

# The Peach Press

School Foodservice Edition

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## Chairman's Message

It seems that due to the tragic events of this past fall, our world is forever changed. We're moving on with our lives, our work, our commitments to family and community, but a small part of us can't help but wonder about the future, specifically, about safeguarding our future. We, as a country, want to reduce our vulnerabilities, prevent liabilities.

And so, it now seems, that the safety of our nation's food supply may be of concern. Over the past few weeks, news report after news report has shared with Americans some alarming statistics: less than 1% of all imported food is inspected; the FDA lacks adequate food inspectors; the FDA lacks adequate technology and scientific equipment to detect harmful agents, and so on. President Bush recognizes the gaps in the system and has requested \$1.5 billion for Health and Human Services to further strengthen the nation's ability to respond to and treat potential bioterrorism attacks. There is much to do and little time to do it.

The industry wants to assure you and your customers that not only are our canned peaches delicious, but by virtue of the tried and true canning process, quite safe. Not only does canning boast tremendous safety benefits (see the Canning 101 article in this newsletter), but our processors' plants are highly regulated operations. Over the course of the canning season, the USDA and other third-party officials inspect the lines. The California Department of Food and Agriculture does further testing for any potentially harmful substances. Plants are rated and safety improvements, whenever needed, are made. From our ethical orchard management, to closely guarded canning facilities, the US proudly lays claim to such strict regulations.

Enjoy our product. Canned peaches offer more than ever before: great taste, convenience, versatility, and a little peace of mind.

Randy Fiorini, CCPB Chairman

## A Taste of Summer Goodness: California Cling Peaches Energize Winter Comfort Foods

The bitter chill of winter has arrived amid a flurry of snowstorms. As customers bundle up to face the weather, their sweet memories of juicy, sun-ripened fruit will leave them longing for the tastes of summer. Lift their spirits and boost their health by baking the flavor and nutrition of canned California Cling Peaches into traditional winter comfort foods. The convenience and versatility of canned California Cling Peaches make it easy to sweeten your dessert offerings throughout the season and thereby boost profits.

Energize pies, cobblers, crisps and tarts with the sun-ripened goodness of California Cling Peaches. Simply substitute canned, well-drained California Cling Peaches

for fresh or frozen fruit and use only half the sugar called for in the recipe. Not only will you add a burst of summertime flavor to wintertime favorites, you will provide your customers with vitamins essential for defense against colds and flus.

California Cling Peaches are picked at the peak of ripeness and preserved within hours to ensure that flavor and nutrient levels are at their highest. In fact, studies have revealed that Vitamin A (in the form of beta-carotene) and Vitamin C are retained throughout the canning process. They are therefore a delicious way to boost consumers' immune systems by providing one of the recommended five daily servings of fruits and vegetables.

## Feel Lucky? Enter to Win Peach Pals!

Win 50 California Cling Peach Pals for your school foodservice program. Sweet and fuzzy, they're a fantastic way to decorate your cafeteria and/or reward students who make nutritious food choices. Just jot us a note telling us in a few words how you serve canned California Cling Peaches at your school. Email us at [calclingpeach@echopr.com](mailto:calclingpeach@echopr.com) by January 31st to be entered in the drawing. Please include your name, title and mailing address. Three win-

ners will be drawn on February 1st—so enter today!



*Foodservice*

**CALIFORNIA CLING PEACH CRUMBLE**

COURTESY OF THE CALIFORNIA CLING PEACH BOARD

- 2 #10 (6 lbs. 10 oz.) cans California Canned Cling Peach slices
- 1 quart sugar
- 1-1/2 cups butter
- 1/4 cup cinnamon
- 1-1/2 cups cornstarch
- 2 tablespoons vanilla extract
- 4 quarts shortcake biscuits, baked and crumbled
- 1/2 cup powdered sugar



starch and vanilla. Whisking constantly, stir cornstarch mixture into syrup mixture. Cook until thickened.

Stir 2 quarts of the syrup mixture into peaches. Top with crumbled shortcake biscuits.

Bake 15 minutes or until heated through. Dust with powdered sugar. Place under broiler until golden.

Serve 1/2 cup of California Cling Peach Crumble with 3 tablespoons of the remaining hot syrup.

Nutrition Facts per Serving: Cal 338, Pro 2 g, Carb 63 g, Total Fat 10 g, Sat Fat 5 g, Chol 16 mg, Sod 210 mg, Fiber .6g, Vit A 100 RE, Vit C 4mg, Calcium 71mg, Iron 1mg, Sugar 42 g

Preheat Convection Oven: 350° F  
 Servings: 48, 1/2 cup servings with 3 tablespoons hot syrup

Drain California Cling Peaches and reserve syrup. Place peaches in 12"x 20"x 2" steam table pan.

In a separate bowl, combine reserved

peach syrup and enough water to measure 1 gallon.

Mix 3 quarts of the syrup mixture, sugar, butter and cinnamon. Heat to boiling; reduce to simmer.

Mix remaining quart of syrup mixture, corn-



Sorting for just the right size: high-speed conveyor belt & canning plant staff select the best peaches for canning.

The tragic events of the past few months have forced us to scrutinize the most fundamental processes that support our nation's existence. In these turbulent times, even the safety of our food supply has become a concern. The California Cling Peach

**Canning 101:**

**U.S. Canned Foods Stringently Monitored by State and Federal Agencies**

Board would like to reassure you of the safety and quality of our product, while sharing interesting trivia in the process.

In the late 18th century, in an effort to provide less-perishable food for the Emperor Napoleon Bonaparte's armies, Nicholas Appert discovered that food would not spoil if sufficiently heated and securely sealed in glass jars. The chemistry behind this process was revealed fifty years later when Louis Pasteur proved that the growth of microorganisms caused food spoilage. These discoveries led to the development of the canning process as we know it today.

All aspects of the modern canning process must be approved by the U.S. Food and Drug Administration and are stringently monitored by the Hazard Analysis and Critical Control Point (HACCP) system. The HACCP system "identifies possible areas of contamination within the food process and builds check points to ensure that the highest possible safety standards are maintained at all times." Fresh California Cling Peaches, which are inspected by the State Department of Food and Agriculture, are packed and sealed into "airtight" cans. The cans are then heated under steam pressure at 240°-250° F temperatures, killing bacteria and microorganisms and preserving nutrient levels.

# FREE STUFF

As a school foodservice professional, you know better than anyone the challenge of teaching students the value of healthy eating amid time and budgetary constraints. The California Cling Peach Board would like to help. For free bookmarks, growth charts, recipes and nutritional information, please email us at [calclingpeach@echopr.com](mailto:calclingpeach@echopr.com) or call us at 510.654.5400.



A. Folder, B. 15 Recipes, food bar merchandising ideas and art slicks, C. 11"x17" Poster, D. Fact sheets, E. Table tent, F. Consumer recipe brochure, G. Bookmarks, H. Growth chart.

## School Foodservice Success: The Napa Valley Unified School District Finds Inspiration in Small Accomplishments

Eileen Musick, Foodservice Consultant for Sodexo at the Napa Valley Unified School District (NVUSD) in California, is driven by the goal to teach the value of healthy eating to students throughout her community. Each day, she and the rest of the NVUSD staff coordinate 8,500 breakfasts and lunches for elementary, middle and high school students—but for Musick and her colleagues, this is not enough. Challenged by student demand for fast food, Musick aims to teach nutrition throughout the district by exposing students to a variety of nutritious foods.

**Goal:**

To teach more children the value of making healthy food choices by exposing them to a variety of foods through the school lunch program.

**Challenge:**

Each November, the NVUSD distributes "Vote and Be Heard" surveys to students at various schools throughout the district. The surveys ask students what they like, what they dislike, and what they would like to add to the school lunch program. Musick reports that the surveys usually reveal that although students are pleased with what the program offers, they always ask for fast food.

School foodservice professionals throughout the nation are well aware of Musick's challenge. Encouraging students to try new, nutritious foods, despite their appetite for fast food, can feel like an overwhelming aspiration. Throw in time and budgetary constraints, and the goal of teaching students healthy eating habits becomes a formidable task.

**School Foodservice Success:**

Musick's intense commitment to overcoming this challenge is the source of her school foodservice success. Equipped with an inspiring blend of creativity,

"treats." Musick reports that two additions to the program have been especially effective in encouraging students to make healthy eating decisions.

This school year, the NVUSD developed an offering bar at which variety is emphasized. Each day, five to six different fruits and vegetables, including California Cling Peaches, are offered. "We try to provide students with as much variety as possible. Even if they only choose one fruit or vegetable, that's one more serving than they would have eaten otherwise," notes Musick. "Just exposing students to fruits and vegetables that they may or may not encounter at home encourages a healthy lifestyle." In order to increase student participation and independent choice, the offering bars are designed to be self-serve. "The offering bars are designed to be at the students' heights.

This is especially important at elementary and even middle schools. Allowing students to create their own salads empowers them to make nutritious choices on their own."

Musick reports that the offering bars have been extremely successful. "Students enjoy being able to choose from sliced apples and oranges, diced pineapple—*continued on next page*



resourcefulness and dedication, Musick and the NVUSD are making a difference—one student at a time.

In order to curb students' fast food cravings with nutrition, Musick reports that the NVUSD implemented a balanced approach to their school foodservice program. The district consistently serves a wide variety of nutritious foods tempered with occasional



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## WEB SITE NEWS

This January, the California Cling Peach Board's flavorful new website will make its debut in cyberspace. Quick access to a collection of tempting California peach recipes and meaningful foodservice tips are just a taste of what you'll find at: [www.calclingpeach.com](http://www.calclingpeach.com). Developed in response to 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, our new California Peach logos 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 foodservice 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.

### **School Foodservice Success** continued from p. 3

ple, raisins, carrots, green beans, garbanzo beans and kidney beans." And, she notes that California Cling Peaches are always a favorite at the offering bars. The NVUSD uses 268 cases of California Cling Peaches each school year. "We serve them until we run out," says Musick. "At middle schools and high schools, we serve them in pre-portioned cups. Sometimes we bake them into cobblers, which the kids enjoy, but we use most of them at the salad bars."

In addition to daily offering bars, the NVUSD implemented "Pizza Days." Once a month, each school is delivered Little Caesar's® pizzas. "Students really look forward to their 'Pizza Day.' It's a special treat, a reward for making nutritious choices the rest of the month." Musick adds, "moderation is an important part of a healthy diet. We want to teach students to make nutritious food choices and to enjoy all foods in moderation."

Each time we reach one student with one nutritious meal, we contribute to the development of that stu-

dent's eating habits. If he/she learns to like one new fruit or vegetable at school and asks for it at home, our program is a success."

Contact us at 510.654.5400 or at [calclingpeach@echopr.com](mailto:calclingpeach@echopr.com) to share your "success story" and assist other schools in energizing their school foodservice programs.

### **Subscribe Online:**

*If you would like to receive an electronic email version of our newsletter, please email us at [calclingpeach@echopr.com](mailto: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](mailto:calclingpeach@echopr.com). To subscribe to the quarterly electronic edition, please email requests to [calclingpeach@echopr.com](mailto:calclingpeach@echopr.com).

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