



Compared to the mass-produced brands in grocery stores, Terra Cotta cookies are quite unique. Since the beginning, they have been made from scratch with no additives, no preservatives and no artificial flavours or colours.

Since 2002, the factory has been peanut and nut-free due to allergy risks, and in 2007 Coe developed a selection of gluten-free baked goods for celiacs and those with a wheat allergy. And of course, all products are trans-fat free.

Parents have appreciated the reduced sugar content, the unbleached flour, the non-hydrogenated 100 per cent soya oil margarine, the fresh whole eggs and the pure semi-sweet chocolate chips.

"The kids don't care as much about what's good for them- they only want something that tastes good," said Coe. "Kids are our best testers. Healthy can taste good, but it does cost more."

The new Ontario nutrition standards, based on Canada's Food Guide, demand lower fat, salt and sugar, and more fibre. They took effect last September.

"We were ready, but we took our time developing the new cookies so they would taste good," said Coe, whose research includes lots of cookbooks and taste testing. Reformulating the recipes was tricky because fat contributes to the pleasant "mouth feel" of a cookie, while some forms of fibre do not appeal to consumers, especially kids.

Solutions were found with nutritious ingredients like apple sauce, with its smooth texture, and chicory root, which is tasty and contains a health-promoting soluble fibre called inulin.

School regulations now require that at least 80 per cent of all food and beverages offered for sale in schools, whether through vending machines, cafeterias, programs or events, fall into the "Sell Most" category. The limit on fat is 5 grams per cookie, including up to 2 grams of saturated fat, and there must be at least 2 grams of fibre.

Up to 20 per cent can be in the "Sell Less" category, which allows up to 10 grams of total fat in baked goods, but maintains the same requirements for saturated fat and fibre.

Foods that do not qualify for these two categories are not generally permitted for sale, but there are major exceptions. The restrictions do not apply to food that is for fundraising, for up to 10 designated "special-event" days each year, offered free to students or sold in staff rooms or at non-school events.

"Studies show that well-nourished students feel better, behave better and are more attentive and ready to learn," says the Ministry of Education in its School Nutrition Guide. "It's not enough to provide students with healthier choices alongside unhealthy choices; studies show that when less-healthy food (e.g., chips, chocolate, French fries) is available, children and teens tend to choose those items over healthier food."

"A school food and beverage policy reinforces healthy eating lessons taught in the classroom and helps to make sure that the healthy choice is the easy choice for all students."

Continued on page 16



Shelley Boone uses one of the giant mixers at Terra Cotta Cookies.

THE BOLD LOOK OF KOHLER

The Art Of Living



Bath & Kitchen Studio

Visit our showroom for more information.
332 Guelph Street, Georgetown
 (across from Canadian Tire)
 905-702-0885 www.bathstudio.ca