

## Welcome to FreshPoint "School Point,"

where you will find some of the freshest news in the school food service and produce industries. In this monthly newsletter, we will look at "trends" in the produce and school food service industries, the most useful up-to-date news, recipes, helpful tips and fun facts about the produce you eat and serve.



## Feature of the Month



## NEW DIET GUIDELINES

SAY EAT MORE PRODUCE,  
LESS SALT

There is a new Food Pyramid...and it's in the shape of a plate. If you know nothing else about brand new 2010 dietary guidelines, remember this: half of everything you eat should be fruits and vegetables. Officially, Americans need to cut salt and fat and eat more fruits and vegetables, the Obama administration said in its 2010 dietary guidelines just released. Among the tips in this seventh edition of the guidelines are suggestions that Americans fill half of their plates with fruits and vegetables when eating a meal, that they switch to fat-free or low-fat milk, that they drink water instead of sugary drinks, that they compare the sodium content of foods such as soup, bread and frozen meals and choose the foods with less sodium, and that they eat smaller portions across the board. "The 2010 Dietary Guidelines are being released at a time when the majority of adults and one in three children is overweight or obese and this is a crisis that we can no longer ignore," Agriculture Secretary Tom Vilsack said in an announcement.

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## YOU INSPIRE HEALTHY KIDS

## School Point NEWS update

### OFFERING A SMALLER PORTION MIGHT FIGHT OBESITY

With portion sizes increasing in the U.S. and Europe, offering a smaller portion might help fight obesity, research shows in a study released in the International Journal of Obesity. Dutch researchers found that about 10% of people opted for a smaller meal when offered. One researcher said the finding suggests that downsizing portions can have "positive consequences for public health."

### POOR CHILDHOOD DIET LINKED TO LOW IQ

A diet high in fats, sugars, and processed foods in early childhood may result in lower IQ scores, while a diet rich in healthy foods packed with vitamins and nutrients may work in reverse, suggests new research. The study, published in BMJ's Journal of Epidemiology and Community Health, reports a "weak but novel" association between dietary patterns in early childhood, and general

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## STORAGE TIPS...And Other Fun Facts

**KIWIFRUIT:** New crop Kiwi will be starting from Chile. The end of the California fruit was nice and ripe, but at the start of the Chilean season, the fruit will still be quite firm. Be sure to allow extra time to ripen the fruit before serving. Ripen at room temps; keep them covered.

By the way...Italy is now the #1 commercial producer of Kiwifruit in the world,

**NAVEL ORANGES:** Can be stored at a cool room temperature (between 60 – 70 degrees) for up to a week. Keep at the warmest part of your walk-in.

By the way...We are nearing the end of the Navel Orange season, so we start to see a bit more softness to the rind. We start watching to "dry cell" toward the end of the season.

**CANTALOUPE:** This time of year, should be stored in your back room, not in refrigeration. The warmer temperatures will help release the volatile chemicals to

improve flavor. The melon won't get sweeter, but it will taste better.

By the way...Because of the netting on cantaloupe, you should scrub the melon shell with a brush before you cut into it.

**PEACHES:** Should never be left to ripen in the open air. Keep them enclosed and covered to help properly ripen Peaches. Ripen them in your back room, not in refrigeration. Once ripened, you then can keep them refrigerated.

By the way...Over 20% of the Chilean Peach crop is now shipped to the US by air, allowing the fruit to fully ripen on the tree before harvest and packing.

**BROCCOLI:** Should be kept ice cold. The tiny "flowers" on top will dehydrate, so keep the air from flowing directly onto the heads and keep the carton closed.

By the way...Colder temperatures in the growing regions cause the florets to grow tightly together. You may notice some yellowing or white around the very edges of the florets.

## Features... (continued)

"These new and improved dietary recommendations give individuals the information to make thoughtful choices of healthier foods in the right portions and to complement those choices with physical activity. The bottom line is that most Americans need to trim our waistlines to reduce the risk of developing diet-related chronic disease. Improving our eating habits is not only good for every individual and family, but also for our country. The bottom line is that most Americans need to trim our waistlines to reduce the risk of developing diet-related chronic disease," Vilsack said. The guidelines include 23 key recommendations for the general public and six for specific groups such as pregnant women. General recommendations include avoiding oversized portions and balancing calorie reduction with exercise. The USDA science behind the 2010 guidelines is available here.

## GUIDELINES HISTORY

The first edition of the Dietary Guidelines for Americans was released in 1980. Beginning with the 1985 edition, the Departments of Agriculture (USDA) and Health and Human Services (HHS) appointed a Dietary Guidelines Advisory Committee (DGAC) of prominent experts in nutrition and health to review current scientific and medical knowledge and recommend revisions to the Secretaries.



## MORE INFORMATION

Communication information on the Dietary Guidelines will be available for professionals at: [www.dietaryguidelines.gov](http://www.dietaryguidelines.gov)  
[www.health.gov/dietaryguidelines](http://www.health.gov/dietaryguidelines)  
Consumer information will be available at: [www.mypyramid.gov](http://www.mypyramid.gov)  
[www.healthfinder.gov/prevention](http://www.healthfinder.gov/prevention)

## THE WHOLE MESSAGE: HALF THE PLATE

The U.S. Department of Agriculture has released its new 2010 Dietary Guidelines for Americans, and it is available at [www.dietaryguidelines.gov](http://www.dietaryguidelines.gov). The USDA's Guidelines, which are published once every five years, offer evidence-based nutritional guidance geared toward promoting health, reducing the prevalence of obesity and reducing the risk of chronic illnesses associated with obesity. Some of the tips:

- Enjoy your food but eat less.
- Avoid oversized portions.
- Make half your plate fruits and vegetables.
- Switch to fat-free or low-fat (1 percent) milk.
- Compare sodium in foods like soup, bread and frozen meals and choose the foods with lower numbers.



- Drink water instead of sugary drinks.

To help people meet the 2010 guidelines, the USDA provides 23 specific recommendations as part of a healthy eating pattern and while staying within their calorie needs. Here are some of those recommendations:

- Increase vegetable and fruit intake.
- Eat a variety of vegetables, especially dark-green and red and orange vegetables and beans and peas.
- Consume at least half of all grains as whole grains. Increase whole-grain intake by replacing refined grains with whole grains.
- Increase intake of fat-free or low-fat milk and milk products, such as milk, yogurt, cheese, or fortified soy beverages.<sup>58</sup>
- Choose a variety of protein foods, which include seafood, lean meat and poultry, eggs, beans and peas, soy products, and unsalted nuts and seeds.
- Increase the amount and variety of seafood consumed by choosing seafood in place of some meat and poultry.
- Replace protein foods that are higher in solid fats with choices that are lower in solid fats and calories and/or are sources of oils.
- Use oils to replace solid fats where possible.
- Choose foods that provide more potassium, dietary fiber, calcium, and vitamin D, which are nutrients of concern in American diets. These foods include vegetables, fruits, whole grains, and milk and milk products.

## RECIPE OF THE MONTH

### BROCCOLINI STARTERS

#### Ingredients

1 ea	Round country style bread
2 cups	White bean puree
1 bunch	Broccolini
1/4	Yellow onion, diced
1-4	Cloves garlic
1 good piece	Parmesan for shaving
1/2 tsp	Chopped fresh rosemary
as needed	Virgin olive oil
pinch	Hot pepper flakes
to taste	Salt

#### Instructions

##### For the Bread:

- Slice the bread in half vertically, then place each loaf cut side down and slice into  $\frac{3}{4}$ " pieces. Brush the bread slices with olive oil and grill over a charcoal fire or place under a broiler until nicely browned on both sides. While the bread is still warm, rub one side with a fresh clove of garlic. Set aside.

##### For the Bean Puree:

- Sauté the minced onion in a little olive oil until it begins to soften, then add 1 clove minced garlic and the chopped rosemary. When the onion is translucent, add the bean puree and continue cooking over low heat until the beans are thick and creamy. Keep warm.

##### For the Broccolini:

- Cook the Broccolini baby broccoli in boiling salted water for 3-4 minutes or until just tender. Drain and plunge in ice water to stop the cooking. Chop the Broccolini baby broccoli into  $\frac{1}{2}$ " pieces. In a large sauté pan, heat a little olive oil and the chopped Broccolini baby broccoli. Season with a pinch of minced garlic, hot pepper flakes, salt, and freshly ground pepper. Keep warm.

##### To Assemble:

- Spread each piece of bread with some of the warm bean puree. Top with a generous amount of the Broccolini baby broccoli. Garnish with a drizzle of olive oil and a few shards of Parmesan cheese.





## NEWS update (continued)

intelligence assessed at eight and a half years of age. The results of the study suggest that the eating habits in early childhood – particularly up until the age of three – may play a role in shaping the development of the brain, and thus affect behaviour, learning performance and IQ in later life. “In this population of contemporary British children, a poor diet, associated with increased intake of processed foods, fat and sugar, in early childhood may be associated with lower IQ at the age of 8.5 years. In addition, a concurrent healthy diet may be associated with higher IQ,” said the researchers, led by Dr Kate Northstone from the Department of Social Medicine at the University of Bristol, UK. Commenting on the

new study, Barbara Gallani director of food safety and science at the UK’s Food and Drink Federation says that it would not be surprising if a healthy, balanced diet is important in IQ development, “just like it is generally for children’s health and growth.” She added that it is important for everyone, not just children, to eat a wide variety of foods, noting that it is possible eat a healthy diet and still include some ‘treat’ foods. Gallani said that food manufacturers are leading the way when it comes to providing clear labelling on foods, as well as changing recipes to make old favourites healthier, which “makes it even easier for parents to choose a balanced diet that’s right for their families.”

## PARENTS SKIP CALORIE COUNTING IN FAVOR OF BALANCING FOOD AND EXERCISE

When it comes to counting calories, parents say it’s not high on their list of priorities. Only 14% say calorie awareness is important, according to research. Instead, most parents say it’s important to serve their families food and drinks that are rich in nutrients and to encourage exercise.



## NATIONAL NUTRITION MONTH

HELPING KIDS KNOW NUTRITION

**Something happened on the way to the health club...our kids got fat. Kids today know as little about health and nutrition as they know about Shakespeare and Socrates. Parents and teachers have a great opportunity during March, National Nutrition Month, to start kids on a pathway to Health.**

- Read books with food-related titles: Green Eggs and Ham, If You Give a Mouse a Cookie, Charlie and the Chocolate Factory, La Tortilleria
- Create a fish pond, using a large tub. The “fish” can be plastic foods from the children’s play area. When a child catches a “fish,” he tells the class its food group name.
- Ask children to create a calendar highlighting development of new food products; e.g.: George Washington Carver and the peanut. This site will help: <http://www.foodtimeline.org/>
- Microwave s’mores as a post-lunch treat. Discuss graham crackers (made from unsifted whole-wheat flour containing the bran of the wheat kernel); chocolate (dating back to the Aztec king Montezuma); and marshmallow (once made from the root of the marshmallow plant, but now made from corn syrup, gelatin and sugar).
- Contact your school nutrition program, or local or state Dietetic Association to request a presentation by a registered dietitian.
- Have children form teams. Each team will be responsible for selecting a country and researching one or two of their foods and celebrations with food. On presentation day, children arrange their desks by teams and decorate as appropriate to that country. They may also dress in native costumes.
- Provide a world map handout with a food list. Have children match the food with the country. Or use a map of the States and match foods to the region. See Activity 4 for examples.
- Give children a week’s notice to bring in empty food product boxes. Spend some time reading labels and comparing calories, fat, sugar content and vitamins. The “Shop Smart – Get the Facts on Food Labels” Nutrition Fact Sheet can help.
- Expanding on the previous suggestion, divide children into teams. Ask them to plan a healthy meal, using what they learned from reading food labels.
- Create “Food Bingo” cards and play the game at school, church or grandparents’ day.
- Invite children to bring their favorite recipes – illustrated with their own food art -- and prepare a cookbook. This can be as simple as stapling together or doing a 3-hole punch with rings purchased from an office supply store.
- Encourage children to write and illustrate a story with food as a central part. This can be a fantasy (with foods being characters) or a more serious focus – how do people survive who are not getting enough to eat.
- Have a “blind taste test” for young children, and teach the concepts of sweet, sour, bitter and salt. Take turns blindfolding children to see if they correctly recognize the various tastes.
- Play the alphabet game. One child begins with: “My father owns a grocery store, and he sells apples.” The next child says, “My father owns a grocery store, and he sells apples and bananas.” The game continues with each child taking a turn reciting the entire list and adding a new item for the next letter of the alphabet.
- Arrange a tour of the school cafeteria so that children can see how the food service staff prepares lunches.
- For young children, display pictures of foods and ask them to name the food group of each.

Each month, there will be a fun and entertaining question about the produce you buy every day. It will test your Produce smarts. Do you really know about the produce you buy and serve, or sell?

**The “leaves” on an Artichoke; what is their real name?**

ANSWER to last month’s Produce Puzzzler:

How many seeds are on a Strawberry?

**D** Dr. Victor Voth is known as “Mr. Strawberry” around the world. Dr. Voth spent over 40 years tinkering around the chromosomes of Strawberries. He helped take the California strawberry industry from \$30 million a year in the 1970s to \$1.5 billion a year in 2010. Dr. Voth worked in Strawberry research through the UC Davis extension. Before he retired, you would find him in the research fields in Irvine, just off I-5. Asked once about how many seeds are on a Strawberry, without hesitation, Dr. Voth said, “Around 200.”



March 2011

# SchoolPoint

WE TRAVEL IN SCHOOLS



## FreshPoint Promotions April

Each month, FreshPoint will provide you with events that will be in the news, making these ideas very timely for your menu, promotions or specials development.

Alcohol Awareness Month

April Fool's Day

26th Asparagus Festival, Stockton, CA  
(15 – 17)

115th Boston Marathon (18)

Cancer Control Month

Child Abuse Prevention Month

Civil War began, 150th anniversary (12)

Community Spirit Month

Customer Loyalty Month

41st Earth Day (22)

Easter

Great American Clean-Up

Fresh Florida Tomato Month

Keep America Beautiful Month

March of Dimes Walk America

Major League Baseball Season Begins

75th Masters Golf Tournament (7 – 10)

Mathematics Education Month Ntn'l

Autism Awareness Month

National Grange Month

Ntn'l Grilled Cheese Sandwich Month

National Pecan Month

National Poetry Month

National Soft Pretzel Month

Ntn'l Youth Sports Safety Month NBA

Playoffs

Passover (19 – 25)

Physical Wellness Month

Prevent Injuries Month

Safe Prom Month

School Library Month

Secretaries Day

Soy Foods Month

Tour de Cure

Unofficial National Artichoke Month

Wedding of Prince William and Kate (29)

## The FreshPoint Team

All of us at FreshPoint are committed to one goal: **Your Success...**  
by making produce the very least of your worries! Here is a helpful list of important contacts.  
Please feel free to contact us with any question or concern. We believe that "a problem shared...  
is a problem already half solved."



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