

# Healthy Living Community

Delivering The Farm To Your Table

## Salmon Health Benefits



### Heart Disease

Rich source of omega 3 fatty acids. Lower the danger of multiple heart-related issues and improve metabolic markers

### Cancer Risk

Omega-3 fatty acids in salmon may slow down the development of cancerous cells

### Diabetes

Salmon intake can facilitate sugar absorption, reduce blood sugar levels and lower the risk of diabetes

### Joint Protection

Thanks to the excellent combination of EPA and bioactive peptides, salmon can bring about positive changes to joint condition

### Mood & Cognition

The high content of omega-3 fatty acids in salmon contributes to an improvement in mood and cognition

### Eye Health

Improve the condition of macular degeneration and chronic dry eye

Try our  
**Teriyaki Salmon**  
recipe, perfect  
for the grill or  
the skillet!



[blueribbonfoods.com/teriyaki-salmon-w-green-beans/](https://blueribbonfoods.com/teriyaki-salmon-w-green-beans/)

“A healthier outside starts with a healthier inside.”

## Meet the Humphrey Family!

Andrew and Lindsey Humphrey and their fur baby, Winston, have been enjoying our service for more than 3 years. After watching *Food Inc. & Forks Over Knives*, Andrew and Lindsey felt that **enough was enough** and saw the importance of sourcing the highest quality proteins and vegetables. After meeting with their wellness consultant, they felt confident that Blue Ribbon Foods was the only logical choice. The superior quality and the free delivery made the choice to shop “a no brainer.” When asked what their favorite go to item would be, it was hard to narrow it down to only one. They felt that overall, they preferred to fix filet mignon at home rather than going out to eat at a restaurant; not only because it tastes significantly better, but because it’s so much more cost effective. The Humphrey family wishes more people knew just how amazing the customer service aspect is: “Having the peace of mind that comes with our Preferred Advantage Plan is invaluable. After enduring a 60-hour power loss due to hurricane Irma, the Blue Ribbon Foods team not only replaced all of the food that was lost but also called to ensure that we were okay.”

It is our honor to serve each of the families that trust us to feed those that mean the most to them. It is a privilege that we don’t take lightly and strive to ensure that our families are well aware of. So, thank you, to the Humphrey family for trusting us to serve you, and we look forward to many years of providing you with the best in customer service, quality, nutrition, value, and taste.



“There is no better time than now to start eating and living healthy.”



## Nurse Notes

by Heather Nichols, RN-PT  
Health & Wellness Enthusiast



### Sunny days are here! Are you prepared?

The Skin Cancer Foundation has a lot to say in regard to the use of sunscreen and the prevention of skin cancer. These are peak sun exposure months and we want you and your family to be protected, so we are sharing an article published on their website. Sunscreens are products combining several ingredients that help prevent the sun's ultraviolet (UV) radiation from reaching the skin. Two types of ultraviolet radiation, UVA and UVB, damage the skin, age it prematurely, and increase your risk of skin cancer. UVB is the chief culprit behind sunburn, while UVA rays, which penetrate the skin more deeply, are associated with wrinkling, leathery, sagging, and other light-induced effects of aging (photoaging). They also exacerbate the carcinogenic effects of UVB rays, and increasingly are being seen as a cause of skin cancer on their own. Sunscreens vary in their ability to protect against UVA and UVB. Most sunscreens with an SPF of 15 or higher do an excellent job of protecting against UVB. SPF — or Sun Protection Factor — is a measure of a sunscreen's ability to prevent UVB from damaging the skin. Here's how it works: If it takes 20 minutes for your unprotected skin to start turning red, using an SPF 15 sunscreen theoretically prevents reddening 15 times longer — about five hours. Another way to look at it is in terms of percentages: SPF 15 filters out approximately 93 percent of all incoming UVB rays. SPF 30 keeps out 97 percent and SPF 50 keeps out 98 percent. They may seem like negligible differences, but if you are light-sensitive or have a history of skin cancer, those extra percentages will make a difference.

As you can see, no sunscreen can block all UV rays. It's important to understand that no sunscreen, regardless of strength, should be expected to stay effective longer than two hours without reapplication. In addition, "reddening" of the skin is a reaction to UVB rays alone and shows you little about what UVA damage you may be getting. Plenty of damage can be done without the red flag of sunburn being raised.

Anyone over the age of six months should use a sunscreen daily. Even those who work inside are exposed to ultraviolet radiation for brief periods throughout the day, especially if they work near windows, which generally filter out UVB but not UVA rays. Children under the age of six months should not be exposed to the sun since their skin is highly sensitive to the chemical ingredients in sunscreen as well as to the sun's rays. Shade and protective clothing are the best ways to protect infants from the sun. To ensure that you get the full SPF of a sunscreen, you need to apply 1 oz — about a shot glass full. Studies show that most people apply only half to a quarter of that amount, which means the actual SPF they have on their body is lower than advised. During a long day at the beach, one person should use around one half to one quarter of an 8 oz. bottle. Sunscreens should be applied 30 minutes before sun exposure to allow the ingredients to fully bind to the skin. Reapplication of sunscreen is just as important as putting it on in the first place, so reapply the same amount every two hours. Sunscreens should also be reapplied immediately after swimming, toweling off, or sweating a great deal.



\*Heather Nichols is a registered nurse with a background in emergency care, ambulatory surgery, personal training and nutrition, and is a health and wellness enthusiast for our Blue Ribbon Foods Community.

## Have You Heard?

Did you know that one of the main ways we are able to keep costs down and save you money is by not advertising? You read that correctly.... By NOT advertising. You're likely wondering how we can continue to serve so many new families. The answer is simple, you! Because we value the trust you place in us and want to say thank you, we have created the Gemstone Rewards program. When you share your love for our service with others, a new family then has the opportunity to take advantage of what you've already come to know and love. When they shop, we mail you a check. It's just that simple. Here's how it works....



Sapphire Level | **\$100**  
Referral 1, 2, & 3



Emerald Level | **\$250**  
Referral 4, 5, & 6



Ruby Level | **\$300**  
Referral 7, 8, & 9



Diamond Elite Level | **\$500**  
Referral 10+

For each of your referrals that shops with us, you will receive a \$100, \$250, \$300, or \$500 check!



### FAST START BONUS

Refer three families that shop with us within 30 days of your delivery and you will receive an additional **\$500 check!**

### HOW TO EARN YOUR REWARDS

**facebook**

(this is the fastest way)

#### Step 1

Take a photo of your newly stocked freezer



#### Step 2

"Like" our page on Facebook.  
[facebook.com/blueribbonfoods](https://facebook.com/blueribbonfoods)

#### Step 3

Send a friend request to Christine Cullen, our Social Media Manager



#### Step 4

Post the picture with a status, capturing your excitement about your delivery. Tag your friend @Christine Cullen (and tag your representative too!). Make sure your post is "Public" so you get the most referrals.

#### Step 5

Get your interested friends to contact your representative and start earning your rewards!

What if my original Wellness Consultant is no longer working with Blue Ribbon Foods? Simply email Carrie Halloran at [challoran@blueribbonfoods.com](mailto:challoran@blueribbonfoods.com) and let us introduce you to the Wellness Consultant in your area so that they can help, or share our website and your friend can submit a sample request online! [www.blueribbonfoods.com](http://www.blueribbonfoods.com)

## Getting to know us...

Meet Carrie Halloran-Seesholtz our Director of Communications. Carrie has been with us for three years and is the sweet voice you hear when you talk with customer service. Carrie enjoys the opportunities provided by this role to interact and connect with people and make a difference. She derives a great deal of satisfaction from listening to a customer's issue and providing a positive outcome for both the customer and the company. She feels that being a part of the all-natural food industry is an added bonus and takes pride in the fact the Blue Ribbon Foods provides healthier lifestyle alternatives and greater convenience to the families that we serve.



**“The best way to find yourself is to lose yourself in the service of others.” - Ghandi**

Meet Sage Cameron Tabor our Social Media Coordinator and Graphic Designer. Sage has been with us for almost two years and is the young designer responsible for all of our company promoted social media posts. Sage enjoys coming up with creative and fun ways to keep our community informed and educated on new products or recommended seasonal products. She gains much of her creative inspiration from the social media posts from our collective community. Sage feels she is making a difference in her community by being a part of a culture that promotes healthy living, good nutrition and sustainable farming and ranching!



## Trainer's Tips

### **What is protein, why do I need it, and how much do I need?**

Simply put, protein is the main building block of the body. Proteins are used to make muscles, tendons, organs, and skin. They are essential for the construction of enzymes that make hormones, neurotransmitters, and an assortment of other molecules the body uses for a myriad of functions.

Because of the necessity for protein, it is not only about the quantity that is consumed, but also the quality. If you are consuming animal products (meat, fish, eggs or dairy) daily, then you are likely consuming a reasonable amount of protein. For those who adhere to a vegetarian or vegan lifestyle, it can be a bit more challenging to consume the adequate amount of protein and amino acids that the body needs. It is difficult, but certainly not impossible.

For the average person at a healthy weight with minimal exercise, you should aim for 0.6 grams of protein per pound. This equates to 56-91 grams per day for the average male and 46-75 grams per day for the average female.

Protein requirements are greatly increased, as much as 50% higher than the DRI (Daily Recommend Intake), for those who adhere to a strenuous exercise plan or are considered elderly. The allotted amount would range from 0.5-0.65 per pound for the active adult and 0.45-0.6 grams per pound for seniors.

Protein increases can help reduce cravings, provide satiety, reduce fat, reduce weight, aid in bone density, increase muscle mass, and prevent weight gain.



*Follow **BLUE RIBBON FOODS** on Facebook And Instagram For New Recipes, Products, Health And Wellness Information And Contests!*



Let's see your favorite dish. Do you have a favorite recipe you think others need to try? Share it on FB or IG & make sure you tag us! #blueribbonfoods

# Managing Fear

## What is Fear?

**Fear:** (noun)- *an unpleasant emotion caused by the belief that someone or something is dangerous, likely to cause pain, or a threat.*

## Understanding Fear

Fear is a vital response to physical and emotional danger—if we didn't feel it, we couldn't protect ourselves from legitimate threats. However, we often fear situations that are far from life-or-death and find ourselves emotionally paralyzed without reason. Traumas or bad experiences can trigger a fear response within us that is hard to quell, yet exposing ourselves to our personal demons is the best way to move past them.

In the above definition, fear is categorized as a noun. How can it be a noun? In reality it is not, but through our cultural herd mentality we have made it an actual “thing”. How can it be a thing?

In the film *After Earth*, the Will Smith character is speaking with his son he says: “Fear is not real. The only place that fear can exist is in our thoughts of the future. It is a product of our imagination, causing us to fear things that do not at present and may not ever exist. That is near insanity. Do not misunderstand me, danger is very real, but fear is a choice. We are all telling ourselves a story.”

I like to view fear as feedback calling us to decisive action. I will illustrate this through the example of an alarm clock. When an alarm clock rings in the morning we have a few different options. We can turn it off, go back to sleep and not take action. We can click the snooze control and delay taking action, or we can get out of bed, turn it off, and take action. What if that same alarm clock did not allow us to perform option one or two? What if our only choice was to take action by getting out of bed? What if we tried to ignore it, and by doing so it continued to get louder and louder? What if we understood this, so every time the alarm went off (fear), we responded by taking action? The most aggressive way to control fear is through deliberate and decisive action.

### F.E.A.R Model & Exercise

**F** = Feeling – Acknowledge and accept that it is okay to have fear, especially this specific fear. Allow yourself to feel the fear.

**E** = Embrace – The fear is only there to let you know the event is important, and you are about to respond. Remember it is a call to action, so it is actually an empowering tool.

**A** = Act – Take the necessary steps to manage the fear. Take action towards your goals, dreams, and vision. Act quickly, deliberately, and decisively. Get moving!

**R** = Reframe – Reframe thoughts around the opposite of the fear. For instance, “I will review my training manual and improve my mechanics, so I will achieve mastery in my presentation. This will transform me into a confident and powerful messenger.”

After this process you will find that the fear has either been significantly reduced, or usually completely dissipated.

In closing, it will serve you to remember that danger is real but fear is a choice. How often are we facing real danger? We are only telling ourselves a story. Let us begin to tell ourselves more empowering stories.



Live Passionately,  
Coach Jeff

## Need some new items to try this summer?



For added flavor, try adding some dry ranch seasoning or dry Italian dressing prior to making your patties. Tastes great with our crinkle cut or sweet potato fries.



Let us do the work for you! Simply thaw and grill!



Place your Boston Butt in the crock-pot, add your favorite bbq sauce and cook low and slow. Shred with forks when done, add more bbq sauce for taste and serve with slider rolls.



Looking for something simple to serve at your next gathering that is sure to be a crowd pleaser? Give our chicken wings a try! Great with Ranch or Bleu Cheese for dipping.



Looking for a delicious side for homemade surf & turf? Give our crab cakes a try!



Fajita night in a flash! Marinated fajita strips with added bell peppers and onions make for a delicious, easy and healthy meal.



Our Filet Mignon is both tender and flavorful... pairs wonderfully with our crab cakes!



Family friendly and delicious, our all-natural beef franks are great on the grill!



Need an easy dish to share during the games this season? Give our jalapeno poppers a try!

Don't forget to share some of your favorite recipes and food pairings with us on social media!



**WE'RE  
HIRING!**

Are you looking to grow with a company  
you can believe in?

***Join our Team!***

As a Wellness Consultant for Blue Ribbon Foods, there's no punching the clock or 9 to 5. This is a time-flexible opportunity where you'll be a part of a culture committed to making a difference in the lives of others. You will belong to a team of like-minded professionals with a passion for sharing our healthy-eating message with local families to further enhance our Blue Ribbon Foods Community.

Interested? Send your resume to Jessica Thompson at: [jthompson@blueribbonfoods.com](mailto:jthompson@blueribbonfoods.com)

We believe everyone can make a difference if they have passion and determination, so please feel free to reach out to us if you have any questions about this position or send your resume to: [jthompson@blueribbonfoods.com](mailto:jthompson@blueribbonfoods.com).

**Thank You!**

Here, at Blue Ribbon Foods, we value our community of families. We are honored to have the privilege of providing each family with the best in quality, taste, convenience and service!

