



Press Release

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Grower-Shipper Association Foundation celebrates ribbon-cutting of School Salad Bars

*Donations Announced with a Ribbon-Cutting Ceremony at
Scotts Valley High School and San Benito High School*

SALINAS, Calif. – On Tuesday, November 12, 2019 at Scotts Valley High School and San Benito High School, the Grower-Shipper Association Foundation (GSAF) joined representatives from the districts and local produce companies, to announce the donation and placement of two, new salad bars each at Scotts Valley High School and San Benito High School.

The donations are part of the Grower-Shipper Association Foundation's, *More Produce in Schools* program, which matches local donors with local schools that request a salad bar in Monterey, Santa Cruz and San Benito Counties. The Grower-Shipper Association Foundation partners with Central Coast school foodservice directors and grower-shippers to make fresh, local produce more readily accessible to area students through the salad bar program.

"We are proud of all industry members who are helping ensure children in the surrounding area will have be able to choose to fresh, local produce everyday as part of their school lunch," said Lorri Koster, the Grower-Shipper Association Foundation's President. "The fields where we grow vegetables that feed that world are just a short distance from these schools, and it just make sense that students should be able to easily access the variety produce that's our counties are known for."

The Grower-Shipper Association Foundation has supported salad bars for locally-based schools in prior years as well. In the past five years, salad bar donations have been made possible by the generous contributions from Taylor Farms, Church Brothers Farms, Tanimura & Antle, Ocean Mist Farms, Braga Fresh Family Farms, Sabor Farms, Top Flavor Farms and Ippolito International.

Supporting research shows that incorporating salad bars into school lunches increases children's consumption of fresh fruits and vegetables, and according to the Pew Charitable Trusts, salad bars are one of the most effective school-based intervention strategies to achieve this goal. When offered healthy food choices in a salad bars, children respond by trying new items, incorporating greater variety into their diets, and increasing daily intake of fruits and vegetables. Salad bars also help schools comply with the National School Lunch Program's recently updated nutrition standards, which require offering a colorful variety of vegetable options each week.

The Grower-Shipper Association Foundation coordinated the donations with the United Fresh Start Foundation, a founding partner of the national *Salad Bars to Schools* initiative, which works with the produce industry to bring salad bar to schools across the country. The *Salad Bars to Schools* initiative has created a national movement to encourage more schools to implement salad bars, while to date has helped facilitate the donation of salad bars to over 5,600 schools, benefitting 3 million children in all fifty states.

"We appreciate the Grower-Shipper Association Foundation for their continued support of school salad bars, a cause that's a win-win for our industry and our children" said Andrew Marshall, Director of Foodservice & Foundation

Partnerships, United Fresh Start Foundation. “We look forward to exploring additional opportunities for collaboration in the years ahead, especially as we plan to engage more California school nutrition leaders to attend the United Fresh Conventions that will take place in San Diego in 2020 and Los Angeles in 2021.”

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For more information about *More Produce in Schools* contact Lisa Dobbins, Executive Director of the Grower-Shipper Association Foundation at (831) 588-4505, lisa@growershipperfoundation.org.

For more information about the United Fresh Start Foundation and the *Salad Bars to Schools* initiative, contact Andrew Marshall, amarshall@unitedfresh.org, (202) 303-3407.

The Grower-Shipper Association Foundation is dedicated to providing the public factual and educational information about the agricultural industry. The Foundation is a 501 (c) 3 non-profit, public-benefit organization is dedicated to providing the public factual and educational information about the agricultural industry. The Foundation is devoted to giving back to the community it serves. This non-profit organization helps support local educational, training, scholarship and leadership programs, community outreach and philanthropic endeavors.

The United Fresh Start Foundation is a 501 (c)(3) not-for-profit organization focused exclusively on increasing children’s access to fresh fruits and vegetables. Affiliated with the United Fresh Produce Association, the Foundation is committed to helping today’s kids achieve the public health goal to make half their plate fruits and vegetables to live longer, healthier lives. The Foundation works to create an environment in which kids have easy access to high-quality, great-tasting and affordable fresh fruits and vegetables, whenever and wherever they are choosing snacks or a meal. More information at: www.unitedfreshstart.org.

The Salad Bars to Schools initiative is a public health campaign to increase salad bars in schools across the country so that every child has the choice of healthy fruits and vegetables every day at school.

Salad Bars to Schools was first established to support former First Lady Michelle Obama’s Let’s Move! initiative to end childhood obesity in a generation. The United Fresh Start Foundation is a founding partner of the initiative. More information at www.saladbars2schools.org.



Pictured: Tanya Krause, Superintendent of Scotts Valley School District, Quincie Gourley, Marketing Coordinator, Taylor Farms, Shawn Coats, Food Service Supervisor, Scotts Valley School District, Rick Bravo, Sales & Marketing at Ocean Mist



Picture: Rick Bravo, Sales & Marketing at Ocean Mist, Lisa Dobbins, Grower-Shipper Association Foundation, Tanya Krause, Superintendent of Scotts Valley School District, Shawn Coats, Food Service Supervisor, Scotts Valley School District, Quincie Gourley, Marketing Coordinator, Taylor Farms



Picture: Tony and Cathy Alameda, Top Flavor Farms, Alicia Cask, Grower-Shipper Association Foundation, Sabor Farms representatives, Food Service support team

