

**FreshPlaza: Global  
Fresh Produce and  
Banana News**



- [News](#)
  - [Archive](#)
  - [Job Offers](#)
  - [Photos](#)
  - [PriceWatch](#)
  - [World Retailers](#)
  - [Subscribe](#)
- [vegetables](#)
  - [fruit](#)
  - [bananas](#)
  - [citrus](#)
  - [potatoes](#)
  - [organic](#)
  - [exotics](#)
  - [processed](#)
  - [company news](#)
  - [food safety](#)
  - [nuts](#)
  - [logistics](#)
  - [packing](#)
  - [machinery](#)
- [management](#)
  - [retail](#)
  - [agenda](#)
  - [miscellaneous](#)
  - [economy](#)
  - [introductions](#)
  - [innovations](#)
- [North America](#)
  - [Europe](#)
  - [Asia](#)
  - [Oceania](#)
  - [Central America](#)
  - [South America](#)
  - [Africa](#)
  - [World](#)

**Event to Highlight Policy Initiatives on School Nutrition, Labor, Food Safety and More  
US: WA: United Fresh Presses for A Salad Bar in Every School at 2009  
Washington Public Policy Conference**

Members of the United Fresh Produce Association will meet in Washington this September to continue the association's push for a national policy promoting a salad bar in every school cafeteria. Promoting a national school salad bar policy is a top priority for United Fresh.



"Research has proven, time and time again, that when presented with the option of a salad bar, kids will eat more fruits and vegetables," said Dr. Lorelei DiSogra, Vice President for Nutrition and Health at United Fresh.

"Kids need to double their fruit and vegetable intake to meet the Dietary Guidelines," DiSogra said. "Children crave independence in their decision-making, so providing salad bars at schools empowers them to make fun and nutritious choices that result in kids eating more fruits and vegetables."

United is working with lawmakers in the House and Senate to craft legislation that would direct USDA to promote salad bars in every school, and provide incentives and training. Because they offer a wide variety of fresh fruits and vegetables, United considers salad bars to be an effective strategy for increasing consumption across a broad range of commodities.

United's salad bar initiative comes on the heels of recent nutrition policy victories on the nationwide expansion of the Fresh Fruit and Vegetable Snack Program and the inclusion of produce in the Supplemental Nutrition Program for Women, Infants and Children (WIC).

"We are gratified by the progress we've made in advancing fresh produce in our nation's nutrition policies," said United Fresh President Tom Stenzel. "Promoting a salad bar in every school is an attainable goal and a logical next step for increasing fruit and vegetable consumption among children."

Enacting a national school salad bar policy is only one of several key focus areas for the Washington-based association's annual fall gathering, September 9-11 at the Renaissance Mayflower Hotel. Other priorities include opposition to the Employee Free Choice Act and promotion of a strong and science-based food safety policy. Additionally, solution providers in these and other produce industry priorities will be featured at United's new Management Resource Center, which will be held during the WPPC at the Mayflower.

Contact:  
Angela Bezon  
Tel: 202-303-3400 ext. 416  
[abezon@unitedfresh.org](mailto:abezon@unitedfresh.org)

Publication date: 6/18/2009



respond to this article email this article print

Receive the daily newsletter in your email for free | [Click here](#)

**Other news in this sector:**

- 6/17/2009 UK: WFV Show 2009 gets support from top UK retailers and wholesalers
- 6/16/2009 HK: Online tool helps you prepare for ASIA FRUIT LOGISTICA
- 6/11/2009 First European summit of the fruit sector
- 6/4/2009 Avocado growers meet to advance their industry in Cairns, July: ANZAGC09
- 6/3/2009 Global Organic Market Slows: Emergence of Organic Plus Strategies
- 6/3/2009 Paul Begala to Address 2009 Washington Public Policy Conference
- 6/3/2009 More expert speakers have signed up to take part in the Asiafruit Congress
- 5/28/2009 The "Road to quality", a new area for seed production companies at Macfruit

**Announcements**

Click here to receive this news directly in your inbox

**Job offers**

[more »](#)

- Assistant grower
- European Reefer Logistics Business Development Manager
- European Reefer Logistics Sales Manager
- Sales and Commercial Director – FMCG Sector
- Sales & Procurement Manager
- Gestor Regional de Vendas, Angola - África
- Cadre Commercial Confirme
- Experienced produce traders
- Regional Sales Manager
- Export sales representative

**Specials**

- Summer Fruit
- Greenhouse Vegetables
- Soft Fruit
- Top fruit SH
- Organics
- Exotics
- Fruit Logistica
- Citrus
- Top fruit NH
- Summer Fruit

**Recent comments**

[more »](#)

- KG: Kyrgyzstan imports fruit, vegetables from 18 states (1)
- Seminis Helps Kenyan Farmers Invest in Greenhouse Tomato Production (67)
- India sets groundnut export standards for EU (1)
- US: CA: Coastline Introduces Greenettes Label for Green Leaf, Red Leaf and Romaine! (1)
- US: The colours of Jazz shine on U.S. racing circuit (1)
- Introduction of new apple variety Kanzi a success (3)
- US: NY: WIC checks can be used for fresh produce (1)
- Kenya starts greenhouse tomato farming (81)
- Unskilled fruit pickers granted Australian visas (20)
- Tabuk Agriculture Company, Saudi Arabia, celebrates its silver jubilee (12)

**Top 5 - yesterday**

- NZ: New Zealand kiwifruit growers awarded top honour at Cathay Pacific NZCTA Trade Awards 2009
- North Carolina woman finds heart shaped potato
- IL:Israeli farmers push cactus to relieve world hunger
- ZAM: Mango crop forecast
- UK: Brussels sprouts banned from warship

**Top 5 - last week**

This will be a historically bad year for lemon  
 ES: Greenhouses in Almeria are making the climate cooler  
 Maffia influence drives Italian vegetable prices up  
 SA: Redbridge Worldfresh Supply Seedless Lemons  
 PE: avocado exports grew 37 percent

#### Top 5 - last month

20 Ontario Greenhouse Growers Amalgamate Operations  
 Village Farms embraces sustainability with Hydroperfect™  
 Japanese fashion designers make lingerie from vegetables  
 UK: M&S celebrates 125th birthday with Penny Bazaar  
 International hothouse construction projects in abundance by Verbakel-Bomkas

#### Remaining news

[more »](#)

Pilot Dies During Flight, But Jet Lands Safely In US - Wall Street Journal  
 Questions grow as Ahmadinejad stays out of sight - guardian.co.uk  
 Air France searchers struggle in worsening weather - The Associated Press  
 EU to grant Ireland guarantees ahead of treaty vote - AFP  
 New bomb blast hits Pakistan city - BBC News  
 Justices Rule Inmates Don't Have Right to DNA Tests - New York Times  
 PETA miffed at President Obama's fly "execution" - Reuters  
 Closed-Door Meetings Yield No Results In State Senate Stalemate - NY1  
 Geithner Defends Plan to Give Fed Stepped-Up Powers - Bloomberg  
 Duke, Areva Propose Nuclear Power Plant in Ohio - Wall Street Journal  
 Supreme Court makes age bias suits harder to win - Los Angeles Times  
 Apple delivers prodigious patch batch for iPhone - Computerworld  
 Google Scared of Microsoft? Increases Homepage Text by 33% to ... - Marketing Pilgrim  
 Britain faces severe warming by 2080s: study - Reuters  
 Jon and Kate plan 'life-changing' statement - msnbc.com

Source: Google News

#### Economic news

[more »](#)

Fed's specter could steer GE Capital revamp - Reuters  
 Duke, Areva Propose Nuclear Power Plant in Ohio - Wall Street Journal  
 US Supreme Court Strengthens Businesses' Hand In Age Cases - Wall Street Journal  
 Jobless benefit rolls drop sharply to nearly 6.7M - The Associated Press  
 Report of Abundant US Natural Gas Supplies Rattles Energy Debate - New York Times  
 Carnival 2Q Profit Falls 33%, Lowers 09 View - Wall Street Journal  
 Scrusby ordered to pay \$2.8B for HealthSouth fraud - Bizjournals.com

Source: Google News

#### Exchange rates

[more »](#)

USD: 1.3920  
JPY: 133.57  
GBP: 0.85830  
AUD: 1.7528  
BRL: 2.7519  
CAD: 1.5758  
CNY: 9.5139  
NZD: 2.1923  
ZAR: 11.3480

*Euro foreign exchange reference rates*  
*Source: ECB*



**Plaza**  
Global  
Produce News



**Nutrition School**

Directory of Top Online  
Nutrition Schools!  
Jump-Start your Career  
Now  
[www.OnlineDegrees.com/Nutrition](http://www.OnlineDegrees.com/Nutrition)

**Buy School Food  
Equipment**

Use The New Govt  
ARRA School Grant To  
Save On School Food  
Equipment!  
[KaTom.com/School-Stimulus-Spe](http://KaTom.com/School-Stimulus-Spe)

**Fruit2Day - Fruit Snack**

A Whole New Way to Eat  
Fruit All Natural - No  
Sugar Added  
[Fruit2day.com](http://Fruit2day.com)

**School Healthy**

We Have Great  
Information on School  
Healthy  
[Bunchesofbooks.com](http://Bunchesofbooks.com)

**Produce Supply Chain**

NPC, Procurement and  
Distribution Programs &  
Solutions, Fresh Produce