Fruits and Veggies: The Latest Tips to Increase Produce Consumption and Reduce Waste

July 14, 2013
1:15 pm – 2:15 pm

Speaker: Dr. Robert Lewis, Director of Food Services
El Monte City School District (El Monte City, CA)

Chef Tim Cipriano, Director of Food Services
Guilford Public Schools (Guilford, CT)

Marla Caplon, RD, LD, Director, Division of Food and Nutrition Services, Montgomery County Public Schools (Rockville, MD)

Moderator: Lorelei DiSogra, EdD, R.D., Vice President, Nutrition and Health, United Fresh Produce Association (Washington, D.C.)
Learning Objectives

1. How to increase student’s fruit and vegetable consumption

2. How to reduce plate waste

3. How to create school food environments that promote fruit and vegetable consumption
Strategies to Increase Student’s Fruit and Veggie Consumption

• Salad Bars – Let’s Move Salad Bars to Schools
• School Gardens
• Fresh Fruit and Vegetable Program
• Farm 2 School Activities
• Variety, Flavor, Visual Appeal, Colors, Texture of Fruits and Veggies
• Farmers Markets for Students and Parent
• Wellness Policies that Promote Fruit and Veggie Consumption
• Chefs Move to Schools
• Community Partnerships
• Role Modeling - Principal, Teachers, Food Service Staff
• Sampling, Taste Tests, Focus Groups, Student Developed Recipes
• Fresh Fruits and Veggies Available for Purchase (Competitive Foods)
Chef Timothy Cipriano
Director of Food Services, Guilford Public Schools
Guilford, CT

Our mission is to serve all students real food and to teach our students where food comes from. We strive to combine physical activity and hands on learning in an effort to GROW HEALTHY KIDS!
Guilford Public Schools’ Tips to Increase Student’s Fruit & Veggie Consumption

• School Gardens
• Farm 2 School Education
• Collaboration with Chefs Move to Schools
• Salad Bars
• Staff Training
• Hands on learning for students in kitchen & garden
• Social Media @LocalFoodDude
Educating Students about FOOD

School Gardens to Salad Bar Program
• Collaboration with Chefs Move to Schools
  • Cooking Demos with students
  • Hands on learning labs in the garden
Increase Farm to School

Bring in Chefs & Farmers to talk to kids about where food comes from!
Salad Bars

• Wide Variety of Colorful Fruits and Veggies
• Student’s Choose What They Want
• “Take What You Want, Eat What You Take”
• Reduces Food Waste
Staff Training

Teaching our workers to be “Mom Chefs” in the school kitchen. Mom knows what is best for our kids and what kids want to eat so we are training our workers to be “Mom Chefs”.
Reducing Plate Waste

4 Years of incremental changes result in an increase in Fruit & Veggie consumption and a decrease in waste.

• Café Staff keep me informed to EVERYTHING happening in their school including waste

• Salad Bars & “Tastes”: Giving students the opportunity to choose has made a HUGE difference reducing waste
Getting Kids EXCITED about Fruits & Veggies!
Marla Caplon, R.D., L.D.
Director, Division of Food and Nutrition Services
Montgomery County Public Schools
Rockville, Maryland
Montgomery County School’s Tips to Increase Students’ Fruits & Veggies

• Fun, Kid Friendly Fruits and Vegetables – cut vs. whole fruit, dipping
• Involve students in menu planning, focus groups
• Taste Testing
• Presentation is Paramount
• Salad Bars
• Fresh Fruit and Vegetable Program (FFVP)
• Wellness Specialist
Kid Friendly Fruits and Veggies - Make it Fun!

• Use recipes that are kid friendly!
• Involve students in menu planning
• Encourage students to tell their stories
• Role model positive eating behavior
• Involve students in preparation
• Give students recipes to take home!
Fruit and Veggie Tastings & Focus Groups
Presentation is Paramount

Serving Lines are bright and colorful!!

Fruits and veggies are easy to handle!
Salad Bars Increase Students Fruit and Veggie Consumption
Fresh Fruit and Vegetable Program (FFVP)
Children Readily Emulate Behaviors of Public Figures
Reducing Plate Waste

- We don’t have much plate waste
- Share Table
- Salad Bars
- Track orders placed by cafeteria managers
- Monitor invoices through accounting system
By implementing these strategies, our students have increased their fruit and veggie consumption.
There is no greater satisfaction than knowing that children are well nourished and are given guidance and knowledge to develop healthy eating habits...an introduction and exposure to fresh fruits and veggies is a positive start...
Dr. Robert Lewis
Director of Food Services
El Monte City School District
El Monte, CA
El Monte City School District’s Tips to Increase Students’ Fruit & Veggie Consumption

• Market Your Program to Students and Parents
• Nutrition Education Linked to Core Curriculum
• Offer a Wide Variety of Fruit and Veggies Daily
• Wellness Policies that Promote Fruits and Veggies
• Serve Familiar Ethnic Foods
• Engage Students w/ Multiple Environmental Interventions
• Develop Local, State and National Partnerships
Offer a Wide Variety of Fruits and Veggies Daily
Talk to Your Students

• Iron Man Salad
• Kid’s Chef Salad
• X-Ray Vision Carrots
• Five Ingredient Side Salad
Market Your Menu

• Cucumber Coins

• Sticks Day - w/ low fat dip
  – Carrot Sticks
  – Celery Sticks
  – Zucchini Sticks

• Meatless Entrée 1 day per week
Ethnic and Familiar Fruits and Veggies

• Baja Taco w/Fish, Shredded Cabbage, Salsa
• Jicama with Lime Wedges and Tajin Pepper Flakes
• Green Salad with Lemon Wedges and Tajin Pepper Flakes
• Teriyaki Chicken with Brown Rice
• Yakitori Chicken with Steamed Broccoli
• Asian Beef with Peas and Brown Rice
Multiple Environmental Interventions to Increase Fruit & Veggie Consumption

• Harvest of the Month
• Tasting Trio
• USDA Fresh Fruit and Vegetable Program
• Student Taste-Testing
• NAC – Nutrition Advisory Clubs
• Chef in the Classroom
• Kids Cooking Camp
• Partnerships – National, State and Local
Produce in the Classroom
USDA Fresh Fruit and Vegetable Program

- Kiwifruit
- Persimmons
- Pineapple Spears
- Honeydew Chunks
- Asian Pears
- Jicama Sticks
- Tangerines
- Banana
- Cantaloupe Chunks
- Papaya
- Mango

- Bananas
- Gala Apples
- Bosc Pears
- Cucumber Coins
- Grapes
- Fuji Apples
- Blackberries
- Celery Sticks
- Carrot Sticks
Local Community Collaboration

• Gonzalez Market
• City of El Monte – Nutrition Expo
• Wellness Jog/Walk
• Produce Scavenger Hunt
Local/State/National Partnerships

• Coordinated School Health Team
• Network for a Healthy California
• Alliance for a Healthier Generation
• Healthier US Schools Challenge
The Future
Questions?