

# The Freshest Cut

Fifteenth Edition

Brought to you by



*Keeps cut produce fresh!*

## *A Role Model for All: Chef Tim Cipriano*

When we first met Chef Tim Cipriano, Foodservice Director of New Haven Public Schools in Connecticut, we knew he was doing good things for the school lunch program. What we didn't know was just how involved he is in the entire childhood nutrition effort. Tim has presented at the School Nutrition Association's ANC in 2010 and has worked extensively with anti-hunger and child nutrition programs. It was through his work with Share Our Strength, advocating an end to childhood hunger, that led to working on school meals at the White House. Along with seven other chefs from across the country, Chef Tim met with White House Assistant Chef Sam Kass, representatives from the First Lady's Office and the USDA to formulate a plan to get chefs more involved in schools; and that's how Chefs Move to Schools was born.

Tim's career spans positions from General Manager to Corporate Chef and Executive Chef for QSR's to fine dining establishments. He became involved with school foodservice eight years ago to allow more time to spend with his family.

When asked how he manages to serve meals made with fresh fruit and vegetables, he said, "We worked hard to train our staff on utilizing fresh ingredients because we are cooking for kids. It is very important for us to utilize fresh products in our meals and to educate children about real food." As for serving fresh-cut produce, "NatureSeal allows us to cut up fruit ourselves. It also allows us to continue to support the local farms in our area even more because now we will be able to offer cut up fruits and vegetables for our younger students. Without NatureSeal we wouldn't even chance serving discolored products."

Chef Tim has a wealth of knowledge about healthy eating habits and how to achieve them in the school environment. The best part is he is willing to share his knowledge with anyone who is interested.



# Healthy, Delicious,

## *New Food Service Distributor Comes on Board in Canada*

NatureSeal, Inc. is pleased to announce the addition of British Canadian Importers, Limited (BCI) as a distributor of NatureSeal Foodservice Products in Canada. BCI will be servicing the geographic areas of British Columbia, Alberta, Saskatchewan, Manitoba, Yukon, Northwest Territories and Nunavut.

BCI has been involved in the food industry for almost 75 years, specializing in food packaging, ingredients, and equipment. The company will fill a high demand area as the fresh-cut fruit and vegetable market rapidly expands in the foodservice sector in Canada.

The NatureSeal foodservice formulation treats nineteen different fruits and vegetables, maintaining the natural taste, texture and color of the produce after it is cut. They are offered in three convenient canister sizes as well as a 20-pack box of 20-gram envelopes to meet the needs of any size foodservice operator.



## *USDA Commodity Update – the Future of Sliced Produce*

It appears we are getting closer to expanding the sliced produce commodity program for schools. The USDA has been working diligently on a new web-based supply chain management system (WBSCMS). The new system will streamline the ordering process and eliminate much of the manual work currently being done to enable this program thus far.

Although the current 2010–2011 school year will remain limited to the pilot program participants of last year, if all goes according to plan, the 2011–2012 school year should see multiple changes in this program. With the implementation of the new WBSCMS, the expansion of the program to new schools and addition of new processors will become a reality. This should also lead to new fresh-cut produce items added to the current list of options which is now limited to sliced apples and baby carrots.

Stay tuned ...



# and Always Fresh!

## *Fresh Frozen Fruit Line Continues to Expand*

NatureSeal has broken into the fresh-cut frozen world with the introduction of its new Fresh Frozen line of treatments. Fresh-cut frozen apples, avocados (and guacamole) were the first commercial successes with this product line. Now with peaches added to the list, NatureSeal is slated to innovate fresh-cut frozen fruit in the same way it transformed whole apples to fresh-cut apple slices.

J.W. Yonce & Sons of Johnston, SC, have successfully brought fresh frozen peach slices to market. After over 100 years in business selling whole peaches, three years ago the company decided to diversify and slice peaches for the frozen market. However, the obstacle they faced was time: from the moment the peaches were sliced to the moment they were sent to the freezing facility a mere forty minutes away, the slices were already starting to oxidize and discolor. Chao Chen, a NatureSeal Sr. Scientist and one of the original NatureSeal patent holders, flew to South Carolina and worked with Yonce to train them and adjust the NatureSeal formula for their specific process. They now supply most of the East Coast with frozen peach slices for both the retail and foodservice markets. Yonce is also a supplier to the

USDA, so our school children are now being served the next best thing to fresh sliced peaches—fresh frozen sliced peaches.

Once frozen then thawed, browning is still an issue with cut fruit. In addition, the freezing and thawing process also breaks down the texture of the fruit, thus making it less desirable to eat. The NatureSeal fresh frozen treatments prevent these undesirable characteristics. When NatureSeal is used in the same dipping manner as with fresh-cut fruit and the dipped slices are then frozen, the fruit's natural color and firm texture are maintained upon thawing for several hours.

This is a solution not only for these color and texture issues, but NatureSeal formulations do not add any off-taste to the thawed product. Maintaining natural taste has eliminated the need for other additives such as sugars to mask the taste of alternative treatments. The end product is as close to fresh as you can get.



## *On the Road*

Trade Show	Date	Booth #	Location
The New York Produce Show	Nov. 10, 2010	2221	Hilton, NY
Fresh Conex/Fruit Logistica Berlin	Feb. 9-11, 2011	Hall 7.2C, Stand A-02	Berlin, Germany
Catersource	March 1-2, 2011	1344	Las Vegas, NV
NACUFS Mid-Atlantic Regional	March 7, 2011	TBA	Richmond, VA
NACUFS Northeast Regional	March 13-15, 2011	TBA	Syracuse, NY
New England Foodservice	March 20-22, 2011	2716	Boston, MA
CPMA (Canadian Produce Marketing Association)	April 13-15, 2011	1320	Montreal, Canada
United Fresh Produce	May 3-4, 2011	720	New Orleans, LA



*Did you know ...*



*Avocados are fruits that contain 60% more potassium than bananas; they are also sodium and cholesterol-free.*

## *Time to Gear Up with Avocados*

The New Year is just around the corner and with that comes Super Bowl Sunday. It will be time to put on your favorite football team's jersey and get together with the gang for good food and fun. And when it comes to good food, avocados and guacamole are always in the lineup. Super Bowl Sunday is second only to Cinco de Mayo in avocado consumption.

If you want to prepare your avocado-based products prior to serving without worrying about browning, just look to NatureSeal. Whether processing for distribution to supermarkets or food service venues, or simply preparing in back of the house, NatureSeal has the product for you. Our processor or food service product will get you through Super Bowl Sunday with shelf life to spare.

