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**TENTH ANNUAL
PRODUCE FOODSERVICE AWARD**

For distributors and wholesalers, the information that follows — recipes, tips and techniques, product availability, unique attributes, company contact information and much more — is perfectly designed to be passed down to operators.

For retailers, this information is ideal for your own prepared food operations.

Restaurant operations will also find it perfectly on the mark for everyday use.

The Tenth Annual PRODUCE BUSINESS Produce Foodservice Portfolio is filled with fresh ideas for using fresh product. Use the portfolio often and wisely, and get valuable fresh ideas to help make the foodservice market a growing part of our bottom line.

*For additional copies of this year's
PRODUCE BUSINESS Foodservice Portfolio,
please contact us at 561-994-1118 or email at
info@producebusiness.com*

DRISCOLL'S



Mixed Berry Crepes

MAKES 6 SERVINGS/12 CREPES

PREP TIME: 15 MINUTES

- 2 cups Driscoll's Raspberries, rinsed
 - 1 cup Driscoll's Blueberries, rinsed
 - 1 cup Driscoll's Blackberries, rinsed
 - 1 cup Driscoll's Strawberries, rinsed and sliced
 - 8 oz cream cheese, softened
 - 1 Tbs honey
 - 1 cup sugar
 - 2 Tbs fresh lemon juice
 - 12 crepes
1. Stir cream cheese, honey and lemon zest until thoroughly blended.
 2. Place sugar, berries and lemon juice in medium saucepan.
 3. Cook over medium heat, stirring gently, until mixture boils and sugar is dissolved (about 5 min).
 4. Remove from heat; allow to cool slightly.
 5. To assemble, place crepe on serving plate; spoon 1 heaping Tbsp cream cheese mixture down center of crepe.
 6. Spoon approximately 1/4 cup berry mixture over cream cheese. Roll crepes.
 7. Drizzling sauce over finished crepes and top with Fresh Driscoll's berries.

TIPS AND TECHNIQUES:

Driscoll's berries are preferred by chefs and foodservice operators worldwide for their superior taste and quality. Driscoll's raspberries, strawberries, blackberries and blueberries, organic and conventional, provide unparalleled customer satisfaction, add-on sales and higher check averages. They allow versatility limited only by your imagination when planning today's more healthful menus. An assortment of Driscoll's berries adds color and flare to even simple menu ideas. Put strawberries, raspberries and blackberries on cereal or shortcake. Combine blueberries and strawberries on pancakes and waffles. Each berry has its own great combination of antioxidants and micronutrients, so an assortment of berries packs a huge nutritional punch.

Trust the Driscoll's Brand – The Finest Berries in the World®.

- Berries should be moved quickly to refrigerated storage. Store them at 32° to 34° F.
- Avoid moisture. Do not store under refrigerator condenser units.
- Wash berries with a light rinse immediately before serving.

UNIQUE ATTRIBUTES:

Driscoll's has been breeding its own proprietary berry varieties for over 60 years and the first priority in selecting new varieties is delighting consumers. That means berries that are sweet, juicy and aromatic with just the right texture and bright color – quality that satisfies the most discriminating restaurateurs. Look for Driscoll's strawberries, raspberries, blueberries and blackberries and add even more excitement with specialty berries such as Driscoll's famous long-stem strawberries and unique golden raspberries.

PRODUCT AVAILABILITY:

Driscoll's provides the highest quality berries in the world by developing superior berry varieties grown by independent farmers in carefully chosen locations to produce a truly delightful eating experience with every Driscoll's berry. Add to that Driscoll's incomparable quality assurance program and commitment to food safety, and you've got The Finest Berries in the World®.

Driscoll's is your one-source supplier for premium conventional and organic berries year-round.

- Strawberries
- Raspberries
- Blackberries
- Blueberries
- Golden Raspberries
- Long Stem Strawberries

COMPANY INFO

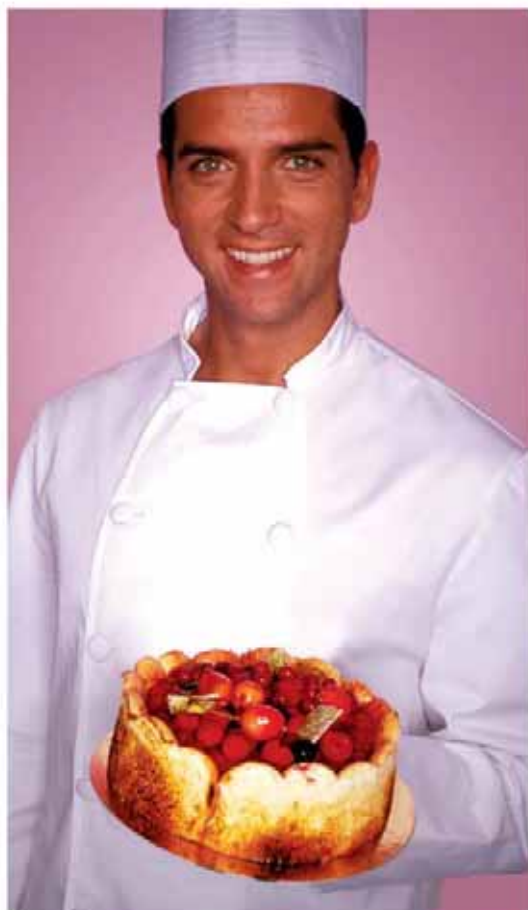
Driscoll's
The Finest Berries in the World®

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www.driscolls.com



SET YOURSELF
apart

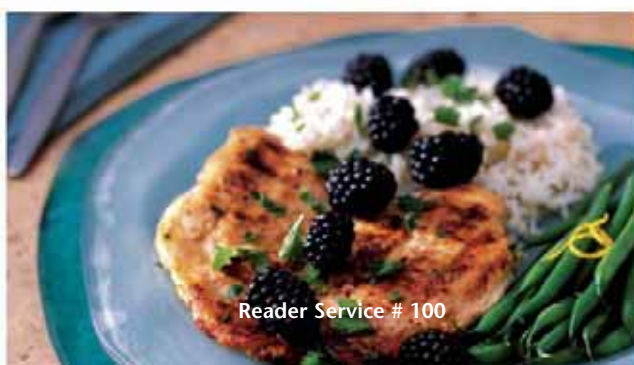
**with berries you'll
be proud to offer—
and your customers
will be excited to
buy—every day.**



At Driscoll's, everything we do centers around continually **delighting berry consumers.** And our Conventional, Organic and Specialty berries will delight your customers in a variety of ways each and every day. Boost your customer loyalty, and increase your sales and profits, with Driscoll's berries— and *set yourself apart.*



Driscoll's
The Finest Berries in the World.®



GRIMMWAY FARMS



Grimmway Farms Organic ColorShred™ Carrot and Shrimp Summer Rolls with Spicy Peanut Dipping Sauce & Grimmway Farms Organic ColorShred™ Carrot Asian Slaw

Grimmway Farms Organic ColorShred™ Carrot and Shrimp Summer Rolls:

MAKES 8 SUMMER ROLLS

- 2 ounces thin rice vermicelli noodles
- 16 rounds (6-8 inches in diameter) rice paper (bahn trang)
- 4 large Boston lettuce leaves cut in half
- 8 large shrimp, peeled deveined, blanched for 2 minutes, drained and cut in half lengthwise
- 1 cup Grimmway Farms Organic ColorShred™ Carrots
- 1/2 cup fresh mung bean sprouts
- 8 large mint leaves, washed, patted dry and cut in half lengthwise

1. Soak the rice vermicelli noodles in warm water to cover for 15 minutes and drain.
2. In a large pot of boiling water cook the noodles for 2 minutes or until al dente, stirring to separate the strands. Drain, rinse with cold water and shake dry in colander.
3. Fill a small shallow dish with warm water. Immerse two sheets of rice paper, one on top of the other in the water and let stand until pliable, about 45 seconds. Blot any excess water with paper towel. Repeat. Put rice paper sheets on work surface. Lay down 2 tablespoons of Grimmway Farms Organic ColorShred™ Carrots, some bean sprouts, 1 tablespoon of rice noodles, 2 halves of mint leaves end to end and a half of lettuce leaf. Roll up the paper halfway into a

cylinder and fold both sides of the paper over the filling. Lay 2 shrimp halves cut side down and end to end, along the crease. Continue to roll the rice paper into a cylinder pressing the edge against the cylinder to seal. Place the roll, seam side down, on a plate and cover with a damp towel. Continue making the Summer Rolls in same manner with remaining ingredients. Slice in the middle of each roll on the diagonal to serve with dipping sauce.

Spicy Peanut Dipping Sauce

MAKES 8 SERVINGS TO GO WITH SUMMER ROLLS

You might want to double the recipe, it is delicious!

- 1 tablespoon of canola oil
 - 2 cloves of garlic, minced
 - 2 teaspoons of toasted sesame oil
 - 1 to 2 teaspoons of hot chili paste depending on how hot you like it
 - 1 tablespoon of tomato paste
 - 3 tablespoons of creamy peanut butter
 - 3 tablespoons of hoisin sauce
 - 3/4 cup water
 - 2 green onion tops for garnish
1. In a small saucepan heat oil over medium high heat and cook the garlic and chili paste for 2 minutes.
 2. Add the tomato paste, peanut butter, hoisin sauce and water, whisking until smooth.
 3. Simmer for 2 minutes or until heated

through. If necessary add a little more water to thin sauce to desired consistency. Pour sauce into a dipping bowl and sprinkle with sliced green onion tops. Serve with Grimmway Farms Organic ColorShred™ Carrot Shrimp Summer Rolls.

Grimmway Farms Organic ColorShred™ Carrot Asian Slaw

MAKES 8 SERVINGS

- 1 Head Green Cabbage Shredded
- 1/2 Head Savoy Cabbage Shredded
- 3 Cups Grimmway Farms Organic ColorShred™ Carrots
- 4 green onions, julienned and cut on the bias
- 1 cup bean sprouts
- 2 tablespoons toasted sesame oil
- 1/2 cup rice wine vinegar
- 1/4 cup soy sauce
- 1 teaspoon hot chili paste
- 2 tablespoons creamy peanut butter
- 1 teaspoon fresh ginger grated
- Salt and Pepper to taste
- 2 tablespoons sesame seeds for garnish

1. Toss the green cabbage, savoy cabbage, Grimmway Farms Organic ColorShred™ Carrots, green onions and bean sprouts in a large bowl.
2. In a small bowl whisk together rice wine vinegar, soy sauce, sesame oil, chili paste, peanut butter and ginger until smooth. Season with salt and pepper.
3. Toss the dressing in with the Grimmway Farms Organic ColorShred™ Carrot Asian Slaw and sprinkle with sesame seeds.

COMPANY INFO



A family of Growing companies.

GRIMMWAY FARMS
PO Box 81498
Bakersfield, CA 93380
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F: 661-845-9750
www.grimmway.com

A new **color** for your palate.



Grimmway's NEW organic yellow baby carrots and Color Shred™ yellow and orange shred blend are bright ideas for your year-round menu. Adding color, flavor and uniqueness, these babies are packed full of antioxidants, including Lutein. Already a hit with consumers, our new blends are different and delicious making them a great addition to your recipes. Do the bright thing and freshen up your palate with Grimmway.



A family of *Growing* companies.

661-845-9435

www.grimmway.com



Grape Rosemary Focaccia Bread

MAKES 16 SERVINGS

- 1/4 cup garlic puree
- 1/4 cup olive oil
- 3 cups (1 lb 2 oz) California seedless grapes, halved
- 3/4 cup shredded Parmesan cheese
- 1 tsp fresh rosemary, finely chopped
- 1 1/4 lbs ready-to-bake pizza dough

1. Sauté garlic in olive oil. Add grapes and heat thoroughly. Remove pan from heat; add cheese and rosemary; mix well.
2. Press pizza dough to fit two 12-inch pizza pans. Spread mixture evenly between the two pans.
3. Bake at 400°F 10 minutes or until topping and edges of bread brown. Cut each into 8 pieces.

Nutritional Analysis:

Calories 132, Carbohydrates 19 g, Protein 3.5 g, Sodium 192 mg, Fat 5 g, Cholesterol 2 mg, Calories from Fat 34%, Fiber 0.7 g.

UNIQUE ATTRIBUTES:

- Perfect as a garnish or fruit requirement for schools
- One of Mother Nature’s most convenient snack foods
- Excellent source of vitamin C and high in potassium
- Kids love ’em!

TIPS AND TECHNIQUES:

The ideal holding conditions for grapes are 32° to 34° Fahrenheit with 90 to 95 percent relative humidity.

Avoid storing grapes next to green onions, as their odor will tend to be absorbed by grapes.

Never store or display grapes where they will come in direct contact with ice or iced products, as this will damage the grapes.

Stack grape lugs to allow circulation around all sides.

Grapes can:

Generate add-on revenue as a take-out item.

Provide a signature ingredient for sensational salads and entrées; they’re always juicy and beautiful, even when heated.

Plate enhancement: What’s better than a plump, colorful cluster of fresh Lunch Bunch grapes?

PRODUCT AVAILABILITY:

HMC Foodservice grapes are available year-round from Chile, Peru, Mexico and the United States. HMC is also a provider of stone fruit and table grapes during the summer season.

COMPANY INFO



HMC MARKETING

13138 S. Bethel
 Kingsburg, CA 93631
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 1-800-LUNCHBUNCH
www.hmcmarketing.com
info.hmcmarketing.com



We are the Grower.

Better People



Better Produce

“THE” pioneers in foodservice fruit. Providing year round grape solutions and classic California summer tree fruit.



559-897-1009 . www.hmcmarketing.com . 13138 S. Bethel, Kingsburg, CA 93631

HOLLANDIA PRODUCE



Watercress Salad with Beets and Pistachio-Crusted Brie

A restaurant-quality salad with great flavors and simple enough to make at home.

SERVES 4 AS AN APPETIZER.

- $\frac{1}{2}$ cup chopped pistachios
- 1 8-oz wheel triple crème Brie, cut into 12 wedges
- 12 baby or 6 regular beets, greens trimmed (about 1 lb)
- $\frac{1}{4}$ cup white balsamic vinegar (see Note)
- 1 shallot, minced
- 1 tsp kosher salt, plus more to taste
- $\frac{1}{4}$ tsp finely ground pepper, plus more to taste
- $\frac{1}{4}$ cup pistachio oil (see Note)
- 2 Tbs extra virgin olive oil
- 2 heads Live Gourmet Living Watercress, top half (leafy parts) only

1. Place pistachios on a plate. Gently press cut sides of Brie wedges into nuts. Place coated wedges on a plate and freeze for at least 1 hour.
2. Combine beets and enough cold water to cover by 1 inch in a medium saucepan. Bring to a boil over high heat, reduce to a simmer, cover, and cook until tender, 20 to 30 minutes. Drain. Under cold running water, slip off and discard skins and stems. Cut beets into wedges, place in a medium bowl, and set aside.

3. In a large bowl, whisk together vinegar, shallot, salt and pepper. Whisk in pistachio and olive oils. Drizzle about 2 Tbs dressing over beets and toss. Add additional salt and pepper to taste. Add Live Gourmet Living Watercress to bowl with remaining dressing and toss. Add additional salt and pepper to taste. Divide watercress among 4 serving plates. Arrange beets around watercress, dividing evenly.
4. Heat a 10- or 12-inch nonstick skillet over medium heat. Add Brie wedges, crusted side down, and cook until browned, about $1\frac{1}{2}$ minutes. Carefully turn and cook other crusted side until brown, about $1\frac{1}{2}$ minutes more. Arrange three Brie wedges on each plate and serve.

Note: White balsamic vinegar and pistachio oil are available at many specialty food stores.

TIPS AND TECHNIQUE:

To maximize shelf life, keep refrigerated at 34° to 40° F

Rinse thoroughly before use.

Use what you need from the bunch, leaving any unused portion with its roots intact and return to refrigeration.

PRODUCT AVAILABILITY:

At Hollandia Produce, we back all of our Live Gourmet Living Lettuces and Living Watercress with category-leading quality assurance and food safety programs. Unmatched product uniformity and stable year-round pricing helps fix your cost and provides a consistent quality for all your signature dishes.

UNIQUE ATTRIBUTES:

Live Gourmet Living Watercress is iceless and stays fresher longer than conventional watercress because it is harvested with its roots intact to preserve freshness.

Live Gourmet Living Watercress requires nominal processing and no discarding of woody stems. Our smaller, more delicate stems are edible, contain flavor and can be incorporated into your recipes.

Watercress is a very nutritious leafy green rich in vitamins A and C, calcium and iron.

Our living watercress has a peppery flavor providing a zesty contrast to other greens. It complements meat and cheese dishes and makes great sandwiches and wraps.



COMPANY INFO



HOLLANDIA PRODUCE

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 Carpinteria, CA 93014
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 www.livegourmet.com



Living Watercress

It's Fast

Live Gourmet Living Watercress is so easy to use because prep time is minimal. There's no woody stems, it's iceless and it only needs a quick rinse. Then it's all ready to go!

It's Fresh

Hydroponically-grown and harvested with its roots intact, Live Gourmet Living Watercress is the freshest watercress you can buy! "It's absolutely fresh because its still alive!"

It's Flavorful

Award-winning Live Gourmet Living Watercress received a Gold Medal for Superior Taste from the American Academy of Taste. Just like the rest of the Live Gourmet Family!



"Live Gourmet Living Watercress is rich in color, loaded with flavor and uniform bunch after bunch. It adds a zesty flavor to wraps, salads, soups and sandwiches and can be highlighted in an entrée or used as a garnish. I just love using it!"

Chef Jill Silverman Hough

P.O. Box 1327 Carpinteria, CA 93014 (805) 684-4146 • www.LiveGourmet.com



MANN PACKING



Broccolini with Vanilla Butter Sauce
Developed by Michael McGeeney, executive chef, Omni Austin Hotel

MAKES 4 SERVINGS
PREP TIME: 20 MINUTES

Broccolini® with Vanilla Butter Sauce

- 1 pkg Mann Packing Broccolini®
- 2 oz olive oil
- 3 shallots, julienned
- 1/4 cup brown sugar
- 3 Tbs vanilla bean paste
- 1 qt heavy cream
- 4 oz butter
- Salt and pepper to taste

1. Blanch* package of Broccolini®
2. Heat saucepot on medium; add olive oil. Add shallots when hot; sauté until lightly caramelized. Add brown sugar and vanilla paste; mix well. Add heavy cream; turn heat to low. Reduce by one third.
3. Remove from heat; add butter a little at a time. Season to taste. Drizzle over Broccolini®

***Instructions for blanching:**

Boil 2 to 6 cups of water (depending on size of Broccolini® package) in a large saucepan. Once at a boil, place Broccolini® in the water for 1 to 2 minutes. Remove the Broccolini® and strain in a colander. Rinse under cold water or immerse in ice water to stop from cooking further. Strain and pat dry with paper towels.

PRODUCT AVAILABILITY:

Broccolini® is available year-round from foodservice distributors, restaurants and grocery stores nationwide.
 For more information about Broccolini® visit www.veggiesmadeeasy.com.

TIPS AND TECHNIQUES:

Broccolini® baby broccoli is a cross between broccoli and Chinese kale grown exclusively by Mann Packing Company, Inc. It has a long, slender stem, similar to asparagus, and is topped with small flowering buds that resemble a cross between broccoli florets and an asparagus tip. Its sweet, delicate flavor with a subtle, peppery taste is milder and sweeter when cooked. When eaten raw, the vegetable has a tender, yet crunchy texture. Developed with natural plant breeding methods, Broccolini® is not genetically modified.

It may be blanched, steamed, sautéed, poached, roasted, fried and grilled. Microwave Broccolini® for a quick and nutritious snack. Stir-fry Broccolini® with a selection of other fresh vegetables and add a ginger soy sauce for an Asian-inspired, light meal. Dip Broccolini® in a flour-and-beer batter and deep-fry for a delicious and crunchy appetizer. Sauté with olive oil, yellow onions and capers for a flavorful side dish to accompany a favorite entrée. Grill Broccolini® for a smoky, sweet summertime treat; wrap the flower tip in foil to prevent charring.

Preparation tip: Cook al dente, so Broccolini® retains its brilliant green color and crisp texture.

Nutrition Facts:

- Good source of vitamin A, folate, iron and potassium
- Excellent source of vitamin C
- 35 calories per 3-oz serving (around 5 to 6 stalks)

COMPANY INFO



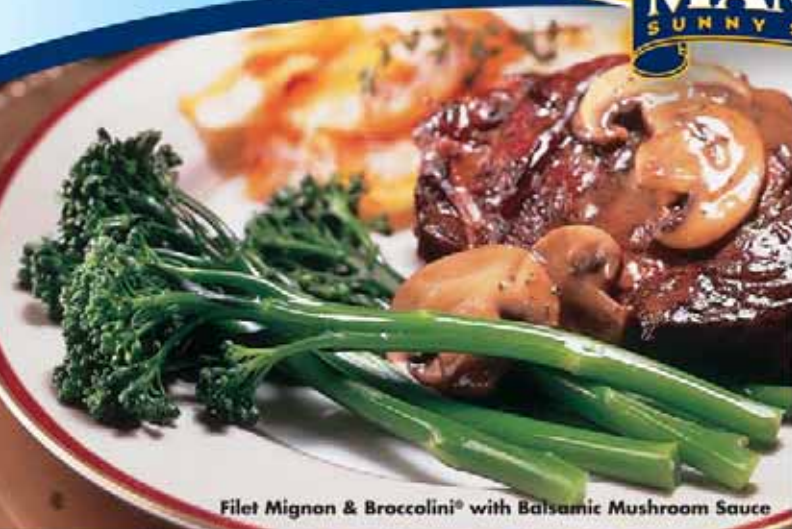
MANN PACKING COMPANY, INC.

1250 Hansen Street
 Salinas, CA 93901
 P: 800-884-MANN (6266)
www.broccoli.com

ESTABLISHED 1998

Broccolini

MANN'S
SUNNY SHORES



Filet Mignon & Broccolini® with Balsamic Mushroom Sauce



Broccolini® with Chili Flakes, Sultanas and Pine Nuts



Broccolini® & Beef Samurai Sticks

Happy Birthday Broccolini!

Ten years and counting, Broccolini® is America's most popular gourmet vegetable. Currently featured on America's finest menus, in food magazines and on cooking shows, Broccolini® is a "foodie" favorite.



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www.veggiesmadeeasy.com

Broccolini is a registered trademark of Mann Packing Co., Inc.

Reader Service # 70



Grilled Artichoke Bruschetta with Pesto Aioli
Created By Chef Tony Baker, Montrieo Bistro, Monterey, CA

SERVINGS: 24
PORTION SIZE: 1 ARTICHOKE EACH

Artichokes are a good fit for use in high-volume restaurants; the low cost yet high perceived value make artichokes very attractive to operators.

This dish is simple and works well at high-volume establishments that want to introduce artichokes to their customers by using familiar items such as pesto and bruschetta. Bruschetta usually refers to garlic-rubbed toast topped with a mixture of tomatoes and basil. In this recipe, the artichoke replaces toast as the base for the familiar tomato mixture used in bruschetta. The fresh twist on a menu classic is a nice surprise for diners and truly delicious.

Cooking an Artichoke

PREP TIME: 15 MINUTES

COOK TIME: 35 MINUTES

- 5 gallons water
- 1 quart red wine vinegar
- 2 bulbs of garlic (split)
- ¹/₄ cup dried oregano
- 2 cups olive oil
- Salt to taste
- 1 case of artichokes (24 count)

1. Bring water to a boil with the vinegar, garlic, oregano, oil and salt.
2. Using a sharp serrated knife remove the top inch from the artichoke.
3. Using a pair of scissors, trim the thorns from the leaves.
4. When the water reaches a boil, place all of

the artichokes in the water, and weight them down so they all cook below the water level. Cover and cook for approx. 35 minutes.

5. Remove from the cooking liquid and place on a sheet tray upside down to drain and cool.
6. Using a dessert spoon, remove the center leaves and the inedible "furry" choke from the center; take care not to damage the heart.
7. The artichoke is ready for any number of preparations — stuffing, grilling or enjoying as it is with a favorite dip.

Tomato Bruschetta

PREP TIME: 10 MINUTES

- 18 tomatoes, seeded and diced
- 1 red onion, peeled and finely chopped
- ¹/₂ cup red wine vinegar
- 1 cup extra virgin olive oil
- 1 bunch basil, finely shredded
- Salt and pepper to taste

1. Combine ingredients. Do not add salt unless serving right way.

Pesto

PREP TIME: 10 MINUTES

MAKES 1 CUP OF PESTO

- ¹/₃ cup pine nuts, toasted
- 3 cloves garlic, chopped
- 2 cups or 4 oz basil leaves, washed and dried
- ¹/₂ cup Parmesan cheese, grated

- ¹/₂ cup extra virgin olive oil
- 1 lemon, juiced
- Salt and pepper to taste

1. Using a food processor, lightly pulse the pine nuts and garlic. Add the basil and pulse. Add the cheese and pulse; gradually add the oil and lemon and run until all is incorporated.
2. Check seasoning.

Pesto Aioli

PREP TIME: 10 MINUTES

MAKES 6 CUPS OR ¹/₂ QUARTS, 24 X 2 FL. OZ. SERVINGS

- 6 egg yolks
- ¹/₂ cup lemon juice, fresh
- 3 cloves garlic
- 4 cups olive oil (do not use a strong virgin oil)
- 1 cup pesto (see recipe)
- Salt and pepper to taste

1. Using a food processor, pulse the egg, lemon and garlic. Do not over mix or air will get incorporated and throw off the texture.
2. With the machine running gradually add all of the oil.
3. Gently pulse in the pesto.
4. Taste and adjust seasoning as necessary.

To Serve:

1. Split the artichoke in half, drizzle with olive oil and season with salt and pepper.
2. Place on a hot grill for approx. 3 to 5 minutes until hot.
3. Serve topped with the tomato mixture and a small dish of the pesto aioli.

COMPANY INFO



**OCEAN MIST
FARMS**

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Tony Baker,
Montrio Bistro
Monterey, California



The Chef's Choice

The distinctive flavor of artichokes is winning over restaurant goers everywhere, and chefs are smiling, too. That's because fresh artichokes are a low-cost, profitable and versatile ingredient.

Ocean Mist understands what chefs need to create a loyal following. We breed our artichokes to have big hearts, meaty petals and a high leaf count.

And smart chefs know they can keep them on the menu year-round, as an appetizer or to add that special touch to a signature dish.

Ocean Mist artichokes. Good taste and good business were never so compatible.



www.oceanmist.com

50 Ways for Adding Fruits and Vegetables to Menus

Breakfast Tips:

1. Use mashed avocado and nut butters on toast instead of butter or margarine.
2. Blend puréed fruit into cream cheese and butter to top bagels and margarine.
3. Add veggies to your breakfast potatoes—fresh and roasted peppers, onions, and mushrooms.
4. Use pancakes as a wrap for mixed fruits or veggies—apples, raisins, peaches; sautéed peppers, asparagus, and mushrooms.
5. Top waffles with fresh and dried fruit and a dash of cinnamon.
6. Add a variety of veggies like spinach, scallions, and peppers to scrambled eggs or omelets.
7. Serve 100% fruit or vegetable juice in both traditional and non-traditional varieties.
8. Serve assorted cut-up fresh fruit, such as melons, pineapple, and berries, with low-fat yogurt; use unusual serving bowls, such as hollowed-out melons.
9. Offer a variety of fruit smoothies made with frozen fruit.
10. Offer broiled grapefruit halves, pre-cut orange and grapefruit sections, or ambrosia.

Lunch Tips:

11. Offer vegetable soups year round, cold or hot.
12. Serve raw spinach leaves in addition to lettuce for burgers and, or corn to tossed green salads.
13. Add beets, corn, beans or peas to tossed green salads.
14. Offer fruit desserts, such as fresh berries, baked apples, poached pears, or a fruit cobbler or tart.
15. Serve chopped Asian chicken and vegetables rolled in lettuce cups.
16. Add sliced mushrooms, chopped tomatoes, and shredded carrots to create a veggie Caesar salad.
17. Offer a tropical fruit plate with mangos, papayas, and other exotic fruits.
18. Add cooked sweet potato cubes to potato salad.
19. Serve sandwiches with a colorful side of grilled cauliflower with peppers, baby vegetables, or a mixture of olives.
20. Add wilted greens, chick peas, garlic, and olive oil to pasta.

Dinner Tips:

21. Add veggie color to your whole grains—shredded carrots, pesto, and chopped peppers.
22. Top grilled veggies with fish or chicken.
23. Serve two vegetables with each meal.
24. Add dried fruit (dates, blueberries, apricots) and nuts to puddings and baked goods.
25. Add colorful veggies to your wraps—red radishes, yellow peppers, purple cabbage, and leafy greens.
26. Offer a baked sweet potato in addition to regular baked potatoes.
27. Serve roasted vegetables, such as carrots, asparagus, eggplant, squash, and bell peppers.
28. Poach pears in cranberry juice and stuff with cream cheese, dates, and walnuts.
29. Add some ethnic bean dishes—rice and beans, curried chick peas, and lentil dahl with fresh ginger, green chilies, and cilantro.
30. Add fruit to stir-fry dishes.
31. Serve poultry or beef dishes with a fruit sauce.



Contact Produce for Better Health Foundation (PBH) at 302-235-2329; fax to 302-235-5555; or write to 5341 Limestone Road, Wilmington, DE 19808.

Learn more about PBH at www.pbhfoundation.org

Learn more about Fruits & Veggies—More Matters at www.fruitsandveggiesmorematters.org

Produce for Better Health
Foundation

50 Ways for Adding Fruits and Vegetables to Menus

Appetizer and Snack Tips:

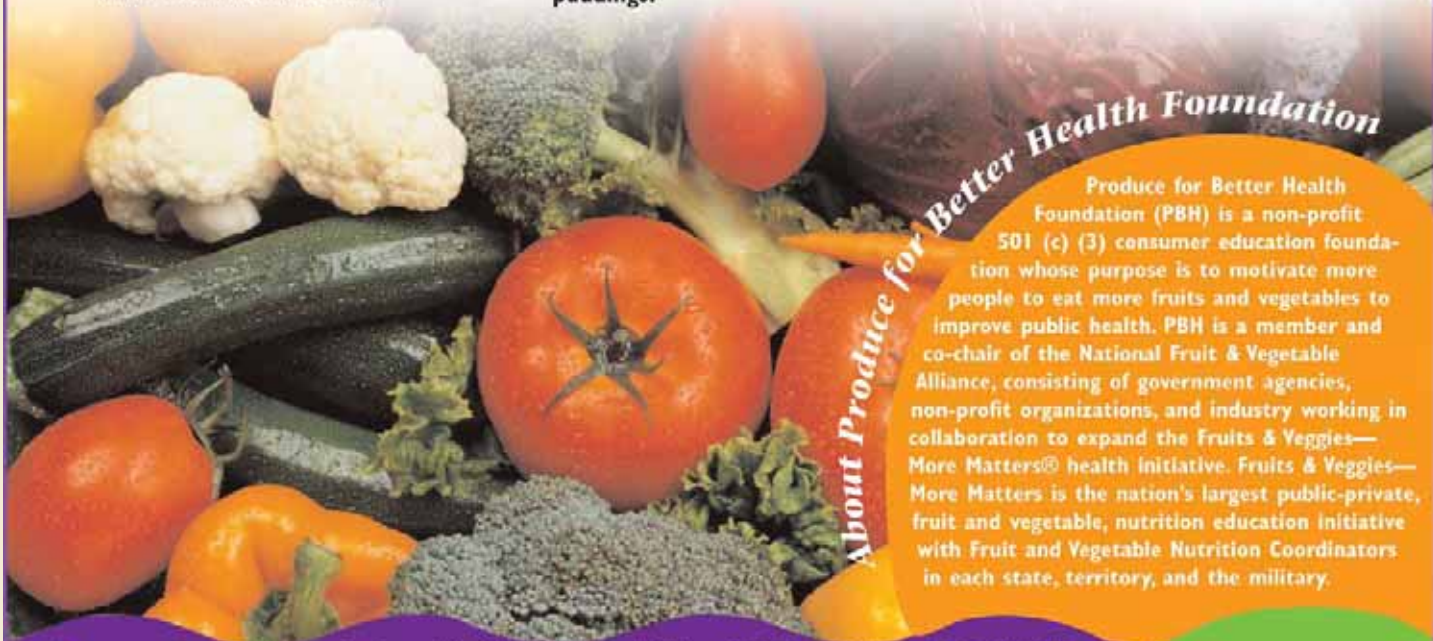
32. Offer bean dip, hummus, or mango salsa with baked chips for an appetizer.
33. Put together fresh fruit, cheese, and nut trays.
34. Offer a veggie plate with cooked and raw veggies--fresh baby carrots, marinated Brussels sprouts, stuffed mushroom caps, and grilled tomatoes.
35. Chop berries or tropical fruits, mix with fresh basil and balsamic vinegar, and spread on thinly-sliced, toasted baguettes.
36. Spear fruits or vegetables on skewers and grill.
37. Offer fresh chopped tomatoes with herbs, olive oil, and feta cheese on whole grain rusks.
38. Crush berries and mix with ricotta cheese; serve as a spread for crackers.
39. Serve frozen grapes in small cups
40. Dip long-stem strawberries in white and dark chocolate.

Add a New Twist to Traditional Favorites:

41. Stuff winter or summer squash, artichokes, or peppers with seasoned whole grains.
42. Combine mashed potatoes with cooked sweet potatoes, cauliflower, or leafy greens.
43. Add a frittata brimming with colorful veggies.
44. Serve a colorful veggie pizza topped with parmesan or pecorino cheese instead of mozzarella.
45. Add intrigue to your wraps with an unusual ingredient--like fresh figs or pomegranate seeds.
46. Make lasagna with eggplant, zucchini, and roasted red pepper.
47. Add a variety of citrus sections to your salads--pink grapefruit, pummelo, and kumquat.
48. Substitute nontraditional fruits in cobblers, pies, and bread puddings.

General Tips:

49. Serve stir fries with many colorful veggies; reduce the meat to improve health and reduce expense.
50. Add veggies to your whole grains--like bulgur salad with chopped veggies, herbs, and an olive oil vinaigrette.



About Produce for Better Health Foundation

Produce for Better Health Foundation (PBH) is a non-profit 501 (c) (3) consumer education foundation whose purpose is to motivate more people to eat more fruits and vegetables to improve public health. PBH is a member and co-chair of the National Fruit & Vegetable Alliance, consisting of government agencies, non-profit organizations, and industry working in collaboration to expand the Fruits & Veggies—More Matters® health initiative. Fruits & Veggies—More Matters is the nation's largest public-private, fruit and vegetable, nutrition education initiative with Fruit and Vegetable Nutrition Coordinators in each state, territory, and the military.



Contact Produce for Better Health Foundation (PBH) at 302-235-2329; fax to 302-235-5555; or write to 5341 Limestone Road, Wilmington, DE 19808.

Learn more about PBH at www.pbhfoundation.org
Learn more about Fruits & Veggies—More Matters at www.fruitsandveggiesmorematters.org

Produce for Better Health®
Foundation



Changing the way our children eat - one bite at a time!

Produce for Better Health Foundation announces the Campaign for Children's Health

It's estimated that $\frac{1}{3}$ of the children in the U.S. are overweight or obese – and the number continues to increase. It's a figure so alarming that scientists are beginning to recognize that today's children may be the first generation in history to actually have a shorter life-span than their parents!

Scientific literature continues to support the critical role that diet plays in healthy lifestyles and disease prevention.

Other organizations and campaigns are addressing key topics such as health insurance for children, increasing physical education requirements in schools and improving school nutrition programs. Produce for Better Health Foundation believes the missing link is a concerted effort to improve the diet of our nation's children through the consumption of fruits and vegetables.

The Campaign for Children's Health works to fill that gap.

Contributions to the campaign support several activities

designed to make a real impact in the health of America's children. The consumer website that serves as a unique resource for moms and children has real-world tips to make consuming more fruits and vegetables easy; consumer research that provides relevant materials for moms and their children; and the development of educational materials that promote teacher-student and parent-child interaction to motivate families to increase their consumption of fruits and vegetables and lead healthier lifestyles.

You can get involved.

We need everyone's help to make this mission a reality. To learn more about how you can make a difference, contact:

Theresa Kaufmann at
Produce for Better Health Foundation
at (302) 235-2329, or
visit www.pbhfoundation.org/childrenshealth

We can't afford to continue to lose the health of our future generations . . . the future of America.



A
Campaign
for
Children's
Health

www.fruitsandveggiesmorematters.org

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