



Fruits & Veggies: Reaching and Teaching North Carolinians

N . C . F r u i t s & V e g g i e s N u t r i t i o n C o a l i t i o n

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ANNUAL SYMPOSIUM HELD JULY 30, 2008 AT JOHNSON & WALES UNIVERSITY IN CHARLOTTE

Johnson & Wales University in Charlotte was the site where more than 175 fruit and vegetable advocates met July 30 for the 2008 N.C. Fruits & Veggies Nutrition Coalition Symposium.

The annual symposium is open to N.C. Fruit & Veggies Nutrition Coalition members and others interested in promoting fruit and vegetable consumption. Professionals from government, academia, industry, media and other organizations attended in order to network and share resources and ideas on increasing access to and consumption of fruits and vegetables.

The theme, "Fruits & Veggies: Reaching and Teaching North Carolinians" for the 2008 Symposium reflects the mission of the N.C. Fruits & Veggies Nutrition Coalition, which strives to promote better health for all North Carolinians by increasing their fruit and vegetable consumption. Coalition members across the state plan and implement activities at the local level, including programs and promotions in supermarkets, schools, restaurants, cafeterias, worksites, health agencies and community groups.



Photos Courtesy of Visit Charlotte



WELCOME TO CHARLOTTE AND JOHNSON & WALES UNIVERSITY

Allison Mignery, MS, RD, LDN, Nutritionist with the Mecklenburg County Health Department, served as the 2008 Symposium Chair. Mignery opened the day welcoming participants to Charlotte and Johnson & Wales University.

Chef Susan Batten, Associate Instructor at the Johnson & Wales University Charlotte Campus, followed with an informative presentation on the community-based activities of the culinary students.



For more information on the Symposium, Star Awards or the N.C. Fruits & Veggies Nutrition Coalition visit www.fruitsandveggiesnc.com.



THE LOCAL FOODS EXPLOSION



Chef Keith Snow addresses audience

Chef Keith Snow of HarvestEating.com presented the keynote for the symposium.

Chef Snow is a nationally respected authority on local, seasonal and organic foods and an avid proponent of saving family farms and home cooking for families. Most recently, he has been selected as winner of the 2008 "Hot Chef" challenge by the National Restaurant Association.

Chef Snow is the creator and host of an online culinary how-to video series called "Harvest Eating". He will also host an informative lifestyle series about food debuting on PBS in 2009.



FROM FARM TO FORK: INCREASING LOCAL ACCESS TO FRUITS AND VEGGIES



Panelists (left to right) Sammy Koenigsberg (at podium), Matt Tunnel, Chef Malcolm, and Chef Snow

Following the keynote, the panel presentation, "From Farm to Fork: Increasing Local Access to Fruits and Veggies", provided symposium attendees with a production, culinary and educational insider's viewpoint.

Farmer Sammy Koenigsberg of New Town Farms; Kids Café Director and Instructor Chef Paul

Malcolm of Johnson & Wales University Charlotte Campus; Foodservice Specialist Matt Tunnel with the N.C. Department of Agriculture & Consumer Services, Marketing Division; and Host and Chef Keith Snow of HarvestEating.com shared their perspectives and answered questions.

Nutrition consultant Tracey Bates, MPH,RD,LDN of the N.C. Division of Public Health, Nutrition Services Branch and delegate for the N.C. Dietetic Association served as moderator for the panel.

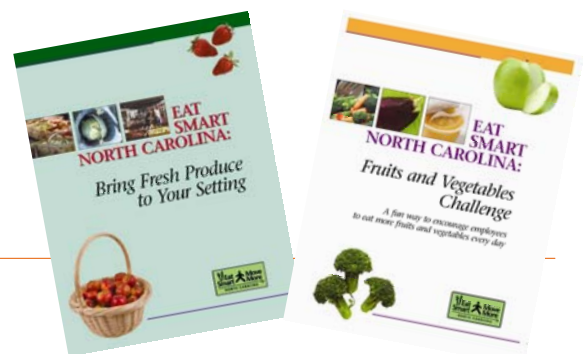
REACHING AND TEACHING NORTH CAROLINIANS: NEW FRUIT & VEGGIE PROGRAMS, TOOLS AND RESOURCES



N.C. Fruit and Vegetable Nutrition Program Coordinator Diane Beth shares resources

Closing out the morning of symposium events, Diane Beth, MS,RD,LDN Nutrition Manager and N.C. Fruit and Vegetable Nutrition Program Coordinator with the N.C. Division of Public Health, Physical Activity & Nutrition Branch shared new resources for fruit and vegetable

promotion and an update on current projects of the N.C. Fruits & Veggies Nutrition Coalition.



2008 N.C. FRUIT AND VEGGIE STAR AWARDS

During lunch, Zoe McKay-Tucker, Co-Chair of the N.C. Fruits & Veggies Star Awards workgroup and Child Nutrition Consultant with the N.C. Department of Public Instruction recognized the 2008 NC Fruits & Veggies Star Award winners. Thirteen organizations from across the state received awards for their work in promoting healthy eating with fruits and vegetables. The annual awards recognize successful programs in six areas: school district, individual school/child care, worksites, community/civic group, healthcare, and business/other. The 2008 winners:

Gold Star Award for School District

Camp Lejeune Dependents Schools Child Nutrition Department (Tarawa Terrace)

The school district participates in three different Farm-to-School programs, giving students regular access to everything from locally grown sweet potatoes and collard greens to the more exotic pluots and grapples.

Silver Star Award for School District

Rowan-Salisbury Schools Child Nutrition Program (Salisbury)

The "Rainbow Groove," a 40-minute production featuring characters such as "Ellie Eggplant," "Gigi Grape" and "Bonita Banana," was created by the Rowan-Salisbury Schools Child Nutrition Department as a fun, interactive way to teach children about the importance of fruits, veggies and physical activity.

Shining Star Award for School District

Ashe County Schools Child Nutrition Program (Jefferson)

Vegetable soup made with stones? Fruit smoothies made with cottage cheese? Giant broccoli and corn characters mingling with children during lunch? These are just a few of the unique and creative ways that the Ashe County Child Nutrition staff helped children get excited about fruits and vegetables.

Gold Star Award for Individual School/Childcare

St. Mary Magdalene Catholic Church & School (Apex)

Children at St. Mary Magdalene Catholic School planted a cool season vegetable garden, kindergartners planted cantaloupe and third graders had a contest to see who could grow the biggest cabbage. Children got to taste the products of their garden during "fruit parties" and "salad celebrations."

Silver Star Award for Individual School/Childcare

Gentillesse Place (Winston-Salem)

The children at Gentillesse Place preschool ordered fruits and vegetables from a menu at a pretend restaurant, shopped for produce in a pretend grocery store, planted a real garden, worked their way through a fruits and vegetables obstacle course, and even had a "green slime" lunch day when their food was covered with "green gook," which

was actually pureed fruits and vegetables.

Shining Star Award for Individual School/Childcare

Graham A. Barden Elementary School (Havelock)

Walk into the cafeteria at Graham A. Barden Elementary School, and you might think you've entered an airfield. The school created a "refueling station" in the cafeteria, which is stocked each morning with a fresh fruit or vegetable. "Student pilots" visit the refueling station each day and select their snack for the day.

Gold Star Award for Worksite

LiveWELL Carolinas! (Charlotte)

The LiveWELL Carolinas! staff worked with the employee dining facilities to offer more fruits and vegetables to employees. They ran a six-month weight loss program where participants tracked fruit and vegetable consumption, offered free fruit to employees as an alternative to traditional vending machines, and offered healthy cooking classes.

Silver Star Award for Worksite

Amdocs/ABCS Vision, Inc. (Charlotte)

Imagine going into your break room at work and seeing fresh fruits that are washed, sliced and ready to eat, and colorful trays with an assortment of fresh vegetables for your afternoon snack. Imagine that all this is available, every work day, at no cost to



Zoe McKay-Tucker, Co-Chair of the N.C. Fruits & Veggies Star Awards announces winners



Gold Star Award for School District - Camp Lejeune Dependents Schools Child Nutrition Department



Gold Star Award for Individual School/Childcare - St. Mary Magdalene Catholic Church & School



Gold Star Award for Worksite LiveWELL Carolinas!

2008 N.C. FRUIT AND VEGGIE STAR AWARDS (CONTINUED)

you. Employees at Amdocs, Inc. in Charlotte experience this every day as part of their employee wellness program.

Gold Star Award for Community/Civic Group

Inter-Faith Food Shuttle (Raleigh)

In 2007, the Food Shuttle rescued over two million pounds of raw produce for distribution to over 200 programs and agencies serving low-income people. Through the Backpack Buddies program, children take home backpacks full of food, including fruits and vegetables, for their weekend meals. The Culinary Job Training Program utilizes an onsite garden to teach students to identify and prepare fruits, vegetables and herbs.

Gold Star Award for Healthcare

Southeastern Regional Medical Center Community Health Services – Project HEALTH (Lumberton)

Project HEALTH (Healthy Eating and Active Lifestyles for Tomorrow's Health) taught elementary school students about nutrition by having the students plant a salad garden and visit a "Healthy Snackin'" booth during an end-of-year Fun Day. Project HEALTH staff enlisted high school students to serve as teacher cadets to deliver creative, interactive nutrition lessons to elementary students.

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Silver Star Award for Healthcare

FirstHealth of the Carolinas School-Based Health Centers and Page Street Elementary School 3rd Graders (Biscoe)

FirstHealth collaborated with the Montgomery County Schools to implement a four-week nutrition education program that taught students and their families about healthy snacking and making healthy choices in local restaurants.

Gold Star Award for Business/Other

Rockingham County Cooperative Extension (Reidsville)

Fruit and yogurt parfaits, fruit salsa on quesadillas, and peanut butter dip with pumpkin hiding inside...what better way to get children excited about fruits and veggies than to let them taste these ingredients in scrumptious recipes? That was the idea behind the Rockingham County Cooperative Extension's series of Fruit and Veggie Tasting Events with two local elementary schools.

Silver Star Award for Business/Other

Pasquotank County Cooperative Extension (Elizabeth City)

At three elementary schools in Pasquotank County, second- and third-grade children received hands-on experience through the "Kids in the Garden" program. Cooperative Extension agents worked collaboratively with the schools to engage the children in interactive lessons about plants, soil, nutrition and physical activity.



Gold Star Award for Community/Civic Group
Inter-Faith Food Shuttle



Gold Star Award for Healthcare
Southeastern Regional Medical Center Community Health Services – Project HEALTH



Gold Star Award for Business/Other - Rockingham County Cooperative Extension

DOLE FOOD COMPANY, INC. PLATINUM SPONSOR OF SYMPOSIUM

Dole Food Company, Inc. served as a Platinum Sponsor of the 2008 Symposium, providing fresh produce and funding for the meal and awards. Participants enjoyed salad greens, pineapples, bananas, sweet potatoes, muscadine grapes,

and blackberries as part of the nutritious salad buffet luncheon.

David H. Murdock, Chairman and owner of Dole Food Company, Inc., was at the luncheon to congratulate the Star Awards winners and present them with their awards. This year included an

added bonus of mini-grants. Gold Star winners received \$350 and Silver Star winners received \$200 to use for further projects to increase fruit and vegetable consumption and provide nutrition education.



David H. Murdock, Chairman and owner of Dole Food Company

IRON CHEFS BATTLE OVER FRUITS & VEGGIES



After lunch, two Charlotte area chefs battled over fruits & veggies to see whose nutritious, local cuisine reigned deliciously supreme. The "Iron Chef" competition is a popular way to highlight the wonderful fruits and vegetables grown in North Carolina.



Chef Paul Malcolm, known for his "Eat Local" tattoo on his wrists, is the Kids Café Director and Instructor at Johnson & Wales University Charlotte Campus. Chef John Sedlak is the General

Manager and Executive Chef of Restaurant Forty-Six in Kannapolis near the N.C. Research Campus. These chefs battled each other in head-to-head competition, creating several courses using nothing but local produce donated by the N.C. Department of Agriculture & Consumer Services and the Charlotte Regional Farmers Market. Dishes were judged on presentation, creativity and taste with extra points for healthy preparation.

Commissioner of Agriculture Steve Troxler; Mecklenberg County Health Department Director Earl Winters (Wynn) Mabry, MD; Senior Vice President of Communications and Chief Operating Officer for Charlotte Center City Partners Moira Quinn; and Charles Jenkins, local radio personality and host and producer of "This Show is Cookin'", served as judges. Master of Ceremonies for this exciting event was Larry Sprinkle of WCNC-TV in Charlotte.



DIG IN THE GARDEN: A YOUTH PERSPECTIVE ON GROWING AND EATING LOCAL FOOD

Youth community gardeners won over the hearts of symposium attendees in the afternoon.

Jerod Lassiter (age 14), Damion Graves (age 16), and Teonna Alston (age 17) along with Jessica Sanford, Co-Coordinator of DIG, shared about their work and experiences with the DIG (Durham Inner City Gardeners)

project of the SEEDS (South Eastern Efforts Developing Sustainable Spaces) Community Garden.

DIG empowers teens by teaching organic gardening, sound business practices, healthy food choices and food security values. The program emphasizes sustainable living and growing prac-

tices, ecological balance, and the natural recycling of organic materials for plant health and nourishment. For more information, visit www.seedsnc.org.



All children between the ages of 1 and 5 years of age will receive a **\$6.00** voucher

NEW WIC FOOD PACKAGE: OPPORTUNITY FOR CHANGE

Pregnant, partially breastfeeding (up to 1 year after delivery), and postpartum women (up to 6 months after delivery) will receive an **\$8.00** voucher

Alice Lenihan, MPH, RD, LDN, head of the Nutrition Services Branch with the N.C. Division of Public Health, presented the final session of the symposium.

to enhance fruit and vegetable intake of program participants. Lenihan also explored the opportunity for change with the new WIC Food Package.

Fully breastfeeding women (up to 1 year after delivery) will receive a **\$10.00** voucher

Lenihan explained the WIC (Women's Infants and Children's) food benefit and education efforts

For more information, visit www.nutritionnc.com.



Alice Lenihan, Head of the Nutrition Services Branch with the N.C. Division of Public Health

FRUIT & VEGGIE CANNED FOOD DRIVE

New for this year, attendees also had a chance to participate in a canned fruit and vegetable drive to benefit the Food Pantry at the Alliance of AIDS Services-Carolina of Durham, N.C.

Camille Sampino, BS, Nutrition Program Coordinator with the Durham Office Alliance of AIDS Services - Carolina, Inc. coordinated the food drive.

Attendees answered the call with

a donation of 134 pounds, or 111 cans, and \$61. Dole Foods Company, Inc. added to the total with a donation of 2,016 pounds of pineapple chunks, equivalent to 56 cases or 1,344 - twenty ounce cans. The top five agencies and/or individuals donating the most cans received a gift from the Alliance of AIDS Services-Carolina. All agency donations were grouped together and the person from each agency who brought the most donations were

recognized as follows:

1. N.C. Cooperative Extension, Brenda Sutton
2. Stanly County Schools, Allison Francis
3. Charlotte Mecklenburg County Health Department, Stephen Newman
4. Rowan-Salisbury Schools, Angela Lambart
5. Forsyth County WIC Program, Rebecca Edwards



SHARING TIME AND TESTING YOUR KNOWLEDGE

At breaks during the day, attendees had the opportunity to test their knowledge of local produce availability with a "What's in Season?" game. The game was organized by Freda Butner, RD,LDN, Nutrition Marketing Specialist with the N.C. Department of Agriculture & Consumer Services, and Corrine Giannini, RD,LDN, Nutrition Program Consultant with the Women's Health

Branch in the N.C. Division of Public Health.

In addition, the following organizations hosted sharing tables:

- Alliance of AIDS Services - Carolina
- Camp Lejeune Dependents Schools
- Fit City Challenge
- Food Bank of Central and

Eastern North Carolina

- Juice Plus
- N.C. Department of Agriculture & Consumer Services
- N.C. Division of Public Health, Nutrition Services Branch
- N.C. Research Campus
- Slow Food Charlotte/Shamrock Garden Edible
- The Leaflight, Inc.
- Wake Forest University



SUPPORT MAKES IT HAPPEN

Providing both in-kind and direct support to the Symposium were the following sponsors:

- Dole Food Company, Inc.
- Johnson & Wales University - Charlotte Campus
- Physical Activity and Nutrition Branch, N.C. Division of Public Health
- Nutrition Services Branch, N.C. Division of Public Health
- N.C. Public Health Foundation

- N.C. Department of Agriculture & Consumer Services and the Charlotte Regional Farmers Market
- Mecklenburg County Health Department
- Charlotte McDonald's Owners/ Operators Ann and Greg Stanton
- Lu Mil Vineyard - Dublin
- Black Diamond French Truffles, Inc. - Southern Pines

The 2007-2008 NC Fruits & Veggies Nutrition Coalition Steering Committee, Symposium and Star Awards Workgroup members include: Jenni Albright, Debbie Albritton, Tracey Bates, Diane Beth, Freda Butner, Heidi Churchill, Josephine Cialone, Kathy Dikeman, Corrine Giannini, Zoe McKay-Tucker, Cindy Marion, Allison Mignery, Mary Etta Moorachian, Stephanie McDonald, Camille Sampino,

Dianne Thomas, Susan Thompson, and Suzanne van Rijn.

Photographs featured in this newsletter were provided courtesy of Gary Black, Jim Knight, Dianne Thomas, Diane Beth, Tracey Bates.

Gratitude goes to the sponsors and also other volunteers working behind the scenes.