Promoting Fruits and Vegetables

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Why should we encourage students to eat more fruits and vegetables?
The Epidemic

Obesity is on the Rise
Almost 14 million children – 24% of the U.S. population ages 2-17 are obese

More than 9 million (16%) of U.S. children ages 6-19 are obese
Over 285,000 children ages 1-6 will have a difficult time fitting into most child safety seats.
Children who are overweight at age 2 or later during their pre-school years face a five times higher risk of being overweight at age 12.
The Epidemic
America: Childhood

If action to reverse these alarming trends is not taken, today’s children will be the first generation who does not live longer than their parents.
The Epidemic

Obesity in Texas

Adults and Children
In 2005, Texas ranked sixth among the 50 states for largest single-year increase in the rate of obesity.
The Epidemic
Texas Children

One in three (35%) Texas children are overweight or obese
Causes of Childhood Obesity

Poverty, Food Insecurity, and Hunger

Cheapest foods tend to be high in calories, fat, and sugar
Causes of Childhood Obesity

Poverty, Food Insecurity, and Hunger (cont’d):

Many families lack the money to buy healthy foods that makeup a balanced diet.
Causes of Childhood Obesity

Poverty, Food Insecurity, and Hunger (cont’d):

One survey indicated that 52% of families cannot regularly afford to feed their children balanced diets.

“I wish my mommy had a better job so we could have more food. But I’m not angry about it, because I know my mommy is trying.”

Libby
Causes of Childhood Obesity

Poverty, Food Insecurity, and Hunger (cont’d):

81% of families relied on low-cost foods to feed their children because they ran out of money.
Older children tend to make poorer food choices than younger children.
Deteriorating Eating Habits

Diets of 2 and 3 year old children have been shown to be significantly healthier than 4 and 5 year olds.
Preschoolers eat just 2 or 3 servings (as opposed to the recommended 5-9) of fruit, juice and vegetables daily.
Deteriorating Eating Habits

91% of children ages 6-11 do not eat the recommended daily amounts of fruits and vegetables
Deteriorating Eating Habits

Increase number of meals eaten in restaurants and fast food chains
Deteriorating Eating Habits

Surge of convenience foods
Deteriorating Eating Habits

More energy-dense foods and drinks
Prevention Strategies

Promote Healthy Eating Habits:

- Aim to eat at least 5 servings of fruits and vegetables each day
- Be a role model
Prevention Strategies

Promote Healthy Eating Habits:

Provide nutritious meals and snacks based on the Dietary Guidelines for Healthy Eating
Managing Obesity

Replace high-calorie snacks with nutritious lower-calorie snacks, such as fruits and vegetables
Managing Obesity

Limit consumption of sugar-sweetened beverages, including soft drinks.
Managing Obesity

Do not exclude desserts

Substitute fresh fruit
Recent studies have shown that food intake patterns instituted in early childhood predict a child’s eating habits in adulthood.
Preventing Obesity

- It is important to encourage healthy choices regarding diet and physical activity during preschool and elementary years.
Current Initiatives
USDA Child Nutrition Programs

Programs geared towards childhood obesity intervention:

- Eat Smart Play Hard
- HealthierUS School Challenge
- Local Wellness Policy
- MyPyramid for Kids
- Team Nutrition
- USDA Fruit and Vegetable Program
Dietary Guidelines for Americans - 2005

- Dietary recommendations for health promotion and chronic disease prevention
- Based on Dietary Guidelines Advisory Committee report, public comments
Dietary Guidelines

- Consume a sufficient amount of fruits and vegetables while staying within energy needs.
- Choose a variety of fruits and vegetables each day.
USDA Fresh Fruit Vegetable Program (FFVP)
FFVP GOALS

- Create healthier school environment
- Expand variety of fruits and vegetables children experience
- Increase children’s fruit & vegetable consumption
- Make a difference in children’s diets to impact present and future health
FFVP Administration

- Fresh fruits and vegetables must be provided separately from lunch or breakfast throughout the day.
- Free fruits and vegetables are intended for all students and cannot be used as gifts or rewards.
The FFVP cannot be used to replace foods that are part of the reimbursable school meal.

The FFVP cannot be served during the National School Lunch or School Breakfast Program reimbursable meal service periods.
FFVP Best Practices

- Encourage teachers to participate with their students
- Multiple distribution times and locations may be used and may be the best way to maximize participation
- Nutrition Education is critical
Nutritional Benefits

- Vitamins
- Minerals
- Fiber
- Water
- Healthful phytochemicals
Nutritional Benefits

Protection against the risk of:
- Coronary heart disease
- Chronic diseases
- Stroke
- Some types of cancer
Quality Food for Quality Meals
Foodservice Professionals

- Serve nutritious meals, satisfy your customers, and keep them coming back for more.
- Give them opportunities to learn how to eat for good health.

Eat your way to 5 a day!
Fruits and Vegetables Galore

Helping Kids Eat More
Goals

Overall
– Increase consumption

• Foodservice
  – Offer more fruits and vegetables
  – Improve marketing to students

• USDA Team Nutrition
  – Provide encouragement and technical support
Fruits & Vegetables Galore
Helping Kids Eat More
Fruits & Vegetables Galore

- Keep Your Eyes on the Prize
- Tricks of the Trade
- Meal Appeal
- Quality Foods for Quality Meals
Keep Your Eyes on the Prize

Introduction
• Statistics
• Contents
• Reviewer
  Acknowledgement
• Credits
Tricks of the Trade

Technical guide to assist school foodservice in exploring:

- Food safety issues
- Preparation techniques
- Serving Options
Tricks of the Trade

- Salad Bars
- Build Your Own Salad
- Prepared Salads – recipes
- Preparing and serving fruits
Tricks of the Trade

- Salad Bars
- Why and how to set up a salad bar
- Layout tips
- Etiquette rules
- Sample menus
- Preparation tips
- Food safety
- Serving utensils
Tricks of the Trade

- Build Your Own Salad
- Alternative to traditional salad bar
- Individually packaged components
- Reduced food safety concerns
- Tested by Pinellas County, FL
Tricks of the Trade

● Prepared Salads
● Options to salad bar
● Serving suggestions
  ● –Shaker salads
  ● –Salads-to-go bars
● Recipes
● Packaging
Tricks of the Trade

- Preparing and Serving
- Canned Fruits and Vegetables
- Frozen Fruits and Vegetables
- Cooked Vegetables
Tricks of the Trade

- Appendixes
- Quality Score Cards
- Serving Utensil Guide
Meal Appeal

Provides tips on presentation and promotion to improve fruit and vegetable Marketing.
Meal Appeal

- Presentation
- Color
- Height
- Contrast
- Eye appeal
- Reach
Meal Appeal

- Customer Service
- Customers: why we are here
- Excel at service
- Get customers involved
- Enhance eating environment
Self Assessment

- Identify strengths and weaknesses in your food service operation
- Identify staff skills
Meal Appeal

- Marketing
- Menus
- Activities
- Promotions
- Taste tests
- Classroom connection
- Community support
- School success stories
Four-Step Process

1. Organize a plan for a successful promotion.
2. Pull all details together and publicize.
3. Implement the plans of promotion.
4. Evaluate and document.
Promotion Planning Worksheet

- Objective
- Target Audience
- Dates
- Theme and Title
- Publicity

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Educated Solutions
Promotion Planning Worksheet

- Dress, Decorations, Merchandising Tools
- Incentives and Prizes
- Who is Responsible
- Expenses
Promotion Evaluation Worksheet

- Be sure to evaluate and document each promotion.
- Record information valuable in determining future promotions.
Meal Appeal

- Appendixes
- Promotion planning and evaluation
- Student menu planning guide
- Activities
- Marketing calendar
- Support materials
- Static clings
Quality Foods for Quality Meals

Guidance for schools and school districts on buying and handling fruits and vegetables.
Quality Foods for Quality Meals

- Purchasing tips
- Quality Standards
- Product Descriptions
- Grading and Inspection
Quality Foods for Quality Meals

Helpful information on:

- Purchasing options
- Purchasing specifications
- Storage and handling
Quality Foods for Quality Meals

Purchasing options

- Distributors
- Purchasing Co-ops
- Farmers Markets
- Supermarkets/Clubs
- DOD
Quality Foods for Quality Meals

Fresh-cut
- Quality standards
- Shelf life
- Storage
Quality Foods for Quality Meals

Food safety
- Irradiation
- Screening vendors
- Storing and using foods
Quality Foods for Quality Meals

Product Sheets

- Fruits
- Vegetables
Quality Foods for Quality Meals

Appendixes

- Laws
- Label
- Sample Vendor Review
- Ideal Storage Temperatures
Posters

- 5 A Day the Color Way
- Enjoy Fruits and Vegetables
- Sense-ational Food
- Eat Your Colors Today
- Fruit and Vegetable Challenge
5 A Day the Color Way

Eat your colors every day.
Enjoy Fruits and Vegetables!
Sense-ational Food
Fresh Fruit and Vegetable Program in Schools
Fresh Fruit and Vegetable Program in Schools
Fresh Fruit and Vegetable Program in Schools
Las manzanas me gustan, mi parque son buenas para ti y tu cuerpo.

Las sandías son buenas para ti y es una fruta.

Las peras son frutas, las frutas son buenas para el cuerpo.

Las fresas son buenas y saben dulces y son rojas.
Fresh Fruit and Vegetable Program in Schools

Which one do you like?

- blueberry
- muffin
- blueberries

Names:
- Ms. Monk
- DANA
- Zhaqiya
- Lili
Fresh Fruit and Vegetable Program in Schools
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“What’s done to children, they will do to society”

Karl Menninger
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