



News Release

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200 Schools to Receive Salad Bars from *Let's Move Salad Bars to MIDWEST Schools*

Donation Benefits 100,000 Students in Six Midwest States

CHICAGO – Today, the United Fresh Produce Association announced the donation of salad bars to 200 Midwest schools in Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin at the United Fresh 2014 Convention in Chicago, IL. An estimated 100,000 Midwest students in both urban and rural school districts will benefit by having increased access to a wide variety of fresh fruits and vegetables every day at school lunch. With the goal of increasing students' fruit and vegetable consumption, the donation announced today represents just the start of the United Fresh Foundation's multi-year *Let's Move Salad Bars to Midwest Schools* campaign.

"Our philosophy is to provide our students with fresh produce every day. We believe salad bars are teaching our students about the importance of eating healthy, that fruits and vegetables are delicious and should be part of every meal," said Bertrand Weber, Director, Culinary and Nutrition Services for the Minneapolis Public Schools. "We currently have salad bars in 31 of our 62 Minneapolis Public Schools and our goal is to expand our salad bar program to more schools. *Let's Move Salad Bars to MIDWEST Schools* is helping us accomplish that goal."

Sherri Matuszyk, School Foodservice Director, Wethersfield Community Unified School District #230 in Kewanee, IL, noted that salad bars have become an important addition to their school meal program. "Our students are excited about the salad bars and to be able to make their own choices. I received so many good comments from students, staff and parents, and the students are eating more fruits and vegetables. In fact, just a few weeks ago I had a student tell me 'Thanks for the salad bar!' What an amazing feeling that is. This opportunity has added so much to our lunch program."

"We are at a pivotal moment in school nutrition," said United Fresh CEO Tom Stenzel. "Our industry is committed to helping schools serve a wide variety of fresh fruits and I'm thrilled to see so many produce industry leaders and businesses step forward to support the salad

bar campaign. This is truly a transformational program, making a difference in the lives of hundreds of thousands of kids.”

Let's Move Salad Bars to MIDWEST Schools is a special campaign of the United Fresh Foundation, co-chaired by: Lisa J. Strube, Strube Celery & Vegetable Co.; Rebecca Wilson, The Tom Lange Company, Inc.; Bob Kirch, Caito Foods Service, Inc.; Hilary B. Martin, Frey Farms; Mark Girardin, North Bay Produce, Inc.; Harold Van Eerden, Van Eerden Co; Phillip Brooks, H. Brooks & Company; Jason Craig, C.H. Robinson; Ken Holthouse, Doug Walcher Farms; Joe Klare, Castellini Company LLC; Larry A. Alsum, Alsum Farms & Produce Inc. and Steve Jarzombek, Roundy's Supermarkets.

“I’ve got our whole produce team excited about the Midwest salad bar campaign and the opportunity to support salad bars for schools in the community we serve,” said Steve Jarzombek. “We’ve engaged our produce partners and have secured salad bar contributions for 32 schools and counting. School programs that encourage kids to eat more fresh fruits and vegetables benefit our produce departments.”

Co-chairs across all six states have engaged their industry colleagues, vendor partners and allied businesses to support salad bars for Midwest schools. Additionally, the campaign has received contributions from companies outside the produce industry who are also concerned about the national childhood obesity epidemic, soaring healthcare costs associated with diet-related illnesses and the importance of encouraging healthy eating habits among our nation’s youth.

The salad bar donations are made possible by the following companies/individuals that are supporting one or more salad bars:

Able-Mendoza, Inc.; American Containers, Inc.; Apex Benefits; Blue Book Services, Inc.; Bob Strube Jr. and Sue Strube - *in honor of Mickey Lefton*; Brandt Consolidated, Inc.; Bunzl, Inc.; C.H. Robinson Worldwide, Inc.; Caito Foods Service, Inc.; Caruso, Inc.; Chiquita Brands International, Inc.; CliftonLarsonAllen LLP; Dietz & Kolodenco Co.; DMA Solutions, Inc.; DNO Inc.; Dole Food Company; Doug Walcher Farms; Four Seasons Family of Companies; Frederick's Inc.; The Fresh Group Ltd.; Grimmway Enterprises, Inc.; Holthouse Farms; JAB Produce/Jack Keller Company; James Babcock Inc., Electrical Contractors; Joshen Paper & Packaging; Landsberg – Indianapolis; Lisa Strube and Sue Hunter; Mastronardi Produce Ltd.; MB Financial Bank; Meijer; MS Inspection & Logistics; Muir Copper Canyon Farms; North Bay Produce, Inc.; R.S. Hanline Company, Inc.; ReFresh Produce; Robert Strube III; Roundy’s Supermarkets, Inc.; Seald Sweet; Steve Grinstead; Strube Celery & Vegetable Company; The Tom Lange Company, Inc; Urschel Laboratories; Van Eerden Co.; Vermilion Valley Produce/Central Illinois Produce; Whole Kids Foundation.

The Midwest school districts receiving salad bars from *Let's Move Salad Bars to MIDWEST Schools* are:

| School District | City | State |
|---|--------------|--------------|
| Elementary District #12 | Belleville | IL |
| Bethalto Community Unit Dist. 8 | Bethalto | IL |
| Calumet CUSD #132 | Calumet Park | IL |
| Champaign Community School District Unit #4 | Champaign | IL |
| Glen Ellyn School District 41 | Glen Ellyn | IL |
| Wethersfield CUSD #230 | Kewanee | IL |

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| CUSD 20 | Lawrenceville | IL |
| Chester-East Lincoln CCSD #61 | Lincoln | IL |
| Peoria School District 150 | Peoria | IL |
| Salem Community High School | Salem | IL |
| Steger School District 194 | Steger | IL |
| Rockford Diocese | Sterling | IL |
| Stewardson-Strasburg CUSD 5A | Strasburg | IL |
| Tonica CCSD #79 | Tonica | IL |
| Venice CUSD #3 | Venice | IL |
| Brownsburg Community School Corp. | Brownsburg | IN |
| Elkhart Community Schools | Elkhart | IN |
| Northwest Cons. School Dist - Shelby County | Fairland | IN |
| Diocese of Ft. Wayne-South Bend | Fort Wayne | IN |
| Fairfield Community Schools | Goshen | IN |
| Oregon Davis School Corporation | Hamlet | IN |
| Monroe Central School Corp | Parker City | IN |
| West Clark Community Schools | Sellersburg | IN |
| South Bend Community School Corp. | South Bend | IN |
| Southwest School Corp | Sullivan | IN |
| Lakeview School District | Battle Creek | MI |
| Van Buren Public Schools | Belleville | MI |
| Bloomington Public Schools | Bloomington | MI |
| Byron Area Schools | Byron | MI |
| Coloma Community Schools | Coloma | MI |
| Croswell Lexington Schools | Croswell | MI |
| Cornerstone School Detroit | Detroit | MI |
| Dexter Community Schools | Dexter | MI |
| Bay Pines Center | Escanaba | MI |
| Farmington Public Schools | Farmington Hills | MI |
| Gwinn Area Community Schools | Gwinn | MI |
| Waverly Community Schools | Lansing | MI |
| Reeths-Puffer Schools | Muskegon | MI |
| Olivet Community Schools | Olivet | MI |
| Brandon School District | Ortonville | MI |
| Otsego Public Schools | Otsego | MI |
| Redford Union Public Schools | Redford | MI |
| Richmond Community Schools | Richmond | MI |
| Rudyard Area Schools | Rudyard | MI |
| Morey PSA | Shepherd | MI |
| Michigan Collegiate | Warren | MI |
| Long Prairie/Grey Eagle District 2753 | Eagle Bend | MN |
| ISD 696 | Ely | MN |
| Minneapolis Public Schools | Minneapolis | MN |
| Staples/Motley School District | Staples | MN |
| Margaretta Schools | Castalia | OH |
| Dohn Community School District | Cincinnati | OH |

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|--------------------------------|--------------|----|
| Edison Local Schools | Edison | OH |
| Holgate Local Schools | Holgate | OH |
| Huron City Schools | Huron | OH |
| Valley Schools | Lucasville | OH |
| Frontier Local School | Newport | OH |
| Pickerington Local Schools | Pickerington | OH |
| Tallmadge City Schools | Tallmadge | OH |
| Elmbrook Public Schools | Brookeville | WI |
| Academy of Excellence | Milwaukee | WI |
| School District of Reedsburg | Reedsburg | WI |
| Sauk Prairie School District | Sauk City | WI |
| Sheboygan Area School District | Sheboygan | WI |

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***Let's Move Salad Bars to Schools** is a public health campaign to increase salad bars in schools across the country so that every child has the choice of healthy fruits and vegetables every day at school. Lets Move Salad Bars to Schools supports First Lady Michelle Obama's Let's Move! initiative. Founding partners are: United Fresh Produce Association Foundation, National Fruit and Vegetable Alliance, Food Family Farming Foundation, and Whole Foods Market. More information can be found online at www.saladbars2schools.org.*

*Founded in 1904, the **United Fresh Produce Association** serves companies at the forefront of the global fresh and fresh-cut produce industry, including growers, shippers, fresh-cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. From its headquarters in Washington, D.C. and Western Regional office in Salinas, Calif., United Fresh and its members work year-round to make a difference for the produce industry by driving policies that increase consumption of fresh produce, shaping critical legislative and regulatory action, providing scientific and technical leadership in food safety, quality assurance, nutrition and health, and developing educational programs and business opportunities to assist member companies in growing successful businesses. For more information, visit www.unitedfresh.org or call 202-303-3400.*