

The Peach Press

School Foodservice Edition

PUBLISHED by the CALIFORNIA CLING PEACH BOARD

VOLUME 1 • NUMBER 1 FALL • 2001



Chairman's Message

It is my privilege to "welcome" you to the inaugural California Cling Peach Board Newsletter. This is the first in a series of quarterly newsletters designed to provide foodservice professionals with up-to-date information and interesting facts about the U.S. canned and frozen Cling Peach industry. (If you would like to receive an electronic email version of our newsletter, please email us at calclingpeach@echopr.com.)

We have just completed our 2001 harvest of Cling Peaches in California, where nearly 100 percent of US production is grown. Our industry looks forward to fulfilling all of your needs for the highest quality and safest canned and frozen Cling Peaches.

In response to unfairly subsidized canned peaches grown in Europe, the U.S. government has recently adopted a "Buy American" program to encourage foodservice professionals to specify "Product of USA" when placing orders for canned peaches. This is a very important program to our U.S. peach growers and canners. I want to encourage everyone's support of "Buy American" by insisting that their canned peaches are from the U.S.

This newsletter is intended to assist you, the foodservice professional. We welcome your feedback and comments. Please let us know what your needs are. The Peach Board has educational tools, recipe suggestions and peach-related promotions available.

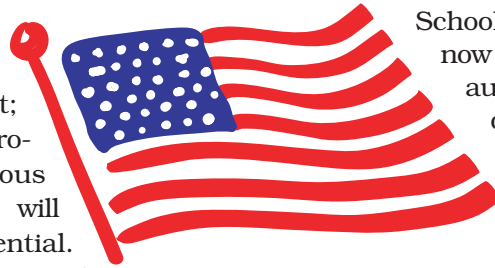
Enjoy the "fruits" of our labor all year long and thanks in advance for your support of the "Buy American" program.

Randy Fiorini, CCPB Chairman

The Importance of Buying American:

American Commodities Need Your Support And...It's the Law

California is the nation's leading producer of canned peaches, producing nearly 100 percent of the U.S. crop. By choosing to buy California Cling Peaches, you are also choosing to support American commodities and the industry as a whole. We know that school lunch budgets are tight; and we know that providing nutritious lunches that kids will enjoy is essential. American farmers and ranchers are asking for your support, asking you not to jeopardize a 150-year-old industry because of the influx of lower-priced imported product.



When ordering peaches, please, ask specifically for California canned peaches.

Now, more than ever, your commitment is needed. When ordering peaches, please, ask specifically for California canned peaches. An American livelihood and an American tradition depend on it.

In turn, you have our commitment that you will receive only the highest quality canned peaches—picked and canned at the peak of ripeness, preserving important nutrients and flavor and ensuring food safety. Additionally, the California Cling Peach Board would like to partner with you to provide "kid-approved" recipes, educational materi-

als, posters—whatever you need to improve your program and inspire your kids to enjoy more peaches.

The USDA plans to underscore the "Buy American" requirement by reinforcing the Richard B. Russell National School Lunch Act, which now requires school food authorities to purchase domestic commodities or products when using government funds, in several upcoming publications directed at the school foodservice community. *The Food Buying Guide for the Child Nutrition Programs, Choice Plus: A Reference Guide for Foods and Ingredients*, and *First Choice: A*

An American livelihood and an American tradition depend on it.

Purchasing Systems Manual for School Food Service will all contain language reminding decision makers of their responsibilities under law and the USDA's plans to ensure compliance.

To aid in the effectiveness of USDA funding and in accordance with the law, please encourage your staff to "Buy American." Your support of American commodities and the California Cling Peach Industry is invaluable and greatly appreciated. For more information and for free "Buy American" fliers, please email calclingpeach@echopr.com. Thank you.



School Foodservice News

Soul Food: Bill Caldwell Style



Bill Caldwell will tell you that he is in the "people business." He tells his staff that one's personal life must take precedence over one's work life. He also tells them that the secret to school foodservice success is to listen. Listen to the children. Listen intently, on bended knee. And to listen to one's self—to that inner voice that is all knowing, that knows how to nourish mind, body and soul. This is what Bill Caldwell will tell you if you ask him about how to run a school foodservice lunch program.

As the Foodservice Director for the Capistrano School District (CSD) it is his job to create 25,000 nutritious meals a day and to do so without any school cafeterias and under strict time and budgetary constraints. One would think that this would lead him to be focused on numbers, delivery schedules and the bottom line; after all, this is his business. Not according to Caldwell. Yes, he'd tell you, those are his parameters, but he is not in the

meal delivery business. "Our business," he says emphasizing the subtle, but significant difference, "is to nourish kids. That's really our goal. Period." This is where Caldwell's own marketing program kicks in.

Five minutes into the interview, I quickly abandoned my list of prepared questions in favor of listening to and learning about the school-lunch-world-according-to-Caldwell. Equal parts reality and vision, Caldwell is a man on a mission. When I asked him to tell me a "little about the goals of his program," he shared that first and foremost it was the district's charge to "serve nutritious food the kids will want to eat, and serve it in a friendly environment." This seemed like a fairly standard answer. The rest of the conversation, however, centered around his standards. This was probably the last "standard" thing Caldwell said over the course of our conversation.

"Our motto is 'Nourish to Nourish,'" Caldwell says. "This keeps us focused on who we are and what we do." By focusing on the people part of the business, Caldwell says that "we find ways to nourish ourselves so we are free to nourish children, who are in turn, free to nourish themselves."

Nourishment is the soul of the Capistrano school foodservice program. Caldwell, who views the 46,000 students in his dis-

trict as customers, believes that by "really listening" to a child, not only will he learn what's working and what's not working about the school lunches, but he will also be able to respond with integrity to a child in such a way that it teaches human dignity and models self-respect. Caldwell uses the same philosophy with his staff, believing all work done well is an act of self-respect. Good service or product flows from a nurturing environment. "We think this and teach this and try to actualize this here."

Caldwell's philosophy runs hand in hand with the evolution of the school lunch program. Fifteen or sixteen years ago, "choice" was not a part of the menu. Caldwell, who believes that choice is about respecting kids as individuals, was the first director to create a commercial foodcourt with the assistance of Taco Bell and Pizza Hut. He openly shares that these "brands" created credibility for school lunches in the minds of kids. When asked if serving "fast food" went counter to his mission to "nourish," Caldwell points out that these vendors offer many healthy choices. "I couldn't sell a single salad at the middle schools. But, when McDonalds and Burger King started selling 'Salad Shakers'... well, that's different! We developed a shaker salad of our own and now sell 100 of those per day at every middle school," Caldwell says, proving his point. "We're going to respect that

kids need to make their own food choices by giving them more choices that are healthy, familiar and fun."

Despite the popularity of the foodcourts, Caldwell is quick to point out that "peaches are a favorite thing we serve." Scooping up 270 cases of USDA Cling Peaches to make thousands of peach fruit cups and passing out 118 cases of frozen cups per school year, Caldwell notes, is not enough. Eventually he'd like to see the Board join in a partnership with the State's school lunch program to create "credibility and to tell our story and share it by promoting growers and school lunches." Caldwell believes that there needs to be a much more meaningful connection between the orchard and the classroom, one that reaches the mind and hearts of children. "In this world of big supermarket chains and dwindling farming lands, it's no wonder that so many of our young people know so little about where their food comes from and know even less about the importance of American agriculture," Caldwell notes. "I truly believe that second to putting fruit in children's hands, the best way to teach kids about good nutrition is to get them excited about what's happening in the orchards and on the farms. It will allow them to make the connection for themselves that what's in their fruit cup, for example, grew on a tree that lives on a ranch in Yuba City with thousands of other trees and that this one peach took lots of sunshine, lots of water and many months to produce. Right now, kids really don't understand that

what goes into a peach cup is vastly different from what goes into a pudding cup. By partnering with the agricultural community, we can change this."

Caldwell may get the opportunity to create such coalitions sooner rather than later. Recently selected as the Nutrition Education Administrator for the State of California, Caldwell will be responsible for responding to legislation and setting guidelines for school foodservice directors and working with them in various areas, from nutrition services to training and programs. "We are excited about Bill's decision to join our child nutrition team at the state level. He will have a critical role in helping us move forward with really making a difference for California's kids and for our agricultural community," says Marilyn Briggs, R.D., M.S., director of nutrition services division, California Department of Education. "The reason we selected Bill is his genuine commitment to the health and well-being of children, his ability to see the 'big picture,' and his proven communication and people skills. We have high expectations that Bill will help us to achieve our vision of leading the nation in providing exemplary nutrition programs and services."

Caldwell is hoping that his passion for "nourishment," human dignity, self care and self responsibility is contagious at the state level. "I'm really excited about this opportunity. It's my intent to help people become who they really are and show them the path to a healthier lifestyle."



Autumn Harvest Bread

Courtesy of the California Cling Peach Board

- 1/2 #10 can California Cling Peaches, in light syrup, diced
- 5 cups brown sugar, packed
- 4 cups canola oil
- 14 eggs
- 2 tablespoons vanilla
- 8 cups flour
- 3 cups chopped walnuts (optional)
- 4 teaspoons baking soda
- 2 teaspoons salt
- 2 teaspoons cinnamon

Preheat Oven: 350° F

Servings: 48 slices

Grease and flour six loaf pans; set aside.

Drain peaches and pat dry; set aside.

In a large bowl, mix brown sugar, canola oil, eggs and vanilla until fluffy. Set aside.

In a separate large bowl, mix flour, nuts, baking soda, salt and cinnamon. Stir in diced peaches, tossing until coated with flour mixture. Stir flour and peach mixture into sugar mixture just until blended.

Spoon mixture into prepared loaf pans. Bake 45 to 60 minutes (until wooden toothpick inserted in center comes out clean).

Let cool five minutes. Invert, removing from loaf pans, onto wire racks to cool.

Cut each loaf into eight, one-inch slices.



c/o Echo Communications
1195 Park Avenue
Suite 201
Emeryville, CA 94608

PRESORTED
STANDARD
U. S. POSTAGE PAID
OAKLAND, CA
PERMIT NO. 2342

F A L L • 2 0 0 1

Peach Press

WEB SITE NEWS

Quick access to a collection of tempting California peach recipes and meaningful food-service tips are just a taste of what you'll find on the new California Cling Peach Board website. To be unveiled later this year, the site will incorporate the feedback we've received from foodservice professionals from all over the country. We are excited to present a completely redesigned website directed

at providing the information that you need most, fast!

The website will also include detailed peach nutrition and health information as well as a growing merchandising materials section, which will include downloadable art. For example, the new California Peach logos, which appear in this newsletter, will be available for use in menus and tabletop merchandising. Throughout the year, the new

site will also feature timely and informative articles from registered dietitians and food-service professionals in a variety of industries, as well as consumer perspectives. We trust that the new, easy to navigate website will be the resource stop for foodservice professionals looking for unique, delicious and profitable ways to incorporate California Cling Peaches into menus. Please check the upcoming Winter Newsletter for complete information on the new website launch.

Subscribe Online:

If you would like to receive an electronic email version of our newsletter, please email us at calclingpeach@echopr.com

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. To subscribe to the quarterly electronic edition, please email requests to calclingpeach@echopr.com.

Copyright Echo Communications, LLC 2001. All rights reserved.