

Three bright green apples are arranged on a white background. One apple is in the foreground, slightly to the right, and two are behind it, one to the left and one to the right. The apples are fresh and have a natural sheen.

Promoting Fruits and Vegetables

Nancy Alford
Education Specialist – Child Nutrition
Region 4 ESC

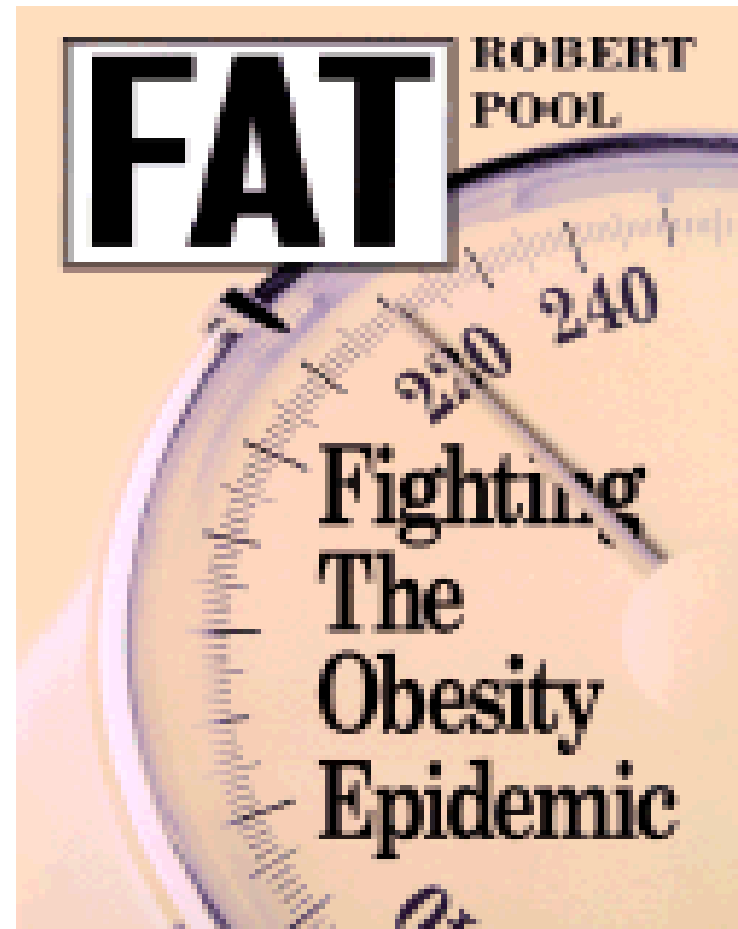


Why should we encourage
students to eat more fruits
and vegetables?



The Epidemic

**Obesity is
on the Rise**



The Epidemic

America: Childhood

- 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



The Epidemic

America: Childhood



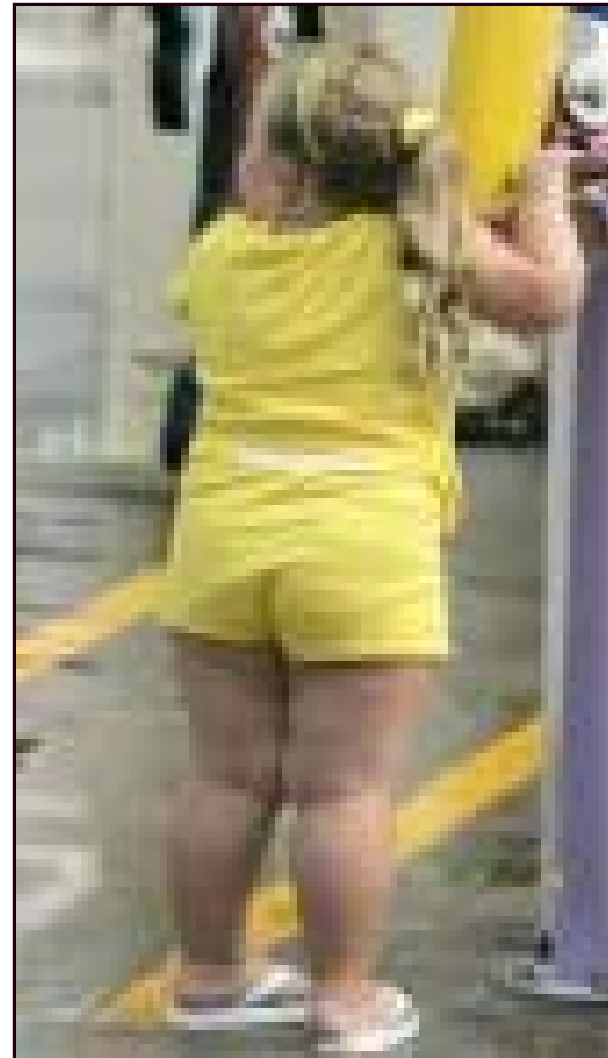
**Over 285,000
children ages 1-6
will have a
difficult time
fitting into most
child safety seats**



The Epidemic

America: Childhood

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

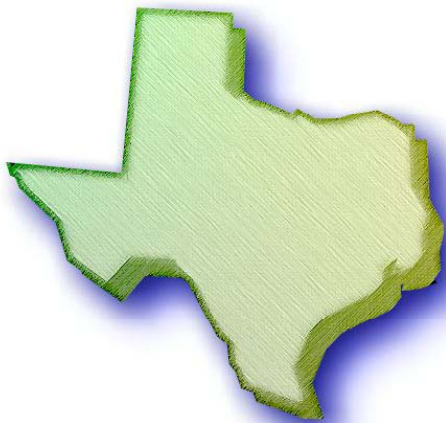
If action to reverse these alarming trends is not taken, today's children will be the first generation who does not live longer than their parents



The Epidemic



Obesity in Texas



Adults and Children

The Epidemic

Texas

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



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**



Deteriorating Eating Habits

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



Deteriorating Eating Habits

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**



Preventing Obesity

- **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

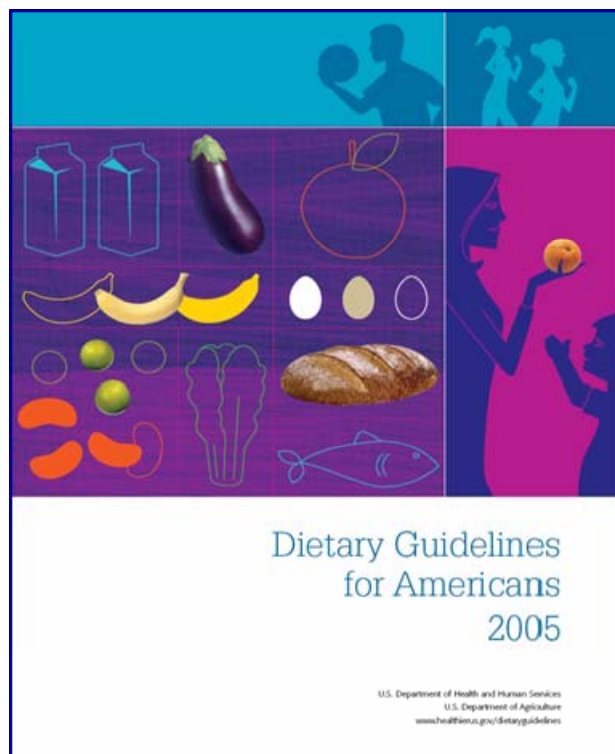
USDA Child Nutrition Programs

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

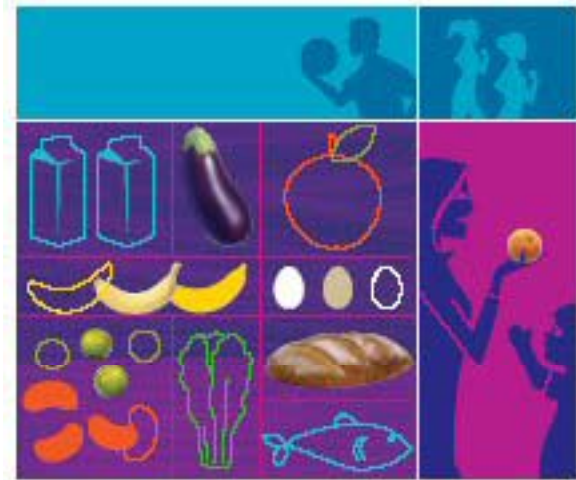


- **Dietary recommendations for health promotion and chronic disease prevention**
- **Based on Dietary Guidelines Advisory Committee report, public comments**



Dietary Guidelines

- Consume a sufficient amount of fruits and vegetables while staying within energy needs.
- Choose a variety of fruits and vegetables each day.



Dietary Guidelines
for Americans
2005





MyPyramid.gov

STEPS TO A HEALTHIER YOU





**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**



FFVP Administration

- **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.**





Fruits and Vegetables Galore

Helping Kids Eat More

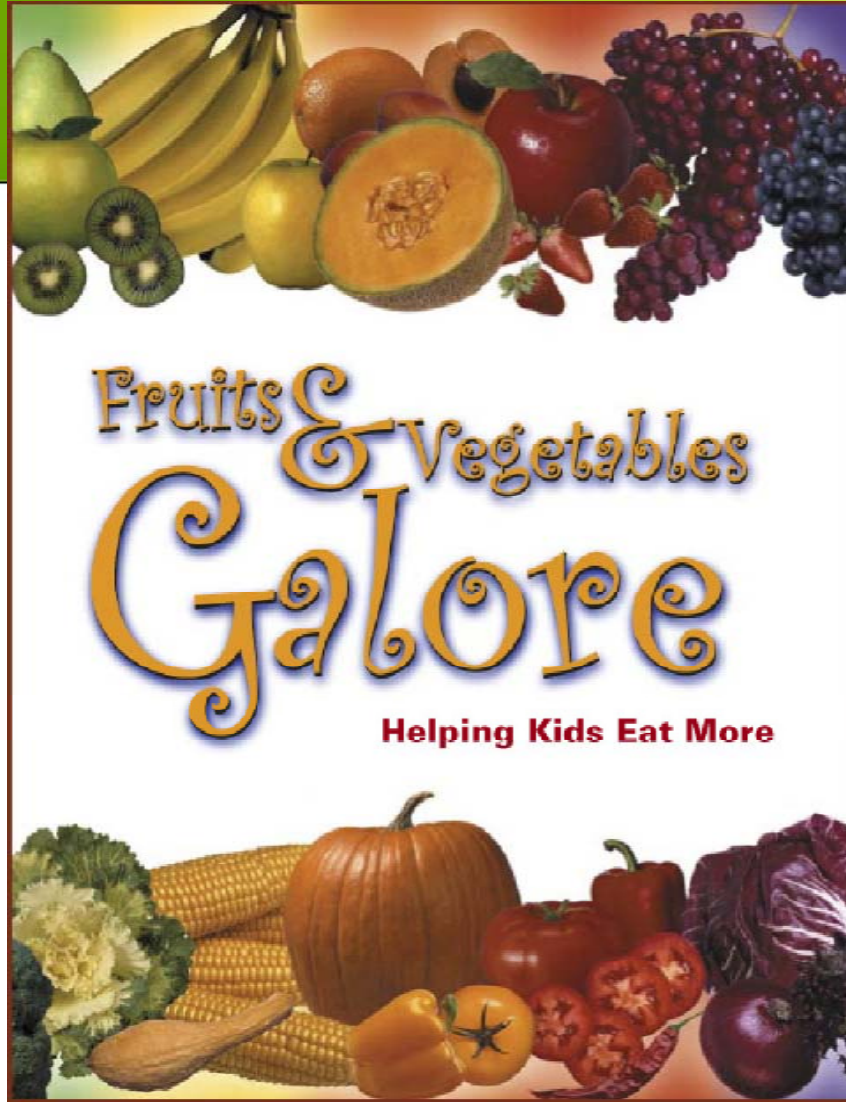


Goals

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

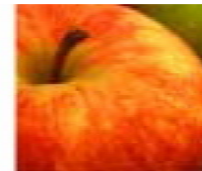
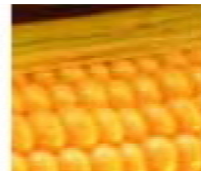


 region 4[®]
Educated Solutions



Fruits & Vegetables Galore

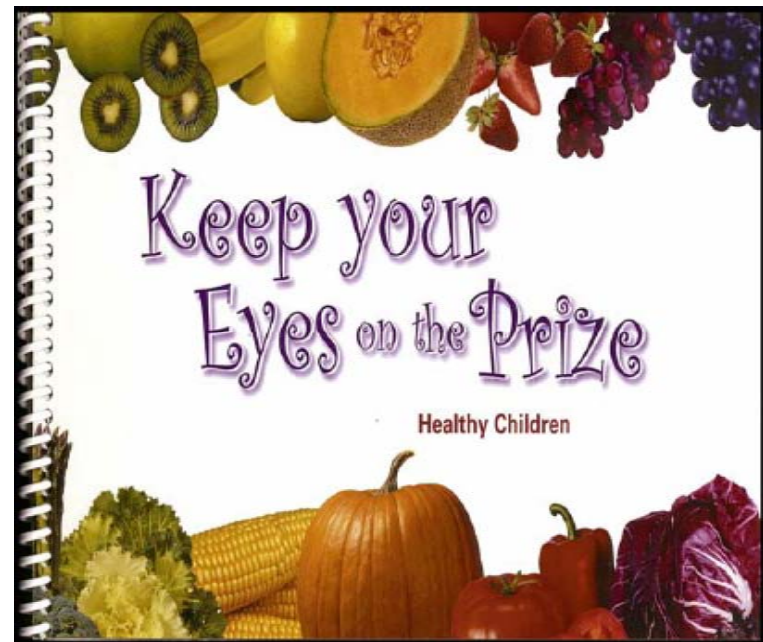
- **Keep Your Eyes on the Prize**
- **Tricks of the Trade**
- **Meal Appeal**
- **Quality Foods for Quality Meals**



Keep Your Eyes on the Prize

Introduction

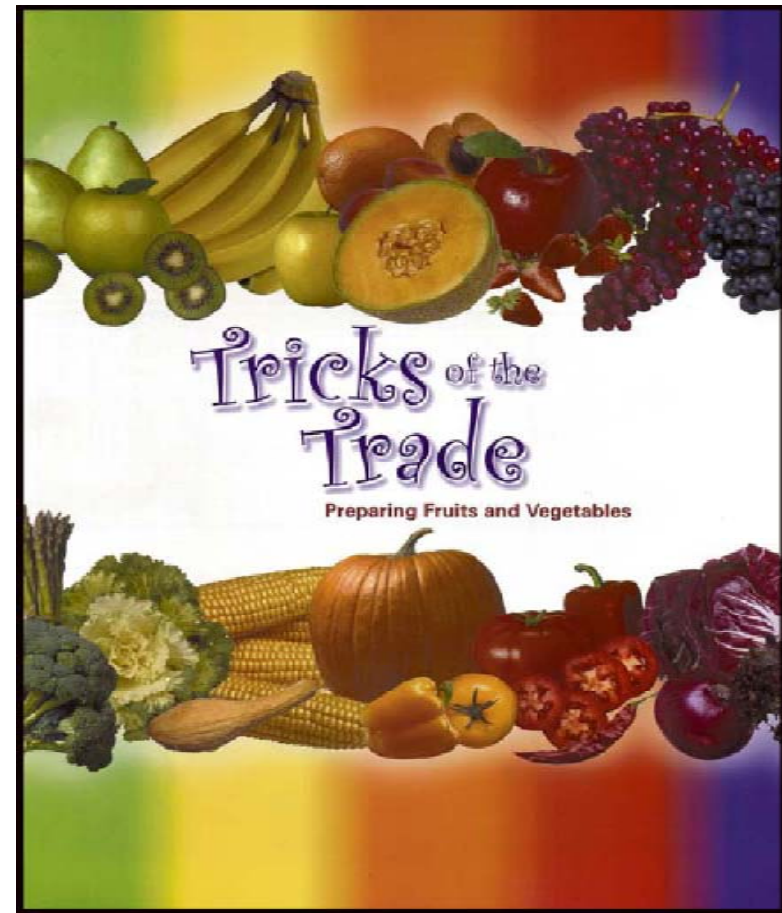
- Statistics
- Contents
- Reviewer
Acknowledgement
- Credits



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**



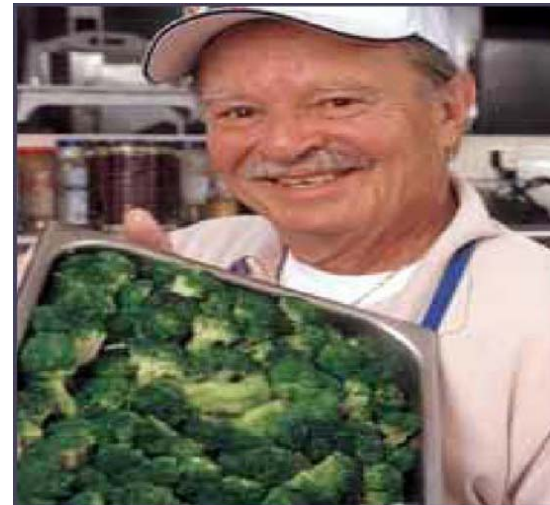
Tricks of the Trade

- Prepared Salads
- Options to salad bar
- Serving suggestions
- –Shaker salads
- –Salads-to-go bars
- Recipes
- Packaging



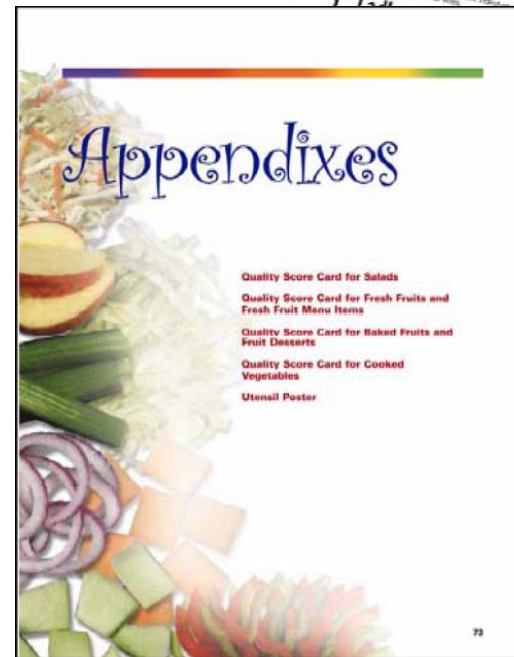
Tricks of the Trade

- **Preparing and Serving**
- **Canned Fruits and Vegetables**
- **Frozen Fruits and Vegetables**
- **Cooked Vegetables**



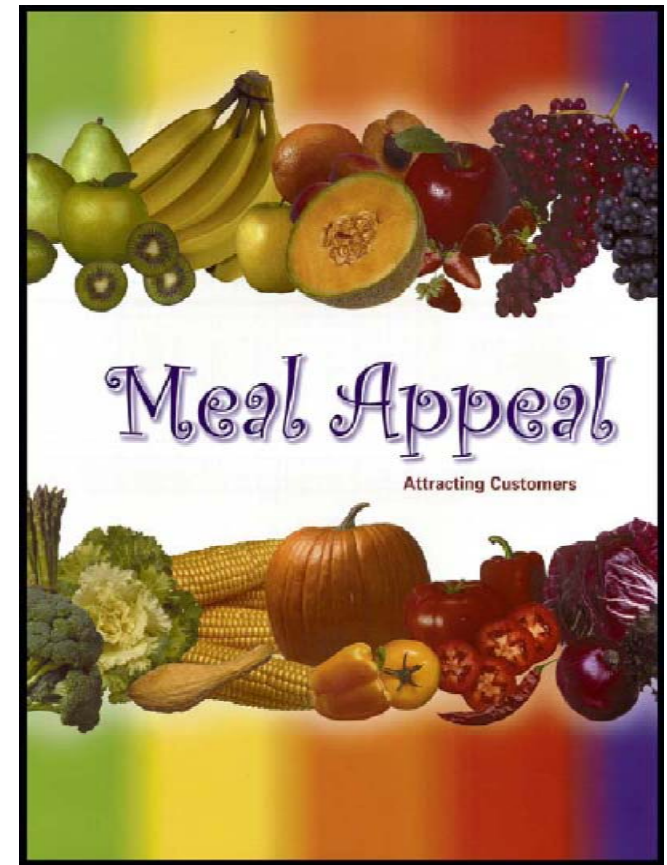
Tricks of the Trade

- 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**



Promotion Planning Worksheet

- **Dress, Decorations,
Merchandising Tools**
- **Incentives and Prizes**
- **Who is Responsible**
- **Expenses**



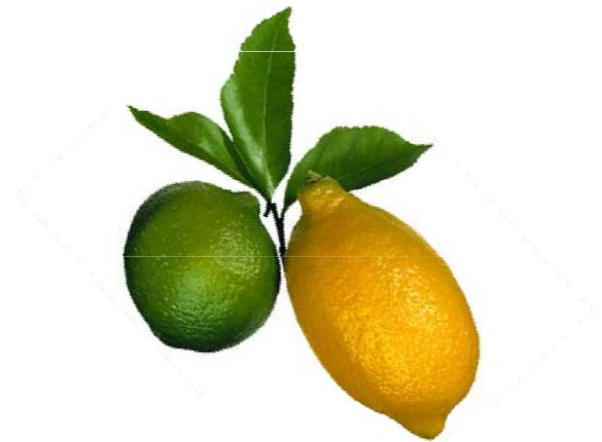
Promotion Evaluation Worksheet

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



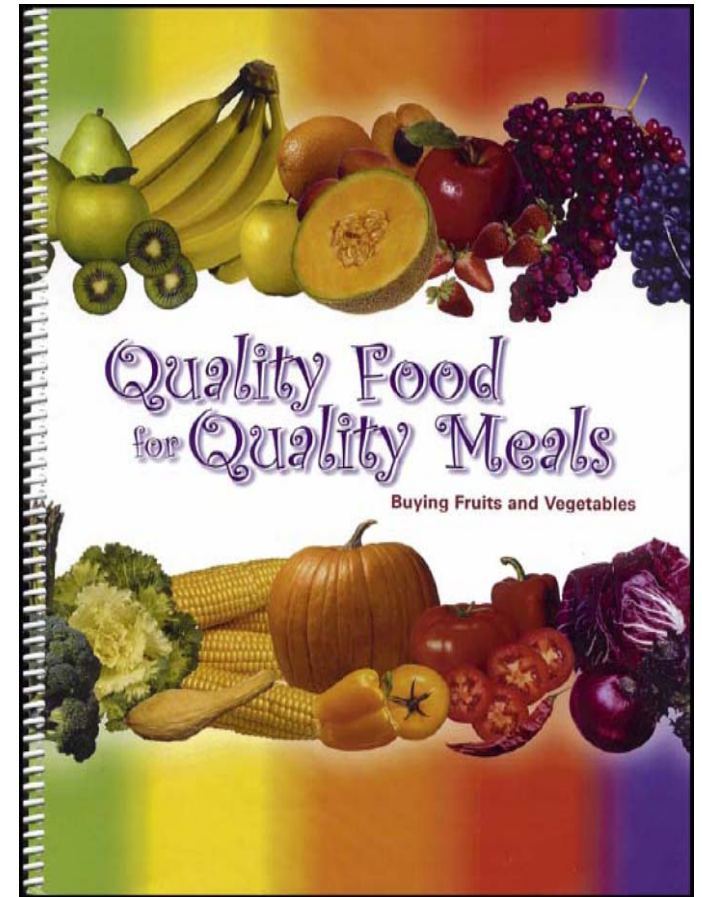
Meal Appeal

- **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

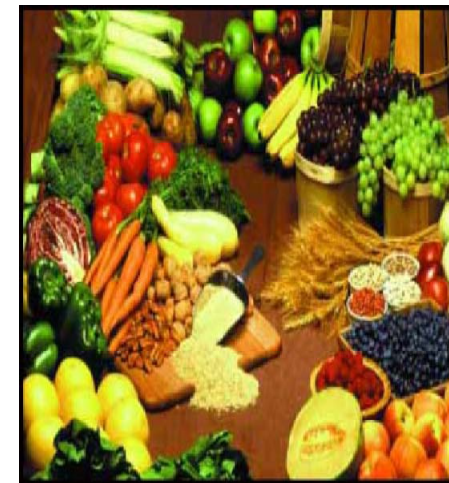
- Purchasing tips
- Quality Standards
- Product Descriptions
- Grading and Inspection



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

Peas and Carrots

FROZEN



Grades
U.S. Grade A or U.S. Fancy
U.S. Grade B or U.S. Extra Standard
U.S. Grade C or U.S. Standard
Substandard

How Packed
2 1/2-lb packages, 12 per case
4-lb packages, 6 per case
20 lb bulk

Purchasing Tips

- Grade standards are based on percentages of each vegetable; size of carrot pieces; color; tenderness after cooking; flavor; absence of defects and blemishes.
- Proportions: Early or sweet type peas not less than 50% by weight; diced carrots not less than 25% by weight. Carrots to be predominantly 1/2- to 3/4-inch cubes.
- U.S. Grade A recommended, appearance affects customer acceptance.
- If the description does not specify pack size, the bid unit should be per lb.

Standard of Identity Reference
None

Grade Standard Reference
Title 7 CFR 52.2503

Sample Description
PEAS AND CARROTS, FROZEN: to be packed to U.S. Grade A standard.

92

Citrus Salad Mix

FRESH CUT



How Packed
1-gal containers, 4 per case

In Season
Available year-round

Purchasing Tips

- Some packers call their product "salad mix with citrus."
- Mix usually includes grapefruit sections, orange sections, pineapple, and grapes.

Receiving

- Inspect for quality. Reject product that is discolored.
- Check code date for freshness.

Storage

- Store immediately in coldest part of refrigerator.
- Any break in the cold chain lowers quality and storage life.
- Keep containers sealed until ready to use.

Standard of Identity Reference
None

Grade Standard Reference
None

Sample Description
CITRUS SALAD MIX, FRESH CUT: mix of fresh fruit to be grapefruit and orange sections, pineapple and grapes; code date: 4/1 gal.

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Dates*



Grades
U.S. Grade A
U.S. Grade B
U.S. Grade C

Popular Varieties
Deglet Noor - semi-dry, amber-colored
Halawy - soft with sweet flavor
Khadrwy - soft, dark brown colored
Zaidi - semi-dry, golden-colored

How Packed
7-oz. plastic cups holding whole dates
6-oz. plastic cups holding pitted dates
15-lb. boxes

In Season

- Domestic Production
August through December
- Import Production
January through December

Purchasing Tips

- Halawy and khadrwy varieties exhibit a soft texture.
- Deglet noor and zaidi varieties are semi-dry and firm.
- Avoid dates that show crystallization of sugars or physical defects.

 region 4
Educated Solutions

Quality Foods for Quality Meals

Appendixes

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

APPENDIX 3:
REVIEW THE POTENTIAL
DISTRIBUTOR VENDOR

Product line

1. Is this vendor a (circle the response): **full time** **specialty** **special breed** **other**?
2. What percentage of products required by the school are stocked? _____%
3. If awarding business on alternate-basis by groups, how much time after bid award will the vendor require to have the additional items in stock? _____

Physical facilities

1. Describe the receiving/loading area; can product be received/loaded in inclement weather without damage to packaging? Is this area refrigerated?

2. Describe the loading procedures; can trucks be loaded in inclement weather without damage to packaging; can deliveries be set and loaded in temperature appropriate space?

3. Cleanliness of floors? **acceptable** **unacceptable**
4. Storage of damaged product? **acceptable** **unacceptable**
5. Organization of product in skids? **acceptable** **unacceptable**
6. Cleanliness/orderliness of cold storage? **acceptable** **unacceptable**
7. Type of storage (circle those available): **dry** **refrigerated** **frozen**
If several different temperature ranges, record the temperatures: _____
8. Pest Control: **acceptable** **unacceptable**
9. Describe storage of used pallets: _____

Delivery equipment

1. What type of equipment is used? (circle one):
dry only **dry and frozen** **refrigerated only** **dry/frozen/refrigerated**

111

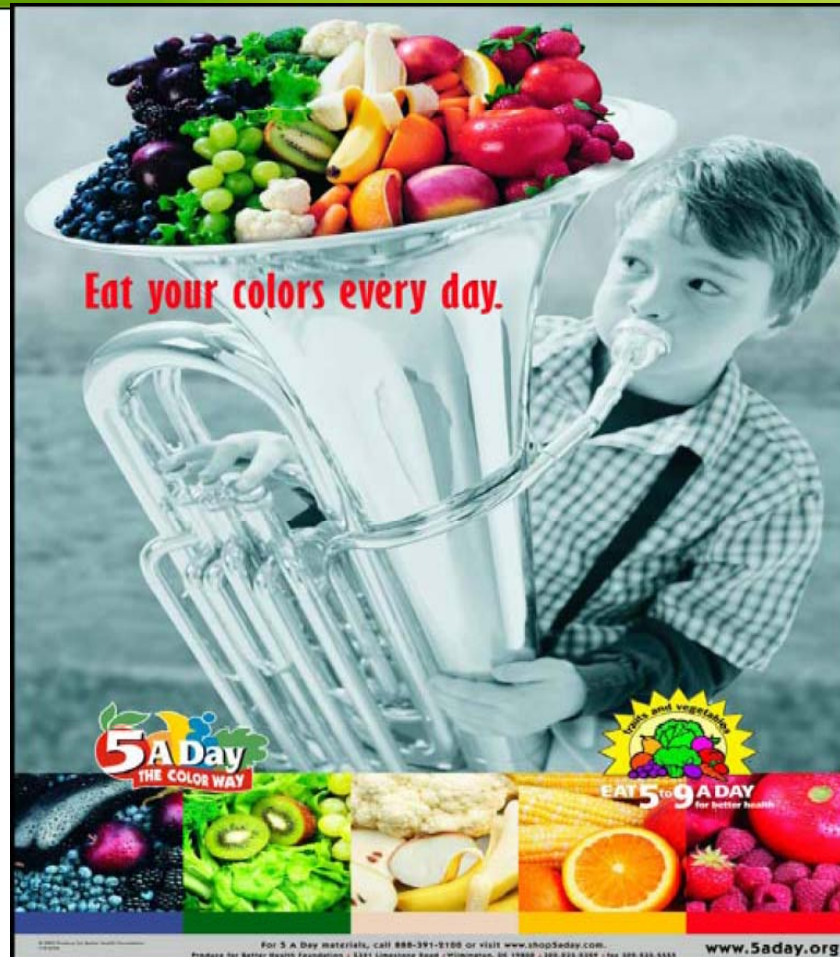


Posters

- 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




Enjoy Fruits and Vegetables!

Enjoy
Fruits and Vegetables!

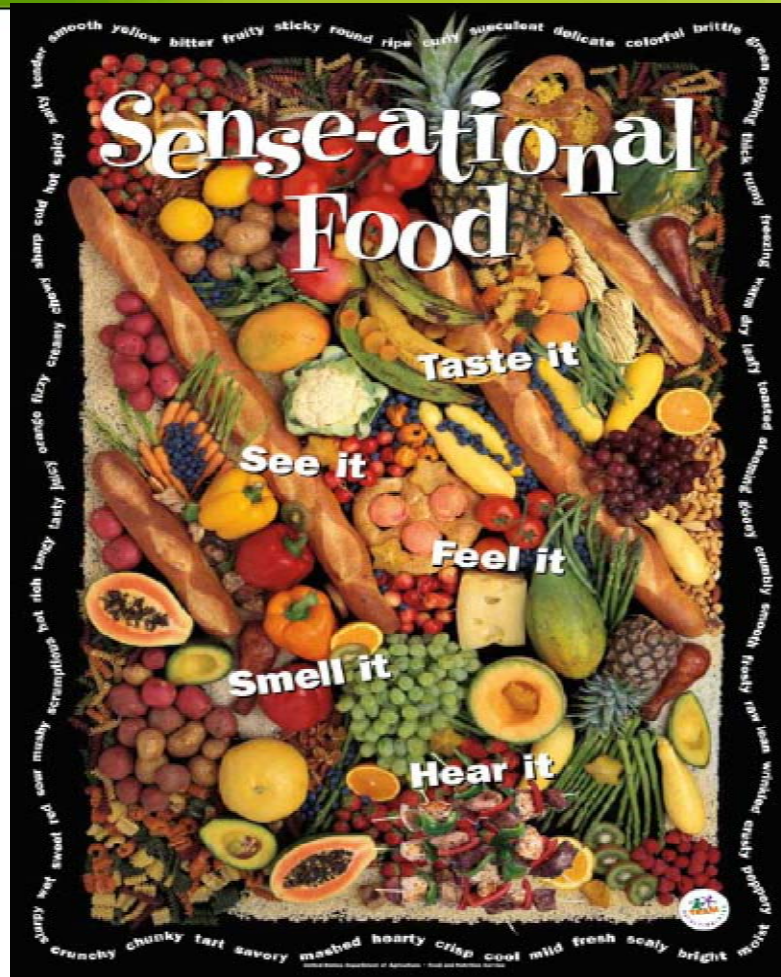
APPLE	ARTICHOKE	SPINACH	BANANA	STRAWBERRY
GREEN	PAPAYA	GRAPES	TOMATO	BROCCOLI
CANTALOUPE	PINEAPPLE	KIWI	CABBAGE	ORANGE
BRUSSELS SPROUTS	ORANGE	POTATO	BELL PEPPER	ASPARAGUS
CARROT	PEAR	LETTUCE	APRICOT	CABBAGE
PEACH	SQUASH	AVOCADO	WATERMELON	SWEET POTATO

Eat more fruits and vegetables — an easy and delicious way to improve your health!
For more information on nutrition and health, call the American Cancer Society toll free 1-800-ACS-2345 or visit us on the web www.cancer.org.

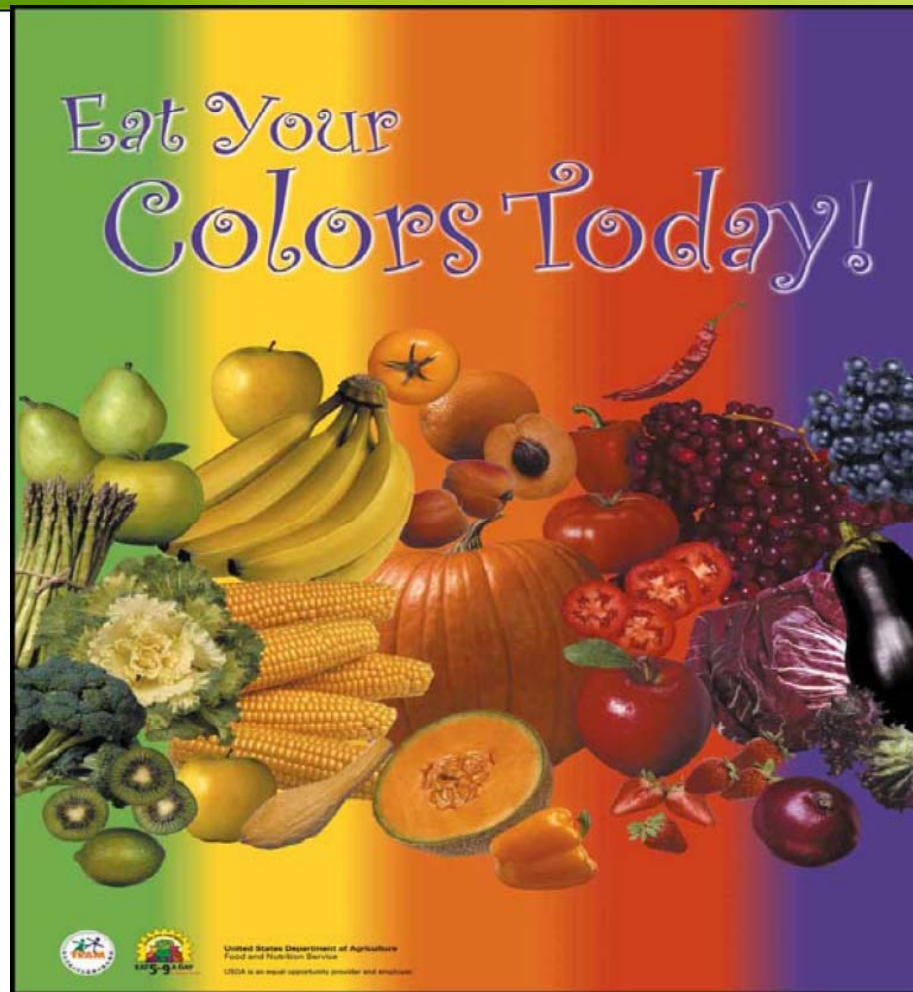





Sense-ational Food





Eat Your Colors Today



Fruit & Vegetable Challenge



Fruit & Vegetable Challenge

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50
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Fresh Fruit and Vegetable Program in Schools



Fresh Fruit and Vegetable Program in Schools



Fresh Fruit and Vegetable Program in Schools



Fresh Fruit and Vegetable Program in Schools



Fresh Fruit and Vegetable Program in Schools

Which one do you like?

blueberry
muffin

blueberries

Ms. Monk

mrFcrit
ISUthemuff
AShTO

DANA

the marie
Marshall

Lili

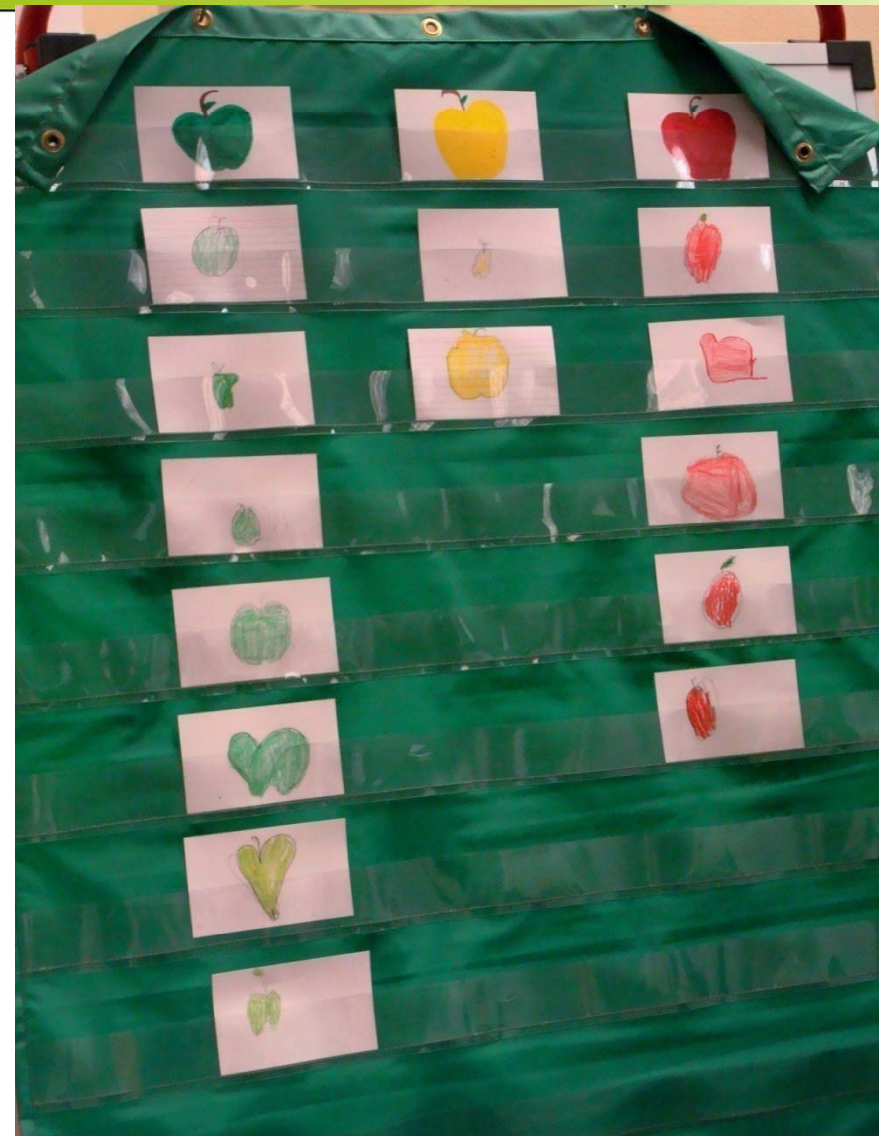
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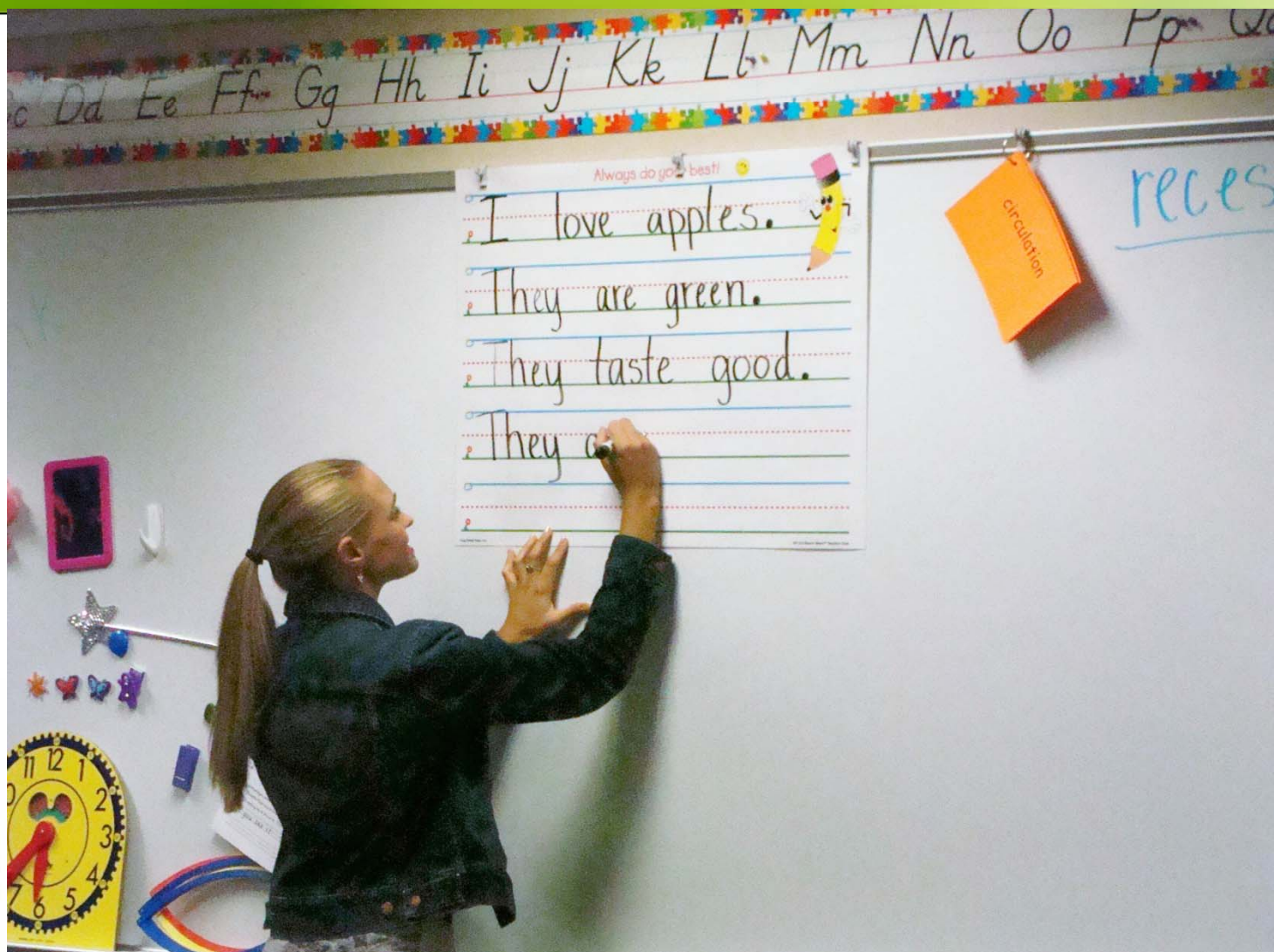
Fresh Fruit and Vegetable Program in Schools



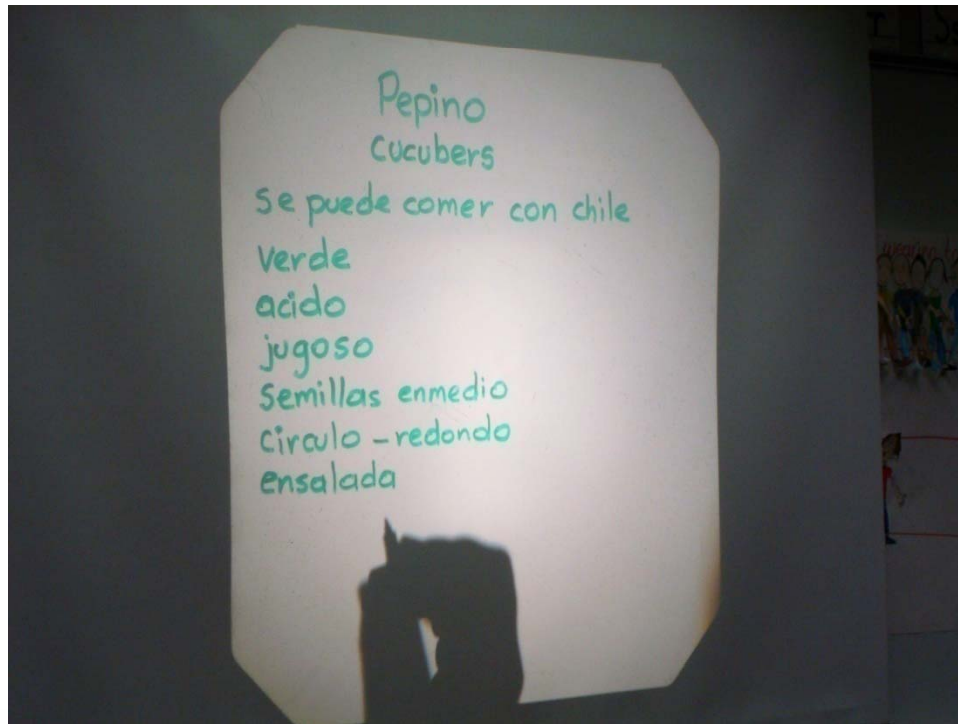
Fresh Fruit and Vegetable Program in Schools



Fresh Fruit and Vegetable Program in Schools



Fresh Fruit and Vegetable Program in Schools



Conclusion

“What’s done to children, they will do to society”

Karl Menninger





**Contact
Information:**

**Nancy Alford
713.744.6806
nalford@esc4.net**

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