



UNITED FRESH START FOUNDATION

NEWS RELEASE

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**School Foodservice Program at United Fresh 2016 to Connect
Produce Industry with School Nutrition Leaders**

*Network with Leading K-12 School Foodservice Directors from the Nation's Largest and Most Influential
School Districts*

Washington, D.C. (April 20, 2016) – For the second year, The United Fresh Start Foundation is pleased to host *The Produce Forum for School Success*, a program at United Fresh 2016 to connect produce companies with leading K-12 school foodservice buyers. *The Produce Forum for School Success* supports the United Fresh Start Foundation's mission to increase children's access to fresh fruits and vegetables.

"*The Produce Forum for School Success* will provide an excellent opportunity to connect school foodservice leaders with produce industry innovators," said Andrew Marshall, Director of Foundation Programs & Partnerships, United Fresh Produce Association. "Over the past few years we have worked to develop strong relationships with school foodservice professionals from across the country. The United Fresh convention enables school buyers to taste new fruit and veggie products, see innovative foodservice packaging options and share creative ideas and best practices with regard to serving fresh produce."

The Urban School Food Alliance, an organization representing foodservice administrators from the nation's six largest school districts, will once again be present in Chicago where they have coordinated their summer meeting to coincide with the United Fresh convention for the past two years. They will walk the United Fresh trade show floor and attend *The Produce Forum for School Success* programming.

According to Penny Parham, Administrative Director, Department of Food and Nutrition, Miami-Dade County Public Schools, "The United Fresh convention provides a great opportunity to interact with the fresh produce industry and see new healthy snack and meal solutions. We are always looking for ways to encourage our students to enjoy their fresh fruits and veggies, whether that's part of a salad bar, grab n' go meal or snack."

"I attended *The Produce Forum for School Success* last year, and I valued the networking opportunities and being able to share the work we are doing in our district to encourage students to select fresh fruits and veggies," said Amy Droegemeier, Director of Student Nutrition, De Soto Unified School District No. 232 (De Soto, KS). "Also, it's always good to see and taste new products, so when I get back to my district I can talk with my produce distributor about how to potentially incorporate more fresh produce choices on my menu."

The Produce Forum for School Success is sponsored by Duda Farm Fresh Foods, Grimmway Farms, Potatoes USA and Taylor Farms Tennessee. The following companies have also confirmed their participation in *The Fresh Festival for School Foodservice* networking reception, Tuesday June 21 from 4:00-6:00 p.m.

Bejo Seeds
Cambro Manufacturing

Crunchies Natural Food Company
DNO, Inc.

Duda Farm Fresh Foods
FarmLogix
Frieda's
Grimmway Farms
HMC Farms
Maxwell Chase Technologies
NatureSeal

Naturipe Farms
North Bay Produce
Pero Family Farms
Potatoes USA
Taylor Farms – Tennessee
The Mushroom Council
Village Farms

Opportunities to exhibit at *The Fresh Festival for School Foodservice* are still available. For more information about these opportunities, visit: <http://www.unitedfreshshow.org/Produce-Forum-for-School-Success>

This year's programming begins when the school foodservice leaders arrive in Chicago Tuesday June 21. *The Fresh Festival for School Foodservice*, a private off-the-trade-show-floor tasting reception will kick off their two days of engagement with the produce industry.

On Wednesday June 22, the school foodservice leaders will participate in special programming, which will include a presentation and Q & A session with USDA Deputy Under Secretary, Dr. Katie Wilson, a review of USDA's "Smart Snacks" standards and how fresh produce can be incorporated into school stores and a la carte lines.

Finally, school foodservice attendees will walk the trade show floor and visit with exhibitors, as well as attend the education session, "Selling to Schools: Understanding the Needs of the 'Largest Restaurant' in Town", from 2:30-3:15 p.m. in the Fresh Marketplace Learning Center. Companies interested in learning about school foodservice business and talking with school foodservice attendees, are encouraged to attend.

Registration for the United Fresh convention and expo is available at www.unitedfreshshow.org. For more information about *The Produce Forum for School Success* or *The Fresh Festival for School Foodservice*, contact [Andrew Marshall](mailto:Andrew.Marshall@unitedfreshshow.org) at 202-303-3407.

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About the United Fresh Start Foundation

The United Fresh Start Foundation is a 501 (c)(3) not-for-profit organization focused exclusively on increasing children's access to fresh fruits and vegetables. Affiliated with the United Fresh Produce Association, the Foundation is committed to helping today's children achieve the public health goal to make half their plate fruits and vegetables in order to live longer and healthier lives. We work to create an environment in which kids have easy access to high-quality, great-tasting and affordable fresh fruits and vegetables, whenever and wherever they are choosing snacks or a meal, ensuring kids everywhere are *Growing Up Fresh*.