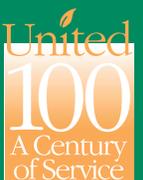


2003
Federal Policy
Recommendations
for Child
Nutrition Programs

April 2003

UNITED FRESH FRUIT & VEGETABLE ASSOCIATION

*A Fresh Start
to Better
Nutritional Choices*



2003 Federal Policy Recommendations for Child Nutrition Programs

This document was prepared by United Fresh Fruit & Vegetable Association



March 2003

For more information:

Robert Guenther, (202) 303-3400, rguenther@uffva.org

UNITED FRESH FRUIT & VEGETABLE ASSOCIATION

A Fresh Start to Better Nutritional Choices

**2003 Federal Policy Recommendations for
Child Nutrition Programs**

April 2003

TABLE OF CONTENTS

Letter from the President	2
----------------------------------	----------

Produce Industry Child Nutrition Recommendations

Transforming Schools Into Models of Healthy Eating

National Expansion of the Fruit and Vegetable Pilot Program	3
Increasing Produce Consumption Through School Meals Programs	4
School Breakfast Program	5
Supplemental Nutrition Program for Women, Infants, and Children	6
Nutrition Education and Promotion Programs	8
Commodity Distribution and Infrastructure Improvements	10
Fruit and Vegetable Nutrition Research	11
Miscellaneous Provisions	11
United 2003 Board of Directors	12

LETTER FROM THE PRESIDENT

April 2003

Dear Interested Stakeholders:

As we continue to see an alarming increase in obesity and diabetes among children in the United States, federal child nutrition programs must provide the fundamental tools to prepare children for lasting health through good nutritional choices. Fruits and vegetables are a central part of this commitment. The *Dietary Guidelines for Americans* call for the consumption of 5-to-9 servings a day of fruits and vegetables as a cornerstone of good health. Yet, on any given day 45 percent of children eat no fruit at all, and 20 percent eat less than one serving of vegetables. It is time for federal child nutrition programs to aggressively address this problem and drive the increased availability of fresh fruits and vegetables throughout these important programs.

Over the past several years, the fruit and vegetable industry has become immersed in child nutrition policy. Frankly, we have been surprised with what we've learned. Despite the best efforts of many in government, the nutritional health of our nation's children in far too many cases has been secondary to other considerations. Critics will cite numerous impediments to increasing fresh fruits and vegetables in the school lunch and breakfast programs and the Supplemental Nutritional Program for Women, Infants and Children (WIC), and to creating a new healthy school food environment. But to overcome those challenges, Congress has to look no further than the students, teachers, principals, foodservice personnel, school nurses, parent-teacher organizations and community leaders now participating in the incredibly successful fruit and vegetable school snack program now under way. Through the simple addition of fresh fruit and vegetable snacks during the school day, this program is transforming schools into models of healthy behavioral change and improved learning environments.

Throughout our recommendations, we submit that child nutrition programs must put public health first and guarantee that school lunches, breakfasts, after-school snacks and the WIC program become part of the solution in helping children meet their personal 5-to-9 servings-a-day goals. We strongly believe that child nutrition legislation must be developed that makes healthy meals, a healthy school food environment, and a healthy start for WIC recipients our nation's top priority in child nutrition programs.

So, how can we do that? As Congress reviews recommendations from all of its constituent groups regarding reauthorization of child nutrition programs, members will find one overriding and common goal from the school foodservice community, anti-hunger organizations, consumer groups, and others. That common goal is increasing the availability of fresh fruits and vegetables in child nutrition programs. So as we begin this review of the school lunch program, or breakfast program, or WIC, or nutrition education, we believe there is one simple principle to ask at every stage: ***What are we doing to increase children's access to and actual consumption of fresh fruits and vegetables in these programs?***

The fruit and vegetable industry has the good fortune to offer consumers a healthy and nutritious product that is recognized as critical to preventing cancer and other chronic diseases, reducing obesity and diabetes, and maintaining overall good health. We believe investment in these specific policy initiatives will ensure that federal child nutrition programs represent the nation's best commitment to offer young people a fresh start to better nutritional choices.



Thomas E. Stenzel
President & CEO

PRODUCE INDUSTRY CHILD NUTRITION RECOMMENDATIONS

Transforming Schools Into Models of Healthy Eating

National Expansion of the Fruit and Vegetable Pilot Program

Background

In the 2002 Farm Bill, Congress authorized a \$6 million pilot Fruit and Vegetable School Snack Program in fiscal year 2003 to provide free fruit and vegetable snacks to students in 25 schools each in Michigan, Ohio, Indiana and Iowa, and seven schools in the Zuni Nation in New Mexico. In record time, the U.S. Department of Agriculture (USDA) organized a basic pilot program and sent an announcement to the states, all the while wondering if many schools would volunteer to participate. With more than 800 schools coming forward, USDA was hard pressed to select just 107 schools to participate in the program.

The pilot program, which began in October 2002, has already produced an unprecedented success story, changing the lives of children and the healthy food environment of every school participating. On March 25-26, USDA and the National Cancer Institute, supporter of the National 5 A Day Program, co-hosted a conference in Indianapolis for teachers, foodservice personnel, principals, school nurses, parent-teacher organizations, education administrators and more to report on the preliminary results of the program. While USDA will soon submit its quantitative report to Congress, the anecdotal reports from conference participants were overwhelmingly supportive.

“In my 32 years of teaching, I’ve never seen a program make such a tremendous difference in the lives of our kids.” Teacher

“If we don’t have the fruit and vegetable snack program next fall, I’m not coming to school the first week because the kids would kill me.” Foodservice Director

“Visits to our nursing office are down, and the kids are missing less school due to sickness.” School Nurse

“Kids are trying new fruits and vegetables and then asking their parents to buy them at home.” Teacher

“We didn’t expect it, but kids are actually eating more fruits and vegetables from the regular school lunch, and our overall sales are up.” Foodservice Director

Policy Statement

The Fruit and Vegetable Pilot Snack Program works! It immediately and drastically changes children’s fruit and vegetable consumption to improve their health, and it is transforming the school environment for healthy food choices. Congress and the Bush administration have an unparalleled opportunity to make a real difference in the prevention of childhood obesity and related diseases, and they must act now.

Policy Recommendations

- Congress should authorize a National Fruit and Vegetable School Snack Program as a permanent part of child nutrition programs.

- Based on the success and lessons learned in the pilot program, Congress should authorize USDA to develop additional pilot programs in all 50 states in fiscal year 2004, leading to a national program open to all public schools in fiscal 2005.
- Congress should direct USDA to develop plans to ensure efficiencies, economies, and controls in a national program, while also allowing the flexibility for local school choices that has been a cornerstone of success thus far.

Increasing Produce Consumption Through School Meals Programs

Background

Fruit and vegetable consumption is an important component of a balanced diet consistent with the *Dietary Guidelines for Americans* and Food Guide Pyramid. Unfortunately, as children get older, the quality of their diets steadily decreases. National surveys point clearly to the fact that most children have diets that need improvement and many children have diets that are considered poor. For instance:

- Less than 13 percent of school-aged children met the target for fruits; with older school-aged children consuming particularly low amounts.
- On any given day, 45 percent of children eat no fruit and 20 percent eat less than one serving of vegetables.
- The average 6 to 11 year old eats only 3.5 servings of fruits and vegetables a day, achieving only half of the recommended seven servings per day for this age group.
- As children get older, the overall quality of their diet declines.
- For males 15 to 18 years old, only 6 percent have a good diet.
- These figures are even worse for African American children across all age groups.

With the implementation of the federal government's School Meals Initiative under way, the quality of the reimbursable school meal has improved, with meals now meeting such key components of the *Dietary Guidelines for Americans* as 30 percent or fewer calories from fat and two fruits and/or vegetables offered.

However, many students, especially in the middle and upper-level grades, have access to a wide variety of food choices and with more access to snack-bar type foods, and they consume fewer servings of fresh fruits and vegetables. More important, findings from the Centers for Disease Control (CDC) School Health Policies and Programs Study confirm that foods sold outside of the school meal program provide students with a variety of options that may interfere with their ability to choose a healthy diet.

Fortunately, research has shown that schools with salad and fruit bars offer a significantly wider range of fruit and vegetable categories than other schools; items offered include green salads, raw vegetables, fresh fruit, canned fruit and dried fruit. In addition, making a single healthy substitution in a day can make a big difference in a child's nutritional intake. For example:

- If a child ate a medium banana instead of a 1-ounce mix of salty snacks such as potato chips, the child would consume 12 percent less fat, 10 percent more fiber and 13 percent more potassium.
- If broccoli and carrot sticks were eaten at lunch instead of French fries, fat intake could be lowered by 14 percent and beta carotene intake increased by 216 percent!

With this in mind, it is critical that the child nutrition reauthorization legislation for fiscal 2003 be used as a tool to combat obesity in children and promote policies that provide incentives for schools to expand the availability of fresh fruits and vegetables and increase produce consumption.

Policy Statement

Promote policy recommendations that help increase fruit and vegetable intake among school children via salad/garden bars, farmer's markets, prepackaged salads, salads in a cup and exotic fruit cups, plus innovations in vending and other creative ways that schools can use to market and promote fruits and vegetables. Make healthy choices the easy choices at school.

Policy Recommendations

- Provide \$10 million for grants to states or school districts for the Healthy Foods for Healthy Kids Initiative (for educational/promotional materials, salad/garden bars, prepackaged salads and fruit cups, innovative vending options, cold storage and other infrastructure, and other creative ways to help schools provide and encourage children to consume more fruits and vegetables).
- Expand the Department of Defense Fresh Fruit and Vegetable Program up to \$100 million annually to help improve the quality of produce available to schools.
- Require USDA commodity purchases to be more in line with national nutrition and dietary guidance contained in the *Dietary Guidelines for Americans* and the Food Guide Pyramid.
- Develop an incentive-based pilot project whereby school districts are rewarded when they offer more fruits and vegetables.
- Provide a 10-cent per meal “healthy children supplement” to be devoted to improving the quality and healthfulness of school meals. This supplemental increase to the school meal reimbursement rate is to be used specifically for the purchase of fruits and vegetables.
- Support increase of reimbursement rates for Summer Food Service Program to provide for additional purchases of fruits and vegetables.
- Require schools and school districts that use the Nutrient Standard Menu Planning (NSMP) or Assisted Nutrient Standard Menu Planning (ANSMP) approach to menu analysis to provide a fruit or vegetable (no fried) offering as part of the reimbursable meal. (Currently, required meal components include the entrée, fluid milk, and a side dish.)
- Remove bonus commodities from the 12 percent requirement for commodities.

School Breakfast Program

Background

The School Breakfast Program was established by Congress — first as a temporary measure through the Child Nutrition Act of 1966 in areas where children had long bus rides to school and in areas where many mothers were in the workforce; then as a permanent authorization in 1975 — to assist schools in providing a nutritious morning meal to children.

The School Breakfast Program provides per meal cash reimbursements as an entitlement to public and nonprofit private schools and residential child care institutions to cover the costs of serving breakfast to students. The School Breakfast Program provides children with one-fourth or more of their Recommended Daily Allowance (RDA) for key nutrients. Research has indicated a link between participation in the breakfast program and educational attainment. Low-income children who participate in school breakfast programs achieve higher standardized test scores than low-income children who do not participate in the program. The program also is associated with reductions in tardiness and absenteeism among participants.

In the 2000-2001 school year, 7.9 million children and 71,930 schools participated in the School Breakfast Program; 6.5 million of the children who participated in the School Breakfast Program in the 2000-2001 school year were from families with low incomes. More than 75 percent of schools serving lunch also serve breakfast. More than 42 percent of the low-income children participating in school lunch program receive a school breakfast. In fiscal year 2001, the federal government appropriated \$1.49 billion for the School Breakfast Program.

Unfortunately, up to 83 percent of children do not eat breakfast in schools where the meals are offered. More important, children who participate in the School Breakfast Program consume 0.4 more servings of fruit than nonparticipants for breakfast and are have higher intakes of food energy, calcium, phosphorus and vitamin C. It is critical that a comprehensive School Breakfast Program be established under the child nutrition reauthorization process with the goal of increased access for all students who wish to participate.

Policy Statement

Breakfast is a critical meal for children and provides the nutritional necessities, which prevent symptoms such as headache, fatigue, restlessness and sleepiness from competing with educational outcomes. Increasing the availability of school breakfast for all students is essential for increasing learning opportunities.

Policy Recommendations

- Make school breakfast programs more broadly available to all children in elementary schools through a universal School Breakfast Program.
- Establish a commodity purchase program for school breakfast at the rate of 5 cents per meal.

Supplemental Nutrition Program for Women, Infants, and Children (WIC)

Background

Established as a pilot program in 1972 and made permanent in 1974, WIC is administered at the federal level by USDA's Food Nutrition Service. A wide variety of state and local organizations cooperate in providing the food and health care benefits, and 46,000 merchants nationwide accept WIC vouchers.

In most states, WIC participants receive checks or food instruments to purchase specific foods each month, which are designed to supplement their diets. Federal regulations include seven food packages designed to target specific nutrients known to be limited in the participants' diets. WIC food is high in one or more of the following nutrients: protein, calcium, iron, and vitamins A and C. WIC foods include iron-fortified infant formula and infant cereal, iron-fortified adult cereal, vitamin C-rich fruit and/or vegetable juice, eggs, milk, cheese, peanut butter, dried beans or peas, tuna fish and carrots. Special infant formulas and certain

foods may be provided when prescribed by a physician or health professional for a specified medical condition.

State agencies are responsible for identifying specific foods, in accordance with federal regulations, to develop individually tailored food prescriptions. Local WIC agency staff members identify food preferences and prescribe the food prescription that best meets the needs of the participants.

Eligibility – Pregnant or postpartum women, infants, and children up to age 5 are eligible. They must meet income guidelines, a state residency requirement, and be individually determined to be at “nutritional risk” by a health professional. To be eligible on the basis of income, applicants' gross income (i.e., before taxes are withheld) must fall at or below 185 percent of the U.S. poverty income guidelines.

Participation – More than 7 million people receive WIC benefits each month, and children make up the largest category of recipients. Average monthly participation for fiscal year 2001 was approximately 7.31 million people, of which nearly 3.6 million were children, more than 1.92 million were infants and nearly 1.78 million were women.

Food Package Review – Since 1978, the Food & Nutrition Service (FNS) has conducted one major review of the WIC food prescriptions and solicited comments regarding availability of culturally appropriate foods and the existing federal 6-gram sugar limit for WIC-eligible adult cereals. Due to the extensive number of comments received on the sugar limit proposal, FNS decided to expand the review to all components of the WIC food prescriptions. In 1998, USDA’s Center for Nutrition Policy and Promotion undertook a review of the WIC food packages. Major findings from that report are highlighted below:

- All WIC women exhibit nutrient shortfalls in their diets. WIC pregnant women do not meet 100 percent of the Recommended Daily Allowance for four of the five target nutrients and for the four other nutrients of concern.
- Problems with the dietary intake of WIC pregnant women are lower energy intakes, lower nutrient density and higher percentage fat intakes than recommended. Although the WIC package is very low in added sugar, the overall intake of added sugar by pregnant women exceeds recommendations.
- A WIC group at particular nutritional risk appears to be postpartum women who are not breast-feeding and who may not be consuming their WIC packages.
- Protein intake is well above recommendations for all WIC participant groups as well as the WIC-income-eligible nonparticipating and the total sample groups.
- All groups of women and children studied consume more than the suggested daily intake of added sugar (from the Food Guide Pyramid), with the exception of nursing mothers. The contribution of the WIC package to added sugars in the overall diet is very low, with the added sugars coming from the peanut butter and ready-to-eat cereals.

With the exception of the special food package exclusively for breastfeeding women and for homeless participants, no significant changes to the food prescription have been made since the inception of the program in 1974.

Efforts to Enhance the WIC Food Prescriptions. On April 24, 2000, USDA published, in the unified agenda section of the *Federal Register*, a notice about regulations currently under development at the agency. The unified agenda contained information about a rule FNS was developing to revise the WIC food packages. Specifically, the notice stated that the proposed rule would amend regulations governing the WIC food packages to, among other things, add nutrient-

dense leafy and other dark green vegetables and orange fruits to food packages for women and children. The time line specified in the unified agenda notice indicated that a proposed rule would be published in September 2000, with a final rule released a year later that would take effect in September 2002. The agency has yet to publish a proposed rule.

Policy Statement

The current WIC food packages are designed to maximize general nutrition and health benefits and to safeguard the health of infants, children up to age 5 and pregnant, breastfeeding and postpartum women who are at nutritional risk because of inadequate nutrition and income. The produce industry is concerned that WIC food prescription packages have changed little since 1974, do not reflect current research on nutrition and are not consistent with the federal Dietary Guidelines for Americans. Therefore, the produce industry strongly supports policy recommendations that ensure a variety of fresh fruits and vegetables are available in the WIC food packages.

Policy Recommendations

- Require the USDA to publish its proposed rule to improve the nutritional quality of the WIC food packages within 120 days of bill passage.
- Modify the WIC food package to include more nutrient-dense fruits and vegetables.
- Provide a more targeted approach to WIC nutrition education efforts, with a focus on fruit and vegetable intake.
- Permit WIC farmer's market coupons to be redeemed at grocery stores or at stores inside federal empowerment zones.
- Initiate a pilot program to implement the California WIC Fresh Produce Option.
- Provide bonus or supplemental payments to states in which WIC program participants increase fruit and vegetable intake.
- Provide bonus/surplus commodities for WIC program recipients.
- Authorize farmer's markets as WIC vendors if other vendors are not available.

Nutrition Education and Promotion Programs

Background

The nation's investment in nutrition assistance has been a critical tool in fighting undernutrition and related health problems. Today, it is well established that good nutrition is fundamental to proper growth, development, health and performance. Diet is widely recognized as a central component of health promotion and disease prevention.

But while the United States has made progress in promoting food security and fighting hunger, the nation faces a continuing challenge in improving the quality of the American diet. Poor nutrition and lack of physical activity account for 300,000 deaths annually, second only to tobacco as a cause of death. The economic cost of poor nutrition and its contribution to coronary heart disease, cancer, stroke and diabetes—

four of the 10 leading causes of death—is now \$71 billion per year. And the growing epidemic of childhood obesity is likely to result in a dramatic increase in this cost over time. Research also suggests that diets during pregnancy and early childhood can have long-term impacts on child and adult health. Consumption of a healthy diet in the early years is essential for normal growth and development and for prevention of a variety of nutrition-related health problems, such as iron-deficiency anemia, growth retardation, malnutrition, compromised cognitive achievement, obesity, dental caries and chronic diseases later in life.

Nutrition education through information and promotion is a key strategy for changing behaviors that prevent people from reaching health goals. Research also confirms that properly designed and implemented nutrition education interventions, focusing on achieving behavioral change, can be effective at improving diets and nutrition-related behaviors. The government's *Healthy People 2010* initiative also recognizes nutrition as an important factor in the prevention of premature deaths from the chronic diseases listed above and sets numerous nutritional objectives including an increase in the proportion of schools that provide nutrition education in their curricula.

Child Nutrition Programs Educational Efforts. Nutrition education in the Child Nutrition Programs is designed to be supported through two complementary, integrated mechanisms — the Nutrition Education and Training Program (NET) and Team Nutrition. NET has provided support for the state and local infrastructure to deliver nutrition education at schools and childcare settings participating in the Child Nutrition Programs. Team Nutrition is a strategy for incorporating behavior-based messages into new materials for use in NET and other community-based initiatives that target children.

Team Nutrition establishes a national model that encourages use of multiple, reinforcing channels of communication to reach children and their caregivers with targeted nutrition education messages. The NET staff and infrastructure have used materials designed by Team Nutrition and have begun to follow the Team Nutrition communication strategy. Without the NET Program, there is no delivery mechanism for either national child nutrition initiatives like Team Nutrition or more localized approaches and projects. Although NET continues to be authorized by Congress at 50 cents per enrolled child to provide state grants for the infrastructure needed to coordinate nutrition education activities in child nutrition programs, no federal funding is currently provided. A NET-like infrastructure continues to exist only to the extent that the states provide the funding.

Policy Statement

Improving the design and delivery of nutrition education and promotion efforts holds great potential in achieving significant improvement in dietary practices for all Americans. It is critical that a coordinated approach to fruit and vegetable initiatives within these important nutrition programs is developed and established to meet the federal Dietary Guidelines for Americans and the Healthy People 2010 objectives.

Policy Recommendations

- Allow schools and school districts to participate in a public/private matching-funds education program to promote increased fruit and vegetable consumption.
- Authorize FNS to appoint or identify a “5 A Day” liaison at the national and seven regional FNS offices, and at state levels to coordinate and expand USDA efforts to promote fruit and vegetable intake.
- Provide FNS with authority to enter into financial partnerships with businesses and private nonprofit entities to develop and implement “5 A Day” promotional initiatives.

- Enhance and strengthen the Team Nutrition program by adding a state-level infrastructure and networking component called the Team Nutrition Network. Increase funding for Team Nutrition by adding \$40 million annually for the Team Nutrition Network. Maintain the current funding level of \$10 million per year for existing Team Nutrition program components and give USDA more flexibility to maintain Team Nutrition functions.
- Provide funding to FNS to develop a clearinghouse of best practices regarding fruit and vegetable promotion and consumption efforts across the various nutrition assistance programs, including child nutrition programs, food stamp programs, WIC, etc. Such a clearinghouse will help state agencies, districts and others in establishing effective fruit and vegetable promotional and consumption efforts.

Commodity Distribution and Infrastructure Improvements

Background

USDA's distribution network is designed for moving truckloads (36,000 pounds) of nonperishable commodities and perishable products with long shelf lives. Contracts are established with vendors who deliver to warehouses, often at a state level within a two-week delivery window. States make arrangements for the storage of the commodities until schools or other recipient organizations need them. Each state has its own distribution system for redistributing the commodities within its borders. Distribution of highly perishable products, such as fresh fruits and vegetables, within USDA's network has sometimes resulted in products arriving at the end-user's site in an unsuitable condition for consumption or with a very short shelf life. Perishable fresh fruits and vegetables need to be delivered to end users in smaller quantities so that they can be used in a relatively short time. Also, the time between harvesting and usage of perishable, fresh fruits and vegetables needs to be kept to a minimum. USDA's distribution method works best for nonperishables and bulk volumes rather than fresh fruits and vegetables. USDA generally distributes only those fruits and vegetables that have relatively long shelf lives. Over the last five years, entitlement and bonus commodity donations of fresh fruits and vegetables have been limited to commodities such as potatoes, tomatoes, apples, pears, oranges, cantaloupes, lemons and grapefruit.

Policy Statement

Due to lack of school infrastructure investment by the federal government, the ability to provide fresh fruits and vegetables for school meal programs continues to be inadequate. In addition, logistical transportation issues continue to impede the delivery and availability of fresh fruits and vegetables in school meal programs. Congress should include policy recommendations that enhance local school districts' ability to transport, store, handle and prepare more fresh fruits and vegetables for school breakfast and lunch programs.

Policy Recommendations

- Develop a grant program to provide state and local governments, food banks, federal food distribution program administrative organizations, and charitable and faith-based organizations with a dedicated funding source for infrastructure and technology improvements related to the storage, transfer and efficient distribution of fresh fruits and vegetables obtained through federal meal and nutrition assistance programs, state and local government distribution channels and private-sector charitable donations.
- Reinstate funding for acquisition of the foodservice equipment necessary for preparing and serving school meals and for storing highly perishable commodities.

Fruit and Vegetable Nutrition Research

Background

Historically, Congress appropriated money for research purposes in three FNS program accounts: Child Nutrition, Food Stamps and WIC. Four years ago, the House of Representatives Appropriations Committee required that funds designated for research under the FNS Office of Analysis, Nutrition, and Evaluation be transferred to the Economic Research Service (ERS). At the time Congress felt it was appropriate to have USDA consolidate research functions. This policy remains in place.

Policy Statement

Given the expanding research base on the role of fruits and vegetables in health promotion and the gap in federal funding for such research, FNS, ERS and other research agencies within USDA must ensure that their research agendas include more emphasis on fruits and vegetables.

Policy Recommendations

- Require USDA to develop a fruit and vegetable research agenda that coordinates the research activities of the Economic Research Service, Food and Nutrition Service, Agricultural Research Service and other USDA agencies. That agenda should include research on how best to promote fruit and vegetable intake among children and should be developed in coordination with the produce industry, nutrition and health organizations, school foodservice professionals, and other stakeholders.
- Develop a study to look at the impact of increased fruit and vegetable consumption on reducing obesity and preventing chronic diseases, including diabetes, diverticulosis, cataracts, cancer, heart disease, stroke, and hypertension, and the overall benefits of whole food consumption including documentation of certain phytonutrients found in fresh produce that may help prevent such chronic diseases.
- Study the development of more effective behavior-based dietary interventions and health promotion programs within federal nutrition programs to increase consumption of fruits and vegetables based on federal dietary guidelines, including environmental influences, strategies for overcoming barriers to behavioral change, and food preference development for children and adolescents.
- Look at influences on food choices and options in order to provide an optimal environment for making informed healthy food choices in a free-market economy, including evaluation of different health communication and delivery mechanisms to reach underserved and nutritionally “at risk” populations.

Miscellaneous Provisions

- Provide funding to states for operation of state-based “5 A Day” initiatives (funding to be used for staffing and programs).
- Establish policy regarding commercials shown during children's television programs that would allow “equal time” for healthy food commercials.

UNITED 2003 BOARD OF DIRECTORS

Chairman of the Board

Karen B. Caplan
Frieda's, Inc.
Los Alamitos, CA

Matthew D'Arrigo
D'Arrigo Brothers Company of New York
Bronx, NY

Immediate Past Chairman

Steve R. Grinstead
Del Monte Fresh Produce, N.A.
Dallas, TX

Jan DeLyser
California Avocado Commission
Santa Ana, CA

Secretary/Treasurer

Daniel G. Vaché
Sensitech
Redmond, WA

Walter A. Duda, Jr.
A. Duda & Sons, Inc.
Belle Glade, FL

Chairman-Elect

Lawrence A. Kern
Dole Food Company, Inc.
Thousand Oaks, CA

Janet Fleming
Strube Celery & Vegetable Co.
Chicago, IL

Executive Committee

Robert J. Gordon
Red's Market/FreshPoint, Inc.
Orlando, FL

Robert A. Grimm
Grimmway Enterprises
Bakersfield, CA

Michael J. Kemp
SUPERVALU, Inc.
Chanhassen, MN

Gale Prince
The Kroger Company
Cincinnati, OH

Howard A. Leach
Taylor Farms California, Inc.
Salinas, CA

Michael T. Rempe
C. H. Robinson Worldwide, Inc.
Eden Prairie, MN

Ronald G. McCormick
Wal-Mart Stores
Bentonville, AR

President & Chief Executive Officer

Thomas E. Stenzel
United Fresh Fruit & Vegetable Association
Washington, DC

Frank X. Padilla
Costco Wholesale
Issaquah, WA

Board Members

Ronald E. Carkoski
Four Seasons Produce, Inc.
Denver, PA

Will Rousseau
Rousseau Farming Company
Tolleson, AZ

Charles A. Ciruli, Jr.
Ciruli Brothers/Amex Distributing Co.
Tubac, AZ

John Shelford
Global Berry Farms
Naples, FL

Board Members continued

John C. Sorenson, Ph.D.
Syngenta Seeds, Inc.
Boise, ID

Michael J. Stuart
Florida Fruit & Vegetable Association
Orlando, FL

Robert Stumpo
ProduceConnections, LLC
Dublin, OH

Sherrie Terry
Chiquita Fresh, North America
Cincinnati, OH

Nicholas J. Tompkins
Apio, Inc.
Guadalupe, CA

Frederick M. Williamson
Andrew & Williamson Sales Co.
San Diego, CA

Michael J. Wootton
Sunkist Growers, Inc.
Van Nuys, CA

Policy Council Chairmen

Toni Hofer
Production & Quality Assurance
Raley's
Sacramento, CA

Steven P. Ottum
Business Management & Trade Relations
Potandon Produce, LLC
Idaho Falls, ID

James Pandol
International Trade
Pandol Brothers, Inc.
Delano, CA

David Smith
Allied Association
Idaho Grower-Shippers Association
Idaho Falls, ID

John Vaughan
Distribution & Logistics
T and T Industries, Inc.
Fullerton, CA

Public Policy and Legislative Affairs Staff

Tom Stenzel

President & CEO

Robert Guenther

Vice President, Public Policy

Dr. Donna Garren

Vice President, Scientific and Technical Affairs

Keira Franz

Director, Legislative Affairs

Hilary Hausman

Director, Marketing Communications

Meredith Hampson

Education and Communications Assistant

www.uffva.org