

Welcome to Sysco Produce “**SCHOOL TIMES**,” where you will find some of the freshest news in the school foodservice and produce industries. In this monthly newsletter, we will look at “trends” in the produce and school foodservice industries, the most useful up-to-date news, recipes, as well as helpful tips and fun facts about the produce you eat and serve.

**YOU  
INSPIRE  
HEALTHY  
KIDS**

**SCHOOL TIMES  
NEWS UPDATE**

**VITAMIN D LINKED  
TO GIRL POWER**

Low levels of vitamin D may reduce the muscle power and force in adolescent girls, according to a new study from the UK. Writing in the *Journal of Clinical Endocrinology & Metabolism*, researchers from the University of Manchester report that the vitamin D levels of 99 adolescent girls between the ages of 12 and 14 was positively associated with muscle power and force. The study adds to an ever-growing body of science supporting the benefits of adequate vitamin D levels throughout life, with deficiency of the vitamin linked to osteoporosis, muscle weakness, fractures, common cancers, autoimmune diseases, infectious diseases and cardiovascular diseases. “We know vitamin D deficiency can weaken the muscular and skeletal systems, but until now, little was known about the relationship of vitamin D with muscle power and force,” said lead author of the study Kate Ward, PhD.

**ONE SIMPLE CHANGE TO HELP  
CHILDHOOD OBESITY**

According to a new study, a ban on fast food advertisements in the United States could reduce the number of overweight children by as much as 18%. In addition, the study reports that eliminating the tax deductibility of television advertising would also result in a reduction of childhood obesity. The study’s authors found that a ban on fast food television advertisements during children’s programming would reduce the number of overweight children ages 3-11 by 18 percent, and would lower the number of overweight adolescents ages 12-18 by 14 percent. Should the U.S. pursue this path, they would be following Sweden, Norway and Finland.

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**NATIONAL  
NUTRITION  
MONTH®**



The food and physical activity choices made today—and everyday—affect your health and how you feel today and in the future. Eating right and being physically active are keys to a healthy lifestyle. Here are some tips to help families and kids have a healthier 2009:

**Eat Better**

- Give Up Fast Food
- Stop Drinking Soda (even Diet)
- Cut Back on Alcohol
- Drink More Water

**Eat Fresher**

- 5 – 9 servings of fruits and veggies in 2009
- Eat in Season
- Eat Local when you can

**Eat Together**

- Plan one meal a day with the family
- Involve the kids
- Take them to the store or Farmer’s Markets
- Get them in the Kitchen

**DIP IT! BONUS SNACKS**

Dip baby carrots and cherry tomatoes in low-fat ranch dressing.

Dip strawberries or apple slices in low-fat yogurt.

Dip pretzels in mustard.

Dip pita chips in hummus.

Dip graham crackers in applesauce.

Dip baked tortilla chips in bean dip.

Dip animal crackers in low-fat pudding.

Dip bread sticks in salsa.

Dip a granola bar in low-fat yogurt.

Dip mini-toaster waffles in cinnamon applesauce.

**SCHOOL TIMES  
STORAGE TIPS  
...AND OTHER FUN**



**EGGPLANT:** Is easily susceptible to chill damage and easily loses moisture; also is easily damaged by ethylene-producing fruit causing tiny brown spots; and it absorbs odors from Ginger and Onions. Basically, it’s a very fennicky vegetable.

**By the Way...**There are many shapes, sizes and colors and Eggplant. The main variety grown today was actually developed by...Thomas Jefferson.



**STRAWBERRIES:** Are best stored at 32 – 34 degrees F, but should only be stored for a few days at the very most. After just 48 hours in storage, Strawberries will lose 5% of its moisture.

**By the Way...**Never in a million years wash your Strawberries until just before you use them. Water will cause Strawberry to melt, kind of like the Wicked Witch in the “Wizard of Oz.”

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**YOU  
MOTIVATE  
HEALTHY  
KIDS**

**MARCH 2009**

**SCHOOL TIMES  
NEWS UPDATE**

**KIDS' MENUS GROW UP  
WITH TOTS' PALATES**

Independent restaurants are appealing to children's increasingly sophisticated tastes by adding more adult-style foods to their kids' menus, according to a study released recently by Technomic Inc. In its 2009 Kids' Marketing & Menu Report, the foodservice consultancy said it had discovered increased incidents of seafood, steaks, ethnic dishes and local fare served in small portion sizes and marketed to children on independent menus nationwide. The trend has notable trickle-down potential for chains, officials noted. For example, the White Dog Cafe in Philadelphia promotes local ingredients such as carrots, zucchini and tomatoes for the "fresh seasonal vegetable" of the day for young people. At Turner Fisheries at The Westin Copley Place Hotel in Boston, the kids' menu features clam chowder, steamed chicken lobster and a seafood sampler with scallop "coins." Children eat for free before 7 p.m. when accompanied by an adult, but the seafood sampler and lobster come with an extra surcharge. "You have to recognize that kids have increasing appetites," said Darren Tristano, executive vice president at Chicago-based Technomic. "As kids are maturing faster, their taste palates are evolving faster. So they're looking for something beyond macaroni and cheese, pizza and chicken tenders. Items like barbecue ribs, sushi and seafood are becoming more common." Michael Marks, known nationally as "Your Produce Man," spoke with restaurant owners in Florida. "Restaurants have not caused a generation of obese children," Marks said in his presentation, "but you are an important solution to this epidemic." Marks encouraged restaurants to serve "food that kids can have fun with, not get fat with." Marks also manages produce marketing for FreshPoint, Inc. and Sysco.



The [National Nutrition Month](#) campaign reinforces the importance of nutrition as a key component of health, along with physical activity. Healthy eating helps you get the most out of life. A healthy lifestyle is the key to looking good, feeling great and being your best at work and play. It all starts with a healthy eating plan and these simple helps:

- **Individual needs** and preferences determine your personal food choices. Match your food choices to your lifestyle and individual requirements, choosing enough to achieve and maintain a healthy weight.
- **Actively pursue variety.** Expand your range of choices and explore new tastes, within and among food groups. Eating a wide variety of foods not only promotes optimal nutrition, it provides the pleasurable aspects of eating.
- **Make moderation** your goal – you decide how much and how often. Healthy eating doesn't mean feeling deprived or guilty. Look at the big picture; it's what you eat over several days – not just one day or one meal – that's important.
- **Develop a personal fitness** plan that fits your lifestyle. The key is to find a variety of activities you enjoy. You don't need expensive equipment or complicated fitness programs.

**SCHOOL TIMES  
STORAGE TIPS  
...AND OTHER FUN**

**FRESH-CUT FRUIT:** Is best stored and merchandised without ice. Ice only keeps cold the part it has contact with. Ambient air temperature of 33 – 41 degrees F is needed.

**By the Way...**The Fresh-Cut fruit industry is the fastest growing segment with foodservice and consumers.



**CUCUMBERS:** Are very susceptible to chill damage, so they are best stored at temperatures between 45 – 50 degrees F. In your walk-in, keep Cucumbers covered and in the warmest zone of your walk-in, most likely near the door.

**By the Way...**We can thank the Cucumber for hot-houses. The Roman Emperor Tiberius loved Cucumbers so much that he demanded them on his plate every day of the year. His gardeners, frantic to meet the Emperor's demands, developed the first hot-houses to grow Cucumbers year-round.

**NAVEL ORANGES:** Can be stored at a cool room temperature (between 60 – 70 degrees) for up to a week. Keep at the warmest part of your walk-in.

**By the Way...**The "Washington" variety of Navel Orange was named by the early citrus growers in California. This new seedless Orange was going to become the "foundation" of the citrus industry, so they wanted a variety name with a strong "foundational" name.

**MARCH 2009**

## RECIPES OF THE MONTH

### BEAUTIFULLY BAKED BANANAS

#### Ingredients

- 14 ozs Sugar, brown
- 1 cups Water
- 12 ozs Honey
- 25 each Bananas, raw

#### Instructions

- Heat brown sugar, water and honey in a saucepan over low heat until sugar is dissolved, about 5 minutes.
- Cut bananas in half crosswise. Place 25 halves, flat side down, into each 12"x20"x2 1/2" steamtable pan. Pour 3/4 cup syrup over each pan of bananas.
- To Bake: Conventional Oven: 375 F , 12 minutes. Convection oven: 350F, 10 minutes. Bake until slightly browned.
- Serve warm, with sauce. And get out the Vanilla Ice Cream!

### PEACHY PIZZA

#### Ingredients

- 1 lb., 10 ozs. Round pizza crust, unbaked
- 3 Tbsps. Butter, melted
- 3 cups Fresh or Canned peaches, diced, well-drained
- 1 1/2 cups Walnuts, chopped
- 1 cup Raisins
- 2 1/2 cups All-purpose flour
- 3/4 cup Butter
- 1/4 cup Applesauce
- 1/2 cup Sugar
- 1 Tbsp. Cinnamon

#### Instructions

- Proof pizza crust. While crust proofs, drain or cut peaches.
- Brush melted butter on pizza crust. Spread drained peaches on top of pizza crust.
- For streusel topping: Mix flour, sugar and cinnamon. Add butter and applesauce, mixing until flaky.
- Sprinkle topping onto crust. Add walnuts and raisins.
- Bake at 350 degrees F for 25 minutes.



## NATIONAL NUTRITION MONTH

### Helping Kids Know Nutrition

Something happened on the way to the health club...our kids got fat. Kids today know as little about health and nutrition as they know about Shakespeare and Socrates. Parents and teachers have a great opportunity during March, National Nutrition Month, to start kids on a pathway to Health.

- Read books with food-related titles: *Green Eggs and Ham*, *If You Give a Mouse a Cookie*, *Charlie and the Chocolate Factory*, *La Tortilleria*
- Create a fish pond, using a large tub. The "fish" can be plastic foods from the children's play area. When a child catches a "fish," he tells the class its food group name.
- Ask children to create a calendar highlighting development of new food products; e.g.: George Washington Carver and the peanut. This site will help: <http://www.foodtimeline.org/>
- Microwave s'mores as a post-lunch treat. Discuss graham crackers (made from unsifted whole-wheat flour containing the bran of the wheat kernel); chocolate (dating back to the Aztec king Montezuma); and marshmallow (once made from the root of the marshmallow plant, but now made from corn syrup, gelatin and sugar).
- Contact your school nutrition program, or local or state Dietetic Association to request a presentation by a registered dietitian. [http://www.eatright.org/cps/rde/xchg/ada/hs.xsl/career\\_491\\_ENU\\_HTML.htm](http://www.eatright.org/cps/rde/xchg/ada/hs.xsl/career_491_ENU_HTML.htm)
- Have children form teams. Each team will be responsible for selecting a country and researching one or two of their foods and celebrations with food. On presentation day, children arrange their desks by teams and decorate as appropriate to that country. They may also dress in native costumes.
- Provide a world map handout with a food list. Have children match the food with the country. Or use a map of the States and match foods to the region. See Activity 4 for examples.
- Give children a week's notice to bring in empty food product boxes. Spend some time reading labels and comparing calories, fat, sugar content and vitamins. The "Shop Smart – Get the Facts on Food Labels" Nutrition Fact Sheet can help. Find it at [www.eatright.org/nutritionfactsheets](http://www.eatright.org/nutritionfactsheets)
- Expanding on the previous suggestion, divide children into teams. Ask them to plan a healthy meal, using what they learned from reading food labels.
- Create "Food Bingo" cards and play the game at school, church or grandparents' day.
- Invite children to bring their favorite recipes – illustrated with their own food art -- and prepare a cookbook. This can be as simple as stapling together or doing a 3-hole punch with rings purchased from an office supply store.
- Encourage children to write and illustrate a story with food as a central part. This can be a fantasy (with foods being characters) or a more serious focus – how do people survive who are not getting enough to eat.
- Have a "blind taste test" for young children, and teach the concepts of sweet, sour, bitter and salt. Take turns blindfolding children to see if they correctly recognize the various tastes.
- Play the alphabet game. One child begins with: "My father owns a grocery store, and he sells apples." The next child says, "My father owns a grocery store, and he sells apples and bananas." The game continues with each child taking a turn reciting the entire list and adding a new item for the next letter of the alphabet.
- Arrange a tour of the school cafeteria so that children can see how the food service staff prepares lunches.
- For young children, display pictures of foods and ask them to name the food group of each.



# S C H O O L T I M E S

WE TRAVEL IN SCHOOLS



MARCH 2009

## Sysco Fresh Promotions APRIL

Alcohol Awareness Month

April Fool's Day

Asparagus Festival, Stockton, CA (24th - 26th)

113th Boston Marathon (20th)

CA Earthquake Preparedness Month

Cancer Control Month

Child Abuse Prevention Month

Community Spirit Month

Customer Loyalty Month

Great American Clean-Up (March 1 - May 31<sup>st</sup>)

Home Improvement Time (thru Sept.)

Fresh Florida Tomato Month

International Legacy Month

Keep America Beautiful Month

March of Dimes WalkAmerica

Major League Baseball Season Begins

73rd Masters Golf Tournament (9th - 12th)

Mathematics Education Month

Ntn'l Autism Awareness Month

National Grange Month

Ntn'l Grilled Cheese Sandwich Month

National Humor Month

National Kite Month

National Lawn & Garden Month

National Pecan Month

National Poetry Month

National Soft Pretzel Month

Ntn'l Youth Sports Safety Month

NBA Playoffs

Physical Wellness Month

Prevent Injuries Month

Safe Prom Month

School Library Month

Secretaries Day

Soy Foods Month

Straw Hat Month

Tour de Cure (thru June)

Unofficial National Artichoke Month



Welcome to Sysco Produce Fresh Promotions. Each month, Sysco Produce will provide you with events that will be in the news, making these ideas very timely for your menu, promotions or specials development.

## The Sysco Fresh Team

All of us at Sysco Produce are committed to one goal: **Your Success...by making produce the very least of your worries! Here is a helpful list of important contacts. Please feel free to contact us with any question or concern. We believe that "a problem shared...is a problem already half solved."**

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