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Webinar to Review Fruit and Vegetable Requirements for K-12 School Foodservice, USDA DoD Fresh Program

Washington, D.C. (October 11, 2019) — On Wednesday October 30 at 2pm EST, the United Fresh Start Foundation will host a webinar, Selling to Schools: Understanding the Fruit and Vegetable Requirements and How Schools Can Source Produce. Companies that distribute produce to schools, as well as grower-shippers and fresh-cut processors that currently are, or are interested in, selling to K-12 schools, are encouraged to participate.

United Fresh Produce Association worked to ensure passage of legislation, which updated school nutrition standards for the more than 30 million children who participate in school meal programs each day. The updated standards require schools to significantly increase the amount and variety of fruits and vegetables that are available to students at breakfast and lunch.

“It’s been several years since school nutrition standards were updated to require additional offerings of fresh fruit and vegetables, but produce companies are still navigating how best to work with K-12 school customers,” said Andrew Marshall, Director of Foodservice & Foundation Partnerships, United Fresh. “This webinar will review the fruit and vegetable requirements and address questions from companies that are looking to provide schools with a variety of fresh produce choices,” added Marshall.

The webinar will address school meal portion size requirements, how produce companies can benefit from understanding the USDA Food Buying Guide, and how schools are sourcing produce for their meal programs, using the USDA Department of Defense Fresh Program (“USDA DoD Fresh”).

Speakers will include representatives from United Fresh Produce Association, and USDA, Food and Nutrition Service, which oversees federal child nutrition programs, including school meals.

The United Fresh Start Foundation builds on United Fresh Produce Association’s leadership in nutrition policy and supports schools, communities, innovative partnerships, and education that further children’s ability to select fresh produce when reaching for their next snack or meal.

To register for the webinar, visit www.unitedfresh.org. For more information, contact Andrew Marshall, Director of Foodservice & Foundation Partnerships, United Fresh at amarshall@unitedfresh.org or 202-303-3407.

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About 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 kids achieve the public health goal to make half their plate fruits and vegetables to live longer, healthier lives. The Foundation works 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. More information at: www.unitedfreshstart.org.