Produce Alliance to Sponsor United Fresh Foodservice Report

Fall Issue Focuses on Kids Menus

WASHINGTON, D.C. (November 4, 2019) – Produce Alliance, a company specializing in providing fresh produce procurement and distribution services to food service clients, is now the sponsor of United Fresh’s quarterly foodservice publication, Fresh Insights for Foodservice. Starting with the Fall 2019 issue, released today, the report is focused on children’s menus. “The Kids’ Menu Issue,” looks closely at produce items that appeal to young consumers, as well as how leading restaurant concepts are delivering innovative children’s menus to delight diners of all ages.

“Fresh produce trends start in the foodservice sector, with chefs and menu development professionals using fruits and vegetables to bring color and life to their plates,” said Melissa Melshenker Ackerman, President, Produce Alliance. “Produce Alliance is excited to partner with United Fresh on this research publication. Our shared commitment to increase children’s access, selection, and consumption of fresh produce makes us especially pleased that the first issue in our sponsorship is focused on kids!”

The Fall issue spotlights cauliflower, pears, snap peas and bananas, produce items that appeal to kids and adults alike. Menu concepts explored include pizza and sandwiches. A new permanent section of the report, The Kids Table, looks at produce items and concepts trending on children’s menus, and spotlights intros & LTOs focused on younger diners. The View From Above section looks at K-12 school menus, featuring an interview with nationally recognized school foodservice leader Jessica Shelly, Director of Student Dining Services, Cincinnati Public Schools.”

“We’re pleased to add a focus on produce in kids’ menus as a regular feature in the Fresh Insights for Foodservice report,” said Andrew Marshall, Director of Foodservice & Foundation Partnerships. “Foodservice is a crucial channel for introducing children and their families to fresh produce. We know that kids that enjoy produce at schools and restaurants are more likely to ask for their parents to bring home produce from the grocery store. The more opportunities kids have to try new produce items and preparations, the more our industry benefits.”

To give the industry the opportunity to engage in conversation about the report, the United Fresh Retail-Foodservice Board, Datassential and Produce Alliance will host a webinar to highlight content from the Fall 2019 report. The webinar will take place on Tuesday, November 5 at 2:00 pm EST, providing an opportunity for produce professionals with an interest in foodservice to ask questions and gain a broader understanding of what may be driving current trends. Registration for the webinar is available on the United Fresh Website. The webinar will be moderated by said Sarah Grady, Manager of U.S.
Strategic Supply Chain at McDonald’s Corporation and Vice Chair of the United Fresh Retail-Foodservice Board.

Industry members interested in further exploring how to increase foodservice demand for fresh produce for kids and families can also engage in education at the 2020 FreshStart Conference, January 14-16 in Tucson, AZ, which will feature an education track focused on foodservice from schools to restaurants.

*Fresh Insights for Foodservice* is developed in partnership with Datassential, a leading market research firm. Each report highlights on-trend applications for fresh produce in restaurants, at retail, in meal kits and more. United Fresh Members receive complimentary access to *Fresh Insights for Foodservice*. The report is $50 to non-members. To download the report, visit the [United Fresh Publications Library](#).

For questions about the report, contact Andrew Marshall, United Fresh’s Director of Foodservice & Foundation Partnerships at 202-303-3407. For questions about the data or content in *Fresh Insights for Foodservice*, contact Mike Kostyo, Datassential, mike.kostyo@datassential.com.

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**About United Fresh Produce Association**

Founded in 1904, the United Fresh Produce Association brings together companies across every segment of the fresh produce supply chain, including growers, shippers, fresh-cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. We empower industry leaders to shape sound government policy. We deliver the resources and expertise companies need to succeed in managing complex business and technical issues. We provide the training and development individuals need to advance their careers in produce. And, through these endeavors, we unite our industry with a common purpose – to build long-term value for our members and grow produce consumption.