



THE GOOD FIT

The goal of The Green Fit is to sensitize, educate and train about the real necessity to adopt a green line for a good life!



WHY THE GREEN FIT

"When the going gets tough the tough get going",

as the popular saying goes, so it is in the middle of a stormy situation that strong ideas come out and take the courage to become louder.

The Green Fit is an ambitious project that started within growing health and dietary issues in the USA, increasing wrong and misleading information about foods and their values and even the discussion and the implementation of punitive tariffs on some high-quality imported food products. A project with the Mission to inform the American consumers on how to eat healthy, with taste and without spending too much – against most prevailing ideas that suggest wrong diets and/or consumption of heavily processed new “Frankenstein” foods that at best have no taste and/or that only very expensive foods can be good for you.

We literary are what we eat, and the Green Fit portraits the Italian Cuisine interpretation of the Mediterranean Diet as the way out of the current impasse; nothing new, could be said, given the strong scientific support and the wide consumer appreciation of Italian Food – pity that this message is lost most of the time in the current information overload fueled by the need to sell, sell, sell at any cost.

Hence, the idea of a new format, a format that asks for the active cooperation of Authorities and Media to reach more and more consumers suggesting improvements to their eating habits. Also, a format that does not want to sell anything, that is not “commercial”. Of course, if this positive message will go eventually through, sales of good quality but not expensive, genuine, natural and traditional products will grow. But for the right producers to prosper out of these sales, the completion of the information mission must come first, the only way to be credible.

*in the picture:
Marco de Ceglie Ceo America Filippo Berio and project coordinator*

ITALIAN CUISINE HAS BEEN BASED FOR CENTURIES ON TRUSTED

simple recipes with few, high quality ingredients; using fresh seasonal products, naturality and tastes are enhanced, and the costs contained; the presence of extraordinary tastes and vivid colors and smells satiate the mind before the stomach, with no need of large/bulky, unnecessary quantities; and last but not least, the conviviality at the core of the Italian way of eating, the eating together with family and friends, conveys an additional social value to nutrition – that is not just putting a few ingredients in our body.

Breaking through with the Green Fit message is not going to be easy, but it is such a good Mission that it is worth trying hard. Let's hope that there is a strong support and adhesion to help the right information roll out.

The Green Fit
is a Learning Format
created by
GP Communications
North America Inc.
and produced by
Filippo Berio



"GREEN" EATING FOR THE HOLIDAYS

As we approach this holiday season, we often find ourselves revolving around food. In fact, the average American gains weight over winter because of a sedentary lifestyle and eating too much. Adhering to a healthy diet is key to counteract this behavior. A healthy diet is one that is balanced, includes a little bit of everything in moderation. The Italian culture is about eating well with genuine products, free of chemicals and pesticides for an overall healthy lifestyle such as the Mediterranean diet. This pattern of eating can not only be done for a longer period of time without negative health effects, but also one that you can adhere to for the long-term. With the keto diet being touted by popular culture, it somehow rationalizes eating bacon eggs and cheese without the muffin as a 'low-carb' alternative. A low-fat more plant-based diet with dairy, eggs and meat consumed less often has been shown in studies to help fight obesity and to lower mortality from cardiovascular disease and lowering the likelihood of type 2 diabetes. [Trichopoulou A., Benetou V. (2019) Impact of Mediterranean Diet on Longevity. In: Caruso C. (eds) Centenarians. Springer, Cham]

The Mediterranean diet is also 'green' because it is sustainable. It relies more on local food production, food safety, culture, biodiversity since all of these are strongly interconnected. Indeed, a 'green' healthy way of life is one that is simple recipes with few ingredients, with whole foods such as 1 cup of whole grains in balance with 3-4 ounces of protein, 3-5 cup servings of vegetables and healthy fats such as 1-2 tablespoons of olive oil. Grains and legumes provide a good source of fiber, which is often a nutrient lacking in our diets. The CDC's HealthyPeople 2020 initiative focuses on key objectives to promote health and reduce chronic disease risk through the consumption of healthful diets and achievement and maintenance of healthy body weights. [HealthyPeople 2020 Nutrition and Weight Status Overview [Internet]. Washington: Department of Health and Human Services, Office of Disease Prevention and Health Promotion; Accessed 11/21/19. Available from: <https://www.healthypeople.gov/2020/topics-objectives/topic/nutrition-and-weight-status>] With a mindful eating toast to portion size this holiday season to avoid holiday seasonal weight gain, consider lower starch stuffing such as Susan Spungen's Crispy Cauliflower with Capers, Raisins, and Breadcrumbs recipe that combines cauliflower with breadcrumbs, flavorful capers, anchovy paste, raisins, olive oil and vinegar with spices instead of croutons or bread this Thanksgiving.

in the picture:
Lucrezia Scarampi, Nutritionist

SUSAN SPUNGEN'S CRISPY CAULIFLOWER WITH CAPERS, RAISINS, AND BREADCRUMBS

Ingredients:

1 large head of cauliflower (2 pounds), cut into 2" florets
6 tablespoons olive oil, divided
Kosher salt and freshly ground black pepper
3 garlic cloves, thinly sliced
2 tablespoons salt-packed capers, soaked, rinsed, patted dry
3/4 cup fresh coarse breadcrumbs
1/2 cup low-salt chicken broth
1 teaspoon anchovy paste (optional)
1/3 cup golden raisins
1 tablespoon white wine vinegar or Champagne vinegar
2 tablespoons chopped flat-leaf parsley

Directions:

Preheat oven to 425°. Toss cauliflower florets with 3 tablespoons olive oil in a large bowl; season mixture with salt and pepper. Divide cauliflower mixture between 2 large rimmed baking sheets, spreading out in a single layer. Roast, tossing occasionally, until cauliflower is golden and crispy, about 45 minutes. DO AHEAD: Cauliflower can be made 4 hours ahead. Let stand at room temperature. Reheat before using.

- Meanwhile, heat remaining 3 Tbsp. olive oil in a small saucepan over medium-low heat. Add garlic and cook, stirring occasionally, until just golden, 5-6 minutes. Add capers and cook until they start to pop, about 3 minutes longer. Add breadcrumbs and toss to coat. Cook, stirring often, until breadcrumbs are golden, 2-3 minutes; transfer breadcrumb mixture to a plate and set aside.
- Add chicken broth and anchovy paste (if using) to same saucepan. Bring to a boil. Add golden raisins and white wine vinegar and cook until almost all liquid is absorbed, about 5 minutes. Remove from heat and set aside. Do ahead: Breadcrumb and raisin mixtures can be made 2 hours ahead. Rewarm raisin mixture mixture before continuing.
- Transfer warm cauliflower to a serving bowl. Scatter raisin mixture over, then toss to distribute evenly. Season to taste with salt and pepper. Sprinkle cauliflower with breadcrumb mixture and parsley.



CHEF ANDREA ZANIN
NEW YORK

TOMATO PACCHERO SAUCE

4 portions

Tomato sauce

Half of one small red onions

One small glove of fresh garlic

One can of Tomato San Marzano

One Can of Cherry tomato Cirio

Fresh basil leaf

Two spoons of extravergine olive oil Organic Filippo Berio

Salt, pepper



Procedure:

In a casserole stir the chop red onions, with the EVO slow power, add two spoon of water, when the onions are soft, add the two tomato, San Marzano and cherry and garlic, cook for 25 min at medium power, take out the garlic and add the fresh basil on julienne.

Boil the Water add salt and the pacchero, follow the instructions time of the pasta company.

When the pasta is ready, drain the pasta, and in one southe pan add the tomato sauce with the pasta cook for few minute until the pasta came together with the tomato, if needed add same water of the pasta cooking.

Served in a plate with extra fresh basil and a spoon of Berio extravergine Olive Oil, add if you like some Parmigiano Reggiano grated

LA PASTA DEL MAESTRO

The Taste of Tradition

The idea of la Pasta del Maestro was born combining the typical agriculture and the ancient Apulian traditions, from the desire to make one of the most appreciated product in the entire world using only Gluten Free ours, 100% Made in Italy. The meeting between Maria Teresa Sassano with Carlo Fusco, the Master of Pasta, has allowed to give life to a gluten free artisan product: La Pasta del Maestro. A bronze-drawn pasta dried at low temperature, with an inimitable flavor.

Carlo Fusco the Master of Pasta

He started his career when he was only 12 years old, working in one of the first pasta factories, using automated machineries for pasta production. In 1956 he moved to France, where he started to teach the art of making traditional pasta. In 1970 he returned to Italy where he collaborated with various pasta factories until the meeting with Sassano family, with which he started a new project:

"to teach to new generations how to make traditional gluten-free pasta, bronze drawn and dried at low Temperatures".

Our Pasta

We only use certied-flours, naturally gluten-free, with the highest quality, also from organic crops with the aim of producing a artisan product with an excellent taste. We personally and carefully select and collect all the raw materials, certifying all the stages of the production of our pasta, in order to get a 100% made in Italy product.

We produce our pasta close to the sea ... and is on the sea that we welcome our customers. We carry out the whole production cycle in Manfredonia, the heart of Gargano, in Puglia. From grinding to dough, from the drawing to the drying up until the creation and realization of all our recipes, which you can taste with us by the sea in our summer home, an amazing structure overlooking the gulf.

Bronze Drawn - As usual, the wire bronze drawing gives pasta a lot of qualitative benefits. The bronze allows our pasta to acquire a larger surface porosity.

Slow Drying - Long drying times, from 24 to 36 hours, allow not to affect organileptic qualities and nutriyional properties of raw materials: mineral, vitamins, falvors and aromas.

All the fours we use are naturally gluten free, and without any additives. Our working process allows us to avoid thicckners and emulsifiers.

Meal after meal, day after day, our body maintains balance and health based on what we assume in our diet, its nutritional value and its genuineness. la Pasta del Maestro was born from a particular care of our eating behaviors, which allowed us to create the perfect mix, the real winning recipe: a complete, natural tasty and digestible range of products.



Networking

SEPTEMBER 30 - 2019 NEW YORK



NOVEMBER 12 - 2019 ORANGE COUNTY - CALIFORNIA





THE GREEN FIT EVENTS 2020

●
FEBRUARY - NEW YORK

●
MARCH - MIAMI

●
JUNE - NEW YORK

●
OCTOBER - CHICAGO

●
NOVEMBER - BOSTON

BRAINSTORMING

the section dedicated to your ideas, requests and proposals.

Write to create our newsletter together.

We are waiting for your emails to thegreenfitpr@gmail.com

The rate of obesity in adolescents increased by 33% from 2000 to 2016 and by approximately 30% in adults.

According to a report from the Centers for Disease Control, 39.8% of adults and 20.6% of adolescents in the United States are obese!

It's difficult to be optimistic at this point, said Dr. Frank Hu, chair of the Department of Nutrition at the Harvard School of Public Health

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