



## The Magazine for Value-Added Produce

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### United Fresh Pushes for Salad Bar in Every School at Public Policy Conference

**June 16, 2009** - 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, according to the association.

"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 Fresh 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.

The 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 Fresh's new Management Resource Center, which will be held during the WPPC at the Mayflower.

Those interested in attending the Conference or more information may contact Angela Bezon at 202-303-3400 ext. 416 or [orabezon@unitedfresh.org](mailto:orabezon@unitedfresh.org).