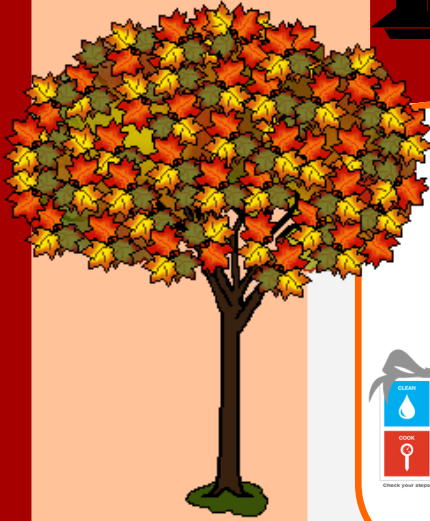




Fall 2015



E xtension Educator

Cowlitz County

Back-to-School
Food Safety Tips
for Parents and
Caregivers



What is 4-H?



Life's a Picnic for
Yellow Jackets

Recipes

20-Minute Chicken Creole

15-Minute Enchiladas

Calendar of Events

Master Composter/Recycler

Master Bee Keeper Apprentice

Basic Composting

Evaluating Mason Bees

Person In charge

4-H 2015-2016 Enrollment

Best Business Practices presents...

SUMMER MUSINGS...

WORKING 'IN' OR 'ON' YOUR BUSINESS?

When it comes to business, there is a huge difference. A business owner needs to **work more ON** their business than IN it.

I have good news: **working IN it and working ON your business** are not mutually exclusive! In fact, the most successful business owners must work IN their business while they're working ON it (particularly in the beginning of transitioning from self-employment to creating an enterprise).

[Page 6—7](#)

FOOD \$ENSE: NUTRITION EDUCATION IN COWLITZ COUNTY

In 2014, 888 families were impacted by the Food \$ense program in Cowlitz County.

Two nutrition educators work in 7 elementary schools teaching a series of 6 lessons to youth in grades K-5. Topics include the basic food groups, importance of eating healthy, selecting healthy foods, food safety, hand washing, importance of physical activity, and opportunities to taste new foods.

[Page 8—9](#)

**WSU Extension
Cowlitz County
360-335-3014**

1946 Third Ave.
Longview, WA

cowlitz.wsu.edu

Back-to-School Food Safety Tips for Parents and Caregivers

Marianne Gravely, Food Safety Technical Information Specialist, Food Safety and Inspection Service, USDA

Aug 19, 2015

Back to school, back to the books, back in the saddle or back in the car for all the parents. The new school year means its back to packing lunches and after-school snacks for students, scouts, athletes, dancers, and all the other children who carry these items to and from home. One 'back' you do not want to reacquaint children with, however, is Bacteria.

Bacteria that cause foodborne illness, commonly known as food poisoning, grow rapidly at temperatures between 40 and 140 degrees Fahrenheit. In just two hours, these microorganisms can multiply to dangerous levels, which can cause foodborne illness. To make sure lunches and snacks are safe for those you pack for, you should follow the USDA's four steps to food safety: Clean – Separate – Cook – and Chill.

Packing Tips

- If the lunch/snack contains perishable food items like luncheon meats, eggs, cheese, or yogurt, make sure to pack it with at least two cold sources. Harmful bacteria multiply rapidly so perishable food transported without an ice source won't stay safe long.
- Frozen juice boxes or water can also be used as freezer packs. Freeze these items overnight and use with at least one other freezer pack. By lunchtime, the liquids should be thawed and ready to drink.
- Pack lunches containing perishable food in an insulated lunchbox or soft-sided lunch bag. Perishable food can be unsafe to eat by lunchtime if packed in a paper bag.
- If packing a hot lunch, like soup, chili or stew, use an insulated container to keep it hot. Fill the container with boiling water, let stand for a few minutes, empty, and then put in the piping hot food. Tell children to keep the insulated container closed until lunchtime to keep the food hot - 140 °F or above.
- If packing a child's lunch the night before, parents should leave it in the refrigerator overnight. The meal will stay cold longer because everything will be refrigerator temperature when it is placed in the lunchbox.

If you're responsible for packing snack for the team, troop, or group, keep perishable foods in a cooler with ice or cold packs until snack time. Pack snacks in individual bags or containers, rather than having children share food from one serving dish.

Storage Tips

If possible, a child's lunch should be stored in a refrigerator or cooler with ice upon arrival. Leave the lid of the lunchbox or bag open in the fridge so that cold air can better circulate and keep the food cold.

Eating and Disposal Tips

- Pack disposable wipes for washing hands before and after eating.
- After lunch, discard all leftover food, used food packaging, and paper bags. Do not reuse packaging because it could contaminate other food and cause foodborne illness.



<http://www.foodsafety.gov/blog/2015/08/back-to-school-food-safety-tips.html>

[HOME Page](#)

Back-to-School FOOD SAFETY TIPS

Chances are you worry more about whether your children will eat the food in their lunch boxes than about whether that food will be safe to eat. But children are the most vulnerable to food poisoning, so it makes sense to take extra precautions when preparing the lunches they take to school.

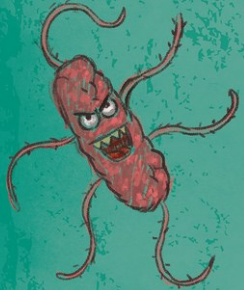


1 IN 6 Approximate number of Americans stricken with food poisoning each year



128,000

Estimated annual hospitalizations from foodborne illnesses



42,000

Estimated annual reports of salmonella infections, the most frequent cause of foodborne illnesses

Of the estimated 42,000 annual salmonella infections, almost



of those are infants and school-age children.

Because many milder cases are not diagnosed or reported, the actual number of salmonella infections may be 29 or more times greater. That's more than

1.2 MILLION

estimated cases annually.



Tips to keep your kids healthy

CLEAN



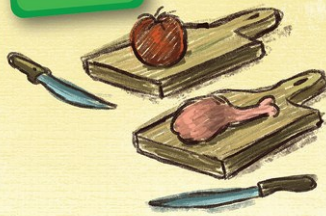
If you're making lunch the night before, be sure to wash your hands and use clean cutting boards, utensils and countertops. Making lunch on the same surfaces you used to prepare raw meat or poultry for dinner may result in cross-contamination and lead to salmonella-related illness.



SEPARATE



Use one cutting board for fresh produce and a separate one for meat and poultry.



COOK



Cook foods to the right temperature using a food thermometer.



CHILL



If the lunch contains perishable food items like luncheon meats, eggs, and yogurt, make sure to pack it with at least two cold sources (e.g., freezer packs and frozen water bottles).



Pack a Safe Lunch

Send your kids back to school with safe and satisfying lunches by following these simple tips:

Tip 1



Frozen juice boxes can also be used as freezer packs. By lunchtime, the juice should be thawed and ready to drink!

Tip 2



Perishable food can be unsafe to eat by lunchtime if packed in a paper bag. Use an insulated box or bag instead.

Tip 3



Children should wash their hands for 20 seconds with warm soapy water before eating. Have them sing the ABCs twice while washing if they sometimes finish early.

Tip 4



If possible, your child's lunch should be stored in a refrigerator. But leave the lid of the lunchbox or an insulated, soft-sided bag open in the fridge so that cold air can circulate and keep the food cold.

Tip 5



If you're packing a hot lunch, like soup, chili or stew, use an insulated container to keep it hot. Fill the container with boiling water, let stand for a few minutes, empty, and then put in the piping hot food. Tell your child to keep the insulated container closed until lunchtime to keep the food hot — 140°F or above.

Tip 6



After lunch, discard all leftover food, used food packaging, and paper bags. Do not reuse packaging because it could contaminate other food.

Additional source: CDC



For more Back to School Food Safety Tips go to

FoodSafety.gov



What is 4-H?

4-H is the largest out of school youth organization in the United States with over 7 million youth members. Through 4-H, young people learn and grow in partnership with caring adults to develop the skills and confidence needed to become contributing, productive, self-directed members of society. Because 4-H uses an active, learn-by-doing approach, young people see how their actions make a difference in the lives of others and the world around them. Extension staff and volunteers provide 4-H programming in city, rural and suburban areas throughout our state.

Washington State University Extension 4-H Youth Development is dynamic and ever-evolving, always searching to improve. Volunteers are an essential ingredient to the success of 4-H. Volunteers often have considerable project-based knowledge, and many also have extensive experience working with young people. However, such knowledge and experience are not required. New volunteers receive a comprehensive orientation and training specific to their role with 4-H.

Adult volunteers are the heart of 4-H programs. They support and enhance 4-H by sharing their time and talents to help and teach young people to develop valuable life skills and become healthy, productive members of our communities.

Potential 4-H volunteers apply through the Cowlitz County WSU Extension office. All volunteers receive free training in; what is 4-H, working with youth, managing a club, planning meetings and activities, and how to help members do public demonstrations and 4-H record books.

Today, 4-H emphasizes nutrition and healthy living, civic engagement, sustainability, and STEM (science, technology, engineering, and math) education while maintaining support for traditional project areas, such as animal science, food, and horticulture.

Membership in 4-H is open to boys and girls age 5 and above, in Kindergarten through 12th grade for most programs.

**Enrollment for 2015-2016
begins October 1st.**



Life's a Picnic for Yellow Jackets

Just in time for the traditional Labor Day weekend picnic, yellow jackets are out in full force as they scavenge for alternate food sources. They are notorious for becoming more aggressive and dangerous this time of year. Large numbers of these pesky insects can totally disrupt a picnic as they are attracted to carbonated beverages, juices, candy, ham, bologna, fish, cakes, fruit, vegetables and ice cream. Yellow jackets are "meat eaters" and are particularly fond of rotting fruit.



Foraging yellow jackets are often mistaken for honey bees by the untrained eye because of their similar appearance and the fact that they are sometimes attracted to the same food source. Honey bees are slightly larger than yellow jackets and are covered with hair or setae, which are absent on yellow jackets. Foraging honey bees can be identified by the pollen baskets on the rear legs that are often loaded with a ball of yellow or green pollen.



Yellow jackets are more likely to sting without provocation and their sting is more painful. Stings usually occur through accidental contact with the nest or nest entrance. Workers vigorously defend the nest and queen against intruders. The yellow jacket has a smooth stinger that can be used to sting multiple times, whereas the honeybee has a barbed stinger that can be used to sting only once.

In the Pacific Northwest, yellow jackets and paper wasps have annual colonies. The only colony members to overwinter are inseminated queens, which spend the winter in protected locations, such as under bark, in stumps and logs and within stacks of firewood. They frequently overwinter in attics of homes.

The parent colony begins to dwindle in the fall and the queen and all workers die with the onset of cold temperatures. A new colony cycle begins the next spring. When colonies begin to die, skunks and bears dig into the underground nests and feed on the immature yellow jackets. Above ground nests will persist in dry areas, but they are rarely used again the next Spring. Yellow jackets are known for their presence around beehives in the fall and will enter and rob honey if given the opportunity. They can become a major stress around weak honey bee colonies that cannot protect their food stores.



The diet of yellow jackets consists mainly of food rich in sugars and carbohydrates, such as plant nectar and fruit. Also, foraging adults search for meat that is high in protein, such as insects and fish, which they chew and condition in preparation for larval consumption. The larvae in return create a sugary substance that is consumed by adults. This exchange of food between the adults and larva is known as trophallaxis.

Remember, yellow jacket colonies do not normally survive the winter, and the first hard freeze will eliminate most colonies. It might be necessary to occasionally destroy a yellow jacket nest because it's near human activity. Treating at night helps because workers are inside and relatively calm. Use one of the aerosols that propel a stream of insecticide twenty feet so that you can stand off a safe distance and treat directly into the nest opening.

SUMMER MUSINGS...

WORKING 'IN' OR 'ON' YOUR BUSINESS?

working IN

You spend at least one night a week or an entire week-end day doing bookkeeping, payroll and other record keeping tasks.

IN, ON what's the difference?

Why should I care?

When it comes to business, there is a huge difference. A business owner needs to **work more ON** their business than IN it.

How can you tell if you are working IN your business or ON your business?

Which of the activities best describe how you spend your time in your business?

You make sales calls all day long,

You spend most of your afternoon fulfilling orders and responding to customer questions/issues,

You spend at least one night a week or an entire weekend day doing bookkeeping, payroll and other record keeping tasks.

If so, you are working **IN** your business

AND...

You are working **ON** your business if...

You invest mornings adjusting your business model to best fit your customer ideal customer profile,

You spend your afternoons scouting for talent, developing your current team, and providing the tools they need to thrive,

You dedicate part of one evening a week reviewing your financial reports, scanning for new business opportunities and markets, and ensuring your business is growing per your plans.

You may be thinking, "I am a one person business. I do not have time to work ON my business – I *have* to work IN the business to keep the money coming in."

I have good news: **working IN it and working ON your business** are not mutually exclusive! In fact, the most successful business owners must work IN their business while they're working ON it (particularly in the beginning of transitioning from self-employment to creating an enterprise). It might be out of necessity; your organization might be too lean for you to step out of the daily activities. Or you may need to go back "IN" for a period of time when it's time to improve your existing operations to stay competitive. Or you may love the technical work of your business so much that you don't ever want to give it up completely.

How can you shift to working ON your business more vs focusing only on working IN your business?

Spend Time Everyday Working ON Your Business: No matter how busy you are, you can carve out 5-10 minutes at the start or end of your day to take action to make your business stronger and more successful long-term. This could be doing some research on products, prospects, customers, competitors, industry trends, etc. You could refine your process for invoicing customers to speed cash flow.

Engage An Advisor/Mentor/Coach: Even Michael Jordan had a coach – someone to help guide and reinforce the actions and behaviors leading to outstanding performance. If you don't already have someone beyond yourself discuss and strategize your business with you are likely limiting your success and that of your business.

Set Basic Goals: Actively look for daily activities/processes you can make more effective/efficient. Would it be smart to outsource your bookkeeping services? Engaging an expert to perform your routine accounting functions – providing you with timely, accurate data and reporting with which to make business decisions. Are there software tools that would help your sales and customer management processes more impactful and consistent? Get Started!

Most businesses are started by *Technicians* – people who are skilled at what they enjoy doing, and who figure they would rather work for themselves than for someone else. Most technicians assume that because they are proficient in the technical work of the business, they naturally understand how the business works. In truth, these are two very different activities and require different skills and knowledge. The entrepreneur MUST understand the distinction between the two.

Building your business takes 3 distinct skill sets:

The entrepreneur – supplying the vision

The manager – provides systems and processes

The technician – supplies the output of goods or services

The typical business owner personality is:

10% Entrepreneur

20% Manager

70% Technician

Sound familiar? Does this describe you...your business?

Consider this... Research indicates that a Very Good Business Builder would be:

33% Entrepreneur

33% Manager

33% Technician

Ultimately, working ON your business is about your perspective. If you want to change your business, the first thing you need to do is to change the way you think about your business.

Working ON

You spend your afternoons scouting for talent, developing your current team, and providing the tools they need to thrive,

This article is based, in part, on the book *E Myth Revisited* by Michael Gerber and was prepared by Jerry Petrick, Certified Business Advisor with the WSU Small Business Development Center (SBDC) in Longview, WA. Jerry provides no-cost, confidential business advisory services by appointment. He can be reached via email jerry.petrick@wsbdc.org



BY THE NUMBERS

- ◆ 888 youth participated in the program. 21% were Hispanic, 2% were Native American, and 2% were Pacific Islander or Asian.
- ◆ Parents of the 888 youth acknowledged receiving the parent educational newsletter and responded back to us that they read them and used some of the information.
- ◆ 5 of 7 elementary schools in the Longview School District have a free and reduced lunch population of 59%-89%.
- ◆ 3 of 7 elementary schools in the Kelso school District have a free and reduced lunch population of 51%-95%.

FOOD \$ENSE: NUTRITION EDUCATION IN COWLITZ COUNTY

2015

ISSUE

In 2014, 15.8% of Washington's population received basic food assistance. Cowlitz County ranks third in the state with 25% of its population receiving food assistance. Having limited income puts these families at risk for consuming foods with low nutritional quality and getting less physical activity. Consequently, they are at increased risk for nutritional-related health issues including obesity and chronic disease. Youth in these families are not getting adequate nutrition or meals that help them perform well in school. In schools with a high percentage of students qualifying for free and reduced meals, attendance and test scores suffer. At 8 of the 14 elementary schools in Cowlitz County, 50% or more of the population receives free or reduced breakfasts and lunches. In 3 schools the rates are between 91% and 95%.



RESPONSE

Food \$ense in Cowlitz County is funded through a SNAP-Ed federal grant. Two nutrition educators work in 7 elementary schools teaching a series of 6 lessons to youth in grades K-5. Topics include the basic food groups, importance of eating healthy, selecting healthy foods, food safety, hand washing, importance of physical activity, and opportunities to taste new foods. Educators emphasize increased consumption of fruits, vegetables, low-fat milk, and decreased consumption of high fat, high-sugar foods. Additional messages emphasize portion size and the importance of physical activity. Parents of all participating youth are provided a weekly newsletter that covers similar topics to teach them about healthy eating, making healthy food choices, and encouraging them to eat more fresh fruits and vegetables. There are suggested activities that parents and youth can do together such as snack recipes, physical activities, and fruit and vegetable challenges. Outside the classroom education, nutrition educators visit the lunchroom to interact with youth about their food choices at lunch. They display a poster with the MyPlate lunch tray image. The school lunch menu for each day is written in the appropriate food group areas on the tray sections to show them how they can get a balanced lunch that day.

Parents are offered a series of classes with tips about shopping on a limited budget and making healthy food choices for their families. In 2014, the SNAP-Ed federal grant was on hold until Congress could pass the Farm Bill. The program resumed in the spring, but outreach was limited due to the lack of funding for half the year.





IMPACTS

In 2014, 888 families were impacted by the Food \$ense program in Cowlitz County. Changes in behavior that occurred as a result of our programs in the schools include:

- ◆ 310 families use food labels to compare the nutrition content of food;
- ◆ 888 youth consume fruits and vegetables every day;
- ◆ 546 youth eat breakfast daily before going to school;
- ◆ 290 youth participate in at least 60 minutes of physical activity most days of the week;
- ◆ 888 wash their hands before eating; and
- ◆ 295 wash fruits and vegetables before eating them.

Parents report the following changes in behavior occurred after reading the parent newsletter and hearing about what their children learned in class:

- ◆ 520 eat more meals together as a family;
- ◆ 479 use MyPlate for selecting healthy snacks and meals;
- ◆ 470 tried new recipes using new foods;
- ◆ 603 eat more fruits and vegetables every day; and
- ◆ 657 read nutrition labels more often when choosing foods.

Classroom teachers report that students are eating more fruits and vegetables at lunch and fewer processed snack foods, and they are choosing white milk over chocolate milk. Teachers are modeling good food choices and have adopted one or more of the nutrition practices.

In one school, a Student Nutrition Advisory Panel (SNAP) was created with 3rd through 5th graders. They worked on projects that encourage healthy food selections and more physical activity. The group sponsored a healthy yogurt snack and salad contest. The winning recipe was featured on the school menu.

For more information on the Food Sense program, please contact Sandra G. Brown, WSU Clark County Extension Faculty, Food Safety and Nutrition Heritage Farm, 1919 N.E. 78th Street, Vancouver, WA 98665, call: 360-397-6060, Ext. 5700 or email: browns@wsu.edu, or Gary Fredricks, WSU Extension\Cowlitz County, 1946 Third Avenue, Longview, WA 98632, call: 360-577-3014 Ext. 3 or email: garyf@wsu.edu

QUOTES

"My son is reading all of the labels of the food in our cupboard."

"A parent of a 1st grader said that one day she was washing her hands and her child stopped her and said that she was NOT washing her hands properly. Her child said that first she must wet her hands and THEN put soap on and scrub well. If you don't do it right you could get sick."

"In one elementary school they provide extra fruits and vegetables for an afternoon snack. Many times students don't eat them as they are unusual or not familiar with them. One teacher reported that she found her students consuming the afternoon fruit and veggie snacks more often after the Food \$ense classes."

PARTNERS

Kelso School District (Barnes, Beacon Hill, Caitlin, and Wallace Elementary Schools), Longview School District (Mint Valley, Northlake, and Olympic Elementary Schools), ESD 112 STEPS Program, and Cowlitz River Club



20-Minute Chicken Creole



United States Department of Agriculture
What's Cooking? USDA Mixing Bowl

The start of school also means the start of sports and clubs.

On most nights there is very little time to prepare a meal.

Well here are two entrées that could help you out

Ingredients:

1 tablespoon vegetable oil
2 chicken breast (whole, skinless, boneless)
1 can diced tomatoes (14 1/2 oz., with juice)
1 cup chili sauce (low sodium)
1 green pepper (chopped, large)
2 celery stalks (chopped)
1 onion (chopped, small)
2 garlic clove (minced)
1 tsp dried basil
1 tsp dried parsley
1/4 tsp cayenne pepper
1/4 tsp salt

Cook time: 20 minutes

Makes: 8 servings

Directions:

1. Heat pan over medium-high heat (350 degrees in an electric skillet). Add vegetable oil and chicken and cook until no longer pink when cut (3-5 minutes).
2. Reduce heat to medium (300 degrees in electric skillet).
3. Add tomatoes with juice, chili sauce, green pepper, celery, onion, garlic, basil, parsley, cayenne pepper, and salt.
4. Bring to a boil; reduce heat to low and simmer, covered for 10-15 minutes.
5. Serve over hot, cooked rice or whole wheat pasta.
6. Refrigerate leftovers within 2-3 hours.

15-Minute Enchiladas

Ingredients:

Nonstick cooking spray
1 can Chili without beans (about 24 oz.)
1 1/2 cups canned refried beans, low-sodium, non-fat
2 cups low-fat Cheddar or Monterey jack cheese (shredded)
8 flour tortillas, large size

Makes: 8 Servings

This is quick to make. When you need a main dish right away, try this enchilada recipe.

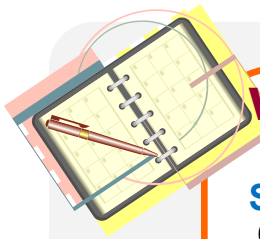
Directions:

1. Preheat oven to 350 degrees F.
2. Cover a cookie sheet with foil and spray with nonstick cooking spray.
3. In a medium-size saucepan, heat chili and refried beans until warm (do not boil).
4. Spoon about half of the chili mixture evenly onto the tortillas, sprinkle with cheese, and roll up. Place side by side on the cookie sheet with seam side down.
5. Top tortillas with remaining chili mixture. Sprinkle with remaining cheese.
6. Bake for 10 minutes until cheese is melted.

<http://www.whatscooking.fns.usda.gov/>

Recipes

Become a Master



WSU Master Composter Recycler Program

Application deadline is September 10, 2015.

September 14 until October 19. (Mondays)

6:00 - 8:15 pm. Cowlitz Training Center [Application](#)



Master Bee Keepers Apprentice Workshops

October 8, 15, 22 and 29 (Thursdays) [more information](#)

6:00 – 9:00 pm Cowlitz County Training Center, 1942 First Avenue in Longview

Please contact Jessica Bischoff at 360-577-3014 ext. 0 or e-mail FredricksG@co.cowlitz.wa.us for an application or questions

WORKSHOPS

Basics of Composting September 17 at 6:00 p.m.

You must pre-registrar by September 14.

Cowlitz County Training Center, 1942 First Avenue in Longview.

This offer is for Cowlitz County residents only and only 1 bin per household can be purchased. Learn how to effectively compost food wastes and garden material. See the different ways to compost and the advantages of each method. **Those attending the class can purchase a Composting bin (normally \$85) for \$10 that night.**

Evaluating Mason Bees Cocoons October 3, 10:00 am – noon

Class registration is \$10.00 (collected at class), limited to 30 people

You must pre-registrar by September 30.

Cowlitz County Training Center, 1942 First Avenue in Longview.

This two hour session is a "hands on" active and fun class to help you identify what's in your mason bee tubes and blocks. Billie Bevers, Washington State University Master Gardener will present a workshop on how to harvest mason bees cocoons. During the spring and summer other bees, diseases and parasites can invade mason bee nests.

Person-In-Charge

October 19, 1:00—5:00 pm; December 2, 1:00—5:00 pm

Class registration is \$28.00 [Registration form](#)

PIC training is a 4-hour workshop to help shift leaders, managers, supervisors, and owners address the major food safety practices and requirements of a Person-In-Charge

For more information, contact Jessica Bischoff at 577-3014 Ext 0 or bischoffj@co.cowlitz.wa.us.

4-H

WANTED! - Creative Sewers & Quilters—We need you to

help teach local youth to sew. Join WSU Extension 4-H Sewing and Textile Volunteers of Cowlitz County .
For more information call Carol at 360-425-3312

2015—2016 4-H Enrollment begins October 1st

For information about 4-H please contact Barb Berg by email at bergb@co.cowlitz.wa.us
or Jessica Bischoff at bischoffj@co.cowlitz.wa.us contact the office by phone at 360-577-3014,

