

# The Freshest Cut

Fourteenth Edition

Brought to you by



*Keeps cut produce fresh!*

## *NatureSeal Has Fresh-cut Covered from the First Step to the Last*

NatureSeal, Inc. has added a new line to its successful product range. NatureSeal FS is the “First Step” in processing fresh produce. Based on a combination of fruit acids and minerals, NatureSeal FS is a viable alternative to chlorine-based washes without the concerns common with the storing and use of hazardous, halogenated chemicals.

NatureSeal FS was originally developed in conjunction with Environmentally Safe Solutions Limited (ESSL Ltd), to supersede their range of produce washes used as processing aids for the washing and decontamination of fresh produce. A formulated liquid concentrate is currently offered in the UK and Europe and is designed to be used in wash tanks providing vigorous agitation. NatureSeal FS liquid has been validated in the laboratory and through extensive commercial usage. The concentrated liquid as well as reformulated dry products will soon be offered in the U.S.

NatureSeal FS products are offered in both conventional and organic processing. Some formulations of the product have received approval from the UK Soil Association and most recently ECOCERT certification in France. U.S. OMRI certification is anticipated.

NatureSeal FS provides many benefits to both conventional and organic processors alike. Unlike chlorine-based treatments, which can leave an

undesirable odor or taste taint to produce, these products are odorless and tasteless, leaving the end produce with a more wholesome appeal. Furthermore, NatureSeal FS is considered to be safer for workers and kinder to the environment.

NatureSeal FS is a natural extension of the NatureSeal line of products designed to inhibit the browning of fresh-cut produce while maintaining its natural taste and texture. This product line has grown to over fifteen formulations which provide benefits to over thirty fresh produce items after processing. For products such as apples, pears, potatoes and avocados, NatureSeal inhibits enzymatic browning and maintains texture, while avoiding any off-taste or odor. In the case of cut or baby carrots, the blushing or whitening of this type of produce is inhibited by minimizing dehydration, therefore providing a brightly colored, more appealing product. In cut melons and pineapples, NatureSeal inhibits the liquid purge, keeping the moisture in the fruit instead of the bottom of the package. These formulations are comprised of vitamin/mineral blends that are sulfite-free.

The original NatureSeal product line was developed and patented with the USDA, and is marketed worldwide with over 300 processors supplying the retail and food service industries.

*Let NatureSeal FS be the “**First Step**”  
in safely processing your fresh produce.*

# Fresh fruit & veggies

## NatureSeal Supports a Salad Bar in Every School

As a part of our commitment to child nutrition and fighting obesity among school students, NatureSeal purchased a salad bar that was donated to a school in Nevada after the April United Fresh Produce Show in Las Vegas. The United Fresh Produce Association announced its campaign “A Salad Bar in Every School” in March. The addition of salad or fruit and veggie bars in schools are a proven way to get students to eat healthy, nutrient dense fresh fruit and vegetables.

The timing for this initiative couldn't be more perfect. Child Nutrition Reauthorization is currently in the works after being delayed from 2009 due to the enormous amount of time spent on health care reform. In addition, First Lady Michelle Obama's task force to combat obesity just rolled out its “Let's Move” campaign. There is a great deal of attention being paid to this subject and the momentum continues to grow.

Esperanza Zendejas, the school superintendent of the Alisal Union School District in Salinas, California is a strong proponent of salad bars in schools. Not only do all of her current schools have salad bars, she started placing them in schools back in 1988 in her first position as superintendent.

According to Ms. Zendejas, “I see significant benefits for the children and for the overall district lunch program. In our school district, we find that using salad bars increase the number of children eating fresh fruit and vegetables and the amount of fruit and vegetables they eat. Contrary to popular belief, children in our school district love the fresh vegetables we serve in our salad bars. We also serve lots of different fresh fruits.”

She further states, “I can't say enough about the value and benefits of implementing salad bars in our schools and specifically in our elementary schools. Children eat more fruit and vegetables and also a wider variety. The results are immediate and will last a lifetime, benefiting thousands of future families in our community. In our district, when we enroll a child, we enroll an entire family and the salad bars are helping the entire family learn to eat healthier. In conclusion, salad bars add to the positive educational outcomes for our students. I believe that all students would benefit from having salad bars in their school.”

In an effort to help schools get started with new salad bars, NatureSeal, Inc. has also donated its NatureSeal food service product to the recipient schools of the salad bars from the United Fresh Produce Show. These school food service professionals can treat the produce they cut for the salad bars with NatureSeal well in advance of serving, and still have the freshest looking and tasting cut produce possible. This will expose many students to a wide variety of fresh-cut produce, thus opening up a whole new world of delicious, healthy food experiences.



# mean better health

## Benefits of Salad Bars

- With the growing concern of childhood obesity, school districts with salad bars have seen an increase in fruit and vegetable consumption by students.
- Scientists have found that consumption of higher amounts of fruit and vegetables correlates with higher academic performance.
- Students are making fewer trips to vending machines and in turn are eating less junk food (e.g. candy, chips, soda).
- Kids who are introduced to a wide variety of fresh produce usually continue good eating habits into adulthood.
- In many cases, the school district provides the only nutritious meal some of the children will eat on any given day. With the addition of salad bars, children can fill their plates with healthy fruit and vegetables for a more balanced diet.
- Leafy greens and other fresh produce are loaded with vitamins and fiber and help satisfy and sustain kids' growing bodies throughout the day.
- Students are now being introduced to a wide variety of new fresh fruit and vegetables... including kiwi, papaya, pineapple and jicama.
- Parents report that their children are happy to have the salad bars because they now have the option to select the fruit and vegetables they enjoy.



## On the Road

2010 Trade Shows	Date	Booth #	Location
Canadian Produce Marketing Association	May 12-14	1411	Vancouver, CA
National Restaurant Association	May 22-25	2849	Chicago, IL
National Association of College & University Food Services	July 8-9	1205	San Jose, CA
School Nutrition Association	July 11-14	417	Dallas, TX
Western Foodservice Expo	August 14-16	2240	Los Angeles, CA
Asia Fruit Logistica	September 8-10	Hall 5, B-11	Hong Kong, China
Produce Marketing Association	October 16-18	652	Orlando, FL
The New York Produce Show	November 10	2221	New York City, NY



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### Get on the Road to Healthy Eating



## The Lunch Lady of Canada Gets Fresh with NatureSeal



There are NO cafeterias in most elementary schools in Canada. Parents are tasked with home-packing lunches every school day, a job that soon becomes a time-consuming chore; or so realized Ruthie Burd, a middle aged Mom with limited cooking experience who saw a need and created the Lunch Lady in 1993 to offer busy parents a convenient alternative.

The start was slow. After two years, only one school agreed to trial the program and then only one student ordered the first time she sent out a menu. Undeterred, Ruthie pursued her vision for the Lunch Lady. The company grew, franchised in 2000 and today the Lunch Lady Group proudly delivers thousands of meals every school day to hundreds of schools in 5 provinces and continues to grow.

This year the Lunch Lady Team of enthusiastic franchisees supported by a dedicated head office staff will serve close to 2 million meals.

The focus of the company has shifted from convenience to healthier choices, with an emphasis on two Canadian icons of good health—carrots and apples. The founder, Ruthie Burd, who is still actively involved in the day to day operation of the Lunch Lady (and now has a lot of cooking experience) believes Canadians would be a lot healthier if they just followed a simple rule: eat

more apples and carrots. Whole apples unfortunately often end up in the garbage at school. They are not easy to eat, especially for kids with missing teeth, loose teeth or braces. The Lunch Lady tried commercially packaged sliced apples but often by the time product was delivered, the shelf life was limited, not allowing enough time before the “best before” date had passed. “We knew we needed a kitchen-based solution that would allow us to process the fruit ourselves inhouse and more importantly allow us to buy fruit that was locally grown to support local farmers. Unfortunately we could not find a product that worked for us.

“Imagine how thrilled we were to see the NatureSeal Booth at the School Nutrition Association Show in Las Vegas last July. We really hit the jackpot! The fact that this product was not yet available in Canada did not deter us. NatureSeal has been terrific, helping us every step of the way to make it possible for us to import NatureSeal into Canada. This school year we are totally delighted to report that more kids than ever are eating locally grown carrots and apple slices treated with Nature Seal. Sliced apples definitely outsell whole apples, and at the end of the day the only good fruit is the one that ends up in your tummy!”



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