

The Peach Press

School Foodservice Edition

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“Eat Smart, Stay Healthy” During National Nutrition Month® 2004

The American Dietetic Association (ADA) is celebrating its 24th Annual National Nutrition Month® (NNM) this March with a campaign to “Eat Smart, Stay Healthy.” Designed to highlight the importance of healthy eating and sound physical activity habits, NNM strives to aid Americans, especially students, in their quest for healthy lifestyles. Join the ADA this March by encouraging students to achieve healthy lifestyles and learn positive eating and exercise habits that will help them to “Eat Smart, Stay Healthy” all year long!

The following five key messages, designed by the ADA, have helped many Americans to achieve smart eating habits and healthy lifestyles.

Encourage students to embrace them, thus setting in place healthful habits that will last a lifetime.

Healthy Eating—Eating nutritiously revitalizes the body inside and out by providing it with much-needed vitamins and nutrients, allowing students to look, feel and perform their best.

Recognizing Individual Needs—Everybody and every body is different. Remind students to eat and exercise based on their own body needs and their personal lifestyle.

Variety is Key—Eating a wide range of foods offers a variety of nutrients which are crucial to optimum health. Encourage students to experiment with foods they typically would not eat. Or, try recipes not traditionally on the school menu; your students may discover new and pleasurable tastes.

Moderation is Necessary—Don’t deprive students of sweet treats or greasy goodies. Instead, allow students to enjoy sweets and goodies in moderation. Doing so in conjunction with healthy eating habits will leave them feeling much less deprived and a lot more satisfied.

Develop a Personal Fitness Plan—Physical activity is necessary to maintain a healthy lifestyle. Choose activities they enjoy, such as playing sports with friends, and when kids exercise, it will be more about having fun rather than working out.

The California Cling Peach Board recognizes and supports the ADA’s commitment to help Americans “Eat Smart, Stay Healthy” and would like to encourage you and your students to embrace a similar lifestyle. Share the ADA’s messages with coworkers and students while celebrating NNM, and together you can stay healthy through smart eating. For suggested NNM activities and promotional materials, visit ADA at www.eatright.org.



Chairman’s Message



Spring is in the air! Days are brighter, warmer and the first signs of California Cling Peach blossoms are lining trees in orchards throughout California. There’s no better way to kick off spring than by celebrating the American Dietetic Association’s (ADA) 24th annual National Nutrition Month® (NNM). As always, the California Cling Peach Board continues to support the ADA’s efforts, and we would like to encourage you and your students to commit to a month of nutrition that will form healthy lifelong habits.

Spring also brings the California School Foodservice Association’s annual conference, to be held this year in San Diego on April 2-5. We’re always excited to see familiar faces, so come by our booth for new kid-friendly recipes and ideas on how to incorporate California Cling Peaches into your meal plans. Also, preview our still-in-development new school foodservice kit and offer suggestions prior to its debut in July at the American School Foodservice Association’s annual conference. We look forward to seeing you there!

The Board is also very excited to introduce our new spokesperson—Chef Gary Jenanyan. Gary has developed numerous kid-friendly California Cling Peach recipes for us over the last few years, and his past experience with the culinary arts is sure to be quite an asset to our team. Committed to sharing his love for cooking and baking with the California Cling Peach public, Gary will be available online at www.calclingpeach.com in a special interactive “Ask the Chef” forum, where he will offer easy-to-use foodservice tips and answer recipe questions.

As always, I would like to thank you for your continued interest in California Cling Peaches as well as your ongoing commitment to maintaining the health of students. I look forward to our summer issue of *The Peach Press* in which I can share details of the upcoming harvest with you! Until then, please feel free to contact us with any questions, comments or ideas you may have—your feedback is extremely valuable to us!

Thanks again,
Sarb Johl, Chairman
calclingpeach@echop.com

VISION TECHNOLOGIES



California Cling Peach Board Announces New Spokesperson

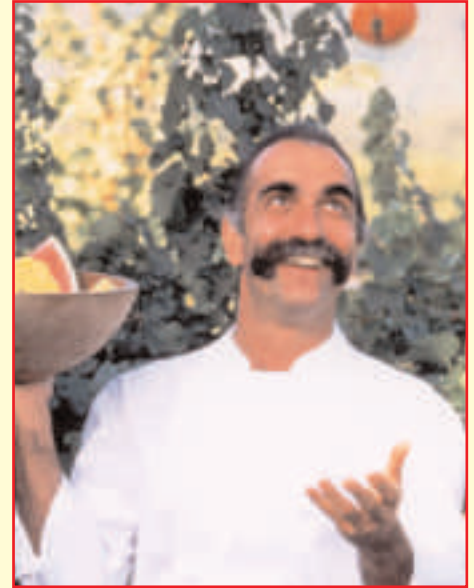
The California Cling Peach Board is pleased to announce that Chef Gary Jenanyan is its new spokesperson. Hoping to increase visibility and awareness of canned California Cling Peaches, Jenanyan will also develop innovative foodservice recipes, represent the Board in key broadcast and print opportunities, and respond directly to "Ask the Chef" questions posted on the Board's web site.

As former Executive Chef of the Great Chefs Program at Robert Mondavi Winery, Jenanyan had the opportunity to work with many of France's three-star chefs, and his cooking style emphasizes local or regional products, such as canned

California Cling Peaches.

His commitment to California Cling Peaches dates back to his childhood. Having spent numerous summers at his relatives' peach orchards, Jenanyan, along with his grandmother, mother and aunts, spent hours in the kitchen incorporating peaches into their family recipes. Years later, Jenanyan continues to experiment with California Cling Peaches, adding them to traditional favorites and combining them with new recipes designed specifically for foodservice officials and their clients.

To "Ask the Chef," visit the California Cling Peach Board's website at



www.calclingpeach.com and click on the "Ask a Chef" icon. In this interactive section, Jenanyan will offer first-hand culinary advice, menu strategies, serving suggestions and recipe solutions for inquiring foodservice representatives.

Multi-Grain Waffles and Sunshine Peach Sauce

Courtesy of the California Cling Peach Board

Ingredients:

- | | |
|------------|--|
| 2 #10 cans | canned California Cling Peaches in juice or light syrup, diced |
| 10 cups | reserved juice (plus water, if needed) |
| 5 cups | orange juice |
| 2 2/3 cups | honey |
| 1 cup | cornstarch |
| 1/4 cup | grated orange peel |
| 12 | prepared multi-grain waffles |

Directions:

Drain peaches well and reserve juice. Blend juices, honey, cornstarch and orange peel in stock pan. Cook and stir over medium heat until thickened and clear, about 5 minutes. Add fruit and heat thoroughly. To serve, scoop 2/3 cups of Sunshine Peach Sauce over two multi-grain waffles.



Healthy Tip of the Season:

Eat with the Colors of the Rainbow

The Produce for Better Health Foundation and the National 5-A-Day Partnership continue to promote their “5-A-Day the Color Way” campaign, which encourages eating five or more servings of colorful fruits and vegetables daily. Choosing fruits and vegetables of all colors not only brings change and excitement to students’ diets, but also offers their bodies a variety of nutrients needed to maintain healthy lifestyles.

As winter begins to fade into spring and the landscape abounds with vibrantly colored plants and flowers, the “5-A-Day the Color Way” campaign makes it easy for students to eat with the colors of the rainbow. Serve fruits and vegetables based on the colors of spring: bright blue sky, luscious green grass, warm yellow sun and brilliant bunches of flowers. Adding red, orange yellow, green and purple-hued

fresh and canned fruits and vegetables to your menus will aid students in maintaining their body’s health, including minimizing risks of disease, increasing heart and visual health and strengthening bones.



To encourage your students to “Eat with the Colors of the Rainbow,” plan several different lunches incorporating foods of all colors—once students are used to eating vibrantly-colored food, they will be more likely to enjoy colorful fruits and veggies as well. For example, serve fruit punch, macaroni & cheese, an assortment of green veggies and grape popsicles one day. Or, arrange available foods by color to look like a rainbow. By incorporating the colors of the rainbow into your menu plans, your meals will be visually appealing, great tasting and nutritious.



While a wide variety of fresh fruits and vegetables becomes available in spring, you can still serve out-of-season favorites, such as sunshiny-golden California Cling Peaches. Preserved at the peak of ripeness, canned California Cling Peaches offer just as many vitamins and nutrients as their fresh counterparts and are perfect for cooking, baking or eating straight from the can. Visit www.calclingpeach.com for recipes and ideas on how to incorporate canned California Cling Peaches into your school’s “Eating with the Colors of the Rainbow” menu.



For more information on the benefits of the “5-A-Day the Color Way” campaign and for a colorful list of healthy fresh and canned fruit and vegetable ideas, visit the Produce for Better Health Foundation and the National 5-A-Day website at www.5aday.com.



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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, 1195 Park Avenue, Suite 201, Emeryville, CA 94608 or emailed to: calclingpeach@echopr.com.

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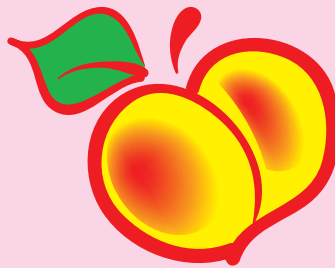
The California Cling Peach Board's New School Foodservice Kit

Thanks to many of your comments at ASFSFA ANC 2003 in Reno, Nevada, the California Cling Peach Board is in the process of reworking our School Foodservice Kit to better meet the needs and demands of school foodservice professionals like you nationwide. Always committed to providing you with useful resources, the California Cling Peach Board is developing kid-friendly materials for the kit, all of which will better aid you in your mission to provide students with healthy and enjoyable menu options.

Emphasizing the "orchard to the table" story while educating and energizing young minds about agriculture, the new pages include:

California Cling Peach Facts
California Cling Peach Nutrition
Information

From the Orchard to the Table
Nutrition from A-Z
The History of California Cling Peaches
The Anatomy of a California Cling Peach Orchard
Various new recipes, activity and coloring sheets



While you discover the importance of California Cling Peaches to your menus and to maintaining healthy diets, your students will learn about the history and

canning process of California Cling Peaches via pictorial representations, mind-enhancing activities and fun coloring sheets.

Thankful for your continued support and consistent feedback, the California Cling Peach Board has decided there is no better place to debut the new kit than at ASFSFA ANC 2004 in Indianapolis, Indiana, a place where foodservice professionals like you unite. The California Cling Peach Board will express gratitude for your attendance by presenting you with a copy of the new (and improved) school foodservice kit. Until then, feel free to contact the Board with any questions and/or comments at: calclingpeach@echopr.com.