Welcome from Chairman Phil Muir

Dear Friends:

As your new Chairman, I’m incredibly excited about the direction of the United Fresh Start Foundation!

We’re making great strides toward achieving our mission, increasing children’s access to fresh fruits and vegetables, and yet there’s still so much more to be done.

The pages that follow detail our 2017 accomplishments, current programs, and highlight children and families who are benefiting from our work. I hope you can see that we are making a difference and making it easy for kids to “choose fresh” whenever and wherever they live, learn and play.

Also, I’m pleased to share that this year Kate Olender MS, MPH was brought on board as the new Senior Director of Health and Wellness. Kate joins Andrew Marshall, Director of Foundation Programs and Partnerships, in providing additional leadership to our nutrition portfolio, while also helping to grow the impact of the Foundation.

In the year ahead, I believe we can do more great work to benefit children and increase their access to our fresh, healthy products. I hope you will join me and lend your support. We need you on our team!

Sincerely,

Phil Muir
President, Muir Copper Canyon Farms
Chairman, United Fresh Start Foundation

The mission of the United Fresh Start Foundation is to increase children’s access to fresh fruits and vegetables.
Our Impact

The United Fresh Start Foundation is harnessing the passion and support of the fresh produce industry to help ensure every child grows up with access to fresh fruits and vegetables, enabling them to enjoy fresh produce and setting them on a path to lifelong good health. Or as we like to say, the foundation is ensuring kids are “Growing Up Fresh!”

2017 accomplishments include:

• Providing salad bars to over 400 schools benefiting more than 200,000 children, as part of the national Salad Bars to Schools program

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• Achieving the milestone of providing 5,000 salad bars to schools, benefiting 3 million kids in all 50 states, over the last seven years

• Launching a new Community Grants Program and awarding 21 grants totaling $52,250, reaching over 30,000 kids in 14 states and Washington, DC, with increased access to fresh produce beyond the school day

• Collaborating with the Urban School Food Alliance, eight of the largest school districts in the country, to celebrate and promote “Fresh Attitude Week” in their schools

• Hosting 52 K-12 school nutrition leaders from 20 states, representing $150 million in produce purchases per year, at the School Foodservice Forum during the United Fresh Convention. School buyers met industry leaders and shared best practices on sourcing and serving fresh produce in schools

• Working with USDA to coordinate over 80 school nutrition directors attending The Fresh Festival for School Foodservice mini-expo at the United Fresh Convention

• Organizing opportunities for United Fresh members to connect with salad bar recipient schools in cities across the country, including: Alexandria, Delano, Fort Worth, New Orleans, Nogales, Oklahoma City, Sacramento, Traverse City and others
This map details where the United Fresh Start Foundation is benefiting children with increased access to fresh produce, through the following three programs: Salad Bars to Schools, the School Foodservice Forum, and the Community Grants Program.

“Increasing children’s access to fresh fruits and vegetables”

“Offering different fruits and vegetables as part of our Kids Cuisine program has exposed children to new foods they may have otherwise not tried due to expense and uncertainty.”
- Anneliese Tanner
Executive Director, Nutrition and Food Services
Austin Independent School District
Austin, TX

“Offering different fruits and vegetables as part of our Kids Cuisine program has exposed children to new foods they may have otherwise not tried due to expense and uncertainty.”
- Anneliese Tanner
Executive Director, Nutrition and Food Services
Austin Independent School District
Austin, TX

“The salad bar has been a tremendous success, giving students healthier options. We are now offering salads every day and across all grade levels. Salad consumption since having the salad bar has increased 250% over last year.”
- Scott Richardson
Director, Food and Nutrition Services
Warren County Schools
Warren, GA

“The Mobile Fresh for Kids program distributes fresh produce to children and families at several school sites in our area. We also utilize parent volunteers, so they can promote the healthy foods and teach the children through role modeling and informal conversations throughout the distribution.”
- Kirsten Salas
Director of Grants and Programs
Second Harvest of San Joaquin and Stanislaus Counties
Manteca, CA

“Instead of grabbing junk food from the kitchen cabinets or other quick things to snack on, we now grab fruits.”
- Parent
Fruit Bowl program
City Harvest
Bronx, NY

“This was a great opportunity to come together to learn and network with other leaders in the field of school nutrition. The produce expo introduced me to new vendors and trending products that I would like to include in our cafeterias. I especially enjoyed the panel of nutrition directors, it is refreshing to see how many innovative ideas are happening all over the country.”
- Lyn Halvorson, SNS
Supervisor of School Nutrition Programs
School District of La Crosse
La Crosse, WI

“One of the best things about the salad bars is seeing the football players taking so many vegetables. The big kids have really shown the little ones the cool thing is to take all the veggies. In our K-2 cafeteria the kids help themselves to the salad bar. It was new to them at first, but now it’s just normal.”
- Mary Hampton Kusz
Food Service Director
Ironwood Area School District
Ironwood, MI

“I can’t say enough about the new salad bars. We really started a firestorm around here. Now, every school wants one!! This has definitely made a difference in our district.”
- Jean Dean
School Nutrition Supervisor
West Ada School District
Meridian, ID

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- Kirsten Salas
Director of Grants and Programs
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“Attending this event spurred idea generation around the possibilities for different types, cuts and packaging of produce on our menus. Prior to the conference I didn’t value pre-packaged products, but after discussions with fellow Food Service Directors, and vendors during the Fresh Festival, my perspective changed to understand the way fresh-cut produce can enhance our breakfast in the classroom and after-school meal programs.”
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In October, the United Fresh Start Foundation was pleased to participate in an event with the Fairfax County Public Schools, the First Lady of Virginia, and Salad Bars to Schools partners to announce that in just seven years, we have donated salad bars to more than 5,000 schools in all 50 states. This momentous achievement provides 3 million kids with access to a variety of fresh fruits and vegetables in their school lunchroom each day. Importantly, this number is more than a tally of salad bars, it represents an increasing focus on fresh!

The Salad Bars to Schools initiative is helping schools create a visually appealing display of colorful fresh produce choices each day. Salad bars empower students to make their own healthy choices, and students are trying different fruits and vegetables, whether it’s because they are easy and fun to select, because they’re trying to eat healthy, because they’re influenced by their peers, or because they’re genuinely curious!

The continued high visibility of the Salad Bars to Schools program is influencing schools across the country to re-think how they merchandise fresh produce, and how they can encourage all students to participate in school meals by promoting fresh. Many schools are even purchasing their own salad bars, re-purposing cafeteria equipment into cold stations or salad bars, getting creative with their ability to offer students access to a variety of fresh produce choices.

School nutrition directors know students want fresh. The United Fresh Start Foundation, through the Salad Bars to Schools movement, is helping to drive this healthful change!

Schools can apply for salad bars year-round at saladbars2schools.org/get-a-salad-bar. Produce companies interested in supporting Salad Bars to Schools can contact Andrew Marshall at amarshall@unitedfresh.org

Organized by the California Giant Foundation, Tour de Fresh raised funds for 50 salad bars in 2017.

Students excited to make their own salads and share with friends.

“Self serving fruits and vegetables from a variety of choices increases consumption and allows students to try new fruits & vegetables. When we first introduced the garden bars we conducted a plate waste study that showed students ate more of the produce they selected from the garden bar, as compared to pre-portioned produce.”

-Jill Kidd, MS, RD, SNS
Director of Nutrition Services
Pueblo City Schools
Pueblo, CO

What Schools are Saying

Fast Facts

• 30 million kids every day rely on schools to provide lunch through the National School Lunch Program
• 5 billion lunches are served annually in the National School Lunch Program
• Since 2012, schools must serve both fruits and vegetables every day, including a variety of vegetables from the following sub-groups: dark green, red/orange, legumes and starchy vegetables
• Nearly 70% of School Nutrition Association members report using salad bars

“Many schools are even purchasing their own salad bars, re-purposing cafeteria equipment into cold stations or salad bars, getting creative with their ability to offer students access to a variety of fresh produce choices.”

-James R. Saxon
Superintendent
Dalton Local Schools
Dalton, OH

Increasing children’s access to fresh fruits and vegetables

unitedfreshstart.org

Making a Difference: In Schools

A Movement for FRESH in Schools: 5,000 Salad Bars and Counting
Making a Difference: In Communities

New Community Grants Program Connects 30,000 Kids with Fresh Produce, Outside the School Day

Thanks to the generosity of our supporters, in 2017 the United Fresh Start Foundation provided 21 grants, totaling $52,250 to communities across the U.S., each with a unique approach to increasing children’s access to fresh fruits and vegetables beyond the school day. The Community Grants Program advances the foundation’s impact by supporting programs that reach children with fresh produce during summer break, after school and on weekends. This year, the Community Grants Program is benefiting over 30,000 kids in 14 states and Washington, DC with increased access to fresh produce.

After the foundation announced the grant opportunity this past spring, more than 700 organizations applied for the initial 10 grants being offered! This overwhelming response underscores the widespread need for help in increasing children’s access to fresh fruits and vegetables, and draws attention to the variety of programming and approaches to increasing access being utilized. Applications were submitted from communities across the country, some looking to start new programs and others requesting support to incorporate fresh produce snacks and programming into existing ones.

The first ten grant recipients were announced in June at the United Fresh Convention. In October, thanks to a fundraising campaign coordinated in-partnership with Class 22 of the United Fresh Produce Industry Leadership Program, the foundation was able to exceed its initial goal, and award a second round of grants to 11 additional community organizations.

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Skagit Picks – A Pilot Project Serving Vulnerable Children in Skagit, Washington

In 2017 the United Fresh Start Foundation provided over $50,000 in grants to communities across the United States, each with a unique approach to increasing children’s access to fresh fruits and vegetables outside of school. We chat here with one of our recipients Rita Ordóñez about how our grant has enabled their Skagit PICKS program.

What is Skagit PICKS?
Skagit PICKS is an innovative pilot project that offers families of children on Medicaid up to $90 in fresh fruits and vegetables, making produce more easily accessible to them and their families.

How does Skagit PICKS work?
During Well-Child exams at Skagit Pediatrics, healthcare providers offer eligible families a $30 coupon for fresh fruits and vegetables. As coupons are redeemed, families are offered additional coupons, receiving up to $90 in fresh produce.

It’s a natural fit for pediatricians to promote fresh fruits and vegetables during healthcare visits, but is the extra work sustainable for doctors? We’ve received positive feedback from the doctors. They’ve always told parents to serve kids more fresh produce, but parents have historically been challenged in doing so. Now, doctors give parents the same guidance, but can also offer them a coupon with educational resources about how to shop, how to prepare fresh fruits and vegetables, and more. The impact is huge.

How has this grant contributed to your success?
The Community Grants Program provided us the funds to start the program, and we were able to use United Fresh Start Foundation funding to leverage additional funding from another source! Now, we are reaching even more kids than we had originally thought possible.

How many children have you been able to serve?
We originally thought we would reach about 70 kids, but when we combined your grant with the additional support we were able to get, our pediatricians were able to distribute 30 coupons for families of 824 kids! Also, over 70% of these coupons have been redeemed, which is great!

Skagit PICKS distribute fresh produce and increased access to fresh fruits and vegetables to children attending Robertson Road Elementary School in Modesto, CA.

Parents and volunteers from the Second Harvest Food Bank of San Joaquin and Stanislaus Counties provide children with donations of fresh produce, as part of the Mobile Fresh for Kids program. Once per month, after school, the food bank arranges for a truck to visit the school-site and distribute fresh fruits and vegetables to children attending Robertson Road Elementary School in Modesto, CA.

Community Housing Partners’ Kids Cuisine program is a weekly after-school snack program that introduces low-income children and families to different types of fresh fruits and vegetables. Kids get to try new produce items, participate in nutrition education lessons and receive recipe cards to replicate the recipe at home.

2017 Community Grants Program Recipients

Round 1
- Boys & Girls Clubs of Greater Kansas City (Kansas City, MO)
- City Blossoms (Washington, DC)
- City Harvest (New York, NY)
- Community Housing Partners (Christiansburg, VA)
- Feeding the Gulf (Theodore, AL)
- Skagit PICKs (Anacortes, WA)
- Neighbors Building Neighborhoods of Muskogee (Muskogee, OK)
- Montville Public Schools Nutrition Program (Oakdale, CT)
- Second Harvest of San Joaquin & Stanislaus County (Manteca, CA)
- YMCA Camp Greenville (Cleveland, SC)

Round 2
- Alameda Boys and Girls Club (Alameda, CA)
- Albany Leadership Charter High School (Albany, NY)
- Boys & Girls Clubs of Hudson County (Jersey City, NJ)
- Boys & Girls Clubs of Monterey County (Seaside, CA)
- Boys & Girls Clubs of Wayne County (Richmond, IN)
- Children’s Hospital Foundation (Louisville, KY)
- DC Central Kitchen (Washington, DC)
- Food Bank of the Rockies (Denver, CO)
- Gallatin Valley Farm to School (Bozeman, MT)
- HMC Food Pantry (Oceanside, CA)
- South Tulsa Community House (Tulsa, OK)
Making a Difference: *Through Our Businesses*

School Foodservice Forum: Educating Buyers of the Largest ‘Restaurant’ in Town

Every day, more than 30 million children participate in the National School Lunch Program and 15 million participate in the School Breakfast Program. With fresh fruits and vegetables included in breakfast, lunch, and school snacks, and considering that many schools serve thousands of kids each day, K-12 public schools are volume foodservice customers that have tremendous influence over children’s food preferences now, and for years to come.

To reach this important audience, the United Fresh Start Foundation hosts the School Foodservice Forum. The School Foodservice Forum provides scholarships to enable foodservice administrators from major city school districts and other school foodservice leaders to attend the annual United Fresh Convention. The Forum is a two-day networking and education event where school foodservice buyers can experience new and innovative products, meet leaders in the produce industry, and participate in education sessions to share best practices on sourcing and serving fresh produce with school foodservice colleagues. As part of the Forum, school foodservice directors also attend, the Fresh Festival for School Foodservice, a mini-expo where grower-shippers, fresh-cut processors, foodservice distributors, packaging suppliers and others, showcase products ideal for the K-12 foodservice business sector.

In 2017, United Fresh Start Foundation hosted 52 K-12 school foodservice directors from 20 states at the School Foodservice Forum. This audience serves 5.5 million kids each day, with an approximate produce purchasing power of over $150 million.

Special thanks to our 2017 Gold Level Sponsors: Duda Farm Fresh Foods, Grimmway Farms and Taylor Farms Tennessee.

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United Fresh Start Foundation - Income Statement FY2017

<table>
<thead>
<tr>
<th>Support &amp; Revenue</th>
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Content:

**Foundation Support**

*Thank You to our 2017 Supporters*

**CORPORATE**

**DIAMOND**

$100,000 and Up
The California Giant Foundation
United Fresh Produce Association

**GOLD**

$50,000 - $99,999
Blue Cross Blue Shield of Michigan

**PLATINUM**

$50,000 - $99,999
Bayer
North Bay Produce
Potatoes USA
Tip Murphy Legacy Golf Tournament

**SILVER**

$10,000 - $24,999
**BRONZE**

Foundation Support

**BENEFACOR**

$1,000 - $4,999
Baldor Specialty Foods, Inc.
Beachside Produce, LLC
Bejo Seeds, Inc.
Cabbage, Inc.
Caito Foods Service, Inc.
California Giant Berry Farms
Cambro Manufacturing
Ciruli Brothers, LLC
Del Monte Fresh Produce N.A., Inc.
DNO Produce, Inc.
Dublin Farms, Inc.
ENZAFRUIT PRODUCTS, INC.
FarmLogix
Four Seasons Family of Companies
Fresh Fruit Cuts
FreshPoint Inc.
Freshway Foods
Frieda’s, Inc.
GreenGate Fresh LLP
Growers Express
H-E-B
HMC Farms
IndianaPACIFIC Fruit Company, Inc.
InLine Plastics Corp.
JV Smith Companies
L&M
LINKFRESH
Mann Packing Company
Mastronardi Produce, Ltd.
Maxwell Chase Technologies
Mexlink, Incorporated
Mission Produce
National Potato Council
NatureSeal
Oregon Potato Commission
Pacific International Marketing
Paul Marshall Produce, Inc.
Peterson Farms Fresh, Inc.
Pro Citrus Network, Inc.
PRO*ACT, LLC

**RENAISSANCE FOOD GROUP**

Robotson Fresh
Rocky Produce, Inc.
Seald Sweet International
/Greenva USA
Styroke, Inc.
Sunkist Growers, Inc.
Taninura & Antle
True Organic Products
Wonderful Citrus

**PATRON**

$500 - $999
B. Catalani, Inc.
Central American Produce, Inc.
Costco Wholesale
Heartland Produce Company
Hood River Cherry Company
Integrated Fresh Solutions, LLC
J. Marchini Farms
JAB Produce/Jack Keller Co.
John Vena, Inc.
Market Fresh Produce, LLC
MIXTEC Group
Monsanto
Potandon Produce, LLC
Produce Packaging, Inc.
Potandon Produce, LLC
MIXTEC Group
Monsanto
Potandon Produce, LLC
Produce Packaging, Inc.
Russ Davis Wholesale
Super Star International LLC
Tom Grether Farms, Inc.
Westlake Produce Company

**FRIEND**

$100 - $499
4Earth Farms
Bassin Gold Cooperative
Choptank Transport
Frey Farms
McGregor Creative
New York Apple Sales, Inc.
Onions 52, Inc.
Van Groningen & Sons, Inc.

**INDIVIDUAL**

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Nelia Alamo
Andrew and Dan’l Almy
Family Gift Fund
Victoria Backer
Rodney Barron
Marc Beasley
Helema Beckett
David Bernstein
Caryn and Robert Birkhauser
Leah Brakke
Jeffrey Brandenburg
Fred Bright
William Brooks
Donna Browne
Jeff Cady
Gerald Callahan
Karen Caplan
Jackie Caplan Wiggins
Ronald Carkoski
John Carkoski
Susan Carkoski
Michael Castagnetto
Ken and Susan Catchot
Kelly Catchot
Ken and Mary Kay Chappell
Nick Chappell
Michael Cochran
Greg Corrigan
Gregory Corsaro
Greg Corsaro
James Cranney
Rodney D’Acquisto
Margaret D’Ariogio Martin
Alex DiNovo
Danny Dumas
David L. Durkin
Charles Eagle
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Phil and Janet Fendyan
Kim Flores
Christine Flowers
Anthony Freytag
Dante Galeazzi
Adam Gamble
Rebecca George
Frank and Julie Gilardi
Phil Gilardi
Vincent Gordon
Natalya Gordon
Sarah Grady
Reggie Griffin
Amanda Griffin
Rudi Gropper
John Gunniss
Charles Hall
Eric Halvorson
Christian Harris
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Suzanne Hunter
Steven Jarsombok
Cindy Jewell
Stephen Kenfield
Robert Kiehnle
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Brian Kocher
Karen Kopplien
Nikolas Krukowski
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Increasing children’s access to fresh fruits and vegetables