Welcome from Chairman Jim Lemke

Dear Friends:

It’s been a busy and exciting few months for the United Fresh Start Foundation!

Earlier this year, we launched our new Community Grants Program, expanding our efforts to increase children’s access to fresh fruits and vegetables. Over the years, our organization has made great strides in helping kids get access to fresh produce in schools, but we also know many children don’t have regular access to fresh produce after school, on the weekends, and during the summer. Our new grants program is an exciting way for us to work with local organizations and expand our reach, helping kids get access to fresh, healthy and delicious produce beyond the school day and the school year.

This year, we received over 700 applications for our grants program! Narrowing it down to the recipients will be no small feat, and we are incredibly thankful to all organizations that made the effort to apply. We will be announcing the 2017 recipients at the United Fresh Convention, June 13-15, in Chicago.

Also in June, I will be concluding my term as Chairman of the Foundation and “passing the baton” to Incoming Chairman Phil Muir, President, Muir Copper Canyon Farms. This is bittersweet, but I know that Phil is incredibly passionate about the work we do and will work tirelessly to help advance our mission.

Thank you all for your continued support of our organization. I hope you enjoy reading about the Foundation’s activities and consider getting involved.

With much appreciation,

Jim Lemke
President, Robinson Fresh
Chairman, United Fresh Start Foundation

Partnerships, Education & Special Events

Making a Difference

Donor Spotlight

Upcoming Foundation Events

The Produce Forum for School Success
United Fresh 2017 Convention
June 13-15, 2017
Chicago, IL

Tip Murphy Legacy Golf Tournament
August 28, 2017
Loveland, Ohio
Partnerships, Education & Special Events

Thank you to everyone who contributed their time, energy and financial support to the United Fresh Start Foundation over the last several months. Included below are some highlights of our programs and activities.

At the start of the new year, the United Fresh Start Foundation worked with the Fresh Produce Association of the Americas (FPAA) to coordinate the donation of two salad bars to Nogales-area schools. The donations were made possible by an on-going yearly collaboration between FPAA and the Nogales U.S. Customs Brokers Association, as well as a 5K fundraiser organized by FPAA.

In January in New Orleans, the Foundation hosted its annual Produce Legends Dinner, this year honoring Bruce McEvoy, former CEO and now Government Relations Consultant for Seald Sweet International/Greenyard USA with the Lifetime Achievement Award. Bruce’s career in produce spans more than 50 years, notably for his leadership to open trade to many new markets around the world. Bruce is also a long-time United Fresh volunteer, serving as Chairman of the Board of Directors for the United Fresh Produce Association in 1999/2000, and he currently serves as a member of the Government Relations Council.

During the dinner, the Foundation also announced the donation of an additional salad bar to the International School of Louisiana. This charter school network received salad bars for two schools in 2010 and they now have an excellent salad bar program. Melissa Boudreaux, the school district’s Food Service Director, attended the dinner and spoke passionately about the positive impact the salad bars and the Foundation have made with their children.

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In February, Vice President of Trade Relations Jeff Oberman represented the United Fresh Start Foundation at a salad bar ribbon-cutting media event with Dole and Oklahoma City retailer, Homeland Stores. The event celebrated the first salad bars to be implemented in the largest school district in Oklahoma. Working with Dole, Homeland Stores and school officials, the Foundation planned the event, developed press materials and organized media and local produce industry attendance.

Also in February, the United Fresh Start Foundation organized a salad bar media event with Delano High School and the Kern County chapter of California Women for Agriculture. The event brought together representatives from Sun World and other local companies to meet with school officials and observe students using the new salad bar. The Foundation also arranged for school foodservice directors from neighboring school districts to attend this event and share best practices, as it relates to implementing a school salad bar program.

In March, the United Fresh Start Foundation organized a visit with United Board Member Mark Girardin, CEO of North Bay Produce, to visit his local schools in Traverse City, Michigan and meet with the district’s foodservice team. Over the past three years, North Bay Produce has worked with the Foundation to donate salad bars to over 30 schools across the state of Michigan, including schools in Traverse City, Flint, and Detroit.
In March, the Alexandria City Public Schools (VA) announced the district’s new “Greens & More” salad bar concept that will be implemented in schools throughout the district in the coming year. The United Fresh Start Foundation helped organize a media event with United Fresh CEO Tom Stenzel, the Mayor of Alexandria, and the school district’s Superintendent. The event, which was attended by students, parents, community partners and produce industry donors, received newspaper and TV coverage in the Washington, DC metro area.

Also in March, the Foundation worked with Tour de Fresh organizers, the Mayor of Fort Worth, local non-profit FitWorth, and representatives from the Fort Worth Independent School District to coordinate a salad bar “Grand Opening” to one of the largest school districts in Texas. The event helped launch the first salad bar in the Fort Worth Schools, a district that serves meals and snacks to over 60,000 students daily. The Fort Worth Schools have received 5 salad bars this year, thanks to the United Fresh Start Foundation, California Giant Foundation, DMA Solutions and Snappy Salads. The district plans to pilot these salad bars, with plans to potentially expand salad bars to additional schools in the years ahead.

In April, Andrew Marshall, Director of Foundation Programs and Partnerships, participated in the PEW Charitable Trusts capstone child nutrition conference, “From Policy to Plate: Opportunity to Continue the Healthy Trends in School Nutrition,” to engage with child nutrition advocates and leading school foodservice directors.
The United Fresh Start Foundation has enjoyed a longtime working relationship with the Urban School Food Alliance (USFA), a coalition of foodservice administrators from seven of the largest U.S. school district. Members of the USFA each serve, on average, more than 300,000 meals per day, and include the school districts of New York City, Chicago, Los Angeles, Dallas, Orlando, Miami and Broward County, Florida.

For the last three years, the USFA districts have celebrated “Fresh Attitude Week,” a school-based program that was started in France to educate children about where their food comes from and to also create excitement for fresh fruits and vegetables. During “Fresh Attitude Week” students try samples of different produce items, visit with growers and chefs, and participate in other activities that create a fun experience with fruits and vegetables.

The Urban School Food Alliance is leading the charge to implement “Fresh Attitude Week” in U.S. schools, and has engaged the United Fresh Start Foundation to assist with programming, events and facilitating connections with local produce partners. As part of this year’s celebration, a delegation from France’s Interfel and Aprifel, visited schools in Florida to participate in “Fresh Attitude Week” activities. This May, in celebration of the 2017 “Fresh Attitude Week”, the Foundation helped arrange for foodservice administrators from the Orange County Public Schools to visit with local produce supplier, FreshPoint, and tour their Central Florida facility.
Foundation’s New Community Grants to Increase Access Beyond School

This year, the United Fresh Start Foundation launched a new Community Grants Program to help advance the organization’s mission to increase children’s access to fresh fruit and vegetables.

The new initiative provides grants to local community organizations and groups that share the Foundation’s commitment to increasing kids’ access to fresh produce, ensuring they develop healthy habits that will last a lifetime. This effort extends the Foundation’s work beyond the school day and will provide children with fresh fruit and vegetables after-school, on weekends, and during summer breaks.

“Food insecurity and obesity are major challenges for millions of children across the country,” says United Fresh President and CEO Tom Stenzel. “We are proud of the work we have done in schools to increase fresh fruits and vegetables, but we know that many children need access when school is out. The program is designed to ensure kids have access throughout the day and the year.”

The Community Grants Program will provide $25,000 in grants this year, with a maximum grant of $2,500. Local community organizations who share the Foundation’s mission were encouraged to apply. The grant application period closed in April and the response was overwhelming. The Foundation received over 700 applications for grant funding this year.

The recipients of the 2017 grants will be announced during the United Fresh Convention in Chicago, June 13-15.
Bringing Fresh to School: More Fresh Choices for Kids in Minneapolis

Each year at the United Fresh Convention, the United Fresh Start Foundation hosts, “The Produce Forum for Schools Success,” a 2-day networking and education program for K-12 School Foodservice Directors. Throughout the year, the Foundation collaborates with school nutrition leaders, and the annual United Fresh Convention provides an excellent opportunity for these volume foodservice buyers to experience new and innovative products, and share their expertise and unique needs with the produce industry. This article features insights from Produce Forum attendee Bertrand Weber, Director of Culinary & Wellness Services for the Minneapolis Public Schools.

The Minneapolis Public Schools serve fresh fruits and vegetables to more than 35,000 students every day. And thanks to Bertrand Weber, a trained chef and the district’s Director of Culinary and Wellness Services, the kids are loving it!

Bertrand has attended the annual United Fresh convention for the last three years, and he looks forward to joining us in Chicago this year, as well!

Bertrand believes the convention fits perfectly with his food philosophy so it’s an important event he keeps on his calendar. This year, he’s looking for the latest trends in produce, packaging, fresh-cut equipment and mechanization. Walking the trade show floor gives him the chance to get new ideas and network with exhibitors. He also values the opportunity to educate producers that schools are an important market, serving food to thousands of students each day, with the ability to influence their taste preferences for years to come.

“One of our goals is to shift the focus of how kids grow up and understand what food should look like,” said Bertrand. “If you focus on fresh whole foods, you’re automatically making a shift towards healthier eating, and we want our students to be lifelong healthy eaters.” Bertrand came to the Minneapolis Public Schools in 2012, and immediately went to work transforming the district from a “heat and serve” operation to one of the nation’s most progressive, fresh-focused school foodservice programs. Bertrand transitioned the district to scratch cooking and with help from the United Fresh Start Foundation and other community partners, has implemented salad bars in ninety percent of his schools.

The district also has an active Farm to School program, contracting with local growers for potatoes, carrots, and cucumbers, among other items. His team works closely with produce distributors to procure additional fresh and fresh-cut fruits and vegetables, ensuring students have access to a wide variety of choices throughout the schoolyear.

“We have an incredibly popular side dish called ‘beets and sweets’ which is fresh beets and sweet potatoes that are roasted with olive oil and herbs,” said Bertrand. “We roast a lot of fresh vegetables and it’s amazing to see the reaction of the kids eating them. We serve tons of produce that most folks think kids won’t like, and guess what, the kids eat it up.”
Moving to scratch cooking and implementing salad bars has been very popular with students, parents and school administrators, but this type of change doesn’t happen overnight, nor does it happen without strategic partnerships.

Bertrand values the opportunity to network with the produce industry, engage with USDA officials, and share best practices with school foodservice colleagues from other school districts. “The annual United Fresh event has opened my eyes to what the produce industry looks like, and what’s possible! The networking with national produce companies is invaluable. Every time I attend I come back with something new and something innovative and creative,” said Bertrand. It’s these experiences that are transforming school meals for children in Minneapolis.

“There’s not a day that I don’t go home feeling good about what we’ve done and the healthy habits we’re trying to instill in our kids.”

Be on the lookout for Bertrand and 50 of his school foodservice colleagues at United Fresh 2017 in Chicago.

Bertrand will also be speaking at the following education session at United Fresh 2017:

**Selling to Schools: Understanding the Needs of the Largest “Restaurant” in Town**

- **Thursday, July 15, 2017**
- 2:30 – 3:15pm
- FreshMKT Learning Center, West Hall, McCormick Place

**Moderator:**
- Phil Muir, President, Muir Copper Canyon Farms

**Speakers:**
- Bertrand Weber, Director, Culinary and Nutrition Services, Minneapolis Public Schools
- Rodney Taylor, Director, Food and Nutrition Services, Fairfax County Public Schools
- Stephen O’Brien, Director of Strategic Partnerships, SchoolFood - NYC Department of Education
Karen Caplan is the President & CEO of Frieda’s Specialty Produce. She currently serves on the Foundation’s Board of Trustees and is Chair of the Fundraising Committee.

Where did you grow up? Funny thing, I currently live about 4 miles from the house I grew up in. I grew up in Southern California (Los Alamitos) and now live in Seal Beach.

What kind of activities did you like to do as a kid? Because my mom worked such long hours, I learned to cook at a young age. And actually at age 8, I started preparing the family dinner each evening!

What was your favorite fruit to eat when you growing up? Growing up, I loved melons and artichokes.

Vegetable?

What’s your favorite fruit or vegetable now? Now, my favorites are blackberries and blueberries and fennel and Stokes® Purple Sweet Potatoes.

Tell us how you first got involved with the United Fresh Start Foundation. I served on the board of the United Fresh Produce Association for many years and after my service as Chairman, I wanted to continue to support the organization. When the United Fresh Start Foundation was started, I jumped at the chance to volunteer on the Board.

Why do you support the Foundation? My first serious interaction with the Foundation was when I served as a Co-Chair of the Foundation’s “Let’s Move Salad Bars to California Schools” campaign, leading up to United’s 2013 convention in San Diego. It was very exciting to help get people and organizations in our industry enthused about raising money for salad bars and I am very proud that we raised over $1 million that year and funded almost 500 salad bars for schools in California.

Why do you believe it’s important for others to support the Foundation? It is a great opportunity to educate future consumers (kids) to make healthy choices as they grow up to be healthy adults. The funds we raise go to two great programs: putting salad bars in schools and I am especially excited about our new Grants Program, which will leverage existing programs to promote more fresh produce consumption.

What’s one thing about the Foundation you would like others to know? No donation is too small. We’ve tried to make it easy for people to donate. I personally opted to make a monthly donation (charged to my credit card). It’s painless, plus each month when I get the bill it makes me happy that I am making a difference.

Karen Caplan is the President & CEO of Frieda’s Specialty Produce. She currently serves on the Foundation’s Board of Trustees and is Chair of the Fundraising Committee. Karen talking with school foodservice attendees at the Frieda’s exhibit booth at the United Fresh 2016 Convention. School leaders were able to sample cactus pears, kumquats and other produce from Frieda’s.

In 2016, Frieda’s Specialty Produce made a generous donation to the Foundation, and also supported three salad bars for their local school district in Los Alamitos, CA.
Upcoming Foundation Events

June 14–15 The Produce Forum for School Success – Chicago, IL

This 2-day program, hosted by the United Fresh Start Foundation, includes networking and education opportunities for school food service buyers, including “The Fresh Festival for School Foodservice” a mini-expo where produce companies can showcase single-serve and volume foodservice packs ideal for school meals and snacks. The meeting is held as a part of the United Fresh Convention.

August 28 Tip Murphy Legacy Golf Tournament – Loveland, OH

This summertime event supports the Foundation’s programs to increase children’s access to fresh produce.

Register today at: www.unitedfresh.org/events-programs/tip-murphy/

July 25–27 Tour de Fresh 2017 California Coast

A produce industry cycling fundraiser organized by the California Giant Foundation to support the United Fresh Start Foundation’s partnership in the national Salad Bars to Schools initiative.

Learn more: http://tourdefresh.com/

INTERESTED IN GETTING MORE INVOLVED WITH THE FOUNDATION?

Contact Steven Titlebaum, CFRE (202) 303-3420 stitlebaum@unitedfreshstart.org
Join Our Movement... Growing Up Fresh!

We hope you enjoyed reading through our Summer Newsletter 2017. The foundation is doing some exciting work, and we invite you to join us. Together we can grow our impact and create a new generation that’s Growing Up Fresh!

YES! I want to get more involved with the United Fresh Start Foundation by:

- Helping to grow the Foundation’s impact
  - Becoming a donor
  - Making a personal gift
  - Working with my company, to generate a corporate donation/sponsorship
  - Encouraging friends, family and community organizations to join our movement

- Promoting the United Fresh Start Foundation
  - Introducing Foundation Staff to:
    - Colleagues within my company
    - Other companies, community organizations or foundations working to support healthy kids

- Joining a United Fresh Start Foundation Committee
  - Fundraising Committee
  - New Opportunities Committee
  - School Foodservice Committee

Please return this form to a United Fresh staff member or mail to:
United Fresh Start Foundation | 1901 Pennsylvania Ave, NW | Suite 1100 | Washington D.C. 20006
Any questions, contact Steven Titlebaum at 202-303-3420 or stitlebaum@unitedfreshstart.org.

Name: __________________________________________________________
Title: ___________________________________ Company: ______________________________
Address: _______________________________________________________
Phone: ___________________________ Email: ____________________________