

## BROCCOLI PANCAKES?

Have you ever wanted to get your kids to eat more vegetables? Have you ever wanted to eat more vegetables? This can be a common dilemma. It seems especially common with those veggies we are always told we're supposed to eat!

The cruciferous vegetables are often just that. The reason we're told to eat them, is they have incredible health benefits, including:

High in vitamins and minerals

High in antioxidants

Immune boosting

Many anti-cancer features

Low-glycemic index (good for your blood sugar)

And many others!

The problem isn't that we don't realize they are incredibly healthy...the issue is they're not always the most appealing.

Cruciferous vegetables include: broccoli, cauliflower, kale, cabbage, and brussels sprouts. Things many people don't put on their favorites list.

That's why I'd like to share with you this recipe! I originally found it in *The Healthy Kitchen* by Dr. Andrew Weil and have had them myself a number of times. It's also a fun way to sneak some veggies into your children's "pancakes."

Enjoy!!

Dr. Tye Moe

Whole Family Chiropractic

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1 large head broccoli  
1/4 cup coarsely chopped onion  
1/2 small hot chili pepper or 1 teaspoon chili paste  
1 large garlic clove, peeled and sliced  
1/4 cup vegetable oil  
2/3 cup whole wheat pastry flour  
1/8 teaspoon dried dill weed  
1 pinch salt  
1 large egg or 2 egg whites  
1/4 cup low-fat milk  
A sprinkling of paprika

Mock Sour Cream:  
1 cup plain non-fat yogurt  
1 tablespoon freshly squeezed lime or lemon juice  
1/2 small onion or large shallot, finely chopped  
1/2 teaspoon Tabasco sauce, or to taste  
Sprinkling of chopped fresh dill

### Instructions

1. Cut the florets off the head of the broccoli and separate them by cutting the large ones in half so they are all more or less the same size. You should have about 3 cups. Discard the stalks, or save them along with any remaining florets to use in soup or a vegetable stir-fry.
  2. Bring 1/2 cup water to a boil in a medium pan, then drop in the broccoli florets, cover, and let steam as they cook, for 3 minutes. Strain in a colander.
  3. Put the steamed broccoli, onions, chili and garlic in a food processor and pulse on and off to chop (do not puree the vegetables), or chop by hand. Transfer the chopped ingredients to a mixing bowl and stir in the oil, flour, dill, and salt. Add the egg or egg whites and milk and mix thoroughly with a wooden spoon.
  4. Smear the bottom of a large, nonstick skillet with 1/4 teaspoon of butter and set it over medium heat for about 1 minute. Drop tablespoons of the batter into the hot skillet, placing them far enough apart so that the pancakes don't touch, and cook over low to medium heat for about 1 minute. Turn the pancakes and cook the other side for 1 minute. Transfer them to a hot platter to keep warm while you continue making the rest until all the batter is used up.
  5. Mix all of the ingredients for the Mock Sour Cream together and spoon 1 teaspoonful on top of each pancake, then top with a sprinkle of paprika.
- Makes 20 1-inch pancakes - 2 per person.

## **SIGN BASICS FROM SIGN-A-RAMA OF ST. PAUL**

### **SIGN, SIGN, EVERYWHERE A SIGN.**

But how many of them are effective? Yours will be, if you just remember these simple guidelines for choosing and designing an effective sign. Then enlist the aid of an experienced signage professional, and you'll be on the road to making signage a productive part of your marketing plan.

#### **1. DO YOUR HOMEWORK**

Ask yourself, "How will I use this sign?" -- Do I need this sign to be permanent, or is it just for temporary use? Will I use the sign indoors or outdoors? Do I need to match specific logo colors? Do I need the sign to be illuminated so it can be seen at night? The answers to these questions will dictate the type -- and cost -- of materials that will best suit your purpose.

Ask yourself, "What's my message?" -- Do I just want to let people know where I am, or do I have bigger goals? Am I trying to build brand image? Name recognition? Am I advertising a specific product or service? A temporary sale or promotion? What's the most important element of the sign? My business name? My logo? My product or service? My phone number? My Website address?

#### **2. FOLLOW PRINCIPLES OF GOOD DESIGN**

- Choose easy to read typefaces.
- Make sure the type is large enough to read from the distance people will actually be seeing the sign.
- Keep some space around the text to make it easy to read.
- Use contrasting colors -- dark text on light background or light text on dark background.
- Don't try to fit in too much text.
- Add an attention-grabbing graphic or your logo. But, again, don't make it too "busy."

#### **3. CHOOSE THE RIGHT SIGN TYPE FOR THE JOB**

Outdoor Signs - A sign attached to or out front of your building announces your presence and builds brand awareness. A variety of sign types are available to fit any budget. Signs may be illuminated from within or by a flood-light.

Banners - Vinyl banners are an affordable option to announce temporary events or promotions, and are suitable indoors or out. With digital printing, it's easy to incorporate photos and full-color graphics into your design.

Window Graphics - Applied directly to the glass, window graphics can do much more than just list your hours of operation. Your business name, your slogan, your specialty, eye-catching designs or logos -- any of these can be applied to your windows while still letting in plenty of light and allowing you to see in/out. Window graphics are often the signage most visible to pedestrian traffic.

Digital Signage - Various digital signage options are available for outdoor or indoor applications. Signs are easily programmable via remote control or wi-fi.

#### **4. FOLLOW THE RULES**

Every municipality establishes its own rules for signage, and the rules can vary quite a bit. In general, any permanent sign you install on or outside your building is going to require a city permit. That's true whether you install the sign yourself or have a sign company do it (In which case, the sign company will pull the permit.). In St. Paul, window graphics do not require a permit, but each of the suburban municipalities has its own rules. Make sure you check with city hall, or obtain the advice of an experienced sign professional. Permits are required for digital signs. Rules vary greatly from city to city, but St. Paul is fairly accommodating of digital signs. No permits are required for vehicle graphics.