

Kansas Nutrition Network
K-State Research and Extension
Pick a Better Snack
#1. Easy
:30 PSA

MUSIC: CANNED MUSICAL OPENING

CHEF: Thanks for joining Culinary Minute with me, Chef Charles. Caller?

CALLER (OVER PHONE):

Hey, Chuck. I'm trying to get a <SFX OF STRUGGLING WITH FOIL BAG> bag of potato chips open for my kid and <MORE STRUGGLING> I can't. . . seem . . . to get it. Any suggestions?

CHEF: Grab some fruit instead. You just peel and eat. Or wash and eat. Sometimes the wrapper's even edible.

CALLER (OVER PHONE):

Thanks, Chuck..

SFX: CHIPS FLYING EVERYWHERE

CHEF: Caller?

ANNCR: Pick a better snack. How easy is that?

For more easy snack ideas, contact your local Extension Office.

Funding provided by the USDA's Food Assistance Program and K-State Research and Extension.

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#2. Fast
:30 PSA

MUSIC: CANNED MUSICAL OPENING

CHEF: Welcome to Culinary Minute with me, Chef Charles. Today we're preparing a healthy snack for you or your kids that I call Banana Au Naturelle.

You take your ordinary banana.

Peel it.

And eat it.

(AWKWARD PAUSE.)

And that's about it.

(LONGER AWKWARD PAUSE.)

Join me next time when I'll tell you how to wash and bite into an apple.
(PAUSE) Like I did . . . there . . . just now.

ANNCR: Pick a better snack. How easy is that?

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#3. Know How
:30 PSA

MUSIC: CANNED MUSICAL OPENING

CHEF: Today's guest on Culinary Minute is an expert on fruit and vegetable preparation.

You have an apple recipe for our listeners?

EXPERT: Yes. Wash. Eat.

CHEF: Excellent. Oranges?

EXPERT: Peel. Eat.

CHEF: Uh-huh. Carrots?

EXPERT: My kids really love those little pre-cut carrots. They're even pre-washed. The carrots. Not my kids, unfortunately.

CHEF: How is it you know so much?

EXPERT: I'm a parent.

ANNCR: Pick a better snack. How easy is that?

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