



## Eat Local



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## Chartwells Locations Support Local Area Farmers to Encourage Fresh, Local Produce in Schools

Chartwells recently partnered with farms and school districts nationwide to promote local produce. Customers of Chartwells enjoyed the flavors of the seasonal harvest as locations across the country took part in the company-wide "It Takes You – Eat Local" campaign, during the week of September 21, 2009. Throughout the week, school districts featured locally grown produce, conducted on-site food samplings, sponsored farm tours and promoted menu selections that featured local ingredients in an effort

**“Wow! I just learned you are sourcing some school food locally. As a parent and local food advocate, I applaud this initiative.”**

— Donna McClurkan,  
Kalamazoo Public Schools

to provide visibility for local produce and to create an awareness of the many health benefits of eating well and buying local. Locally grown produce such as apples, tomatoes, corn, peppers, yellow squash, zucchini, cabbage and eggplants, where among the foods featured.

As part of their commitment to sustainable agriculture and wellness, Chartwells supports 'buy local' – defined as food grown within a 150 mile radius. Purchasing is done through approved produce distributors to ensure food

safety and traceability. Chartwells' hope is that by supporting local farmers today, farms will continue to thrive in local communities tomorrow, and that future generations of students will have access to nourishing and flavorful fruits and vegetables.

**Participating accounts included:** Spartanburg SD, District of Columbia Public Schools, and Winston-Salem/Forsyth Country Schools. Clients, customers and parents have responded favorable to the promotion.

Compass Group North America, Chartwells' parent company, extended the September "It Takes You – Eat Local" campaign to other markets served, such as higher education and corporate dining. Compass Group total local produce purchases tallied nearly \$3 million nationwide as a result of the campaign.



## Be a Healthy Role Model For Your Children

### Tips for setting good examples:

**1. Show by example.** Eat fruits, vegetables, and whole grains with meals or as snacks to show children how enjoyable these foods are.

### 2. Get creative in the kitchen.

Cut food into fun and easy shapes with cookie cutters. Add a special name to a food your child helps makes for dinner. Encourage your child to create new snacks and make your own trail mixes from dry whole-grain, low-sugar cereal and dried fruit.



### 3. Go food shopping together.

Grocery shopping can teach your child about food and nutrition. Discuss where fruits, vegetables, grains, milk, and meats come from. Let your children make healthy choices.

Source: [www.mypyramid.gov](http://www.mypyramid.gov)



## Students Enjoy Trying New Foods

Monthly food focuses are part of the Chartbusters nutrition education campaigns that are offered at all Chartwells locations. Bridget Jordan, Director of Dining Services at Windsor School District in MO, decided to take the Chartbusters cafeteria food taste test program a step further by creating cards that food service staff stamp each time a student tries a new fruit or vegetable.



“We will have a healthy snack reward for anyone that tries them all, and it’s created a lot of excitement at Windsor and been a hit at all levels.”

— Bridget Jordan, Director of Dining Services at Windsor School District



Menu advertisements, morning announcements, signs, and posters are used to boost awareness of upcoming taste tests, and on the days when new foods are offered, tasting tables are set up in the cafeterias where students can try samples and see the foods in their whole, unprepared form. Bridget’s promotional efforts have gotten the attention of both students and parents in the community. One parent, who is also a school teacher, wrote in a letter, “I’m so glad the school is taking it upon themselves to introduce new and different foods to the kids. Thanks for helping our kids to get on the right path to health.”

## January's Food Focus: Pineapple

- P**ineapple was discovered by Christopher Columbus
- I**t's great to grill pineapple slices with your chicken and fish
- N**ewest and sweetest variety is called Golden pineapple
- E**at as soon as possible after buying
- A**pineapple is a symbol of friendship and hospitality
- P**ull a leaf from the top to see if it is very ripe
- P**ick a pineapple that has dark green leaves and is heavy for size
- L**ow calorie snack with 60 calories for one fruit serving of 2 slices
- E**xcellent source of vitamin C

