

The Peach Press

School Foodservice Edition

Published by the California Cling Peach Board

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The California Cling Peach Board Thanks You for Your Continued Support in the “Nutri-Challenge”!

This spring, the California Cling Peach Board had the honor of visiting with hundreds of California’s most-dedicated school foodservice professionals at the California School Foodservice Association’s annual conference. Always committed to conquering the “Nutri-Challenge,” the California Cling Peach Board met with several key decision makers in the school foodservice arena to discuss healthy vending and à la carte options, such as “California Fruit Cups,” a California Cling Peach and Pear fruit cup. Through this communication, the Board was able to pinpoint both the pros and cons of “California Fruit Cups,” as well as gain feed-

back regarding the feasibility of the product in school programs. The meetings proved to be especially beneficial, resulting in promotionally-priced sales as well as agreements for à la carte and healthy vending test programs. To learn more about California Fruit Cups, visit the Board’s website at

www.calclingpeach.com.



The Board looks forward to seeing you this July at the American School Foodservice Association’s annual conference in Indianapolis, Indiana—it’ll be “One Hot Conference.” Visit

booth 724 for California Cling Peach recipes, menu ideas and promotional materials. Until then, feel free to contact us at calclingpeach@echopr.com.

Chairman’s Message



Summer is here with longer, sunnier days and the first signs of the fruits of our labor! Peach growers throughout the state are harvesting tons of fresh California Cling Peaches—which will be picked fresh and packed fresh for you and your students to enjoy throughout the next school year.

As you prepare for another school year, the Board would like to commend you for your continued commitment to child nutrition as well as your ongoing support of California Cling Peaches. At this year’s California School Foodservice Association’s annual conference, school foodservice professionals like you provided excellent feedback, shared their favorite ways to incorporate fruits and vegetables into their programs and promised to continue educating students on the importance of healthy lifestyles. We look forward to the same enthusiasm at this summer’s American School Foodservice Association’s annual conference. Visit booth 724 and participate in the Board’s “Director to Director” program, where school foodservice officials and supporters can meet Diane Wegner Deshler, former Director of Child Nutrition Services at East Side Union High School District in San Jose, California. Deshler is currently the Farm and Commodity Director and Executive Chef for Echo Communications, but retains her director status with ASFSA in an effort to remain both knowledgeable and helpful to the school foodservice sector.

Even though school’s out for summer, the Board is aware that you and your colleagues continue to work diligently in preparing for the upcoming school year. Therefore, this edition of *The Peach Press* will offer you insight on how other schools have succeeded at implementing healthy food options into their programs and offer you a chance to win when you send in your ideas for incorporating California Cling Peaches into your fall program.

As always, the Board is grateful for your commitment to your students. I hope you can find some time for yourself this summer—take an afternoon off and sit by the pool with one of our refreshing smoothies! Although I will be unable to attend, Board representatives look forward to seeing you at ASFSA in July. Until then, feel free to contact me at calclingpeach@echopr.com.

Sarb Johl, Chairman
calclingpeach@echopr.com





School Foodservice News

Enter for Your Chance to WIN!

We all know that getting kids to eat fruits and veggies can be a daunting task and that coming up with innovative ways to do it can be just as hard. So, why not use ideas that have been cafeteria-tested *and* kid-approved? That's where you come in.

How have you incorporated canned California Cling Peaches into your program, and, more importantly, how did your students respond? Share your tricks of the trade with us and we will enter you in a drawing to win a summer Coach bag! Email your entries to calclingpeach@echopr.com.

Do you have more than one success story? You may enter as many ideas as you like and each submission will be entered into the drawing. Upon submission, all ideas become property of the California Cling Peach Board to be used as the Board chooses in its effort to boost child nutrition and increase student consumption of California Cling Peaches. Entries must be received by Tuesday, August 31, 2004. The winner of the summer Coach bag will be selected by random drawing on Tuesday, September 7, 2004.



Did You Know?

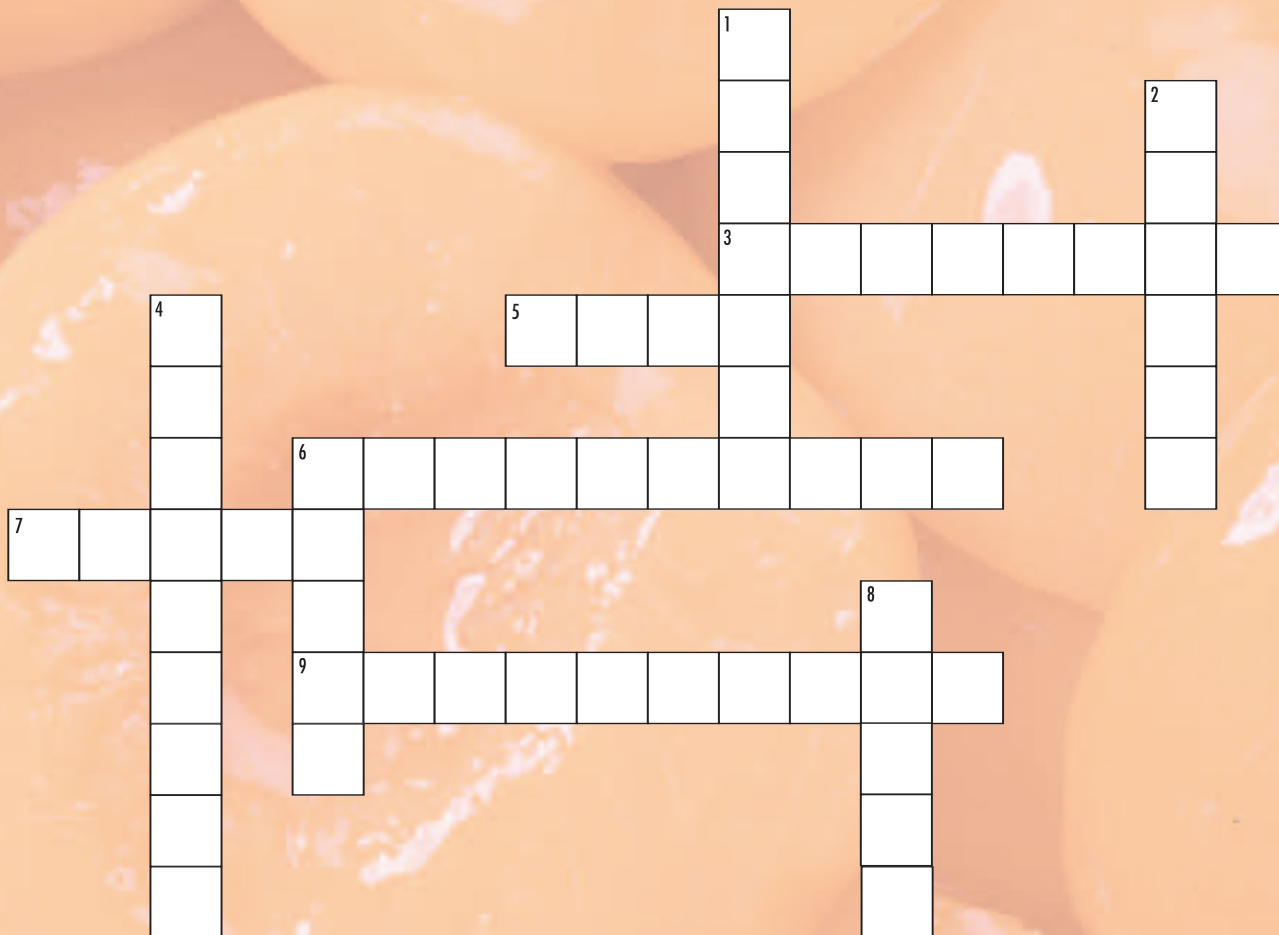
When kids are more knowledgeable about nutrition and health, they are more likely to practice healthy eating habits. Therefore, the California Cling Peach Board is working to create lesson plans to aid school foodservice professionals and teachers in educating their students about California Cling Peaches and nutrition in general. Use the facts below to teach your students about California Cling Peaches, and then test their knowledge using the crossword puzzle.

- The peach belongs to the rose family
- China is the original home of the peach tree
- There are two categories of peach, Clingstone and Freestone, distinguished by the ease with which the edible area pulls away from the stone (pit)

- Harvest commences at the end of June in the San Joaquin Valley to the south and comes to an end after Labor Day in the Sacramento Valley to the north
- Results of several nutrition studies show that canned fruit are as nutritious as their fresh and frozen counterparts
- Peaches contain vitamin C, an antioxidant, which boosts the immune system, promotes healing and builds strong connective tissue to stabilize bones



California Cling Peach Crossword Puzzle



- Sweet, juicy and ready to eat, canned California peaches are an all-American family favorite
- California Cling Peaches are the variety most commonly used for commercial canning as they are exceptional in their ability to retain their flavor and consistency
- Almost all Cling Peaches are processed and rarely found fresh

Down:

1. The California Cling Peach _____ takes place during the summer months.
2. The majority of California Cling Peaches are _____.
4. The edible portion of _____ peaches pulls

- away from the stone easily.
6. The peach originated in _____.
8. California Cling Peaches can best be described as sweet and _____.

Across:

3. California Cling Peaches are packed with _____, an antioxidant which boosts the immune system.
5. The peach belongs to the _____ family.
6. The edible portion of _____ peaches clings to the stone.
7. California Cling Peaches are rarely found _____.
9. Canned California Cling Peaches are as _____ as their fresh counterparts.

Visit www.calclingpeach.com for answer key.