



Eating Outside The Box

(even when lunch is packed in one)

Are you aware that taking or buying a disposable lunch to school or work each day creates a total of 30 kilograms of waste every year? (fyi - that's about the weight of a grade 2 student)

Reducing is the new recycling. It is trendy. It can save you money.

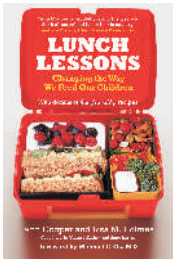
It can save you time (now we've got your attention!). It's certainly healthier.

Choose what's right for you, and start the year off on a lighter foot with a full tummy.

**Content, product testing and layout by
Borden Communications + Design**



This will change the way you pack lunch!



READ

Chef/Author Ann Cooper, the Renegade Lunch Lady, teaches us how to change the way we feed our children.

Lunch Lessons \$17.50 at Indigo, nationwide or at www.indigaca.com



WATCH

A visually compelling and intelligent, common-sense based argument about our food, grounded in clean investigative research. It's disturbing and inspiring at once, but the more people that see this film, the better it will be for everyone.

*Food Inc. in select theaters and coming to DVD in Fall 09
www.foodinc.com*

wastefreelunches.org

SURF

To participate in or even start a waste free lunch program at school or at work, visit this site and get all the information you need.

www.wastefreelunches.org

Making your lunch at home and taking it each day to school or work is not about carving love notes into a banana peel or cutting sandwiches into cute little shapes, it's simply about being better to our bodies and better to our planet.

Follow these 6 shopping suggestions to help you navigate the aisles, build a great pantry and be a lunch trendsetter.

- 1. Buy in Bulk...**or avoid all individually packaged items. Try a full size container of organic yogurt over conventional single servings. It's only a myth that it's easier and quicker to pack an individual granola bar over a handful of pretzels. It's not only healthier, but you will be surprised when you add up the savings.
- 2. Buy Fresh...**and organic and local if you can. It improves the nutritional quality of your food and tastes better also. Let your spouse and kids shop with you. (Many of you are probably rolling your eyes and are ready to dismiss everything written at this point, but stick with me!). The real trick is to shop the outside perimeter of the grocery store...think about what you buy from the middle aisles (packaged foods, food wrap, chemicals).
- 3. Read your Labels...**because a long list of ingredients often indicates the presence of questionable chemicals - MSG (yuck!) has so many ways of disguising its name, you would not believe the products it is found in. Take extra time to think about each thing before you put it in your shopping cart even if you are in a rush to get to carpool or home to your couch. If you can't pronounce the ingredient, you shouldn't be using it, and certainly shouldn't be ingesting it. If you spend the time, you will find a healthier option, with fewer ingredients for all of your favourites (if not, find a new store!).
- 4. Resist the Marketing...**Virtually all foods marketed to children and adults alike are low in nutrients and high in calories, salt, saturated fat, and refined sugars. As parents, we don't have Dora, Scooby-Doo, pop celebrities, sports stars, contests, prizes, surprises or the latest market research tools to help us persuade our kids to eat their fruits and vegetables. As shoppers, we are also programmed to look at what is not in our packaged food, over caring about what is in it. Trans fat free? Why was there trans fat in there to begin with? And, just because something has a green health seal on it, does not mean it's certified healthy by anyone but the company making it.
- 5. Stop Making Garbage...**This is even more important than recycling...why use in the first place? A waste-free lunch means you have no packaging to throw away when you're done -- nothing other than apple cores, banana and orange peels or cherry pits.
- 6. Find a Champion...**or be one. Inspire your workplace to institute rules about take out. Ban the disposable coffee cups and bottles of water to start. Take action at your school to reform the food served, and the way food is brought into schools or workplaces. A passionate, informed, persuasive and committed champion can be an effective cheerleader and major force in creating healthier and happier communities.

You are making an impact with your choices whether it's negative or positive. Choose positive and watch how others follow - set a trend in lunches for '09 by choosing your lunch profile & products over the next pages...!

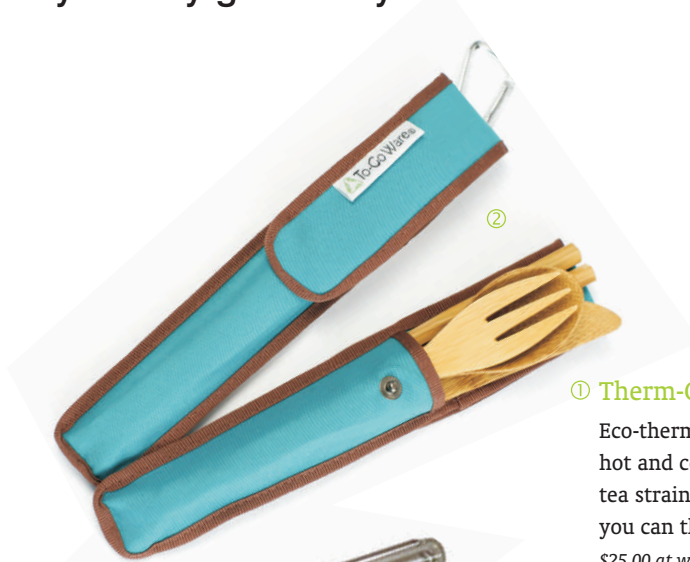


Takeout + On the Go

Be armed with the coolest and most functional tools wherever you may go while you're out and about



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① Therm-O

Eco-thermal, glass vessel designed for both hot and cold beverages - it even includes a tea strainer for loose leaf. Air tight seal so you can throw it in your bag and go!

\$25.00 at www.aquaova.com

② Repeat Utensil Set

Dig in with this small and compact utensil set by To-Go Ware, perfect to keep attached to your bag, in your desk or in your purse.

\$25.42 at *The Zero Point*, 416.602.6586

③ Beautiful Bend Glass Straw

Glass with a lifetime guarantee...seriously. How many straws do you think an average restaurant throws out per meal?

Sip your part with a Glass Dharma Straw!

\$11.95 at *Pantry*, 416.364.2495

④ Pyrex Containers

The clear choice for take-out (fabulous for sushi pick-up), picnics (nothing better for pasta salad). These go from oven to table to fridge and back again - great for groups or just for you.

\$14.99 at *Cayne's*, 905.764.1188

⑤ Lunch Skins Reusable Baggies

Disposable plastic baggies are passé. Perfect for a sandwich, snacks and even fruits and vegetables...think work, think after school program snack!

\$6.95 at www.3greenmoms.com

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The Luncheonista

The Luncheonista brings her sense of style to the table... literally. Using these fun, fashionable and unique items you'll be sure to draw some attention - just the way you like it!



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① Built NY Gourmet Getaway

Unlike brown bags, you'll want to use this lunch bag over and over again. Naturally insulating and very stretchy with a colour or pattern to match your eating style.
\$36.00 at www.lavishandlime.com

② The RuMe Snack Pack

It's the fashionable and functional replacement for disposable zipper baggies. Since they are grease-proof and dishwasher-safe, your snacks and sandwiches will attract a lot of well deserved attention.
\$6.95 at www.goneshopping.ca

③ Justenbois Wood Utensil Set

You know what they say about having your own handcrafted wood utensil set?! Definitely a status symbol and guaranteed to last for years.
\$29.50 at Mountain Equipment Co-Op

④ Greentainer

Sleek and stainless, reusable + reliable... sounds like the perfect match.
\$23.99 at The Big Carrot, 416.466.2129

⑤ Eco-Tav Cloth Napkin

These large sized hemp napkins lead a double life. Use as a food pouch or placemat and when you are finished, shake out the crumbs and use it as a napkin!
\$12.00 at www.eco-tav.com

⑥ Sesen Glass Water Bottle

Fill your own glass bottle made in Italy. Don't advertise a plastic bottle brand, you know you've always deserved your own label anyways.
\$14.99 at www.sesen.ca

© Marni Wasserman (www.marniwasserman.com) suggests adding these foods to your daytime meals to stay slim, boost your energy and positively impact your mood. Could it be that easy? Just you try it.

Oatmeal	Lean Wild Fish	Organic Yogurt
Walnuts	Organic Poultry Meat	Chocolate
Sprouts	Eggs	Almond Butter or
Brown Rice	Figs	Almonds
Spinach	Soy Beans	
Tofu	Brazil Nuts	



Small (no) Fry

Just because you're small in size doesn't mean your meal has to be. Not to worry, these tools will ensure you have a significant lunch - easy to pack too!



© Got Milk (mustache)?

Include a Cloth Napkin !

What can you do with your stained or torn tablecloths? Get Dolores at www.werevive.ca to turn it into reusable napkins. Now that's upcycling. If only now you could convince your child to use them!

① Laptop Lunch System

The insulated carrying case (free of lead, pvc, phthalates, bpa) keeps foods fresh, and the sturdy and safe containers prevent squishing. Instead of grabbing a loose container from your bag, your child will see all of the yummy-ness each time they open it - trust us, they'll eat better. Big enough to fill the appetite of a big kid (or adult) too.

\$49.95 at Indigo, nationwide or at www.indigo.ca

② Ice Pack

Make sure you keep your non-toxic ice pack fresh and cool for your meals on the go. It can even be used on boo-boos.

\$3.99 at Whole Foods Markets, www.wholefoodsmarket.com

③ Bento Buddies

These are your Laptop Lunch System's best buddies - transform the bento each time you pack it - different configurations and extra lids for you to be as creative or boring as you want to be!

\$19.95 at Indigo, nationwide or at www.indigo.ca



The 'tweener

Lunch doesn't need to be awkward (even if they are)...
use your favourite combo of the below to build the best lunch
and confidently grab your grub to go!



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① Indicator Red Klean Kanteen

Top quality lightweight, and in a primary colour (how apropos for back-to-school), this 18 ounce stainless steel bottle will definitely remind them to hydrate, or so we can hope.

\$21.99 at www.goneshopping.ca

② Fuel Cutlery

As mothers, we teach our kids not to play with their food, but what about cutlery? Stack and snap this practical, colourful fork, knife and spoon set.

\$5.97 at Zellers, nation wide or at www.zellers.com



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③ Stainless Seal

These stainless steel containers are durable, easy to clean and with 4 different sizes, you should be good to pack any and all of their faves!

\$44.00 at www.kaikids.com



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④ Stainless Steel Vacuum Insulated Food Jar

Stainless steel container for your hot or cold foods - lightweight and shouldn't break...unfortunately, we also know that portable means "lose-able and leave-able" so label it well!

\$26.99 at Canadian Tire, nationwide or at www.canadiantire.ca



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⑤ Organic Cotton Lunch Bag

Easy to open and easy to close with Velcro, this box style lunch bag is made in Canada with 100% organic cotton canvas and is perfect to stuff full of the day's good eats.

\$7.47 at www.fenigo.com



The SuperMan

Skip the boring brown bag - we have great things for the guy's guy too. When they pull out their lunch, some may steal some glances, but we promise it's not because of the mess left on his face!



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① Tiffin

With plates and 3 containers that stack and lock together, you can pack a single or triple course meal. Pack wet or dry foods and be confident and strong on the move.

\$29.97 at www.lunchwithoutwaste.com

② Wide Mouth 27oz Klean Kanteen

The solid designed wide-mouth bottles deliver something no other bottle has. With 100% stainless steel interior, the caps are BPA-free, polypropylene on the outside, and stainless steel on the inside.

\$25.99 at Sporting Life, 416.485.1611

③ Mini Black RuMe

Finally, a reusable bag that's great for a man and still big enough for lots of good eats from home, and even small enough to stash into a pocket or briefcase when empty.

\$12.95 available at www.eco-handbags.ca

④ Stainless Steel Cutlery

We would suggest just taking cutlery from your drawer at home, but in case the man of the house just doesn't want to be responsible and they don't return it, pick up a cheap stainless set from Ikea, they are a steel (pun absolutely intended!).

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Spread the Word...

Healthy Lunches are Quick Too!

You never outgrow some childhood favourites, but since the **PB & J** that we grew up on is no longer allowed in schools due to the increase in allergies, we have all eliminated this simple sandwich. But then, our **SB & F** (Sunbutter and fruit) sandwich was born - good for the whole family.

Take two slices of Ezekial bread (we adore Sha Sha breads) and spread both with Organic Sunbutter, and place any fresh fruit (we like bananas and strawberries) on one side. Close and cut any way you like...crust on or off?



SCHOOL SANDWICH STAPLE

Nut Free + Peanut Free + Gluten Free

The sunflower seed spread has great health benefits. It's high in vitamin E, fibre and iron and has a third less saturated fat than peanut butter.

SunButter - \$9.99 at www.allergymenu.net and at healthy grocers everywhere



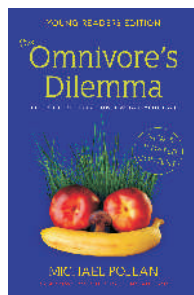
Where's the “FOOD” Certification Symbol?!



***Instead of organic or all-natural, shouldn't we really
brand a label that simply defines something as “FOOD”?***

Author, and Activist Michael Pollan recommends that we create a Federal Definition of "food". "We need to stop flattering nutritionally worthless food-like substances by calling them "junk food" and instead make it clear that such products are not in fact food of any kind."

If your grandmother wouldn't have immediately recognized it as "food" there's a good chance it's less food and more manufactured “product”. Who wants to eat a manufactured good? There's a reason that Cheez Whiz has a shelf life to rival the jar it's in! So, read labels and look for those foods with the shortest, most direct list of ingredients. And keep in mind that the items in the produce aisle don't have labels because they are as real as it gets.



***Want more about food on your fork?
Dig into...***

Omnivore's Dilemma - Young Readers Edition

Author, Michael Pollan, encourages kids to consider the personal and global health implications of their food choices. Frankly, many times even as adults, we can relate better to an abridged, less harsh kids version!

\$12.50 at Indigo, nationwide or at www.indigo.ca





anatomy of a klean kanteen®



LARGE MOUTH OPENINGS

- fit ice cubes and other big stuff like frozen berries
- easy to fill and pour
- easy to hand-wash

18/8 FOOD-GRADE STAINLESS STEEL

- doesn't retain or leach flavors
- no BPA, phthalates, lead, or toxins

100% STAINLESS THREADS

- no plastic threads or liner

CLASSIC



WIDE



ROUNDED CORNERS

- no place for dirt or bacteria to hide

EASY CARE & USE

- easy to clean
- dishwasher safe (some products should be handwashed)



BPA-FREE CAPS

- toxin-free polypropylene (pp#5)
- stainless cap options available
- all caps have safe, toxin-free silicone seal

ECO-FRIENDLY & RECYCLEABLE

- durable and designed to last
- reusable and refillable
- no plastic liner



kleankanteen.com

