment can influence eating habits and preferences. Dr. Wansink offers these ten tips to help inspire more kids to discover the wonder of vegetables.

- 1. MODEL YOUR VEGGIES:** If you eat your veggies then your kids will eat theirs too. Research suggests the chances a child eats recommended amounts of healthy foods **double** if their parents do.
- 2. STOCK THE FREEZER:** Try fresh vegetables in frozen form to get your kids' favorite vegetables all year round. Kids love carrots, corn and peppers – all easy-to-prepare options to keep in your “frozen pantry.”
- 3. GIVE KIDS A CHOICE:** Just giving kids a couple of options could mean more veggies. Kids may prefer carrots to celery (they chose carrots 90 percent of the time, in a recent study) but when the choice was offered, they ate 18 percent more than when carrots were the only option.
- 4. POWER KIDS' PLATES:** Help kids create their own veggie-powered plate, and follow MyPlate advice to fill half the plate with fruits and veggies. The plate size (and even design) can affect how much kids eat. Research shows that large plates and certain plate designs can cause people to take an extra 20 percent or more without knowing it.
- 5. PLAY THE NAME GAME:** Several school studies have shown that veggie sales increase as much as 27 percent after carrots become “x-ray vision carrots” and broccoli turns into “broccoli bites.” Come up with your own veggie names, or challenge the family to “name that vegetable.”
- 6. GET KIDS IN THE KITCHEN:** Look for simple, easy recipes that the entire family can cook. Encourage your kids to discover what they enjoy about veggies too. Incorporating already-prepped frozen veggies and the microwave can make cooking safe and easy for kids.
- 7. CREATE SUPER SHOPPERS:** Kids are more likely to eat what they help pick out, so bring the kids along on your next supermarket trip and let them pick their vegetables. Encourage them to try something new, such as blends of different vegetables, full of diverse tastes, colors, and textures.
- 8. VEGGIE ASPIRATION:** Help your kids develop healthy habits that will last a lifetime. Motivate the little ones and show them that eating healthy foods, like vegetables, can help set them up for success in the activities they love to do.
- 9. GO FOR THE RAINBOW:** Brighten up kids' diets to help them eat a rainbow of nutrients. Choose different colors and varieties of vegetables, or vegetable blends, to create a palette of key nutrients kids need.
- 10. ALWAYS READY:** Busy schedules make it important to have quick and easy options on hand for the kids. Stock the freezer with frozen vegetables year-round, and you'll have convenient, and tasty, vegetables ready to serve at a moment's notice.

Birds Eye commissioned this research as part of the brand's commitment to helping Feed Kids Better and to inspire a new generation of vegetable lovers. Visit www.BirdsEye.com or [www.Facebook.com/BirdsEyeVegetables](https://www.facebook.com/BirdsEyeVegetables) to find more tips, recipes and tools to help feed kids better one veggie-powered plate at a time.

Brian Wansink, PhD

Brian Wansink is the John Dyson Endowed Chair in the Applied Economics and Management Department at Cornell University, where he directs the Cornell Food and Brand Lab. He is the lead author of over 100 academic articles and books on eating behavior, including the best-selling *Mindless Eating: Why We Eat More Than We Think* (2006). From 2007-2009 Wansink was granted a leave-of-absence from Cornell to accept a Presidential appointment as Executive Director of USDA's Center for Nutrition Policy and Promotion, the Federal agency in charge of developing 2010 Dietary Guidelines and promoting the Food Guide Pyramid (MyPyramid.gov). Wansink's award-winning academic research on changing eating behaviors has been published in the world's top marketing, medical, nutrition and obesity journals. It contributed to the introduction of smaller “100 calorie” packages (*to prevent overeating*), the use of taller glasses in some bars (*to prevent the overpouring of alcohol*), and the use of elaborate names and mouth-watering descriptions on some chain restaurant menus (*to improve enjoyment of the food*). His results have been presented, translated, reported, and featured in television documentaries on every continent but Antarctica.