

TAKE THE 90-DAY EAT LIVELY! WELLNESS CHALLENGE



WORTH EVERY BITE.

FEATURING THE DYNAMIC
DUO OF PLANT-BASED FOODS!

AvocadosFromMexico.com

While many factors affect heart disease, eating avocados as part of a diet low in saturated fat and cholesterol may reduce the risk.

MYTH-BUSTING WITH AVOCADOS FROM MEXICO'S NUTRITION EXPERT



Barbara Ruhs, MS, RD, LDN promotes nutritious living to her thousands of clients and followers through dietary counseling and food advocacy.

Q: WHY SHOULD I ADD AVOCADOS TO MY FAMILY'S DIET?

A: Avocados now qualify as heart healthy because they provide good fats, are low in saturated (bad) fat and are sodium and cholesterol-free.

Q: HOW IS THE LYCOPENE IN TOMATOES BENEFICIAL TO MY HEALTH?

A: Lycopene-containing foods can reduce risk of cancer and heart disease. Consuming lycopene with fat sources such as avocados increases its bioavailability.¹

Q: HOW CAN I BOOST FIBER IN MY DIET?

A: Adding fiber is smart. Diets rich in fiber may reduce the risk of heart disease, obesity and type 2 diabetes. Both avocados and tomatoes are great fiber-boosting options.²

¹. EB, Kopec, RE, Schwartz, SJ, Harris, GH. An Updated on the Health Effects of Tomato Lycopene. *Annu Rev Food Sci Technol.* 2010; 1(1): 189-210. ². Raiola A, Rigano MM, Calafiore R, Frusciante L, Barone A. Enhancing the health-promoting effects of tomato fruit for biofortified food. 2014. <https://www.ncbi.nlm.nih.gov/pubmed/24744504>

TAKE THE 90-DAY *EAT LIVELY!* CHALLENGE AND START THE NEW YEAR RIGHT!

The challenge is simple: Meet specific food-focused monthly goals featuring the dynamic duo of plant-based foods, Avocados From Mexico and NatureSweet® tomatoes:



FAST FACT:

Studies show it takes on average 66 days to acquire a new habit.!

- **JANUARY NEW YEAR'S RESOLUTIONS**
Aim for **5+** servings of fruits & vegetables per day
- **FEBRUARY HEART MONTH**
Choose **more plant-based good fats**
- **MARCH NATIONAL NUTRITION MONTH**
Increase **fiber intake to 25g or more per day**

Get 12 weeks of healthy challenges.

Ask your in-store nutrition expert for a copy of the 90-Day Challenge calendar.

T. Lally, P. et al. How Habits Are Formed: Modelling Habit Formation in the Real World. Eur J Soc Psych. 2010;40: 998 – 1009. http://repositorio.ispa.pt/bitstream/10400.12/3364/1/IJSP_998-1009.pdf

MEET THE DYNAMIC DUO OF PLANT-BASED FOODS

Avocados and tomatoes pack an awesome nutritional punch!



Delicious, nutritious and always in season, Avocados From Mexico are amazingly versatile and provide good fats and nearly 20 vitamins and minerals.



Bright, juicy and irresistible, NatureSweet® tomatoes make salads divine. In fact, they're the #1-selling small tomato in the world!

While many factors affect heart disease, eating avocados as part of a diet low in saturated fat and cholesterol may reduce the risk.

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@nstomatoes



MINT, CUCUMBER & GLORYS® TOMATO GUACAMOLE

MINT, CUCUMBER & GLORYS® TOMATO GUACAMOLE

MAKES 12 SERVINGS

INGREDIENTS

- 3 Avocados From Mexico, peeled, seeded and cut in half
- 2 TB Cucumber, finely chopped
- 1 10.5-oz container Naturesweet® Glorys® tomatoes, finely chopped
- ¼ cup Onion, finely chopped
- 1 Jalapeño, finely chopped (remove seeds)
- 1 TB Olive oil
- 1½ TB Lemon juice
- 1 TB Fresh mint, chopped

INSTRUCTIONS

1. In a medium bowl mash the avocados with a fork without making it completely puréed. Add cucumber, tomatoes, onion, jalapeño and mint. Then, add the juice of lemon, oil and season with salt-free herb mix. Mix gently and serve.

Nutrition Facts (Per serving = 1/12 of recipe) | Calories: 100, Total Fat: 9g, Cholesterol: 0mg, Sodium: 0mg, Total Carbohydrates: 6g, Dietary Fiber: 4g, Sugar: 1g, Protein: 1g

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AVOCADO, TUNA & TOMATO SALAD STACK

AVOCADO, TUNA & TOMATO SALAD STACK

MAKES 2 SERVINGS

INGREDIENTS

- 1 Avocado From Mexico, diced
- 1 cup (about 8-10) NatureSweet® Cherub® tomatoes, diced
- 1 can (5-oz) Tuna (albacore or yellowtail) in water, drained
- 1 TB Mayonnaise
- ½ cup Cilantro, fresh and chopped
- 3 TB Lime juice
- ¼ cup Red onion, diced
- 1 Jalapeño, seeded and diced
- 1 tsp Garlic powder

INSTRUCTIONS

1. Drain water from the can of tuna. In a bowl, combine tuna, mayonnaise, 1 TB cilantro and 1 TB lime juice. Season to taste.
2. Place diced avocado in a bowl and add 1 TB of lime juice, leaving some chunks.
3. Prepare tomato mixture: In a separate bowl, combine chopped tomatoes, onion, jalapeño, lime juice and garlic powder. Stir to combine.
4. On two separate plates (1 serving each) make a layer with the diced avocado, using a hamburger mold to keep the round shape of the stack. Then layer half of the tuna mixture on top of the avocado. Top with a fresh layer of the tomato mixture (pico de gallo).

Nutrition Facts (Per serving = 1/2 of recipe) | Calories: 310, Total Fat: 21g, Cholesterol: 35mg, Sodium: 170mg, Total Carbohydrates: 16g, Dietary Fiber: 8g, Sugar: 3g, Protein: 20g

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CONFETTI ZUCCHINI BOATS

CONFETTI ZUCCHINI BOATS

MAKES 4 SERVINGS

INGREDIENTS

- 1 Avocado From Mexico, diced
- 4 Large zucchinis, seeded, halved
- 1 cup (about 8-10) NatureSweet® Glorlys® tomatoes, washed and chopped
- 1 cup Quinoa, cooked
- 1 TB Olive oil
- 1 TB Lemon juice
- ½ tsp Dried oregano
- ¼ cup Fresh mint leaves, chopped
- ⅓ cup Small red onion, chopped
- 25 Kalamata olives, pitted and halved
- ¼ cup Fat-free feta cheese, crumbled
- 1 Lemon, quartered

INSTRUCTIONS

1. Prepare zucchini by slicing in half and scooping out seeds and flesh to make a lengthwise space for stuffing. Brush zucchini halves with olive oil.
2. Heat grill. Place zucchini with the cut side down on the grill for 4-6 minutes. Transfer to a baking sheet when finished and set aside.
3. Mix together olive oil, lemon juice, oregano, mint leaves. Blend in cooked quinoa, feta cheese, olives and diced tomatoes. Gently blend in cubed avocado.
4. Fill each zucchini half with quinoa mixture. Serve with a wedge of lemon.

Nutrition Facts (Per serving = 1/4 of recipe) | Calories: 310, Total Fat: 19g, Cholesterol: 0mg, Sodium: 630mg, Total Carbohydrates: 30g, Dietary Fiber: 8g, Sugar: 10g, Protein: 11g

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GLORYS® OR COMETS™ TOMATO STUFF-ITS

GLORYS® OR COMETS™ TOMATO STUFF-ITS

MAKES 4 SERVINGS

INGREDIENTS

- 1 Avocado From Mexico, sliced
- 1 10.5-oz container NatureSweet® Glorys® or Comets™ tomatoes, halved
- 2 pieces** (6.5-inch) Whole wheat pita bread, sliced in half
- 4 TB** Hummus (choose hummus: red pepper, lemon or cilantro-jalapeño)
- 4 leaves** Bibb lettuce
- ½ cup** Carrots, shredded
- ½** English (seedless) cucumber
- 4** Radishes, sliced
- 1 cup** Micro greens

INSTRUCTIONS

1. Cut the pita bread in half, open up the pocket, and coat the insides with your favorite flavored hummus spread.
2. Stuff with the tomatoes, sliced avocados and remaining veggies.

Nutrition Facts (Per serving = 1/4 of recipe) | Calories: 200, Total Fat: 10g, Cholesterol: 0mg, Sodium: 190mg, Total Carbohydrates: 25g, Dietary Fiber: 5g, Sugar: 5g, Protein: 7g

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CHERUBS® CHIA GRAIN BOWL

CHERUBS® CHIA GRAIN BOWL

MAKES 4 SERVINGS

INGREDIENTS

- 1 Avocado From Mexico, cubed
 - 1 10.5-oz. container NatureSweet® Cherubs® tomatoes, halved
 - 3 cups Butternut squash, diced
 - 1 cup Quinoa, dry
 - 8 cups Kale, chopped
 - 1 TB Olive oil
 - 2 cups Carrots, shredded
 - 1 can Chickpeas, drained and rinsed
 - 3 TB Sunflower seeds
 - 1 TB Chia seeds
- Cooking oil spray

INSTRUCTIONS

1. Preheat oven to 350°F. Place the diced butternut squash onto a sheet pan, and spray with olive oil cooking spray. Sprinkle on some salt and pepper, and bake for 15 minutes.
2. Meanwhile, bring 2 cups of water to a boil in a saucepan. Add the quinoa, cover pan and turn down the heat to low. Simmer the quinoa until fully cooked, about 15 minutes.
3. In a skillet, add 1 TB of olive oil, toss in the kale and heat on low until the kale turns a bright green.
4. To plate, place a quarter of the squash against the side of a shallow bowl. Then place a quarter of the quinoa, kale, carrots, chickpeas, avocado and tomatoes in the bowl. Sprinkle with sunflower and chia seeds. Repeat with the remaining ingredients in three more bowls.

Nutrition Facts (Per serving = 1/4 of recipe) | Calories: 500, Total Fat: 19g, Cholesterol: 0mg, Sodium: 220mg, Total Carbohydrates: 71g, Dietary Fiber: 18g, Sugar: 10g, Protein: 16g

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Avocados
from
Mexico
ALWAYS
IN SEASON

BAJA FISH TACOS WITH CHERUBS®

BAJA FISH TACOS WITH CHERUBS®

MAKES 8 SERVINGS

INGREDIENTS

2 Avocados From Mexico, cubed
1 10.5-oz container NatureSweet®
Cherubs® tomatoes, halved
8 (6-inch) Corn tortillas
½ cup Plain Greek yogurt, non-fat
2 TB Lime juice
1 tsp Lime zest
2 cups Purple cabbage, shredded
2 TB Cilantro, chopped
½ tsp Ground cumin
1 TB Olive oil
4 4-oz Tilapia filets
1 Lime, cut into 6 slices
½ tsp Chili powder
½ tsp Dried oregano
Salt and pepper to taste

INSTRUCTIONS

1. Heat a small skillet on high, and toast each of the tortillas in the dry skillet until they begin to blister. Remove tortillas from the skillet, wrap in aluminum foil and allow them to steam a bit. Hold until ready to assemble.
2. In a small bowl, mix yogurt with the juice and zest of a lime. Set aside. In another mixing bowl, combine the cabbage, tomatoes, cilantro and cumin with the juice of another lime. Gently fold in cubed avocado. Set aside.
3. Over medium heat, add oil to the skillet. Add the tilapia filets, and sprinkle with chili powder and oregano. Flip the fish after about 4 minutes, and continue cooking for another 2 minutes, until firm. Note: You may have to cook in batches.
4. To assemble a taco, place half a tilapia into a warmed tortilla, add some of the tomato/cabbage mixture and top with a dollop of the lime yogurt.

Nutrition Facts (Per serving = 1/8 of recipe) | Calories: 220, Total Fat: 11g, Cholesterol: 0mg,
Sodium: 55mg, Total Carbohydrates: 19g, Dietary Fiber: 4g, Sugar: 3g, Protein: 14g

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