Nutrition Education Program Coordinator Lauren Tobey demonstrates how to cook healthy, easy meals by using techniques from foodhero.org.

It’s now more convenient and easier than ever for Oregonians to save money and eat more vegetables and fruits by accessing easy recipes, shopping guides and cooking tips via the Oregon State University Extension Services’ Food Hero website.

Food Hero website encourages Oregonians to eat healthier.

Food Hero, part of the College of Public Health and Human Sciences’ portfolio of Extension and Public Health Practice programs, is a social marketing campaign designed to increase the consumption of vegetables and fruits among Oregonians eligible for the Supplemental Nutrition Assistance Program (SNAP).
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Educating about local agriculture
As a way to educate residents and visitors about local agriculture, the Oregon State Central Oregon Agricultural Research Center and Jefferson County Seed Council developed roadside crop signs and a website that lists crops, shares stories about local farm families and provides a better understanding of programs such as smoke management and Farm Fair.

Advancing careers
This fall, the College of Business — in partnership with Oregon State Ecampus — unveiled a Master of Business Administration (MBA) in Executive Leadership track that combines the flexibility of online learning with in-person evening classes in Portland, allowing future business leaders and current executives to remain in their current jobs while taking classes that will advance their careers.

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Interpreting Oregon’s outdoors
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Oregon State University leaders have conducted education programming for watershed councils and state parks, as well as worked in citizen science, including bird counts and invasive species elimination.

The State is Our Campus

PHOTO: JIM JOHNSON

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Rob Pabst and Oregon Master Naturalist Paul Westerberg measure trees at Cascade Head Experimental Forest.
The website, FoodHero.org, features healthy recipes, meal ideas, tips, budgeting tools, shopping tips and more, and it is accessed each month by more than 20,000 people.

Nearly half of those surveyed wanted to find information about healthy food choices online. Extension nutritionists have demonstrated how to cook recipes from the website to families at about 60 elementary schools in 27 counties. Extension also emails a newsletter with recipes in Vietnamese, Spanish and English to its readers.

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