

Chairman's Message



Welcome Back!

It's great to know many of you attended the ASFSA ANC in Indianapolis this summer. I would like to thank those who stopped by the California Cling Peach Board's booth and participated in the Coalition for Good Nutrition's survey about California apricots and cling peaches. The information gathered from these surveys has been very helpful to our promotion of these specialty fruits and will continue to aid us in our support of child nutrition. To read more about the survey results and to find out who won the summer Coach bag raffle prize, see "We Asked; You Answered" in this issue.

In addition to the ASFSA ANC survey results, this issue explores the low-carb diet trend's introduction into many students' lives and how limiting one's intake of fruits may lead to weight gain in the future. As growers of "smart-carb," vitamin-rich fruit we are concerned that Americans, especially children, are not consuming enough fruits due to low-carb lifestyles. And as child nutrition advocates, you are working hard to improve and maintain your students' eating habits and health. To learn more about this trend and how to approach it with your program, see "Where Do You Weigh In...Are Low Carbs High Risk?"

Also in this issue, the California Cling Peach Board is launching its "Director-to-Director" Program, featuring former school foodservice director and executive chef Diane Wegner Deshler. In this quarterly column, Deshler will present relevant school foodservice issues, field your questions and concerns, and offer "Director-to-Director" advice. Send us topics you would like discussed in the column or just let us know what you think by emailing calclingpeach@echopr.com.

On behalf of the California Cling Peach Board, I wish you the best of luck for this school year. We are committed to you and your students, so please feel free to contact us with any educational items you may need throughout the year.

Sarb Johl
Chairman, California Cling Peach Board
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FIGHT FAT WITH FRUIT

School foodservice professionals play an influential part in students' food choices and may be able to help them make nutritious decisions that will benefit them long after they finish school. According to a six-year study published in the American Journal of Clinical Nutrition in August, researchers at Laval University in Quebec, Canada, revealed that the consistent consumption of fruits over time helps the body maintain its weight as it gets older.

This news comes at the height of the low-carb craze, which favors higher-fat food choices, such as red meat. However, it proves that such eating habits, although beneficial to your waistline now, may result in weight gain in the future. As noted in the study's findings, eating high-fat foods leads to a high-fat body over time. Alternately, a high intake of lower-calorie foods, including fruit, results

in a much lower fat intake, resulting in little or no weight gain over time. Although the concept of maintaining your weight by avoiding high-fat foods is not new, most people do not recognize that consistently healthy eating habits may train the body to maintain its weight. As a role model during your students' formative years, you can teach them eating habits that will not only keep them healthy now, but in the future as well. Encourage daily fruit consumption by rewarding students for meeting 5-A-Day goals or trying new fruits. As a result, fruit consumption will become part of their daily routine that will last a lifetime.

To get more information about the Laval University study please visit the California Cling Peach Board's "In the News" section at: www.calclingpeach.com.





School Foodservice News

WE ASKED; YOU ANSWERED!

The California Cling Peach Board, in collaboration with the Apricot Producers of California, surveyed approximately 500 school foodservice professionals at the 58th annual American School Foodservice Association's Annual National Conference (ASFSA ANC) in Indianapolis, Indiana in July. The Coalition for Good Nutrition surveys were conducted to better understand schools' California apricot and cling peach usage and to learn how the Board can better serve the school foodservice sector. District directors, supervisors, managers and cafeteria employees participated in the survey, allowing the Coalition to obtain information from all school foodservice levels.



the Lacey Township School district in Lanoka Harbor, New Jersey, and thanks all participants for their continued support.

The Coalition looks forward to using the survey results to improve our program and better suit your California apricot and cling peach needs. As the California apricot and peach industries continue to compete with foreign imports, it is important to understand the districts' and co-ops' fruit-purchasing needs and expectations. As a result, the Coalition will use these results to better serve our "school-age" consumers and you, the school foodservice professional.

As thanks for the thoughtful completion of surveys, the Coalition entered all participants into a drawing for a summer Coach bag—which proved to be a huge incentive for passersby. The Coalition is happy to announce the winner of their Coach bag raffle, Karen Mott, foodservice director for

We look forward to seeing you at next year's conference, now named the School Nutrition Association (SNA), in Baltimore, Maryland. Until then, please email any questions, concerns, requests or ideas to the Coalition via the California Cling Peach Board at calclingpeach@echopr.com.

NEW! FREE Educational Materials!

The California Cling Peach Board is excited to announce the release of their NEW educational materials, including pens, pencils and stickers! The free materials, meant to promote and reward healthy eating habits, join the Board's existing educational materials supply, which includes foodservice kits, posters, recipes and more!

Decorate your cafeterias with California cling peach pals and posters, hand out pencils and stickers to kids with healthy eating habits, and support American peach growers by wearing our "Buy American" button.

To view our educational materials supply, visit www.calclingpeach.com. To order materials, email calclingpeach@echopr.com with your request. Please be sure to include your name, school district and shipping address (no P.O. boxes). Offer good while supplies last.

Buttons & Stickers

Pens & Pencils

Educational Materials (Coming soon) & Bookmarks





Director —to— Director

Dear Colleagues,

Welcome to our new "Director to Director" column. As the new school year begins, The California Cling Peach Board (CCPB) is looking forward to meeting and working with school foodservice directors, supervisors and foodservice staff across the country. We have met many of you at school foodservice conferences and are hoping to expand our outreach at more state events and supervisory chapter meetings.

The CCPB is creating a School Nutrition Advisory Panel. This panel will be comprised of foodservice directors, supervisors and nutrition specialists who can assist us as we continue to look for the best ways to meet the needs of school foodservice professionals.

The school districts involved with this panel can help us test run a variety of new activities and recipes currently in development. Some of the programs that you will see in the near future that are part of this panel include: new recipes and menus; professional development presentations for manager meetings, staff development days and chapter meetings; National Nutrition Month activities that link the cafeteria staff with a classroom teacher; as well as marketing materials for cafeteria promotions.

In the months to come, our newsletter will also be featuring stories from the Advisory Panel districts about interested activities and programs that we would like to share with all of our readers.

We are excited about providing the best "American Peaches for America's Students," as well as supporting the people who serve our students—you, the school foodservice professional.

If you or someone in your district is interested in participating in the CCPB's School Nutrition Advisory Panel, please feel free to contact Diane Wegner Deshler, at calclingpeach@echopr.com.

As a former school foodservice director and executive chef, I look forward to meeting and talking with as many school foodservice professionals that the CCPB can meet in this new school year. Until next time!

Diane Wegner Deshler
School and Commodity Director



Where Do You Weigh In...

ARE LOW CARBS HIGH RISK?

Many Americans have embraced the low-carb craze and as a result many foodservice companies are altering their menus to fit their customers' desires. Schools, however, are not as keen about jumping onto the low-carb bandwagon due to the Food Guide limitations low-carb diets impose on their followers. But as childhood obesity continues to rise, school foodservice professionals may have to begin catering to parents and students who request low-carb options—an idea that is both applauded and opposed.

While both low-carb supporters and opposers agree that schools should offer healthier lunch, à la carte and vending options, they disagree when it comes to limiting other foods, such as breads and grains. Proponents believe it's important to make low-carb options available to students who may be watching their weight. Many directors and child nutritionists, however, believe that significantly straying from the Food Guide Pyramid's recommendations is a bad idea for growing students

and is a concept yet to be approved or even considered by the USDA. Instead, they support healthier options, smaller portions and increased exercise.

As a school foodservice professional, you may face this challenge on a daily basis—how do you approach it? Are you for or against low-carb options on school menus and would you support students who embrace low-carb eating habits? As always, the California Cling Peach Board is interested in your feedback and will use it to update our

program to better suit your needs. Please send your low-carb rants and raves to calclingpeach@echopr.com and, to thank you for your time, we will send you a California Cling Peach Pal (free, while supplies last).

To read more about low-carb options in schools please visit the California Cling Peach Board's "In the News" section at www.calclingpeach.com.



California Cling Peaches at harvest. Picked fresh and packed fresh within 24 hours.



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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, 1485 Park Avenue, Suite 200, Emeryville, CA 94608 or emailed to: calclingpeach@echopr.com.

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Peach Press

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CONTEST WINNER

In the Peach Press' summer newsletter, we asked school foodservice professionals to send us cafeteria-tested and kid-approved canned California Cling Peach uses. As a thank you, the Board entered each tried-and-true submission into a summer Coach bag raffle.

Judy Gaines, a Cafeteria Manager for Deer Valley School District in Phoenix, Arizona, is the happy winner of the summer Coach bag raffle! Her entry,



*Judy Gaines
Deer Valley School District
Phoenix, AZ*

which revealed that she and her coworkers add diced California Cling Peaches to vanilla yogurt and serve it for breakfast, is a hit among her students. "We couldn't make them fast enough," said Gaines.

A healthy way to start the day, California Cling Peaches in yogurt offer plenty of vitamins and nutrients to give kids the jump-start they need in the morning. Your students won't be able to resist sweet, juicy peaches combined with creamy yogurt!