

SEPTEMBER 2009

Welcome to Sysco Produce "**SCHOOL TIMES**," where you will find some of the freshest news in the school foodservice and produce industries. In this monthly newsletter, we will look at "trends" in the produce and school foodservice industries, the most useful up-to-date news, recipes, as well as helpful tips and fun facts about the produce you eat and serve.

**YOU
INSPIRE
HEALTHY
KIDS**

**SCHOOL TIMES
NEWS UPDATE**

**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.

VIDEO GAMES TARGET KIDS

Children may soon be encouraged to eat well through 'edutainment'- a variety of interactive computer games developed by the [US Department of Agriculture](#) (USDA) in an attempt to tackle the increasing problem of childhood obesity and poor nutrition. Scientists at the USDA-ARS Children's Nutrition Research Center (CNRC) developed the "*amusing and instructive*" method as a means to teach children the importance of healthy food and exercise. The CNRC's latest edutainment approaches fall under the umbrella of 'eHealth' programs, which are aimed at engaging children in nutrition studies.

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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. 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 a healthy snack during the dead of winter, 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. As a snack, in baked items, trail mix, cereals, on your Yogurt, in your salads, even added to vegetables as a side dish, dried fruit is no longer a dry subject.



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

**SCHOOL 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 hybrid in the 1700s...by Thomas Jefferson.

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**YOU
MOTIVATE
HEALTHY
KIDS**

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**SCHOOL TIMES
NEWS UPDATE**

**MORE KIDS BECOMING
SEVERELY OBESE**

In the last 25 years, rates of severe childhood obesity in the United States have tripled, putting increasing numbers of children at risk for diabetes and heart disease, says a new study. Researchers looked at National Health and Nutrition Survey data on 12,384 youths, ages 2 to 19 years, and found that the prevalence of severe obesity increased from 0.8 percent in the period from 1976 to 1980 to 3.8 percent in 1999 to 2004. Severe obesity correlates to a body mass index that's equal to or greater than the 99th percentile for age and gender. The finding could mean that 2.7 million children in the United States are severely obese, the researchers said. Black and Mexican-American children had the largest increases in severe obesity, along with children in families below the poverty level. For example, the percentage of severely obese Mexican-American children rose from 0.9 percent to 5.2 percent. The researchers also found that a third of severely obese children had metabolic syndrome, a group of risk factors for diabetes, stroke and heart attack. The risk factors include high blood pressure, cholesterol and insulin levels. The study appears online in *Academic Pediatrics*. "Children are not only becoming obese but becoming severely obese, which impacts their overall health," Dr. Joseph Skelton, an obesity expert at Brenner Children's Hospital, part of Wake Forest University Baptist Medical Center in Winston-Salem, N.C., and lead author of the study, said in a news release from the center.

**PARENTS WANT NUTRITIOUS
AFTER-SCHOOL SNACKS**

Ninety-five percent of parents think after-school snacks provide an important energy boost for their children. A survey commissioned by frozen-snacks maker Farm Rich found that nearly half of children are unsupervised between school and dinner, so their snacks are typically not as healthful as parents would prefer.

**DRIED
FRUIT**

**NOT SO
DRY IN
HISTORY**

Down through history, food...and the preservation of food have helped mold the many cultures of the world and helped shape world history:

- Because they store so well, and easy to transport, dried fruit traveled with Christopher Columbus, and part of the food rations on the Nina, Pinta and Santa Maria.
- Dried fruit was a staple at Mount Vernon for George Washington.
- Helped fuel Robert Peary's conquest of the North Pole in 1908.
- Was the first produce item in space when Scott Carpenter took it in 1962.
- In 1949, children living in the isolated city of Berlin delighted in packets of raisins dropped by planes during the Berlin Airlift. These planes became known as the "raisin bombers."

**HOW DOES DRIED
FRUIT KEEP?**

Drying fruit reduces its water content to a level so low that the micro-organisms and enzymes which cause spoilage cannot function. The high concentration of sugar wards off bacteria. What happens if you find some old dried fruit, hard as a rock? Never throw it away. Boil the fruit, strain and add into recipes or your morning Oatmeal.

**SCHOOL 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."

Fresh California
Grapes

SEPTEMBER 2009

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.

CHILDREN SHIFT TOWARD MORE NUTRITIOUS FOOD

Children in North America are consuming fewer burgers, fries, sugary drinks and chicken nuggets at restaurants and more nutritious items such as soup, chocolate milk, yogurt, fruit and grilled chicken, market research shows. As a result, quickservice restaurants are introducing more healthful menu items. The eating habits of American children appear to be shifting. And for a change, the news is good. Chicken nuggets, burgers, fries and colas remain popular with the under-13 set, of course. But new market research shows that consumption of these foods at restaurants is declining, while soup, yogurt, fruit, grilled chicken and chocolate milk are on the rise. The findings, based on survey data by the Chicago market research firm NPD Group, follow a report last year that childhood obesity appears to have hit a plateau after rising for more than two decades. That finding, reported by The Journal of the American Medical Association, has been greeted with guarded optimism, and it remains unclear whether efforts to limit junk food and increase physical activity in schools have had a meaningful effect on the way children eat. The data, from NPD’s Consumer Reports on Eating Share Trends, are collected from a representative sample of 3,500 households and 500 teenagers who give detailed information on their restaurant habits. The figures are considered highly reliable because the researchers collect answers daily, asking participants what they and their family ate and ordered at restaurants the day before. While this recall method is never 100 percent reliable, the data, collected since 1976, provide a consistent look at long-term trends. Clearly, the economy is playing a big part in these trends. Orders for kids’ meals that included a toy were down 11 percent last year, for example, while “value menu” orders were up 9 percent. More recently, children’s orders for cold-cut sandwiches are up 11 percent, a surge that appears to be driven largely by the fast-food chain Subway’s “\$5 foot-long” campaign. And after more than three years of growth, restaurant birthday parties for children dropped 5 percent in the quarter ending in February, compared with the same quarter last year. But economics cannot explain the entire shift, said Bonnie Riggs, a restaurant analyst for NPD. Cheeseburgers, fries and colas are all on value menus, but their consumption among children under 13 has fallen while healthier foods are on the rise. “Kids’ tastes and preferences are changing,” Ms. Riggs said, adding that they want “more choices and sophisticated fare.” And many restaurants are taking the hint. Last month, Burger King announced three new kids’ meals that include small burgers, sliced apples that look like French fries, reduced-sodium chicken tenders, calcium-fortified apple juice and fat-free chocolate milk. McDonald’s offers apples and yogurt, and Wendy’s kids’ meals include mandarin oranges. “The food industry is always saying, ‘We’re giving people what they want; that’s why we’re giving you chicken nuggets, burgers and fries for your kids,’” said Leann L. Birch, director of the Center for Childhood Obesity Research at Penn State. “That’s not really true. If kids are given different options and if parents make them available and let them choose some of those things, I think quite often we see you do get shifts in eating.”



S C H O O L T I M E S

WE TRAVEL IN SCHOOLS



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
 Octoberfest
 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."

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 Ed Dossen
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