



HEALTHY TIMES

HEALTHY IS COOL



SEPTEMBER 2009

Welcome to Sysco Produce “**HEALTHY TIMES**,” where you will find some of the freshest news in the healthcare and produce industries. In this monthly newsletter, you’ll find “trends” in the produce and healthcare industries, useful up-to-date news, recipes, as well as helpful tips and fun facts about the produce you eat and serve.

YOU INSPIRE HEALTHY HABITS

HEALTHY TIMES NEWS UPDATE

THE DEINAL OF OBESITY

The *News & Observer* reports that a new McClatchy-Ipsos poll suggests that while obesity may be in a problem in the US, most people don't believe it – only 17 percent of those surveyed said that they thought obesity might be a serious problem for themselves and their families and that two-thirds felt their weight was “healthy” –which is at variance with the national trends that put US obesity rates at between 25 and 30 percent. The survey also found that “75 percent of Americans think the most effective way to combat obesity is through education about the importance of exercise and a healthy diet.”

CHILDREN AWARE OF HEALTHFUL FOOD OPTIONS

Most of the children who took part in a recent survey are mindful that they should be eating nutritious foods, such as fresh fruits and vegetables, though they might not always do so. “Kids now are health savvy, and the nutritional education they've received will impact their choices as consumers,” a food expert said. Other foods that the children classified as healthful were salad, eggs, fish, cheese, chicken and peanut butter.

HARVARD NUTRITIONIST CALLS FOR REDUCED-SALT MANDATE

Dr. Walter Willett, chairman of the Department of Nutrition at the Harvard School of Public Health, says the government should mandate less salt be used in packaged and processed foods. Willett, the force behind nationwide efforts to ban trans fats, presented his nutrition policy to President Obama. Dr. Willett also suggests a national tax of up to 18% on soda and candy.

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A VERY DRY SUBJECT: DRIED FRUIT

Long after the fruit of summer is past, we are still longing for the flavors of the fruit of summer. You may not be able to find a luscious Peach in October or November, but you can find the flavor and aroma of summer Peaches...with dried Peaches. Laying fruit in the sun to dry, it's been done for thousands of years. Drying fruit is the oldest method of preserving fruit. Dried fruit may be the most unglamorous of all the produce we sell, but to bring life to Autumn and Winter produce, dried fruit is hot these days. In 1873, in Fresno, California, a number of grape bunches dried by accident. They were sold in San Francisco as a “Peruvian delicacy,” and thus began the dried fruit industry.



The early days of drying fruit in Fresno, California at the turn of the 20th century.

HEALTHY TIMES STORAGE TIPS ...AND OTHER FUN



APPLES: Must be kept ice cold. Taking apples from cold storage to warm and back to cold will cause condensation, which will break down the wax on the surface, turning the wax into a whitish film.

By the way... Was the apple really the Forbidden Fruit in the Garden of Eden? Adam and Eve were naked, and apples ripen and color during cold Autumn nights. Some anthropologists believe it was actually the Mango.

EGGPLANT: Will get chill damage at temperatures under 45 degrees. Store in the warmest part of your walk-in, close to the door.

By the way... The purple Eggplant popular in America today was actually hybred in the 1700s...by Thomas Jefferson.

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YOU MOTIVATE HEALTHY HABITS

**HEALTHY TIMES
NEWS UPDATE**

**MED DIET COMPONENTS
LINKED TO LONGER LIFE**

Consuming a Mediterranean-style diet, rich in vegetables, fruits and nuts, olive oil, and legumes, may lead to longer life, according to a new study from Greece. Results of the Greek segment of the European Prospective Investigation into Cancer and nutrition (EPIC) suggest that cereals and dairy products didn't make a major contribution, while moderate alcohol consumption and low meat consumption were linked to longer life. "An analysis of this type cannot provide universally applicable results, because diet varies across populations and also between sections of the same population," wrote the researchers in the *British Medical Journal*. "Nevertheless, our results indicate that the Mediterranean diet score that has been widely used is an effective predictor of mortality," they added. The study adds to a large body of science supporting a Mediterranean-style diet. The dietary pattern has been linked to longer life, less heart disease, and protection against some cancers. The main nutritional components include beta-carotene, vitamin C, tocopherols, polyphenols and minerals.

**ORGANIC APPLES BEAT
CONVENTIONALS ON
ANTIOXIDANTS**

Organically produced apples have a 15% higher antioxidant capacity than conventionally produced apples, says a study from Germany. Findings published in the *Journal of Agricultural and Food Chemistry* add to the on-going debate over whether organically grown produce is more nutritious than conventionally grown produce. A report published in March 2008 by the Organic Center at America's Organic Trade Association argued that organic produce is 25 per cent more nutritious than conventional foodstuffs. However, these claims were countered by Joseph Rosen, emeritus professor at Rutgers University and scientific advisor to the American Council on Science and Health (ACSH) who said the data was selective, and that, when recalculated, the data used in the original report showed that conventional products are actually 2 per cent more nutritious than organic varieties.

**DRIED
FRUIT**

**A VERY
DRY, BUT
HEALTHY
SUBJECT**

Drying fruit is one of the most convenient ways to add sugar, fiber and nutrition to a nutrition-starved winter diet. A handful of dried fruit gives an instant energy boost along with an injection of vitamins and minerals too. Today, most people grab an "energy" drink, which eventually drains their body of usable energy. Not so with dried fruit. Here's the nutrition about dried fruit:

- Rich in Vitamins A, B1, B2, B3, B6
- Rich with Calcium, Iron, Magnesium, Phosphorous, Potassium
- Low in Fat
- Contains 60 – 70% natural sugars, which occur in an easily digestible form (glucose and fructose), entering the bloodstream giving instant energy
- Concentrates the nutrients, including protein, carbohydrate and dietary fiber.
- Anti-oxidant superstars that work to prevent cancer, heart disease, cataracts and other age-related diseases by mopping up free radicals that damage cells.

**HEALTHY TIMES
STORAGE TIPS
...AND OTHER FUN**



FRESH-CUT LETTUCE: Is still breathing, even when cut. Keeping fresh-cut lettuce ice cold helps it to breathe slower, and last longer. Leaving fresh-cut lettuce out at room temperature will cause it to breathe very fast, reducing shelf life.

By the way...The first salad to be packaged was Spring Mix, originally known as Mesculun Mix. 18th Century monks in a monastery in Italy developed the original Mesculun Mix, twelve bitter herbs and greens to represent the 12 apostles of Christ.

GRAPES: Will absorb odors produced by Leeks and Green Onions, so keep them as far away from each other as possible.

By the way...The Red Flame Seedless Grape was named by some school children in Fresno. All peach, plum, nectarine and grape varieties developed by scientists in Fresno, have names that start with the letter "F."



RECIPES OF THE MONTH

The original Waldorf Salad recipe was created by “Oscar of the Waldorf” at the 1893 opening of the Waldorf Hotel in New York City. The original recipe simply used apples, celery and mayonnaise.

ORIGINAL WALDORF

Ingredients

3 cups Apples (diced)
1 TBS Lemon Juice
1/4 cup Celery (diced)
1/4 cup Walnut pieces
1/3 cup Mayonnaise
to taste salt and pepper

Instructions

- Toss the apples with lemon juice.
- Add all other ingredients and mix well.

NEW WORLD WALDORF

Ingredients

1/4 cup Mayonnaise
1 TBS Apple cider vinegar
1/2 cup Buttermilk
1/2 cup Crumbled blue cheese
1/4 cup Yellow onion (finely minced)
1/4 tsp Salt
1/8 tsp Ground black pepper
Pinch Cayenne
2 cups Gala Apples (diced)
1 cup Celery (thinly sliced)
1/2 cup Red seedless grapes (halved)
1/2 cup Walnut pieces
1 head Butter lettuce (leaves separated)

Instructions

- In a bowl, whisk together the mayonnaise and vinegar. Slowly add 1/2 cup buttermilk, whisking to thicken. Add the blue cheese, onion, salt, pepper, and cayenne, and whisk well to combine, adding buttermilk, as desired. Set aside.
- In a large bowl, combine the apples, celery, grapes, and walnuts. Add the dressing, to taste, and toss well.
- Arrange lettuce leaves on 6 salad plates. Top with the tossed salad and serve.



GRAPES: GREAT THINGS COME IN BUNCHES

Grapes are an easy grab 'n go item, a premier recipe ingredient, and an exceptional garnish. Beautiful greens, super sweet reds, exotic blacks - fresh California grapes are a fantastic food for today's innovative foodservice. This fast-paced, competitive industry is constantly faced with the need to innovate and deliver flawless execution of the dining experience. This requires smart strategies and use of products that deliver on more than one level. Like California grapes.

Here's what California Grapes can do for you:

- Generate add-on revenue as a take-out item.
- Provide a signature ingredient for sensational salads and entrees - they're always juicy and beautiful, even when heated. For all your summer and fall salads, skip the croutons. Add grapes instead.
- Plate enhancement: What's better than a plump, colorful cluster of fresh California grapes?

Here are some Grape terms you may not have heard:

Bloom: Table grapes are often covered with natural bloom, which is a delicate white substance common to many soft fruits. The bloom protects the grape from moisture loss and decay. Bloom is sometimes mistakenly thought of as dust. The more bloom you see on the grape, the fresher the grapes.

Berry: Grapes are actually berries. The simple definition of a berry is a “multi-celled fruit with many seeds.”

Seedless: Are seedless table grapes really seedless? Well, not really. All grapes have seeds, but because of the pollinating process, the seeds do not mature. The seeds in a seedless grape stay immature and soft

Amber: A special characteristic of Thompson Seedless grapes is the quality known as amber. Sometimes, this normally bright-green grape has a golden-yellow hue. That honey color means the grapes have been left to ripen longer and, as a result, the grapes are particularly sweet and juicy. Although some people might think that amber color means something's wrong with the grapes, it is, in fact, a special quality, prized by knowledgeable grape lovers.



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SEPTEMBER 2009

Sysco Fresh Promotions OCTOBER

[ADA National Convention](#), Denver
[American Heart Walk](#)
["Andy Griffith Show" TV debut, 1960](#)
[Baseball World Series](#)
[Columbus Day](#)
[Charlie Brown, Snoopy born, 1950](#)
[Child Health Month](#)
[Disneyworld opens, 1971](#)
[Eat Better, Eat Together Month](#)
[Eat Country Ham Month](#)
 Fall Back (set clocks back 1 hour)
[Family Health Month](#)
 Family History Month
 Halloween
 Harvest Festivals
 "I Love Lucy" TV debut, 1951
[National AIDS Awareness Month](#)
[National Apple Month](#)
[National Breast Cancer Awareness](#)
 National Caramel Month
 National Chili Month
[National Cookie Month](#)

[National Crime Prevention Month](#)
[National Customer Service Week](#)
[National Dental Hygiene Month](#)
[Nt'l Depression Awareness Month](#)
 National Dessert Month
 Nt'l Disability Awareness Month
[Nt'l Domestic Violence Awareness](#)
[National Frozen Food Festival Month](#)
 National Health Education Week
 National Make a Will Month
[National Medical Librarians Month](#)
 Nt'l Orthodontic Health Month
[National Pasta Month](#)
[National Popcorn Poppin' Month](#)
[National Pork Month](#)
[National Roller Skating Month](#)
[National School Lunch Week](#)
[National Seafood Month](#)
[National Spinal Health Month](#)
[National Stamp Collecting Month](#)
[NBA Hall of Fame Ceremonies](#)

NBA season begins
 NHL season begins
 Oktoberfest
 PMA, Anaheim
[Polish American Heritage Month](#)
 Pumpkin Carving Contests
[Spinach Lovers Month](#)
[Substance Abuse Prevention](#)
 Vegetarian Awareness Month
[World Egg Day](#)
[Yosemite Nt'l Park established, 1890](#)



eat right. American Dietetic Association

Why I Am Running
 Personal stories of motivation.



Welcome to Sysco Produce Fresh Promotions. Each month, Sysco Produce will provide you with events that will be in the news, making these ideas very timely for your menu, promotions or specials development.

The Sysco Fresh Team

All of us at Sysco Produce 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."

Rich Dachman
 Ed Dossen
 Michael Gonzalez
 Mike Hansen
 Mark Mignogna
 Julie Olivarria

VP Produce, SYSCO/FreshPoint
 CFO
 Sales Manager, Florida
 Senior Director
 Asst. VP Quality Assurance
 Sales Manager, Salinas

831-771-5000 phone
 831-775-3443 fax
www.sysco.com

