

Family Meals Matter

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This fall Cornell Cooperative Extension (CCE) is partnering with Price Chopper on an exciting project, "Family Meals Matter." This project has been under development for a little over one year and involves Cornell Cooperative Extension offices throughout the Capital District. The goal of Family Meals Matter is to encourage families to eat together as often as possible. Research studies suggest that more positive mealtime experiences can lead to better communication among family members, better performance in school for children, stronger children (less likely to engage in risky behaviors such as drinking, smoking and drug use), and better nutrition for children.



Nutrition and parenting educators from various CCEs developed a tool kit that provides families with ideas to make mealtimes easy, less stressful and healthy. In the early spring of 2009, Price Chopper was approached as a sponsor for the tool kit. Price Chopper agreed to incorporate the tool kit into a special section that would be placed in their *Active Families* magazine and distributed to thousands of homes throughout the Capital District during the week of October 12. In addition, eighteen Price Chopper stores in the region will distribute the magazines to shoppers, and staff from various CCEs will be doing in-store promotions on Friday, October 23 from 4:00 to 7:00 PM and Saturday, October 24, from 11:00 AM to 1:00 PM. Schenectady County nutrition staff will be at Price Chopper store located at 442 Balltown Road, Niskayuna.



The material in the special section includes:

- a call to families to do a 4-week family meals challenge
- general tips and ideas on having family meals together
- tips for grocery shopping with children
- information on the benefits of eating meals together
- ideas for setting the environment for eating together
- ideas for non-traditional family meals
- conversation starters
- ideas for quick meals and recipes



Cornell Cooperative Extension is working with Price Chopper to develop a marketing campaign to get media sponsors of this wonderful educational opportunity. To find out when CCE,SC staff will be in a Price Chopper near you, keep your eyes open for in-store advertisements or CCE,SC and Price Chopper websites.