

# The Peach Press School Foodservice Edition

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## Chairman's Message

It is with great anticipation and excitement that I write to you as the new Chairman of the California Cling Peach Board (CCPB).

During his seven years of service, my predecessor, Randy Fiorini, initiated an exceptional partnership between the CCPB and the American school foodservice community. I look forward to strengthening this partnership and assisting you in your efforts to improve the health of American children.

Having served as Vice Chairman of the Board for the past seven years and working closely with Randy, I am extremely aware of the challenges you encounter everyday in the cafeteria. Amid intense time and budgetary constraints, you face the formidable task of overcoming our "fast food" culture in an effort to teach the value of healthy eating to students. The California Cling Peach Board is committed to working with you to resolve these challenges through both the *Coalition for Good Nutrition* and through the development of new products—and we need your input.

For example, in April, at the 2003 California School Foodservice Association's Annual Conference, the Board asked attendees to review a new peach product currently being developed—an individually-portioned, ready to serve California Cling Peach/Pear Bowl. We received tremendous feedback that we will use to perfect our product, which we hope to eventually offer to American schools as a nutritious, cost-effective and time-saving menu addition. Your input is invaluable to this process.

On that note, I encourage you to email me with any thoughts or ideas you would like to share with the CCPB as we plan for the future. I look forward to meeting you throughout the coming year,

Sarb Johl  
Chairman,  
California Cling Peach Board  
calclingpeach@echopr.com

## ASFSA ANC Contest

Stop by Booth 1144 to Enter

Due to popular demand, the California Cling Peach Board will be raffling a second Coach bag at the American School Foodservice Association's 2003 Annual National Conference in Reno, Nevada! **Stop by booth 1144 for more information and to enter!**

## California Cling Peach Board Contest Winner



Janice Leuty of Corona-Norco Unified School District

The California Cling Peach Board is happy to announce the winner of our Coach bag raffle, recently held at the California School Foodservice Association's 2003 Annual Conference (CSFSA AC). Congratulations to Janice Leuty of Corona-Norco Unified School District in California!

April 11-12, the California Cling Peach Board asked attendees at CSFSA's 2003 AC to provide their opinions about the development of a new peach product—an individually-portioned, ready to serve California Cling Peach/Pear Bowl.

As thanks for the thoughtful completion of surveys, the Board entered all participants in a

drawing for a spring Coach bag! Of over 200 entries, Janice Leuty was chosen by random drawing to win the bag! The California Cling Peach Board thanks Janice, and all participants, for their continued support.

We look forward to bringing you useful products your students will love throughout the coming school year and beyond.

Look for the California Cling Peach Board this summer at the American School Foodservice Association's Annual National Conference in Reno, Nevada! We look forward to visiting with you in booth 1144!



School Foodservice News

# Healthy Bodies A-Z: A Month of Nutritious Foods and Activity



This summer, as you plan for the coming school year, consider this fun, easy-to-host cafeteria activity brought to you by The Coalition for Good Nutrition. Sure to support your efforts to improve the health of American children, this activity is based on four important nutritional concepts:

1. The importance of eating five servings of fruits and vegetables each day
2. The necessity of daily exercise
3. The value of variety
4. The value of moderation-even ice cream, while a special treat to be enjoyed occasionally, provides kids with protein and calcium

It's easy! Each day, simply feature a fruit, vegetable or exercise that will contribute to students' overall health and understanding of the above nutritional concepts. Kids will have a blast and learn about nutrition! Also, encourage parents to join in by sending home weekend activities and/or recipes.

**Week 1:**

- Monday:** A = Apricots
- Tuesday:** B = Berries & Bananas
- Wednesday:** C = Canned Fruit Cocktail
- Thursday:** D = Daily Exercise & Dried Fruit
- Friday:** E = Eggs
- Saturday & Sunday:** F = Five-A-Day (Send students home on Friday with a Five-A-Day checklist or coloring page and encourage them to discuss with parents.)

**Week 2:**

- Monday:** G = Grapes
- Tuesday:** H = Healthy Heart Activities: Jogging, Sports, Stretching
- Wednesday:** I = Ice Cream Parfait
- Thursday:** J = Jumping Jacks & Jam
- Friday:** K = Kickball
- Saturday & Sunday:** L = Legumes (Send students home with a yummy recipe featuring beans and encourage parents and kids to cook together.)

**Week 3:**

- Monday:** M = Milk
- Tuesday:** N = Nuts & Nectar
- Wednesday:** O = Oranges
- Thursday:** P = Peaches
- Friday:** Q & R = Quality Snacks and Raisins
- Saturday and Sunday:** S = Super Salad (Encourage students and parents to make a salad together during the weekend.)

**Week 4:**

- Monday:** T = Tomatoes
- Tuesday:** U = USA: Eat American-grown fruits and vegetables
- Wednesday:** V = Volleyball
- Thursday:** W = Water
- Friday:** X, Y & Z = X-cellent X-ercises, Yogurt and Zucchini Bread

For more information, or to join the Coalition for Good Nutrition, simply send an email with your name, title, school, phone number and address to [calclingpeach@echopr.com](mailto:calclingpeach@echopr.com). We look forward to working with you!



## GROWER'S PROFILE:



## Sarb Johl

Ever since he joined his father in the family peach business in 1976, Sarb Johl, newly appointed Chairman of the California Cling Peach Board (CCPB), has been ardently committed to the California Cling Peach industry, as well as to American agriculture.

Johl reveres Mother Nature as the most challenging force facing the farming industry, but confirms that the delicate balance between supply and demand presents a menacing obstacle for growers.

Johl first encountered the severity of market oversupply in 1986 when the California Cling Peach industry was experiencing a sharp decline. Following the closure of a major processing plant, Johl was one of many growers who were left with thousands of tons of unsold peaches and looming

financial consequences. The situation was desperate, but Johl refused to give up.

Despite strong opposition by many industry leaders, Johl found resolution in a promising, yet controversial business plan that involved the formation of Sacramento Growers Cooperative and Sierra Quality Cannery (SACCO), a Co-Op/Corporate Joint Venture. Johl assumed an instrumental role in the venture, as the only Chairman of the Co-Op's Board and President throughout SACCO's organization, inspiring other growers and as a result, individual growers and the industry experienced a successful year.

Johl points out that the California Cling Peach industry is cyclical. "We are currently facing a situation similar to the one we faced in the mid-1980's. The market is oversupplied due to lower-

priced imports, and growers and processors alike are experiencing the financial consequences. Growers are being forced to bury their fruit and pull out their orchards."

As the incoming Chairman of the CCPB, Johl will lead the industry in the effort to resolve the current problem of oversupply. His nine years of membership on the California Cling Peach Board, which included work as the Vice Chairman, his experience with SACCO and his passion for the industry have prepared him well and the industry has great expectations for the new Chairman.

After immigrating to America from India in 1966, Sarb Johl joined his father's California Cling Peach business (Yuba City, CA) in 1976, after graduating from California Polytechnic State University San Luis Obispo with a Bachelor of Science degree from the School of Engineering Technology/Electronics.





# GROWER'S PROFILE:



## Scott Long

This summer, when California Cling Peach grower Scott Long harvests his 2003 crop, he will be continuing a nearly 100-year old tradition spanning four generations.



In 1904, Scott Long's great-grandfather, Frederick Moffet, in partnership with business associate E.S. Welch, established Superior Fruit Ranch in Ceres, California. Instrumental to early water development, Moffet was a member of the Turlock Irrigation District Board, which brought canals to the ranch in 1917. Within 30 years, 200 acres of the property were transformed into thriving California Cling Peach orchards. Moffet managed the ranch until 1955 when he suffered a stroke and was unable to meet the demands of operation. The future of the ranch was suddenly, but momentarily uncertain. At the very young age of 18, Moffet's grandson Sidney Long, eagerly rose to the challenge of operating the farm and continuing the family's tradition in California agriculture. The results of Sidney's efforts endure and almost 50 years later, his success in managing Superior Fruit Ranch is continued by his son, Scott Long. Scott, who jumped into the farming business at

five years of age when he began following his father through the orchards, became Foreman of Superior Fruit Ranch in 1985 after majoring in Agribusiness at California Polytechnic State University in San Luis Obispo. Today, he manages over 200 acres of California Cling Peaches, 150 acres of almonds and 50 acres of wine grapes and remains passionate about farming. "Being a California Cling Peach grower is extremely rewarding. I spend my days in the orchards working with a dedicated work force to provide an excellent product-one that is nutritious, delicious and convenient for all consumers. It is very satisfying to know that the fruits of my labor contribute to the health and enjoyment of people's lives."

Since the establishment of Superior Fruit Ranch, the Long family has remained committed to the California Cling Peach industry through a myriad of challenges. Scott continues this commitment as a thirteen year member of the California Cling Peach Board and actively participates in overcoming the challenges currently facing the industry. Scott reports that aside from the unpredictability of Mother Nature, current trade issues pose the greatest threat to the future of the California Cling Peach industry.

"Foreign growers are currently pursuing free trade agreements and duty free access to the US market. If they are allowed to do so, their already subsidized fruits and vegetables will be less expensive than US-produced products and American producers will be placed at a severe competitive disadvantage. The American agricultural industry, and the entire economy, will be severely affected. The resulting problem is that our country will become increasingly dependent on foreign sources of food, sources that we cannot appropriately monitor with respect to food safety."

Through his involvement in the industry, Scott pledges his dedication to overcoming current trade challenges and ensuring the availability of California Cling Peaches for the public for years to come. He does so with the hope that his children, a ten year-old daughter and an eight-year old son, who follow him through the orchard just as he followed his father, may continue the family's agricultural tradition.

Located in Ceres, CA, Superior Fruit Ranch is happy to provide tours by appointment. Please call 209.538.1166 for more information.



# California Cling Peach and Ice Cream Parfait

*Courtesy of the California Cling Peach Board*

*This summer, treat summer students to a cool ice cream adventure packed with nutrition. This California Cling Peach and Ice Cream Parfait layers a serving of juicy, summertime fruit with creamy vanilla ice cream. What better way to encourage academic focus, amid constant sunshine-filled distractions, than with a delicious dessert reward?*



**INGREDIENTS:**

- 2 #10 cans California Cling Peach slices
- 6 quarts vanilla ice cream
- 2 cups sweetened whipped cream or non-dairy topping
- 48 mint springs (optional garnish)

Serves: 48

**DIRECTIONS:**

Drain peach slices and reserve juice.

To assemble parfaits, scoop two ounces ice cream into each parfait glass. Top ice cream with two peach slices. Repeat for a second layer. Drizzle reserved peach juice onto each parfait. Top each parfait with whipped cream and garnish with two peach slices and a mint spring. Serve.





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## Join the Coalition for Good Nutrition and **Enter to Win!**

Be among the first to receive the latest recipes, nutritional information, promotional materials and automatic entry into drawings from the California Cling Peach Board and Apricot Producers of California by joining our Coalition for Good Nutrition.

Through this dynamic partnership, we can work towards our collective goals of encouraging healthy eating habits among American children and supporting the domestic economy.



For more information or to join the Coalition for Good Nutrition, simply send an email with your name, title, school, phone number and address to [calclingpeach@echopr.com](mailto:calclingpeach@echopr.com). We look forward to working with you!

This month, the California Cling Peach Board will enter all Coalition for Good Nutrition members into a drawing to win 25 large, stuffed California Cling Peach Pals. Entries must be received by August 29, 2003 as the winner will be selected by random drawing September 2, 2003. The winner will be notified by September 15, 2003.

### **Need More Copies?**

*Is there a school or district meeting coming up? You can print more copies directly from our website at [www.calclingpeach.com](http://www.calclingpeach.com). Go to the "Newsletter" link in the Foodservice Section to print out this issue and/or previous issues of The Peach Press.*

The Peach Press is published by Echo Communications, LLC on behalf of the California Cling Peach Board. Comments or suggestions can be sent to: Echo Communications, 1195 Park Avenue, Suite 201, Emeryville, CA 94608 or emailed to: [calclingpeach@echopr.com](mailto:calclingpeach@echopr.com).

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