

Making America Organic...One Home At a Time!



P.O. Box 1138, Clarcona, FL 32710 407-522-1502 <http://www.orlandoorganics.com>

August 23-25, 2005

Bottlers Want To Limit School Soft Drinks

The American Beverage Association is recommending limiting the availability of soft drinks in schools across the country, a move that comes amid increased pressure to curb the epidemic of childhood obesity.

ABA President and CEO Susan Neely said parents should have the assurance that their children aren't drinking an excessive amount of sweetened drinks at school. The trade group represents companies that manufacture and distribute non-alcoholic beverages.

"Childhood obesity is a real problem," Neely told The Associated Press. "The individual companies have been doing several things to be part of the solution and there was an agreement among all of our leadership that we needed to take another step and take it as an industry."

She was scheduled to formally announce the organization's new policy recommendation Wednesday at the annual meeting of the National Conference of State Legislatures in Seattle.

The association's board voted unanimously Tuesday to work with school districts to ensure that vending machines stock only bottled water and 100 percent juice in elementary schools, although most of these schools are already soda-free.

The group is also suggesting that middle school students have access to additional drinks, like sports drinks, no-calorie soft drinks and low-calorie juice drinks. Middle

schools could have additional machines with soft drinks and full-calorie juice drinks available for organizations that may hold meetings at the school, but the beverages couldn't be available during school hours.

High school students would have access to all types of drinks, including soda, but no more than 50 percent of the vending machine selections would be soft drinks.



The association's recommendation isn't binding, but Neely said the 20-member board represents 85 percent of the bottlers involved in school vending.

Coca-Cola and Pepsi said they supported the move.

"These guidelines mark a commitment by the industry to provide schools with beverages that offer variety, nutrition and fewer calories, and are very similar to the Coca-Cola System's current guidelines in the U.S.," said Don Knauss, President and COO, Coca-Cola North America.

Dawn Hudson, president and CEO of Pepsi-Cola North America, added in a statement that "parents tell us they'd like help in determining what products are sold in schools, and we're listening."

An estimated 9 million schoolchildren ages 6-19 nationwide are overweight, according to the federal Centers for Disease Control and Prevention. Since 1980, the number of
(Continued on page 2)

Harvest Blend Regular

- Cauliflower
- Cucumber
- Watercress
- Yellow Onions
- White Mushrooms
- Romaine Lettuce
- Purple Bell Pepper
- Hot House Tomatoes
- Zee Lady Peaches
- Frand Rosa Plums
- Flavor King Pluots
- Crimson Seedless Grapes
- Keitt Mango

See the web site for details on our other options. Produce bag contents are subject to change based on availability.

You Don't Say

"Large, naked, raw carrots are acceptable as food only to those who live in hutches eagerly awaiting Easter." - Fran Lebowitz

"Americans, more than any other culture on earth, are cookbook cooks; we learn to make our meals not from any oral tradition, but from a text. The just-wed cook brings to the new household no carefully copied collection of the family's cherished recipes, but a spanking new edition of 'Fannie Farmer' or 'The Joy of Cooking'." - John Thorne

"Cauliflower is nothing but a cabbage with a college education." - Mark Twain

"Do you know what breakfast cereal is made of? It's made of all those little curly wooden shavings you find in pencil sharpeners!" - Roald Dahl, *Charlie and the Chocolate Factory*

(Continued from page 1)

overweight children has doubled, and the number of overweight adolescents has tripled, according to the CDC.

Individual school districts around the country have responded to the problem, with many starting to get rid of soda and candy in vending machines and replacing them with healthier items.

Several states have considered or enacted laws establishing nutrition standards in schools, including whether students should have access to vending machine soft drinks.

Of the 38 states that considered legislation this year dealing with school nutrition, 15 enacted legislation that addressed the issue in

some way, said Amy Winterfeld, a health policy analyst with the state legislatures group.

North Carolina this year passed a measure similar to the beverage association's recommendation. That law extends the soda ban currently in place in elementary schools to machines in middle schools. No more than half of the beverages offered to students in high schools from vending machines can be sugared soft drinks. Bottled water also must be offered. Diet soft drinks still can be sold in middle schools.

According to the state legislatures conference, annual obesity-attributed medical expenses in the United States were estimated at \$75 billion in 2003.

Recipes

Warm Fusilli with Cherry Tomatoes & Watercress

- Fusilli pasta, 12 oz. packet
- 1 lb. cherry tomatoes
- 1 bell pepper, chopped
- 1/4 cup olives, pitted and chopped
- 2 shallots, chopped
- 1 jalapeno, seeded and minced
- 1 clove garlic, minced
- 2 tbsp lemon juice
- salt & pepper, to taste
- 1 bunch watercress, stems discarded, chopped
- cheese to taste (asiago preferred)
- optional: 1 tsp oregano, 1 tsp basil, 1 tsp mint
- 2 tbsp olive oil

Combine bell pepper, shallots, jalapeno, garlic, salt, pepper and lemon juice in bowl and let stand for 10 minutes. Add the tomatoes, olives, your choice of the optional herbs, olive oil and mix. Cook the pasta and drain. Add the marinade with the watercress to the pasta. Sprinkle with cheese.

Cauliflower Purée Topped with Watercress Sauce

- 1 cauliflower
- 4 tbsp cream
- 1 bunch watercress
- 1 tsp olive oil
- 1 tbsp shallots, finely chopped
- 2 tbsps dry white wine
- 1 tbsp chives, finely chopped
- 1 hard boiled and chopped egg yolk
- salt and pepper

To prepare the cauliflower purée, remove the outside leaves of the cauliflower with a paring knife. Separate the stalks into florets and wash them. Bring a large pot of lightly salted water to a boil. Add the cauliflower and cook until completely soft, then drain. Place the cauliflower in a medium-size sauce pot. Add 3 tbsps of cream and, using a whisk, mash the cauliflower into a purée over medium heat. Continue to cook, stirring constantly, for 4 to 5 minutes to eliminate any excess moisture. Transfer the mixture to a blender and purée until you obtain a very smooth texture. Season with salt

and pepper to taste. Transfer the purée to a small pot and keep warm.

To prepare the watercress sauce, wash the watercress and remove the leaves. Discard the stems. Bring a small pot of salted water to a boil and cook until the leaves are just tender, about 3 to 4 minutes. Strain in a strainer. Set aside 1/2 cup of cooking liquid. Refresh the leaves under cold running water. In a small sauce pot, heat olive oil. Add the shallots and sauté over medium heat until light golden brown.

Pour in the white wine and deglaze, dissolving any of the brown bits sticking to the bottom of the pan. Continue to cook until almost all the liquid has evaporated. Add 1/2 cup of the reserved cooking liquid and remaining 1 tbsp cream. Bring to a boil, then lower the heat to a simmer for 2 minutes. Add the cooked watercress leaves and stir the mixture together for 1 minute to blend. Adjust the seasoning with salt and pepper, if necessary.

To serve, divide the cauliflower purée evenly in the centers of 4 plates. Spoon the watercress sauce all around the cauliflower. Sprinkle with chives and chopped egg yolk. Serve immediately.

Apricot Pepper Jelly

- 1 bell peppers, cut into strips
- 2 cups cider vinegar
- 1/3 cup jalapeno peppers, remove stems & seeds
- 1 cup dried apricot halves
- 6 cups sugar
- 3 oz. pouch liquid pectin

Combine pepper strips, vinegar and jalapeno peppers in an electric blender. Process stop-and-go fashion until somewhat ground, but small chunks remain.

Combine with apricot strips and sugar in saucepan; bring to a boil. Boil 5 minutes. Remove from heat; skim off any foam. Cool 2 minutes, then pour pectin into sterilized jars and fasten lids.

Process in boiling water bath for 15 minutes if desired. Cool.

