

The Peach Press

School Foodservice Edition

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Promotion Chairman's Message

2001 was an extremely busy year for the California Cling Peach Board. We've been working on several promotion initiatives designed to reintroduce America's favorite fruit in fun and exciting ways. The Board's new website located at www.calclingpeach.com, offers quick access to extensive information for consumers, foodservice and school foodservice professionals, media representatives and Cling Peach industry professionals.

While our previous site served the members of the California Cling Peach industry well, our Board realized the need to branch out and create a comprehensive site that would meet the needs of peach enthusiasts worldwide. We are often contacted by a variety of people from different walks of life looking for accurate peach information. For this reason, we decided to make our resources readily available by posting them online. The site integrates the spirit of the California Cling Peach growers while at the same time providing useful information to the general public.

The look and feel of the site were also important. Our promotion committee looked at several creative options and selected an updated, user-friendly design that integrates our new logo and the Board's recommitment to better serve our key publics, especially the foodservice and school foodservice sectors. By working closely with our public relations agency, Echo Communications and their in-house graphic design team, Dream Farm, we were able to create a content-packed website that doesn't feel content-heavy.

Please visit our foodservice, dietetic, media and student pages and try our new Cling Peach recipes, developed by leading culinary professionals. Be sure to let us know your thoughts—we plan to build the ultimate peach website over the course of the next year.

Surf and enjoy!

John Micheli
California Cling Peach Board
Promotion Committee Chairman

California Cling Peach Board "Sweetens" Cyberspace with Natural Goodness



The California Cling Peach Board is proud to announce the launch of its flavorful new website: www.calclingpeach.com! Created in response to feedback we've received from consumers and foodservice professionals alike, the completely re-designed site will provide the information you need most, fast!

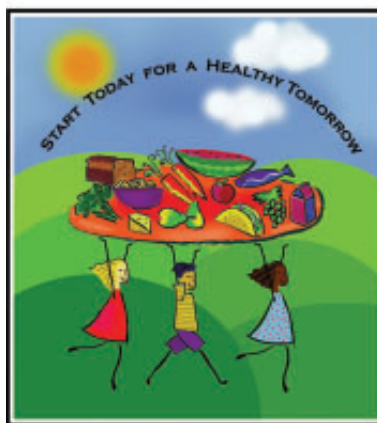
Celebrate National Nutrition Month this March!

This month, the 22nd annual National Nutrition Month®, join the American Dietetic Association (ADA) in a celebration of healthy eating. Initiated to focus public attention on the importance of making informed food choices and developing sound eating and physical activity habits, National Nutrition Month® provides an excellent opportunity to get students excited about nutrition. So, "Start today for a healthy tomorrow."

At the elementary level, kids begin to understand the relationship between the foods they eat and their bodies. By relaying simple nutrition messages to students at meals, you can enrich this understanding and contribute to the development of healthy eating habits. For example, explain to students that eating a wide variety of nutritious foods will

give them energy and help them build strong bones and muscles.

You can use the USDA's Food Guide Pyramid to sneak this nutrition lesson into lunchtime.



NATIONAL NUTRITION MONTH®

Distribute individual copies or hang an enlarged picture/poster of The Food Guide Pyramid in your cafeteria. At meals, label each food item according to its placement on The Food Guide Pyramid.

With this simple, low-cost nutrition strategy, you can make National Nutrition Month® a success and help your students develop healthy eating habits. For additional ideas on bringing nutrition lessons into the

classroom, visit the California Foundation for Agriculture in the Classroom at www.cfaitc.org.



Students Can Take Nutrition Lessons Home

Your students can also discover delicious California peach information on the new website. The "Recipe and Consumer Info. Section" features kid-friendly recipes, nutritional information, tips on selecting and using California peaches, fun peach facts and a complete history of the California Cling Peach. Get kids and parents alike excited about the nutritional benefits of California Cling Peaches by directing them to the "Recipe and Consumer Information" section.



Congress and the USDA Reinforce Importance of School Lunch Buy American Requirement

In November 2001, Congress and the U.S. Department of Agriculture (USDA) renewed their commitment to both domestic agricultural production and the national school lunch program by re-emphasizing the *Buy American* provision of the Richard B. Russell National School Lunch Act. The *Buy American* requirements were summarized in the USDA's most recently released *Food Buying Guide for Child Nutrition Programs*, which states:

that are produced in the United States. The term "substantially" means that over 51 percent of the final product consists of agricultural commodities that were grown domestically. Therefore, when school foodservice funds are used to acquire foods,

in a memo sent to all state child nutrition directors and FNS regional offices. The memo also reminds the recipients that the *Buy American* provision should be included in bid specifications. Additionally, the FNS transmitted a report on the enforcement of the *Buy American* provision to Congress and noted that the National Food Service Management Institute is currently drafting guidance documents for schools.²



Schools and institutions participating in the National School Lunch Program and the School Breakfast Program in the contiguous United States are required by law to use school foodservice funds, to the maximum extent practicable, to buy domestic commodities or products for meals served under these programs. A "domestic commodity or product" is defined as one that is either produced in the United States or is processed in the United States *substantially* using agricultural commodities

schools and institutions must ensure that the items are in compliance with this requirement.¹

On January 9, 2002, Stanley C. Garnett, Director of the Child Nutrition Division of the U.S. Department of Agriculture's Food and Nutrition Service (FNS), reiterated the *Buy American* provi-

1 U.S. Department of Agriculture, Food and Nutrition Service, *The Food Buying Guide for Child Nutrition Programs*, PA-1331, January 1984, revised November 2001.

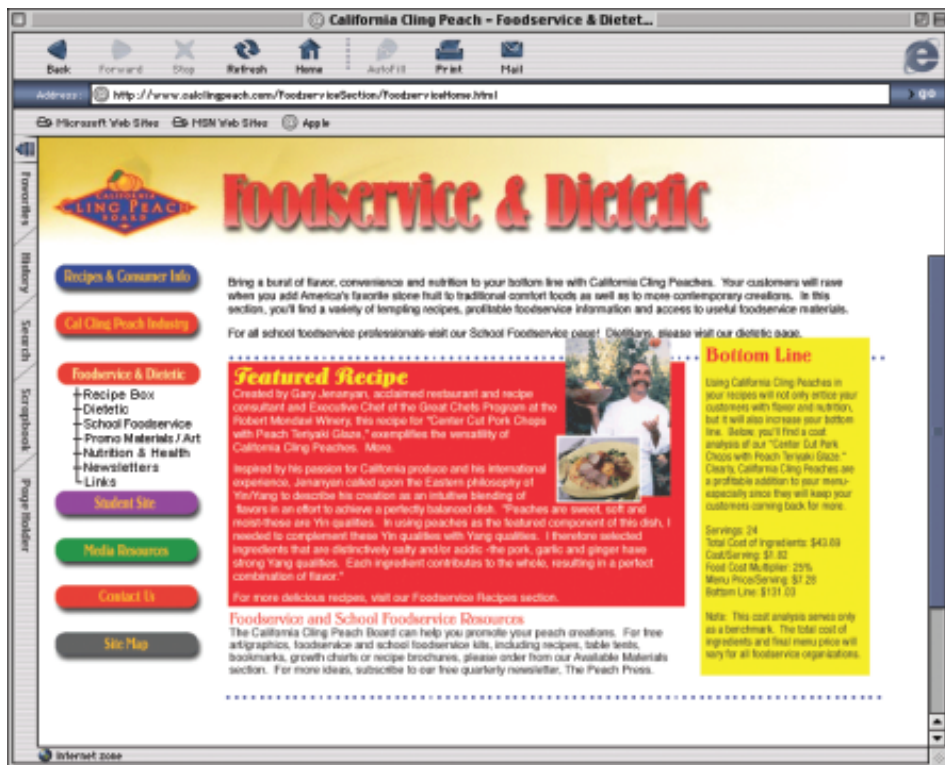
2 Stanley C. Garnett, Director, Child Nutrition Division of the U.S. Department of Agriculture, Food and Nutrition Service to all State and Regional Directors, State Agencies, Special Nutrition Programs and Regional FNS offices, 9 January 2002.



School Foodservice News

School Foodservice Section Designed Specifically For You . . .

Quick access to a collection of tempting California peach recipes and useful school foodservice tips are just a taste of what you'll find in the "Foodservice and Dietetic Section" of the new California Cling Peach Board website. With just a few clicks, you'll access detailed California Cling Peach nutritional information, breaking news relevant to the USDA's "Buy American" provision and valuable resources including free art/graphics, school foodservice kits, book-marks, growth charts, posters, table tents, recipes and our quarterly newsletters. Throughout the year, you'll also discover seasonal additions to the website. Look for inspirational "School Foodservice Success Stories" and informative interviews with registered dietitians.



RECIPES

- 4 eggs
- 2/3 cup granulated sugar
- 1/2 cup 1% milk or low-fat yogurt
- 2 cups low-fat ricotta cheese
- 2 tablespoons custard powder or cornstarch
- 1/2 cup finely chopped candied ginger, divided
- 2 (28-oz) cans California Cling Peaches, packed in juice, divided
- 7 cups 3/4-inch cubed, white bread

Preheat Oven: 350° F
Servings: 24

Line each cup in a regular muffin tin with a square of parchment paper (large enough to hang over the top of each cup by about 1 inch). Reserve.

In a large bowl, whisk eggs until pale yellow. Stir in sugar, then milk and ricotta cheese until smooth. Stir in custard powder and 1/3 cup of the chopped candied ginger.

Drain peaches, reserving juice in a medium saucepan. Place eight peach segments in the pan and add the remaining ginger to pan. Set aside.

Low-Fat Cling Peach Bread Pudding

Courtesy of the California Cling Peach Board



Meanwhile, chop the remaining peaches and stir into egg mixture. Gently stir in bread. Divide mixture evenly between reserved muffin tins. Place in the middle of a

preheated 350° F oven and bake for 25 minutes. While puddings bake, place saucepan containing peach juice, ginger and peach segments over high heat. Bring to a boil and cook, stirring often, for 5 to 7 minutes, until liquid is reduced and syrupy. Purée in a blender or food processor until smooth.

Brush mixture evenly over tops of puddings and bake for 5 minutes longer. Broil under salamander or brule with a blowtorch until golden. Cool on a rack for at least 20 minutes. Run a knife around the edge of each pudding and lift out of tin. Serve immediately. Re-heat leftover puddings on medium heat in the microwave oven for 45 seconds each.

Tip: If using a salamander to brown tops of puddings, be careful not to set parchment collars on fire.

Presentation: Serve on a plate lightly dusted with icing sugar or with a low-fat strained yogurt sauce. Make puddings fresh daily.

Nutrition Facts (per serving): Calories 137, Fat 2.9 g, Protein 4.8 g, Carbohydrates 23.8 g



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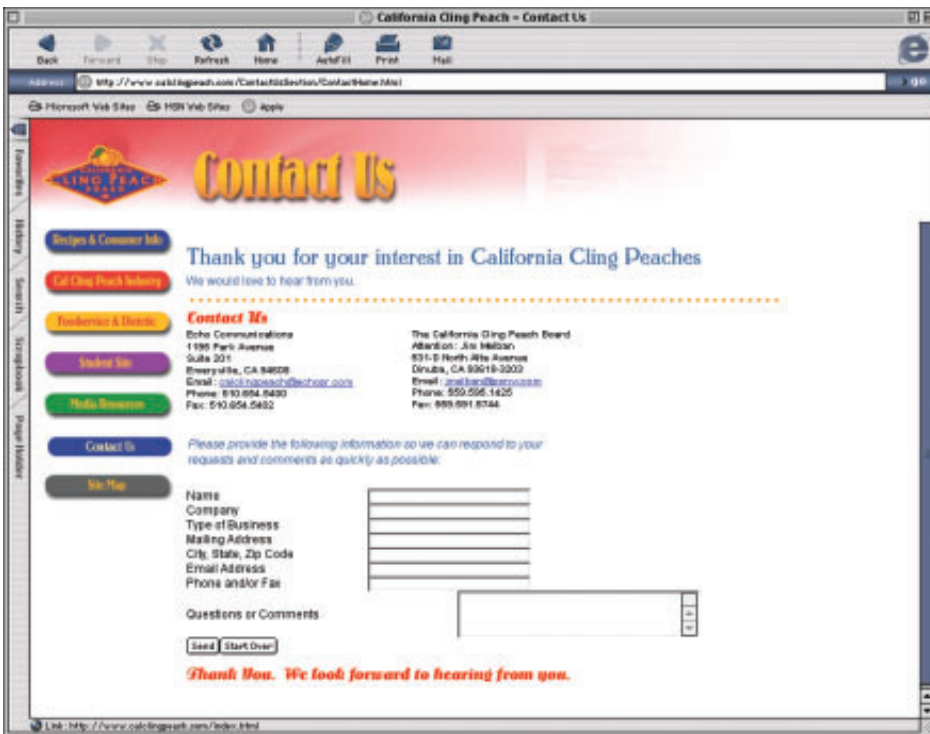
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Need more? Want more? Tell us more! The new California Cling Peach Board website thrives on your input. Email us at **calclingpeach@echopr.com** with your ideas, questions and comments.



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