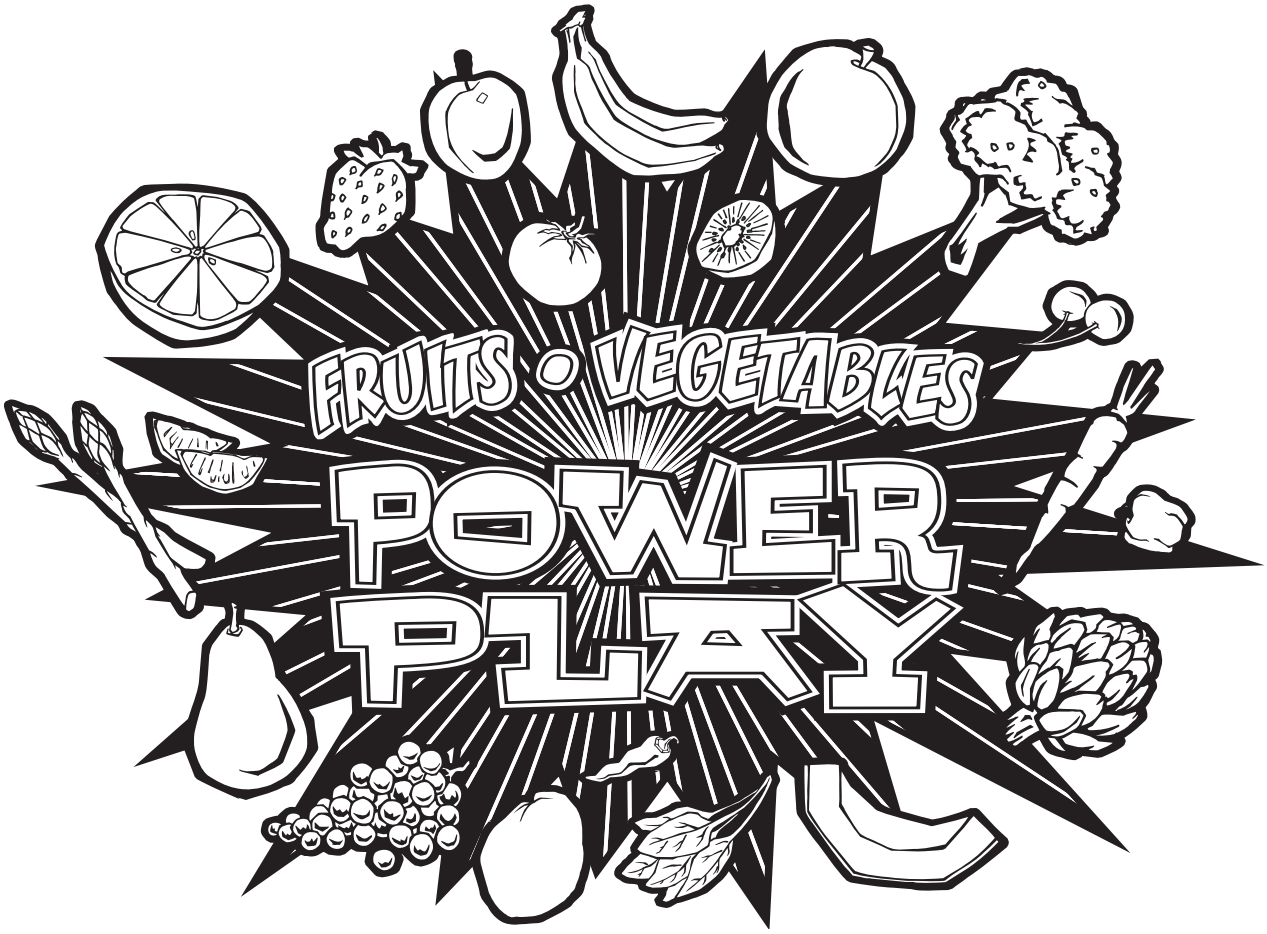
Appendix



Why eat a variety of colorful fruits and vegetables every day?

Color is proof that—besides vitamins, minerals, fiber, and flavor—your meals and snacks provide powerful phytonutrients. These colorful, natural plant chemicals seem to help the body fight disease, and some help to slow the signs of aging. A plant's color gives a clue to its health benefits. Check out the chart below.

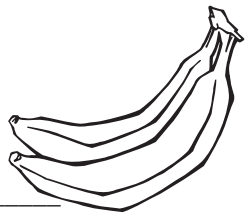
Color	Some Sources	Benefits
Blue/Purple	Purple grapes, dark raisins, plums, blueberries, purple cabbage, dried plums	May reduce the risk of cancer, heart disease, and complications from diabetes. May help control high blood pressure and slow some effects of aging.
Red	Tomatoes, tomato products (spaghetti sauce, tomato juice, etc.), watermelon, guavas	May reduce the risk of certain types of cancer.
	Cherries, strawberries, beets, red apples, red onion	May reduce the risk of cancer, heart disease, and complications from diabetes. May help control high blood pressure and slow some effects of aging.
Dark Orange	Mangos, sweet potatoes, cantaloupe, carrots, apricots, butternut squash	May reduce the risk of cancer and heart disease. Helps maintain good vision and strengthens the immune system.
Yellow—Orange	Oranges, grapefruit, papaya, nectarines, pears	May reduce the risk of cancer and heart disease. May strengthen bones and teeth, help the body heal wounds, keep skin healthy, and maintain eyesight.
Yellow—Green	Spinach, collard greens, kiwifruit, romaine lettuce, green peas	Helps maintain eyesight and may reduce the risk of vision problems common in later life.
Green	Broccoli, green cabbage, Swiss chard, bok choy	May reduce the risk of cancer and help the body get rid of cancer-causing chemicals.
White	Onions, garlic, leeks, scallions, chives	May reduce the risk of cancer, heart disease, and infection. May help lower high cholesterol and control high blood pressure.

For more information about nutrition and physical activity, visit us at www.ca5aday.com or call 1-888-EAT-FIVE (1-888-328-3483).

Dear _____,

Our organization is partnering with the *California Children's 5 a Day—Power Play! Campaign* to teach elementary-age children about the importance of eating 2½ to 5 cups of fruits and vegetables and getting at least 60 minutes of physical activity every day.

We would greatly appreciate it if you could donate some resources to assist us in educating our children about these important health behaviors.



We are especially interested in the following:

_____

_____

_____

_____

_____

You can reach me at:

Name: _____

Organization Name: _____

Address: _____

_____

City, State, Zip: _____

Phone: _____

E-mail: _____

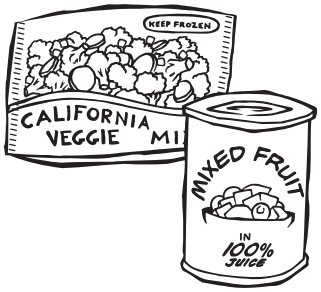
Thank you for your help in keeping our children healthy.

Sincerely,

Dear Parents,

We want to help your child get the power! That's why we are working with the *California Children's 5 a Day—Power Play! Campaign*. This *Campaign* encourages children to eat the recommended amount of fruits and vegetables and get at least 60 minutes of physical activity every day.

Most children don't eat enough fruits and vegetables or get the physical activity they need every day. Eating fruits and vegetables and being active can help your child

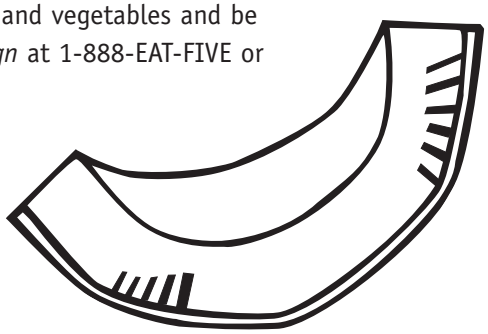


- grow and develop;
- have more energy to learn and play;
- have higher self esteem;
- stay at a healthy weight; and
- reduce the risk of serious health problems later in life.

You can help your child eat more fruits and vegetables and be more active. Try these ideas:

- Include fruits and vegetables in the meals and snacks that you prepare.
- Keep fruits and vegetables at home in easy to reach places.
- Ask your child to help you prepare the fruits and vegetables you'll be eating.
- Have your child eat school meals. Find out if your child qualifies for free or reduced-price meals by contacting the school.
- Learn more about the Food Stamp Program by calling 1-800-952-5253. This program can help you buy healthy foods like fruits and vegetables.
- Be active with your child every day. Walks are a great way to be active together.
- Limit the amount of time your child spends watching television and playing video games.
- Help your child find physical activities that he/she enjoys.
- Ask your child to tell you about the *5 a Day—Power Play!* activities that he/she is doing.
- Be a good role model. Let your child see you enjoying fruits and vegetables and physical activity.
- With your child, go to the www.mypyramid.gov Web site to learn more about eating a healthy diet and being physically active.

Would you like more information about how to eat more fruits and vegetables and be physically active every day? Call the *California 5 a Day Campaign* at 1-888-EAT-FIVE or visit the Web site at www.ca5aday.com.



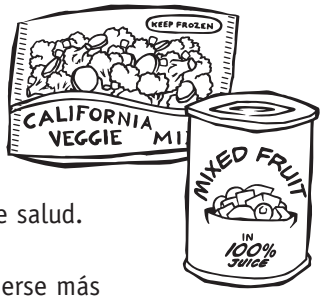
Thank you for helping your child get the power!

Sincerely,

Estimados Padres de Familia,

¡Nosotros queremos ayudar a que su hijo(a) tenga el poder! Es por eso que estamos trabajando con *La Campaña para Niños 5 al Día de California*. Esta *Campaña* estimula a los niños a comer las cantidades recomendadas de frutas y vegetales y que hagan por lo menos 60 minutos de actividad física al día.

La mayor parte de los niños no comen suficientes frutas y vegetales ni hacen la cantidad de ejercicio diario que necesitan. Comer frutas y vegetales y mantenerse activo puede ayudar a su hijo(a) a:

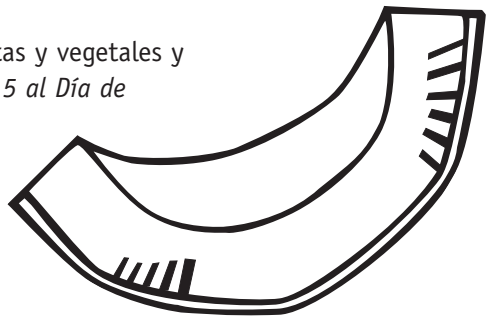


- crecer y desarrollarse;
- tener más energía para aprender y jugar;
- tener mejor autoestima;
- mantener un peso saludable, y
- reducir el riesgo de tener, en el transcurso de su vida, problemas serios de salud.

Usted puede ayudar a su hijo(a) a comer más frutas y vegetales y a mantenerse más activos. Aquí tiene algunas ideas:

- Incluya frutas y vegetales en las comidas y en los bocadillos que les prepare.
- Tenga las frutas y los vegetales en lugares fáciles de alcanzar.
- Pida a su hijo(a) que le ayude a preparar los alimentos de frutas y vegetales que van a comer.
- Haga que su hijo(a) coma las comidas de la escuela. Llame por teléfono a la escuela para ver si su hijo(a) califica para obtener alimentos gratuitos o a bajo costo.
- Obtenga informes sobre el programa de Estampillas para Comida llamando al 1-800-952-5253. Este programa le puede ayudar a comprar alimentos saludables como frutas y vegetales.
- Haga, junto con su hijo(a) actividad física diaria. Caminar es una excelente forma de hacer ejercicio juntos.
- Disminuya el tiempo que su hijo(a) pasa viendo la televisión o jugando juegos de video.
- Ayude a su hijo(a) a encontrar las actividades físicas que más les gusten.
- Pregunte a su hijo(a) cuales son las actividades físicas de *La Campaña para Niños 5 al Día de California* que esta haciendo.
- Enseñe con el ejemplo. Hágale saber a su hijo(a) que usted le gusta comer frutas y vegetales y que disfruta haciendo actividades físicas.
- Revise con su hijo el sitio de Internet www.mypyramid.gov para aprender más sobre como llevar una dieta saludable y mantenerse activo.

¿Le gustaría obtener más información sobre como comer más frutas y vegetales y mantenerse físicamente activo diariamente? Llame a *La Campaña 5 al Día de California* al 1-888-328-3483.



¡Gracias por ayudarle a su hijo(a) a tener el poder!

Atentamente,

Creating Healthier Vending Machines

If your site has vending machines, you can make simple changes to help your participants make healthier choices.

- Adopt the food and beverage standards described below;
- Restrict access to vending machines; and
- Eliminate advertising of unhealthy foods and beverages on the front of vending machines.

Vending Machine Food Standards

Minimum Nutrition Standards

At least 50 percent of foods served in vending machines should meet the following nutrition standards:

1. Have no more than 35 percent of its calories from total fat (not including nuts and seeds).[1]
2. Have no more than 10 percent of its calories from saturated fat.[1]
3. Have no more than 35 percent sugar by weight (not including fruits or vegetables).[1]

Additional Recommended Nutrition Standards

At least 50 percent of foods served in vending machines should meet the following nutrition standards:

1. Have no more than 360 milligrams (mg) of sodium per serving.[2]
2. Contain at least 2 grams (g) of dietary fiber per serving.
3. When a standard becomes available, limit trans fats.[3]

Pricing/Placement Standards

1. Food items meeting the above nutrition standards should be sold at a price that is equivalent to or lower than the price of the remaining items within the vending machine that do not meet these nutrition standards.
2. Food items meeting the mandatory/recommended nutrition standards should be placed at eye level.

Vending Machine Beverage Standards

Minimum Nutrition Standards

At least 50 percent of beverage vending machine offerings must include:

1. Beverages that contain 100 percent fruit or vegetable juice with no added sweeteners.[1]
2. Water.[1]
3. Nonfat or 1% lowfat milk.[1]
4. Beverages that are limited to a portion size no greater than 12 ounces (no limit on water).

Note: If juices are available in smaller-sized portions (6 ounces), they would be preferred.[4]

Additional Recommended Nutrition Standards

1. Adopt the standards required of California elementary schools through the California Obesity Prevention Act of 2003. The law allows only the following beverages to be sold in elementary schools: milk, water, 100% juice or juice drinks with more than 50% juice.

Pricing/Placement Standards

1. Beverages meeting the mandatory/recommended nutrition standards should be sold at a price that is equivalent to or lower than the price of the remaining beverages within the vending machine that do not meet these nutrition standards.
2. Beverages meeting the mandatory/recommended nutrition standards should be placed at eye level.

---

1 SB 19 Standard
2 FDA definition for "healthy" food label claim
3 IOM report entitled "Dietary Reference Intakes: Guiding Principles for Nutrition Labeling and Fortification"
4 SB 19 School Nutrition Consensus Panel

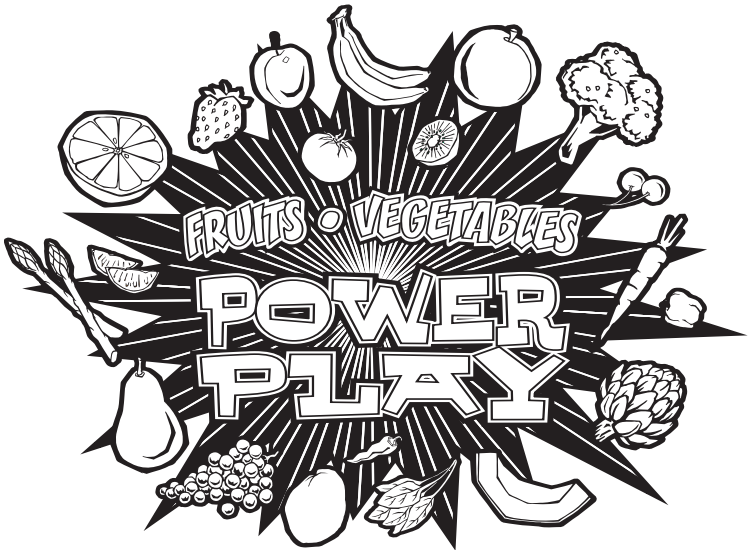
Healthy Vending Machine Options

Non-Refrigerated Healthy Vending Machine Options

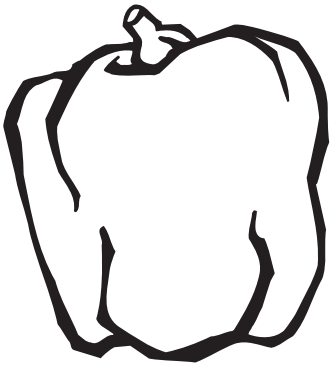
- Canned fruit cups
- Dried fruits, such as raisins, apricots, and apples
- Pretzels
- Baked chips
- Lowfat popcorn
- Whole grain crackers
- Lowfat granola bars
- Lowfat, whole grain cereals
- Lowfat, whole grain cereal bars
- Trail mix
- Graham crackers
- Animal crackers
- Plain and salted nuts
- 100% fruit leather
- Fig bars
- Salsa with baked tortilla chips

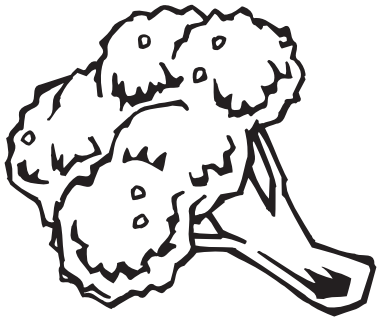
Refrigerated/Frozen Healthy Vending Machine Options

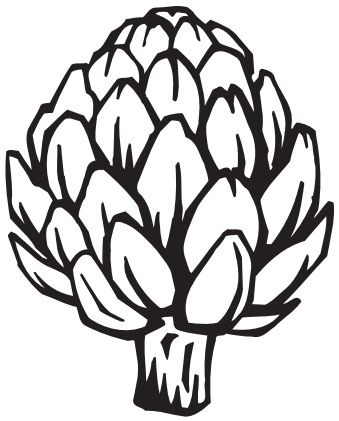
- Vegetables, such as baby carrots, broccoli florets, and celery sticks
- Fresh fruit salads
- Fresh vegetable salads with lowfat or fat free dressing
- Packaged fruit slices (such as sliced apples)
- Nonfat yogurt
- Nonfat cottage cheese
- Sandwiches made with vegetables and/or lean meats on whole grain bread
- Frozen 100% fruit bars
- Water
- 100% fruit juice
- 100% vegetable juice
- Nonfat or 1% lowfat milk

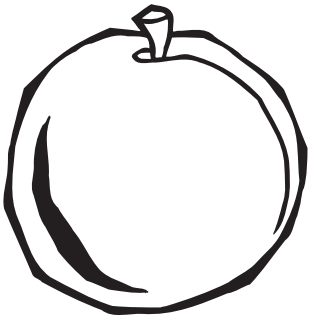

FRUITS • VEGETABLES
POWER
PLAY

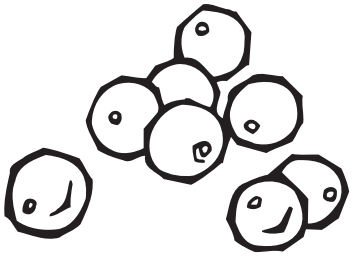
CON
FRUTAS Y VEGETALES
GANAMOS
ENERGÍA

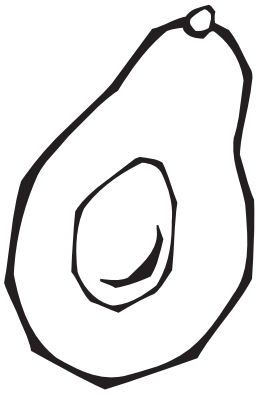


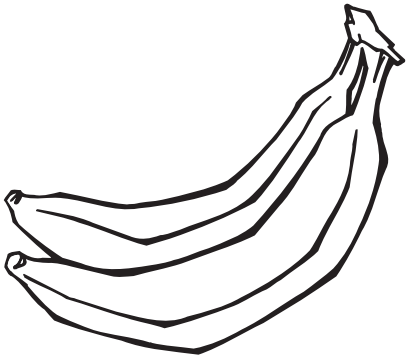




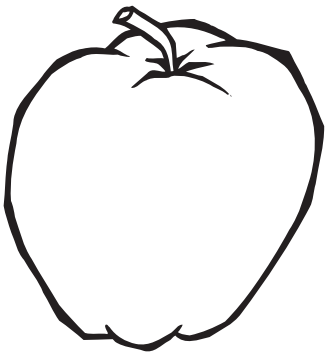


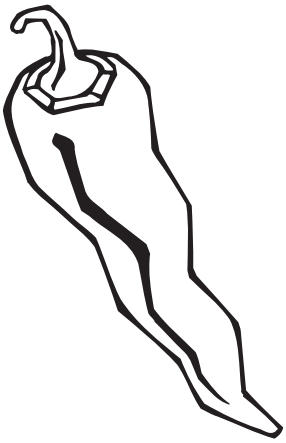


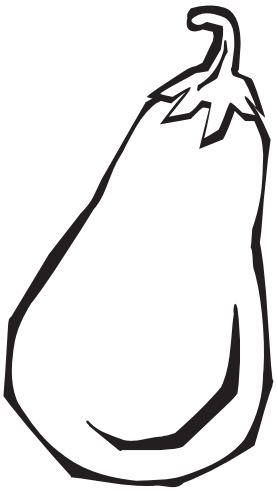


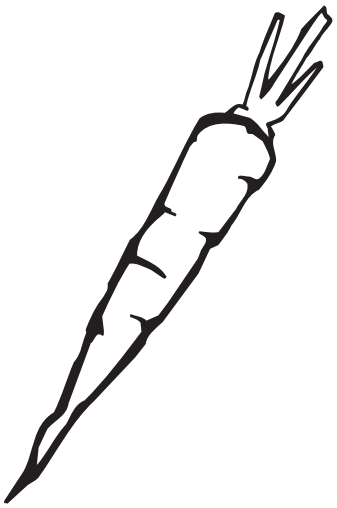


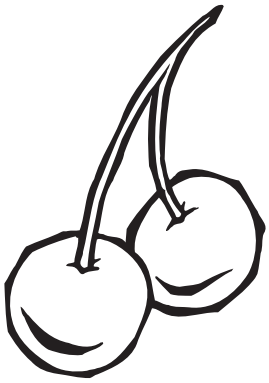
MIXED FRUIT
IN
100%
JUICE

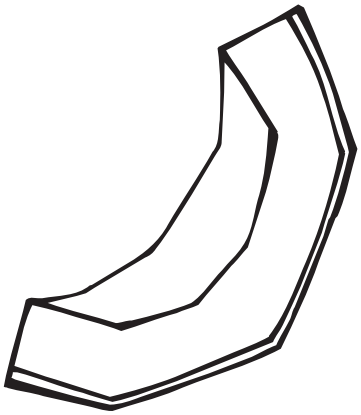


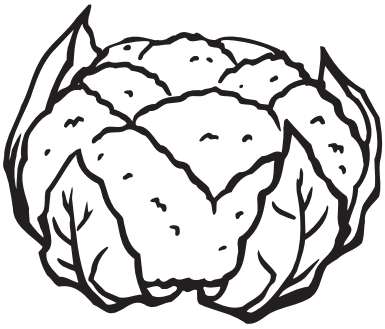


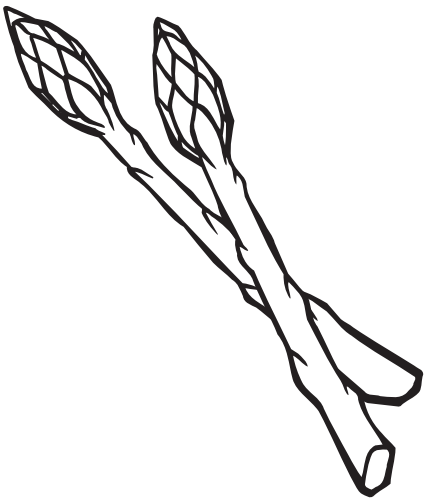


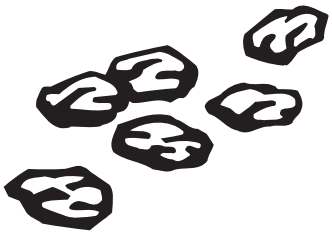


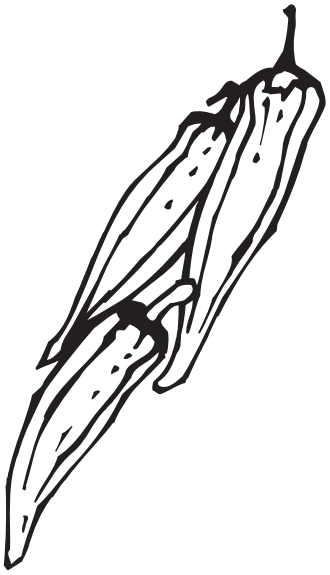




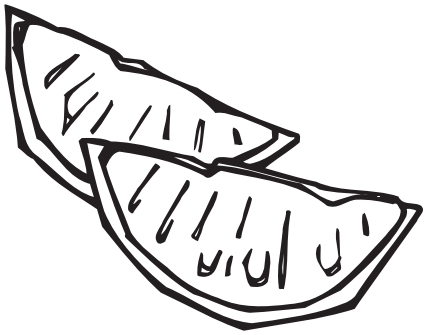


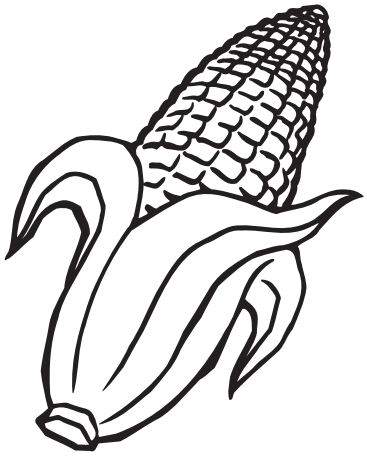


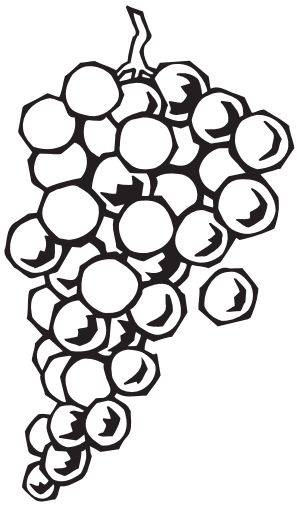


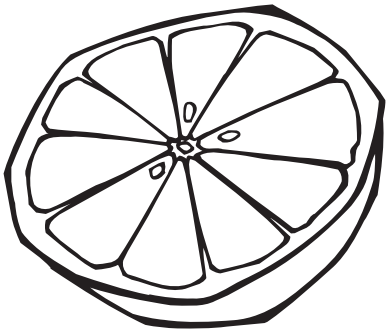


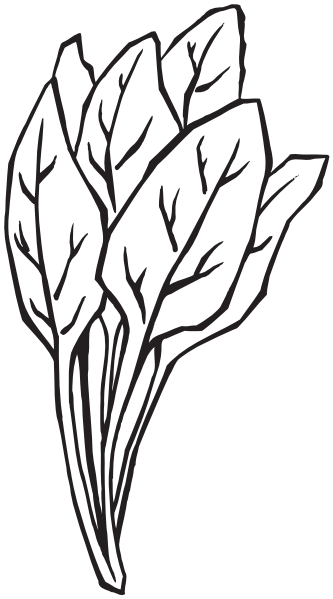
KEEP FROZEN
CALIFORNIA
VEGGIE MIX

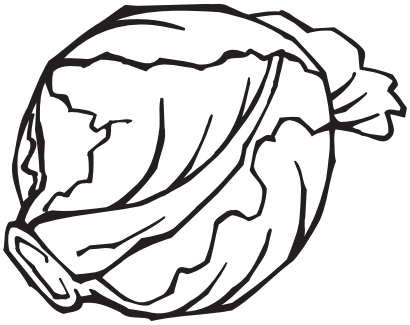


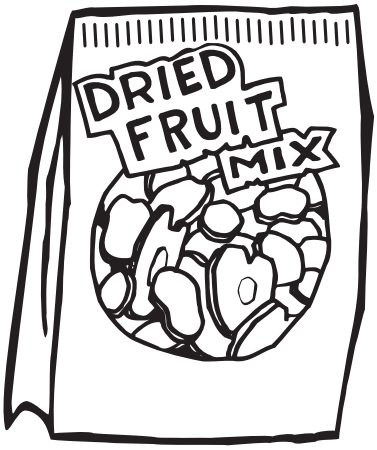


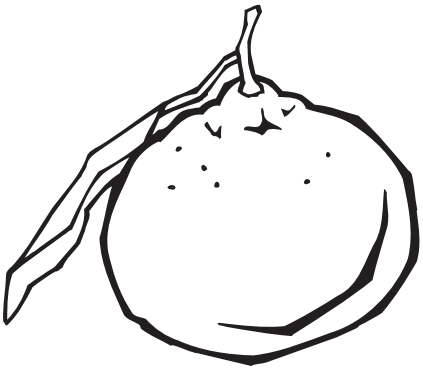


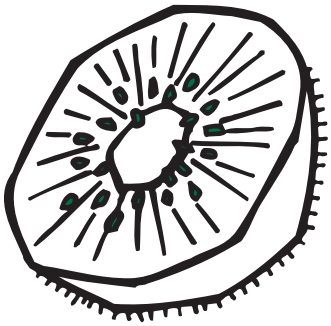


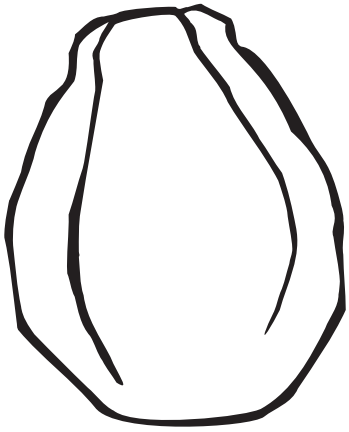


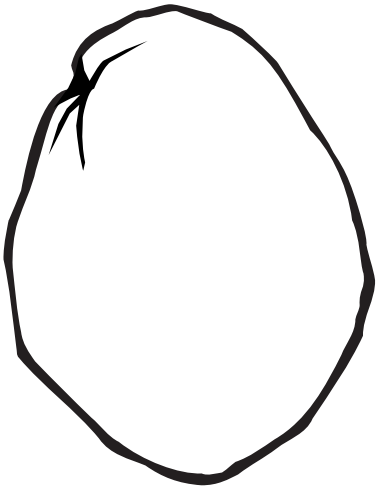


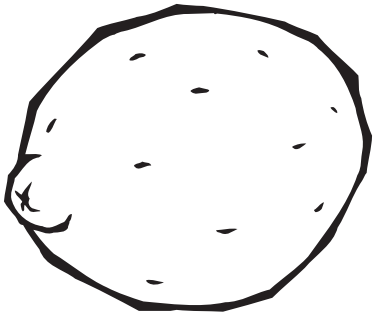

DRIED
FRUIT
MIX

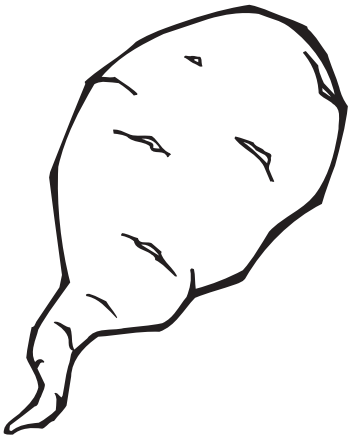


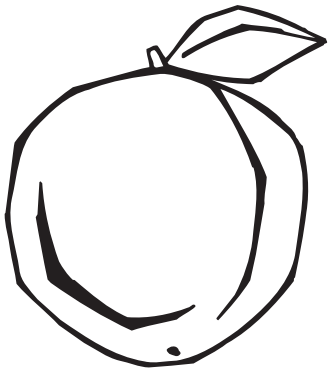


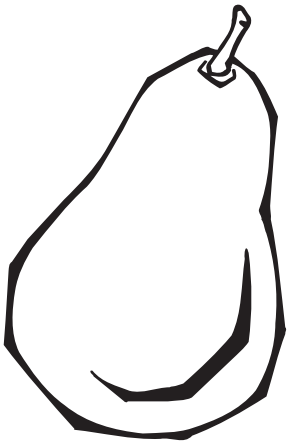


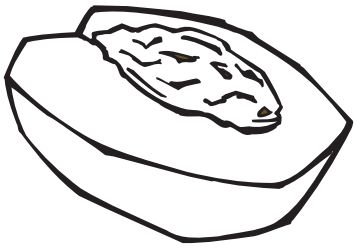


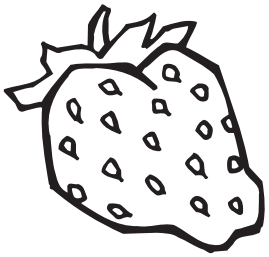


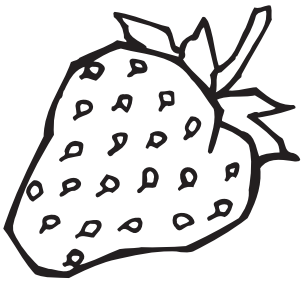


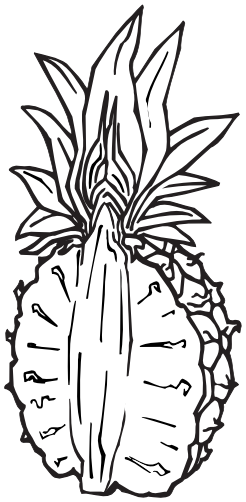


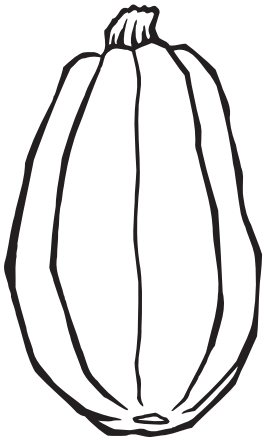


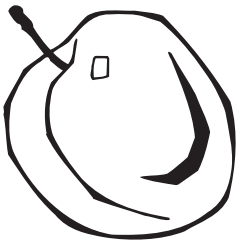


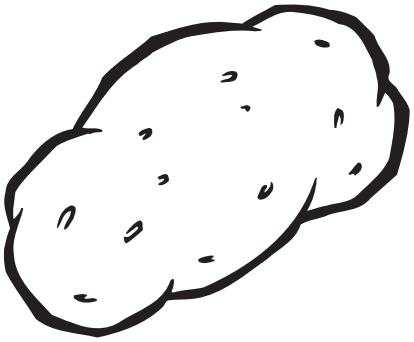


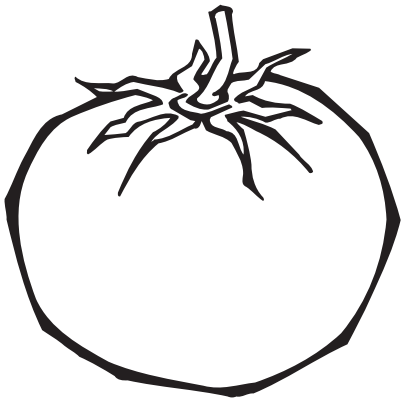


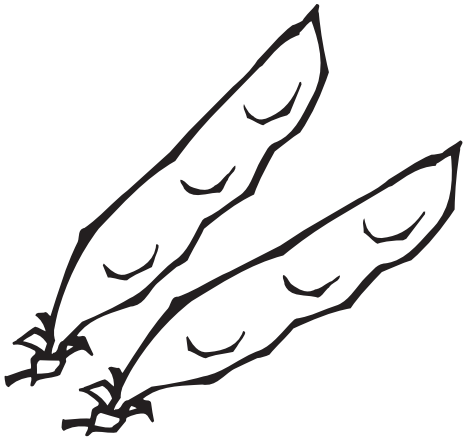


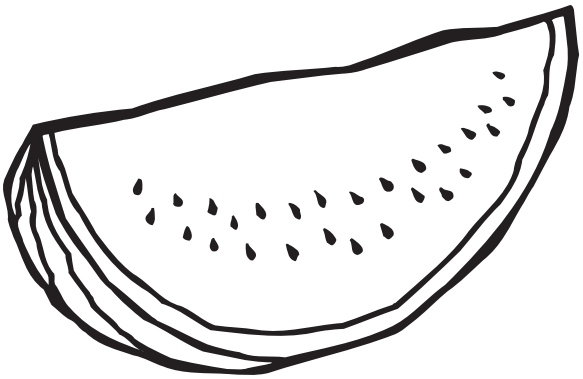


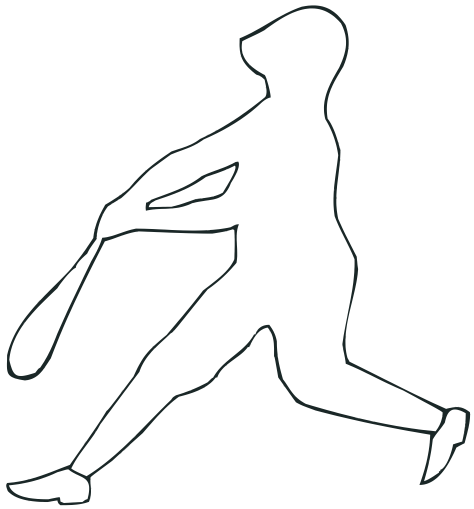


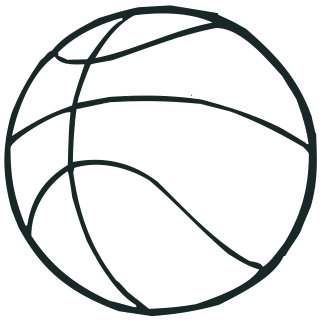


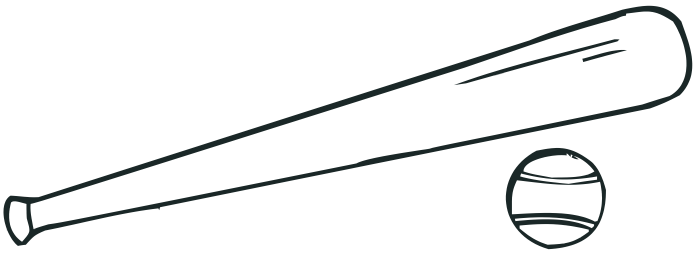


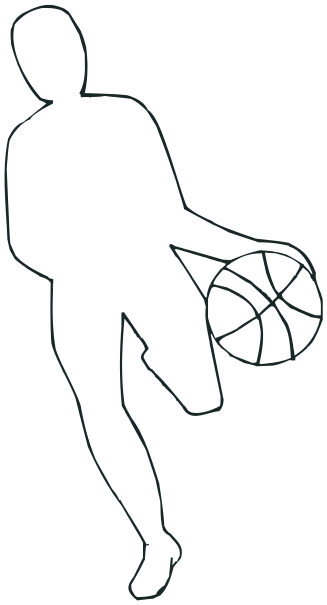


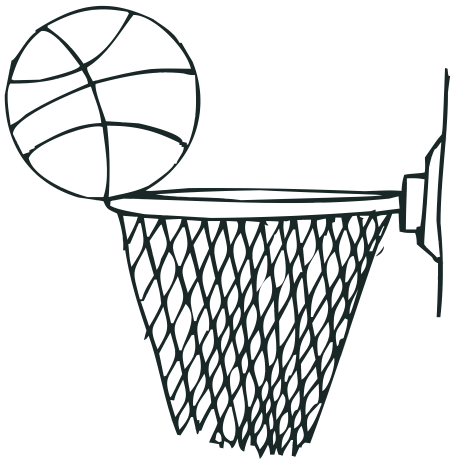


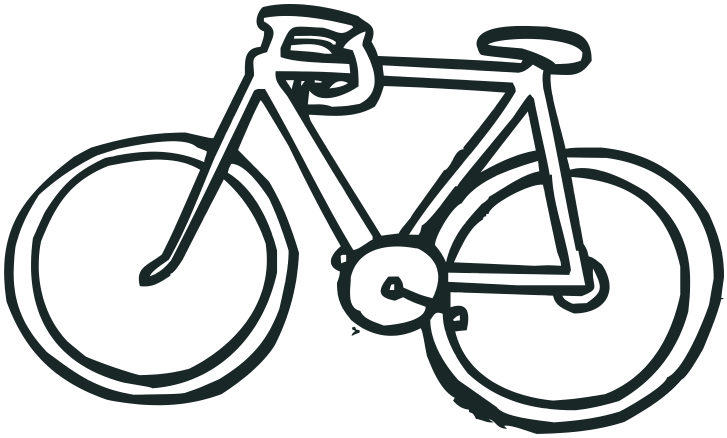


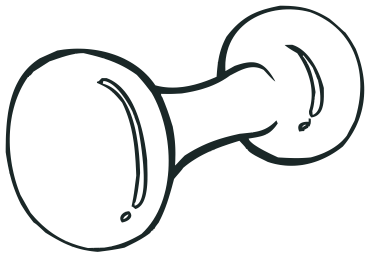


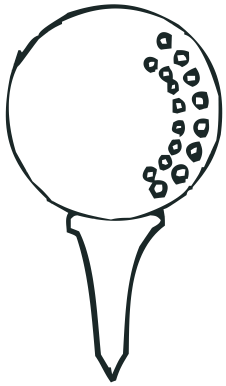


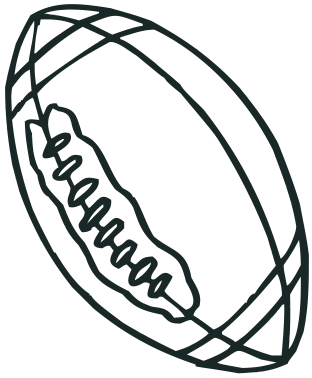


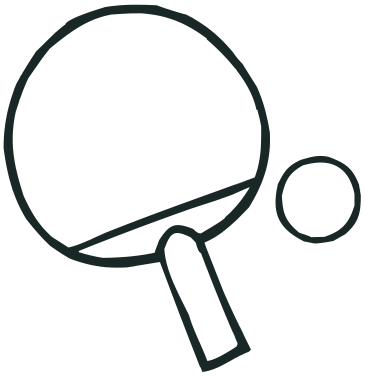


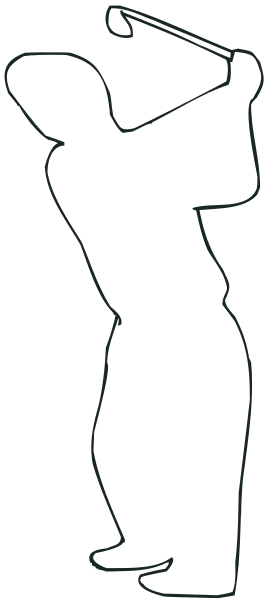


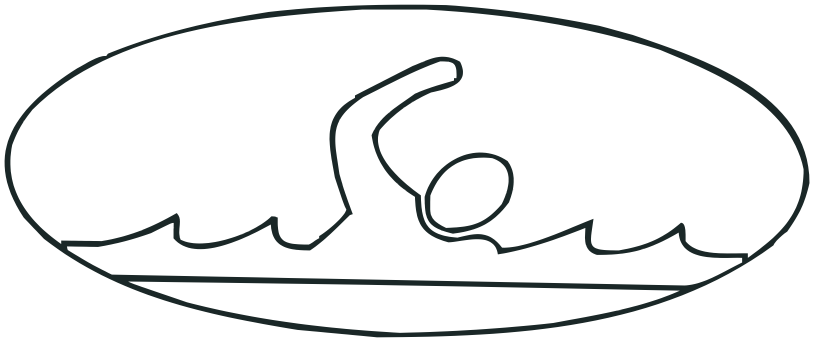


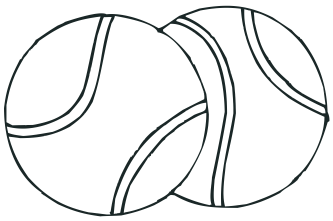


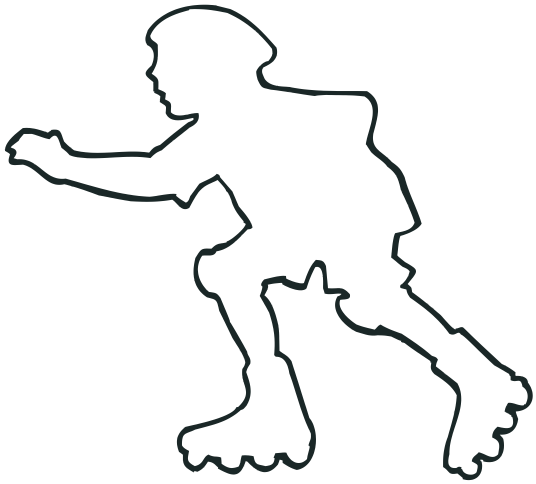






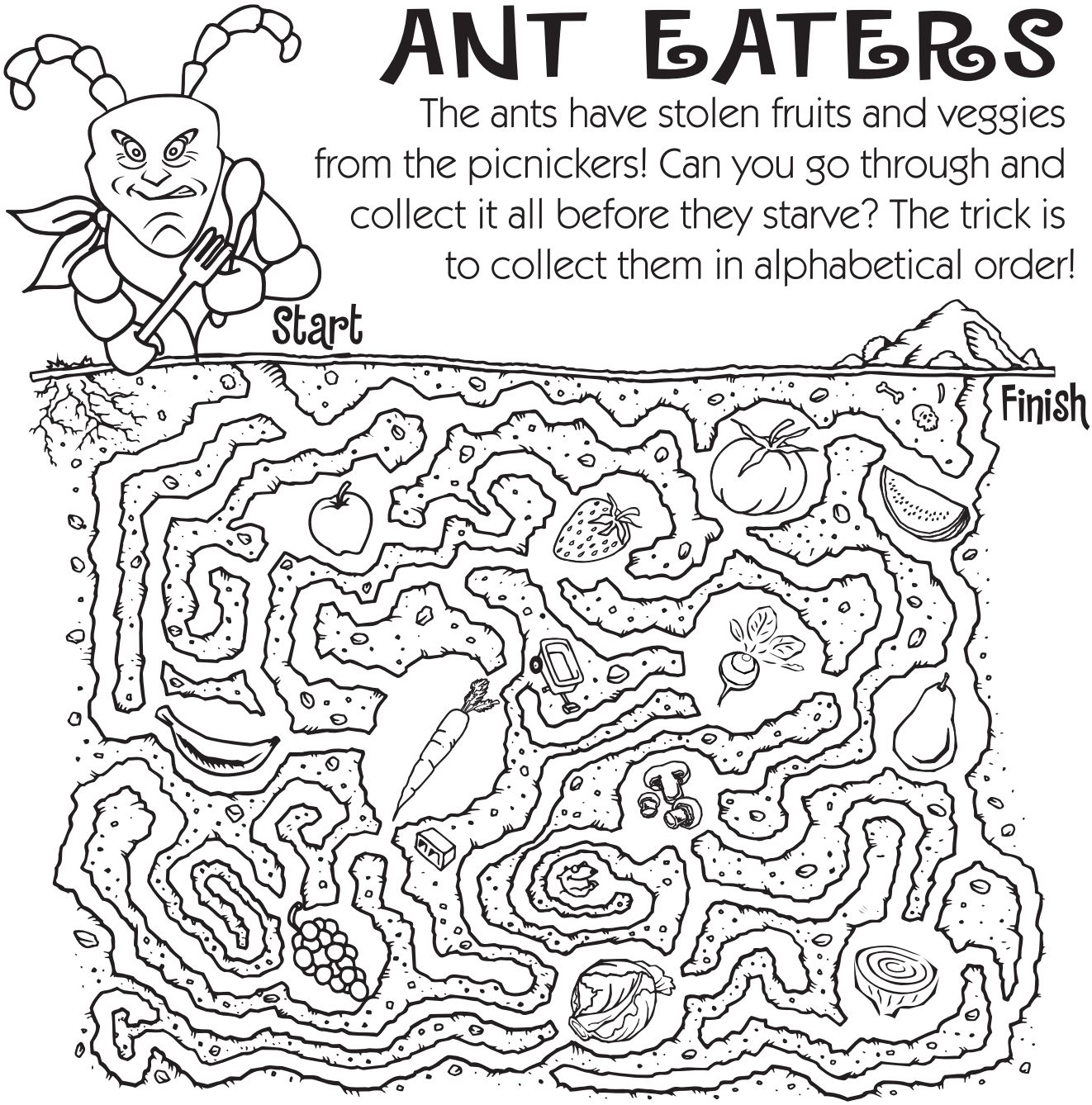






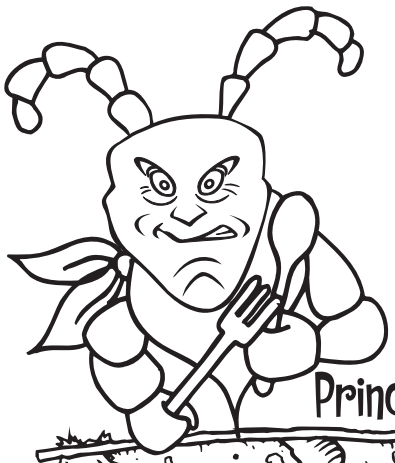
ANT EATERS

The ants have stolen fruits and veggies from the picnickers! Can you go through and collect it all before they starve? The trick is to collect them in alphabetical order!



HORMIGAS TRAVIESAS

¡Las hormigas robaron las frutas y los vegetales de una familia que salió al parque! ¿Puedes entrar al hormiguero y juntarlos antes de que la familia se muera de hambre? El truco es juntarlas en orden alfabético.



ENERGY CODE-BREAKER

N	H 2	S 1	I 15
A	Z 9	O	U 4
F 11	P 5	J 6	E
G	R	B 13	D 3

ON

OFF

In less than 5 minutes this germ will destroy the world unless *you stop him. Usually you* have no problem saving the world, *but today you feel like* you're coming down with a cold. *What do you do?* Use your "Energy Code-Breaker".

The numbers in all the rows, columns, and diagonals have to add up to 30. Can you put in the missing numbers? Once you've done that correctly, use the letters above each number to fill in the blanks below to reveal which fruit will help prevent the cold and give you the energy to save the world!

____ ____ ____ ____ ____ ____

10 14 7 12 0 8

LA CLAVE DE ENERGÍA

S	H 2	N 1	I 15
E	Z 9	F	U 4
O 11	P 5	J 6	S
A	R	B 13	D 3

ON

OFF

En menos de 5 minutos este germen puede destruir el mundo a *menos que lo detengas.* Normalmente no tienes problemas para *salvar al mundo pero hoy* sientes que estás decayendo debido a un *resfriado. ¿Qué puedes hacer*? ¡Reanimate con la clave de energía!.

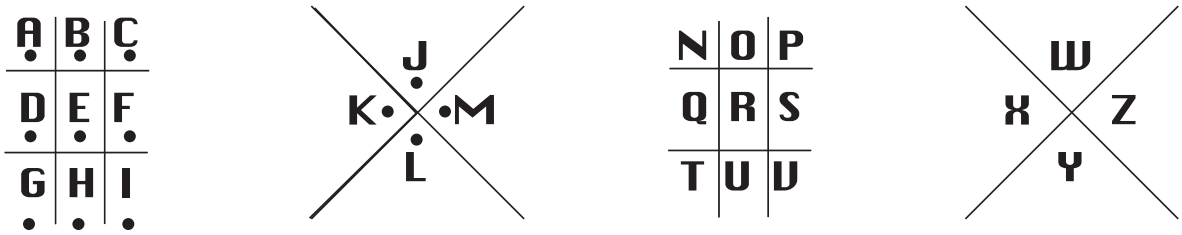
Los números de las filas, columnas y diagonales tienen que sumar 30. ¿Puedes poner los números que hacen falta? Una vez que lo hayas hecho correctamente, usa las letras arriba de cada número para llenar los espacios en blanco a continuación para mostrar cuál fruta te ayudará a prevenir el resfriado y darte la energía que necesitas, ¡para salvar al mundo!

____ ____ ____ ____ ____ ____

10 14 7 12 0 8

FRUIT & VEGGIE ICONS

Below is a coded language. Use the code to spell out the fruit and vegetable names. Then match the fruits and vegetables with the clues at the bottom!



Here is a sample to get you started.

A.

_____

B.

_____

C.

_____

D.

_____

E.

_____

F.

_____

Clues

sample This fruit is green, has black seeds and needs to shave.

_____ This fruit is red, purple or green, with or without seeds.

_____ This vegetable is orange and grows underground.

_____ Over 7,000 varieties of this fruit are grown around the world.

_____ This red vegetable isn't a vegetable, it's a fruit.

_____ This vegetable isn't a vegetable either, it's a fungus.

_____ This vegetable used to be called an earth pear.

ADIVINANZAS DE FRUTAS Y VEGETALES

Abajo hay letras que están en codigo. Use las letras en codigo para deletrear los nombres de las frutas y vegetales. Luego haga juego con las frutas y vegetales con pistas más abajo.

Aqui esta una muestra para comenzar.

A.

_____

B.

_____

C.

_____

D.

_____

E.

_____

F.

_____

Pistas

Muestra **Es verde por dentro y tiene semillas negras.**

_____ **Esta fruta es roja, morada o verde, con o sin semillas.**

_____ **Este vegetal es de color anaranjado y crece en la tierra.**

_____ **Más de 7,000 variedades de esta fruta se producen en todo el mundo.**

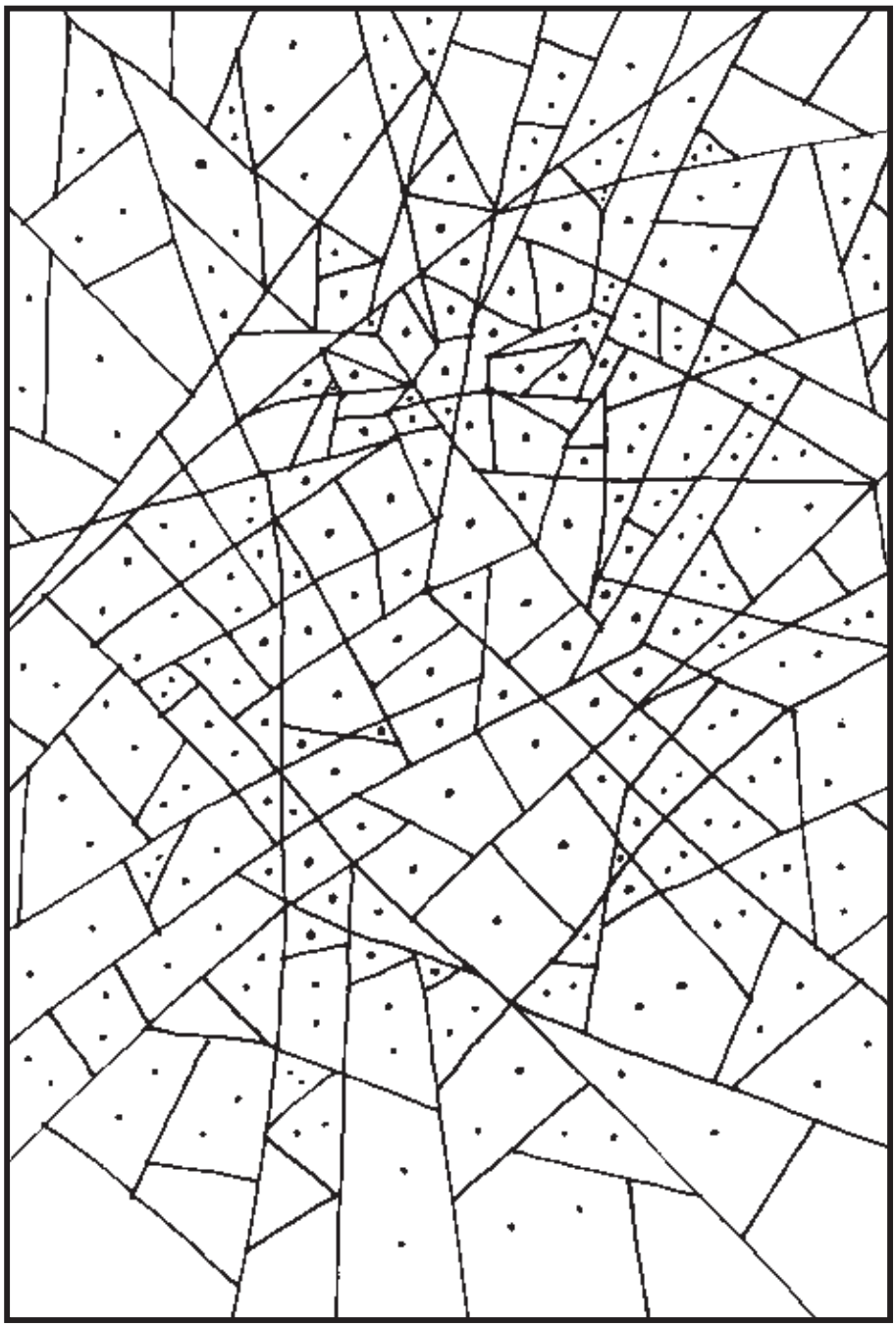
_____ **Parece vegetal de color rojo, pero no es vegetal, es fruta.**

_____ **California produce más de éstos que cualquier otro estado.**

_____ **Este vegetal se deletrea igual que a tu papá y el papa.**

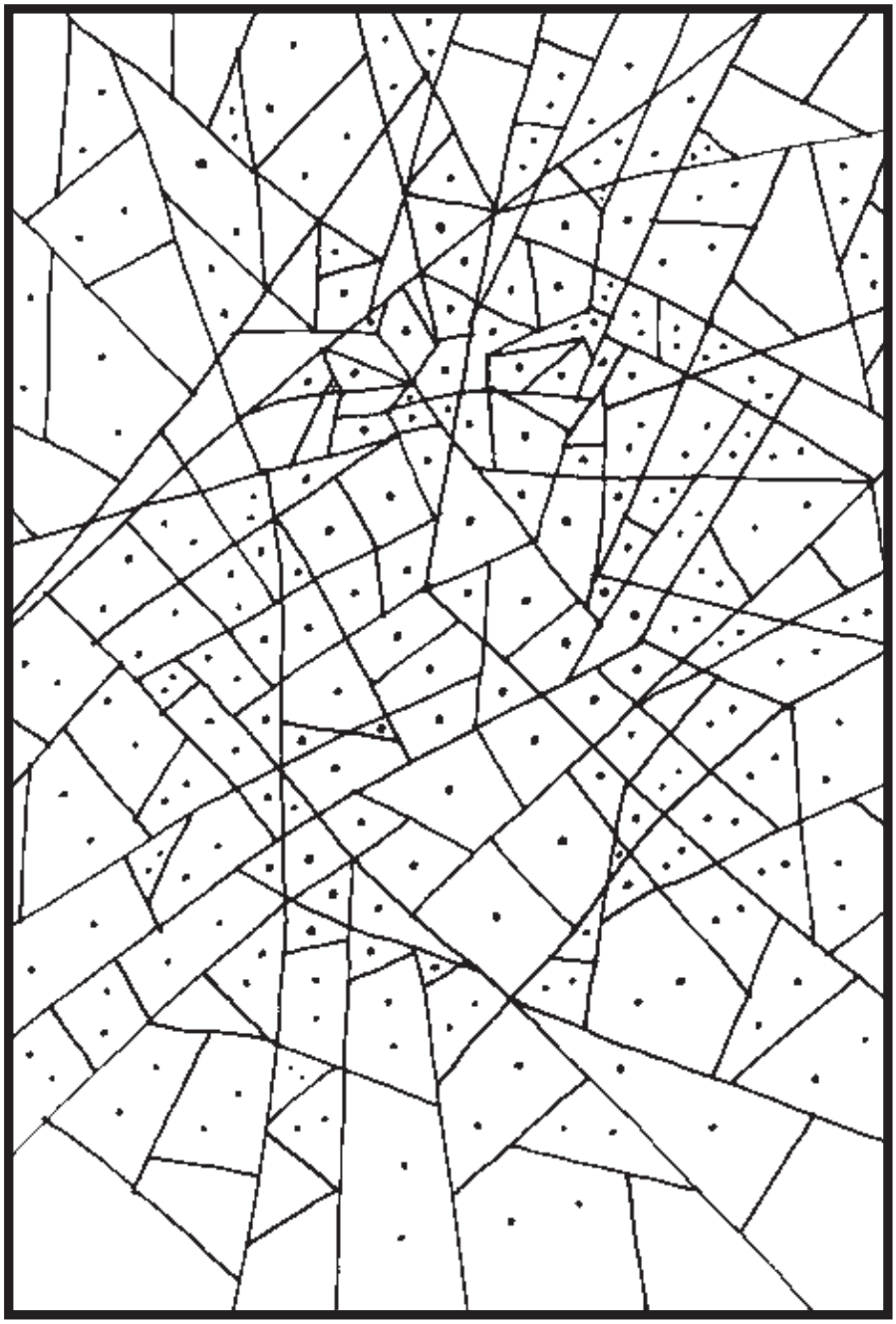
LOTS O' DOTS!

Fill in all the shapes with only one dot in them to discover what popular fruit grows in Hawaii.



¡MONTONES DE PUNTOS!

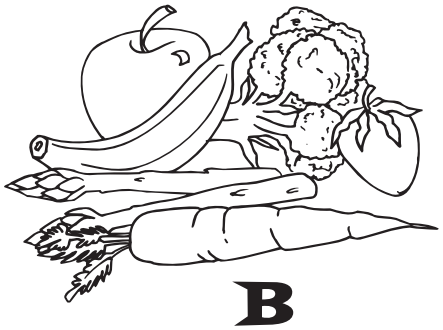
Encuentra todas las formas con un solo punto para descubrir qué fruta muy popular crece en Hawai.



PICTURE THIS!

Which two pictures are exactly the same?

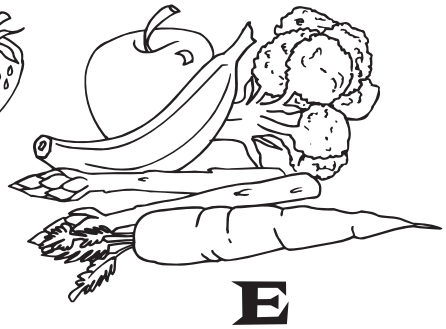
A



B

C

D



E

F

G

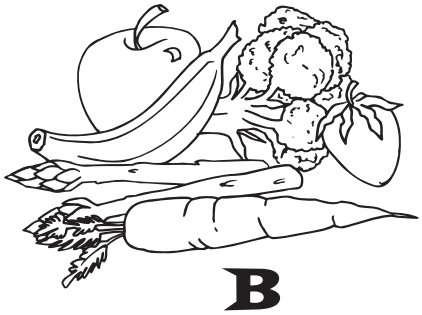
H

I

¡FÍJATE!

¿Cuáles dos figuras son iguales?

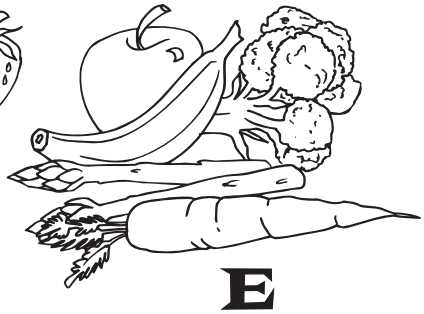
A



B

C

D



E

F

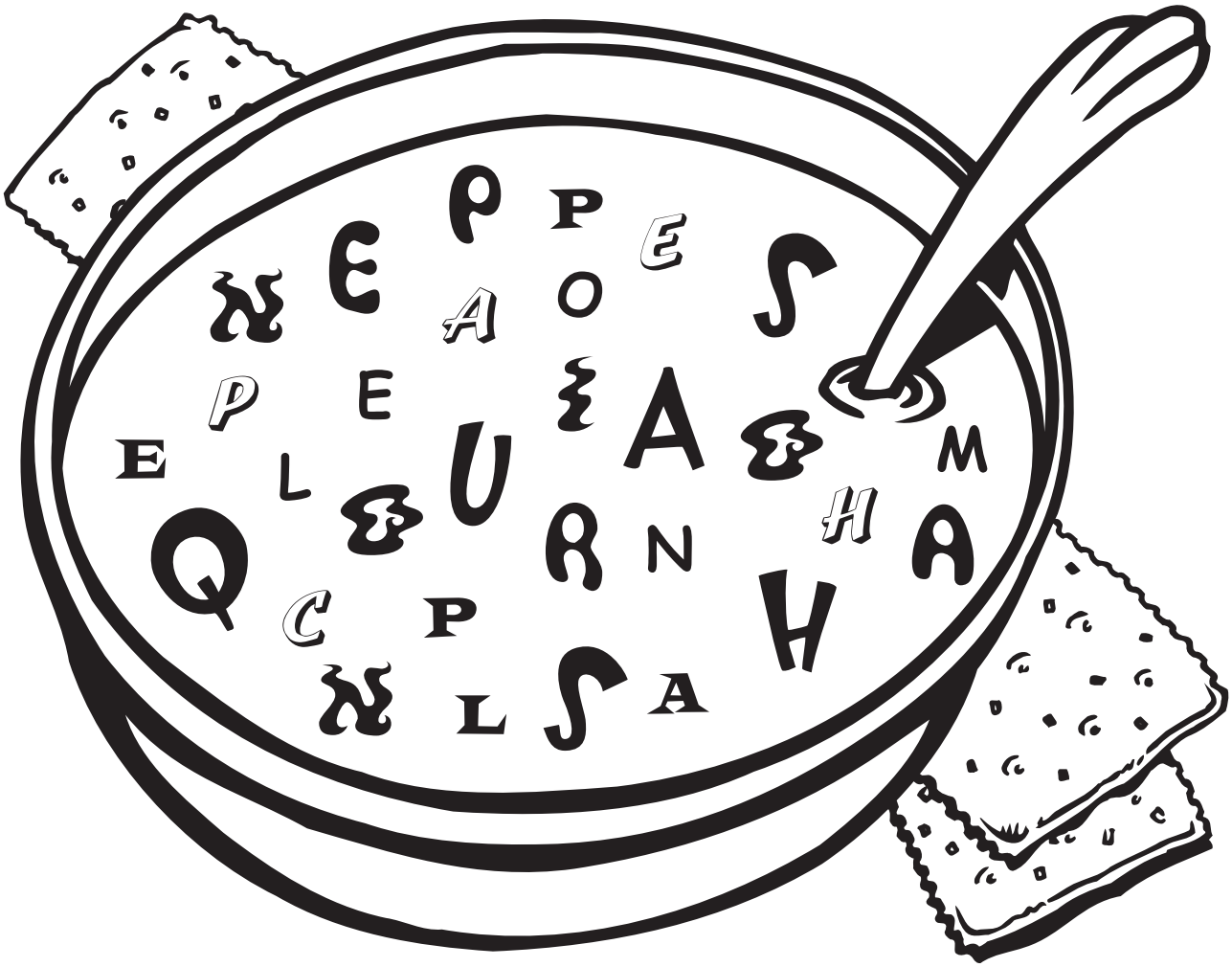
G

H

I

ALPHABET SOUP

This strange soup is made from six different fruits & veggies. Find each style of letters that are the same. Unscramble them to identify the ingredients.



SOPA DE LETRAS

Esta sopa tan extraña está hecha de cinco frutas y vegetales diferentes. Busca todos los estilos de letras que sean iguales. Ponlas en orden para identificar los ingredientes.

Calendar of Healthy Eating and Physical Activity Events

You may wish to plan activities to celebrate the following events related to nutrition, fruits and vegetables, and physical activity. While the events below may be sponsored by for-profit companies, their inclusion is for informational purposes only and does not constitute an endorsement by the *California Children's 5 a Day—Power Play! Campaign*.

January

- Healthy Weight Week (Healthy Weight Journal, www.healthyweight.net and healthyweightnetwork.com)
- National Apricot Day-January 9th (Apricot Producers of California, www.apricotproducers.com)
- National Fiber Focus Month
- National Fresh Squeezed Orange Juice Week (Florida Department of Citrus, www.floridajuice.com)
- National Prune Breakfast Month (California Prune Board, www.californiadriedplums.org)
- National Soup Month

February

- American Heart Month (American Heart Association, www.americanheart.org)
- California Kiwifruit Day-February 2nd (www.kiwifruit.org)
- National Canned Food Month (Canned Food Alliance, www.mealtime.org)
- National Cherry Month (Cherry Marketing Institute, www.cherrymkt.org)
- National Girls and Women in Sports Day (Women's Sports Foundation, www.womenssportsfoundation.org)
- National Grapefruit Month (Texas Sweet Citrus Marketing, www.texasweet.com)
- Potato Lover's Month (National Potato Promotion Board, www.healthypotato.com and www.uspotatos.com)
- Pride in Food Service Week (Dietary Managers Association, www.dmaonline.org)

March

- Johnny Appleseed Day-March 11th (also celebrated on September 26th)
- National Agriculture Day-1st day of spring (Agricultural Council of America, www.agday.org)
- National Artichoke Hearts Day-March 16th (California Artichoke Advisory Board, www.artichokes.org)
- National Frozen Food Month (National Frozen & Refrigerated Foods Association, www.nfraweb.org and www.easyhomemeals.com)
- National Nutrition Month (American Dietetic Association, www.eatright.org)
- National Oranges and Lemons Day-March 31st
- National School Breakfast Week (School Nutrition Association, formerly American School Food Service Association, www.asfsa.org)
- Peach Blossom Day-March 3rd

April

- Fresh Florida Tomato Month (Florida Tomato Committee, www.floridatomatoes.org; California Tomato Commission, www.tomato.org)
- Golfers Day-April 10th (American Junior Golf Association, www.ajga.org)
- National Cancer Control Month (American Cancer Society, www.cancer.org)
- National Garden Month (National Gardening Association, www.garden.org)
- National Public Health Week-1st full week of the month (American Public Health Association, www.apha.org)
- National TV-Turnoff Week-3rd full week of the month (TV Turnoff Network, www.tvturnoff.org)
- National Youth Sports Safety Month (National Youth Sports Safety Foundation, www.nyssf.org)
- Spring Into Health (American Cancer Society, California Division, www.cancer.org)

- Walk America (March of Dimes, www.modimes.org)
- World Health Day (World Health Organization, www.who.int)
- YMCA Healthy Kids Day (YMCA of the USA, www.ymca.net)

May

- All Children Exercise Simultaneously-1st Wednesday in May at 10:00 a.m. local time (Project ACES, www.projectaces.com)
- Food Allergy Awareness Week (Food Allergy & Anaphylaxis Network, www.foodallergy.org)
- National Asparagus Month (Michigan Asparagus Advisory Board, www.asparagus.org)
- National Bike Month (League of American Bicyclists, www.bikeleague.org)
- National Safe Drinking Water Week-1st full week of the month (U.S. Environmental Protection Agency, www.epa.gov/safewater)
- National Employee Health & Fitness Day-3rd Wednesday in May (National Association for Health & Fitness, www.physicalfitness.org)
- National Physical Education and Sports Week (American Alliance for Health, Physical Education, Recreation, and Dance, www.aahperd.org)
- National Physical Fitness and Sports Month (President's Council on Physical Fitness and Sports, www.fitness.gov)
- National Raisin Week (California Raisins, www.raisins.org)
- National Running and Fitness Week (American Running Association, www.americanrunning.org)
- National School Nurses Day (National Association of School Nurses, www.nasn.org)
- National Strawberry Month (California Strawberry Advisory Board, www.calstrawberry.com)
- Teacher Appreciation Month-Tuesday of the first full week (National Education Association, www.nea.org)
- National Salad Month (California Lettuce Research Board, www.calettuceresearchboard.org)

June

- Eat Your Veggies Day-June 17th
- National Fresh Cherry Week (Northwest Cherry Institute, www.nwcherries.com)
- National Fresh Fruits and Vegetables Month (United Fresh Fruit and Vegetable Association, www.uffva.org)
- National Men's Health Week (www.menshealthweek.org)
- National Papaya Month-also celebrated in September (Jamaica Papaya Growers Association, www.exportjamaica.org/papaya)
- Stand for Children Day (Stand for Children, www.stand.org)

July

- July Belongs to Blueberries Month (North American Blueberry Council, www.blueberry.org)
- National Golf Month
- National Peach Month-also celebrated in August
- National Salad Week-4th week in July
- National Tennis Month
- National Tug of War Tournament Day
- Therapeutic Recreation Week (National Recreation and Parks Association, www.activeparks.org)

August

- Farmers' Market Week (Agriculture Marketing Service at the USDA, www.ams.usda.gov/farmersmarkets)
- National Kids Day-1st Sunday of the month (www.kidsday.net)
- National Sports Day-August 1st
- National Watermelon Day

September

- Family Health and Fitness Days USA-last Saturday in September (Health Information Resource Center, www.fitnessday.com/family)
- National Apple Month-celebrated September to November (U.S. Apple Association, www.usapple.org; Washington Apple Educational Foundation, www.waef.org)
- **National 5 A Day Month (National Cancer Institute, www.5aday.gov)**
- National Food Safety Education Month (Government Food Safety Information, www.foodsafety.gov and National Restaurant Association Educational Foundation, www.nraef.org)
- National Mushroom Month (Mushroom Council, www.mushroomcouncil.com)
- National Papaya Month-also celebrated in June (Jamaica Papaya Growers Association, www.exportjamaica.org/papaya)
- World Heart Day (www.worldheartday.com)

October

- Child Health Month (American Academy of Pediatrics, www.aap.org/advocacy)
- Healthy Choice American Heart Walk (American Heart Association, www.americanheart.org)
- Health Literacy Month (www.healthliteracymonth.com)
- Healthy Lung Month (American Lung Association, www.lungusa.org)
- National 4-H Week (National 4-H Council, www.4-h.org)
- National Apple Month-celebrated September to November (U.S. Apple Association, www.usapple.org; Washington Apple Educational Foundation, www.waef.org)
- National Child Health Day (American Health Foundation, www.ahf.org and Maternal and Child Health Bureau, www.mchb.hrsa.gov)
- National Cranberry Month (Cranberry Marketing Committee, www.usacranberries.com)
- National Family Health Month (American Academy of Family Physicians, www.aafp.org)
- National Health Education Week (National Center for Health Education, www.nche.org)
- National Noisy Munching Day-October 5th
- National Pickled Pepper Month
- National Roller Skating Month (International Roller Skating Association, www.rollerskating.com)
- National School Lunch Week (School Nutrition Association, formerly American School Food Service Association, www.asfsa.org)
- National Spinach Lovers Month
- Vegetarian Awareness Month
- Walk to School Day (www.walktoschool-usa.org and www.cawalktoschool.com)
- World Food Day (National Committee for World Food Day, Food and Agriculture Organization of the United Nations, www.fao.org)
- World Teachers Day-October 5th

November

- National Allied Health Week (Association of Schools of Allied Health Professionals, www.asahp.org)
- National Clean Out Your Refrigerator Day-November 15th
- National Diabetes Month (American Diabetes Association, www.diabetes.org)
- National Fig Week (California Fig Advisory Board, www.californiafigs.com)
- National Split Pea Soup Month (USA Dry Pea & Lentil Council, www.pea-lentil.com)

December

- National Hand Washing Awareness Week (www.henrythehand.com)
- National Stress Free Family Holiday Month

Organizations and Web Sites Related to Nutrition and Physical Activity

Governmental Agencies and Programs

Action for Healthy Kids
One Massachusetts Avenue, NW
Suite 800
Washington, DC 20001
www.actionforhealthykids.org

After School Physical Activity
(free materials and activities)
San Diego County Office of Education
6401 Linda Vista Road
San Diego, CA 92111-7399
Phone: 858-292-3500
www.afterschoolpa.com

California Department of Education
Nutrition Services Division
560 J Street
Sacramento, CA 95814
Phone: 800-952-5609
Fax: 916-445-4842
www.cde.ca.gov/ls/ns

SHAPE California (Shaping Health as Partners in Education)
Nutrition Services Division
www.cde.ca.gov/ls/nu/he/shape.asp

Bureau of Publications, Sales Unit
1430 N Street
Sacramento, CA 95814
Phone: 916-319-0800
www.cde.ca.gov/re

California Department of Food and Agriculture
Office of Public Affairs
1220 N Street
Sacramento, CA 95814
Phone: 916-654-0462
www.cdfa.ca.gov

California Department of Health Services
California 5 a Day Campaign and California Nutrition Network for Healthy, Active Families
California Department of Health Services
Cancer Prevention and Nutrition Section
P.O. Box 997413, MS 7204
Sacramento, CA 95899-7143
Phone: 888-EAT-FIVE
www.ca5aday.com

California Project LEAN (Leaders Encouraging Activity and Nutrition)
California Department of Health Services
P.O. Box 997413, MS 7211
Sacramento, CA 95899-7413
Phone: 916-552-9907
Fax: 916-552-9909
www.californiaprojectlean.org and
www.CaProjectLEAN.org

California Safe Routes to School Initiative
Phone: 916-552-9939
www.dhs.ca.gov/epic/Sr2s

California Healthy Kids Resource Center
313 W. Winton Ave.
Hayward, CA 94544
Phone: 510-670-4581 or 670-4583
Fax: 510-670-4582
www.californiahealthykids.org

Centers for Disease Control and Prevention
Division of Nutrition & Physical Activity
National Center for Chronic Disease Prevention and Health Promotion
4770 Buford Highway, NE, MS/K-24
Atlanta, GA 30341-3717
Phone: 770-488-5820
Fax: 770-488-5473
www.cdc.gov/nccdphp/dnpa

Division of Adolescent and School Health (DASH)
www.cdc.gov/healthyYouth/index.htm

"VERB" Youth Media Campaign
(promoting physical & pro-social activity)
www.cdc.gov/youthcampaign

BAM! Body and Mind
(for children ages 9-13)
www.bam.gov

FoodSafety.gov
Gateway to Government Food Safety Information
www.foodsafety.gov

National Cancer Institute
Division of Cancer Control and Population Sciences
National Cancer Institute
6130 Executive Boulevard
Executive Plaza North, Room 4055C
Bethesda, MD 20892
Phone: 301-496-8520
Fax: 301-480-2087
www.5aday.gov

Nutrition.gov
Provides access to all online federal government information on nutrition, healthy eating, physical activity and food safety.
www.nutrition.gov

President's Council on Physical Fitness and Sports
Dept. W
200 Independence Avenue SW
Room 738-H
Washington, DC 20201-0004
Phone: 202-690-9000
Email: pcpfs@osophs.dhhs.gov
www.fitness.gov

United States Department of Agriculture
Team Nutrition
3101 Park Center Drive, Room 632
Alexandria, VA 22302
Phone: 703-305-1624
Email: teamnutrition@fns.usda.gov
www.fns.usda.gov/tn

Center for Nutrition Policy and Promotion
3101 Park Center Drive, Room 1034
Alexandria, VA 22302-1594
www.usda.gov/cnpp
www.mypyramid.gov

Food and Nutrition Information Center
Agricultural Research Service, USDA
National Agricultural Library, Room 105
10301 Baltimore Avenue
Beltsville, MD 20705-2351
Phone: 301-504-5719
www.nal.usda.gov/fnic

Growers' Associations and Commissions

American Mushroom Institute
1 Massachusetts Avenue, NW, Suite 800
Washington, DC 20001
Phone: 202-842-4344
www.americanmushroom.org

Apricot Producers of California
P.O. Box 974
Turlock, CA 95381
Phone: 209-632-9777
www.apricotproducers.com

Ark-La-Tex Blueberry Growers Association
10268 FM 314
Edom, TX 75756
Phone: 903-852-6175
www.bestberry.org

California Apple Commission
4974 East Clinton Way, Suite 125
Fresno, CA 93727
Phone: 559-456-0900
www.calapple.org

California Artichoke Advisory Board
P.O. Box 747, 10719 Merritt Street
Castroville, CA 95012
Phone: 831-633-4411
www.artichokes.org

California Asparagus Commission
311 E Main Street, Suite 204
Stockton, CA 95202
Phone: 209-474-7581
www.calasparagus.com

California Avocado Commission
38 Discovery, Suite 150
Irvine, CA 92615
Phone: 949-341-1955
www.avocado.org

California Certified Organic Farmers
1115 Mission Street
Santa Cruz, CA 95060
Phone: 831-423-2263
Toll Free: 800-423-2263
www.ccof.org

California Cling Peach Board
531-D North Alta Avenue
Dinuba, CA 93618
Phone: 559-595-1425
www.calclingpeach.com

California Date Administration Committee
P.O. Box 1736
Indio, CA 92201
Phone: 760-347-4510
www.datesaregreat.com

California Dried Plum Board
P.O. Box 348180
Sacramento, CA 95834
Phone: 916-565-6232
www.californiadriedplums.org

California Federation of Certified Farmers' Markets
P.O. Box 1813
Davis, CA 95616
Phone: 530-753-9999
www.cafarmersmarkets.com

California Fig Advisory Board
7395 N Palm Bluffs, Suite 106
Fresno, CA 93711
Phone: 559-440-5400
www.californiafigs.com

California Fresh Apricot Council
19 Sherwood Court
San Francisco, CA 94127
Phone: 415-584-4063
www.califapricot.com

California Fresh Carrot Advisory Board
531-D North Alta Avenue
Dinuba, CA 93618
Phone: 559-591-5675

California Kiwifruit Commission
9845 Horn Road, Suite 160
Sacramento, CA 95827
Phone: 916-362-7490
www.kiwifruit.org

California Pear Advisory Board
1521 "I" Street
Sacramento, CA 95814
Phone: 916-441-0432
www.calpear.com

California Raisin Marketing Board
3445 North First Street, Suite 101
Fresno, CA 93726
Phone: 559-248-0287
www.calraisins.org

California Rare Fruit Growers, Inc.
The Fullerton Arboretum, CSUF
ATTN: CA Rare Fruit Growers, Inc.
P.O. Box 6850
Fullerton, CA 92834-6850
E-mail: info@crfg.org
www.crfg.org

California Strawberry Advisory Board
P.O. Box 269
Watsonville, CA 95077
Phone: 831-724-1301
www.calstrawberry.com

California Table Grape Commission
P.O. Box 27320
Fresno, CA 93729-7320
Phone: 559-447-8350
www.tablegrape.com

California Tomato Board
1625 E. Shaw Avenue, Suite 122
Fresno, CA 93710
Phone: 559-230-0116
www.tomato.org

California Tree Fruit Agreement
P.O. Box 968
Reedley, CA 93654-0968
Phone: 559-638-8260
www.caltreefruit.com
and www.eatcaliforniafruit.com

Cherry Marketing Institute
P.O. Box 30285
Lansing, MI 48909
www.cherrymkt.org

Dairy Council of California
1101 National Drive, Suite B
Sacramento, CA 95834
Phone: 888-868-3133
www.dairycouncilofca.org

Florida Department of Citrus
P.O. Box 148
Lakeland, FL 33802-0148
www.floridajuice.com

Fresh Produce & Floral Council
6301 Beach Blvd., Suite 150
Buena Park, CA 90621
Phone: 714-739-0177
www.fpfc.org

Georgia Department of Agriculture
19 Martin Luther King Jr. Dr. S.W.
Atlanta, GA 30334
Phone: 404-656-3685
www.agr.state.ga.us

International Banana Association
1901 Pennsylvania Ave NW, Suite 1100
Washington, DC 20006
Email: info@eatmorebananas.com
www.eatmorebananas.com

Leafy Greens Council
33 Pheasant Lane
St. Paul, MN 55127
Phone: 651-484-3321
www.leafy-greens.org

Mushroom Council
11501 Dublin Blvd. Suite 200
Dublin, CA 94568
Phone: 925-556-2749
www.mushroomcouncil.com

National Onion Association
822 7th Street, Suite 510
Greely, CO 80631
Phone: 970-353-5895
www.onions-usa.org

National Watermelon Promotion Board
P.O. Box 140065
Orlando, FL 32814-0065
Phone: 407-657-0261
www.watermelon.org

North Carolina Sweetpotato Commission
1327 North Bright Leaf Blvd., Suite H
Smithfield, NC 27577
Phone: 919-989-7323
www.ncsweetpotatoes.com

Pear Bureau Institute
4382 SE International Way, Suite 203
Milwaukie, OR 37222
Phone: 503-652-9720
www.usapears.com

Produce Marketing Association
P.O. Box 6036
Newark, DE 19714-6036
www.aboutproduce.com
and www.pma.com

Sweet Potato Council of California
P.O. Box 366
Livingston, CA 95334
www.cayam.com

Washington Apple Commission
2900 Euclid Ave
P.O. Box 18
Wenatchee, WA 98807
Phone: 509-663-9600
www.bestapples.com

Washington Apple Education Foundation
P.O. Box 3720
Wenatchee, WA 98807
Phone: 509-663-7713
www.waef.org

Washington Red Raspberry Commission
1796 Front St.
Lynden, WA 98264
Phone: 360-354-8767
www.red-raspberry.org

Washington State Potato Commission
108 Interlake Road
Moses Lake, WA 98837
Phone: 509-765-8845
www.potatoes.com

Wild Blueberry Association of North America
59 Cottage Street
P.O. Box 180
Bar Harbor, ME 04469
Phone: 800-899-3459
www.wildblueberries.com

Health Advocacy Organizations and Foundations

American Association for the Child's Right to Play
240 Hofstra University
Hempstead, NY 11548
Phone: 516-463-5176
www.ipausa.org

American Cancer Society
Check telephone listings for local chapter
Phone: 800-ACS-2345
www.cancer.org

American Community Gardening Association
ACGA c/o Council on the Environment of NY City
51 Chambers Street, Suite 228
New York, NY 10007
Phone: 877-ASK-ACGA
www.communitygarden.org

American Diabetes Association
National Call Center
1701 North Beauregard Street
Alexandria, VA 22311
Phone: 800-342-2383
www.diabetes.org

American Heart Association
Check telephone listings for local chapter
Phone: 800-AHA-USA-1
www.americanheart.org and
www.justmove.org

American School Health Association
P.O. Box 708
Kent, OH 44240
Phone: 330-678-1601
www.ashaweb.org

Bright Futures
Georgetown University
Box 571272
Washington, DC 20057-1272
Phone: 202-784-9556
Fax: 202-784-9777
E-mail: Brightfutures@ncemch.org
www.brightfutures.org

California Adolescent Nutrition and Fitness Program
2140 Shattuck Avenue, Suite 610
Berkeley, CA 94704
Phone: 510-644-1535
www.canfit.org

California Association for Health, Physical Education, Recreation, and Dance
1501 El Camino Avenue, Suite 3
Sacramento, CA 95815-2748
Phone: 800-499-3596 or 916-922-3596
www.cahperd.org and www.aahperd.org

California Food Policy Advocates
116 New Montgomery Street, Suite 530
San Francisco, CA 94105
Phone: 415-777-4422
www.cfpa.net

California Foundation for Agriculture in the Classroom
2300 River Plaza Dr.
Sacramento, CA 95833-3293
Phone: 916-561-5625
www.cfaitc.org

California Park and Recreation Society
7971 Freeport Blvd.
Sacramento, CA 95832-9701
Phone: 916-665-2777
www.cprs.org

California School Food Service Association
1804 W. Burbank Blvd.
Burbank, CA 91506
Phone: 818-842-3040
www.csfsa.org

The Center for Health and Health Care in Schools
1350 Connecticut Ave., Suite 505
Washington, DC 20036
Phone: 202-466-3396
Fax: 202-466-3467
www.healthinschools.org

Center for Health Improvement
1330 21st Street, Suite 100
Sacramento, CA 95814
Phone: 916-930-9200
www.healthpolicycoach.org

Center for Science in the Public Interest
1875 Connecticut Ave., N.W., Suite 300
Washington, DC 20009
Phone: 202-332-9110
E-mail: cspi@cspinet.org
www.cspinet.org or www.smart-mouth.org (children's site)

School Nutrition Association
(formerly American School Food Service Association)
700 South Washington Street, Suite 300
Alexandria, VA 22314
Phone: 703-739-3900
www.asfsa.org

Sports, Play, and Active Recreation for Kids (SPARK)
438 Camino Del Rio South, Suite 110
San Diego, CA 92108
Phone: (800) SPARK PE
Fax: (619) 293-7992
E-mail: spark@sparkpe.org
www.sparkpe.org

Society for Nutrition Education
7150 Winton Drive, Suite 300
Indianapolis, IN 46260
Phone: 800-235-6690
www.sne.org

Strategic Alliance for Healthy Food and Activity Environments
c/o Prevention Institute
265 29th Street
Oakland, CA 94611
Phone: 510-444-7738
www.preventioninstitute.org/sa

Food Industry and Marketing Groups

The list below includes for-profit organizations. Their inclusion in this list is for informational purposes only and does not constitute an endorsement by the *California Children's 5 a Day—Power Play! Campaign*.

American Frozen Food Institute
2000 Corporate Ridge, Suite 1000
McLean, VA 22102
Phone: 703-821-0770
www.affi.com

Dole Food Company, Inc.
One Dole Drive
Westlake Village, CA 91362
Phone: 800-232-8888
www.dole5aday.com and www.dole.com

Food Marketing Institute
655 15th Street, NW
Washington, DC 20006
Phone: 202-452-8444
www.fmi.org

General Mills Foundation
(offers grants to non-profit organizations for youth nutrition and fitness programs)
P.O. Box 9452
Minneapolis, MN 55440
Phone: 800-328-1144
www.generalmills.com/corporate/committment/community

Mann Packing Company, Inc.
P.O. Box 690
Salinas, CA 93902
Phone: 800-285-1002
www.broccoli.com

Melissa's/World Variety Produce
P.O. Box 2117
Los Angeles, CA 90021
Phone: 800-588-0151
www.melissas.com

Monterey Mushroom, Inc.
260 Westgate Drive
Watsonville, CA 95076
Phone: 800-333-MUSH
www.montmush.com

National Frozen & Refrigerated Foods Association
P.O. Box 6069
Harrisburg, PA 17112
Phone: 717-657-8601
www.nfraweb.org

Ocean Spray Cranberries, Inc.
One Ocean Spray Drive
Lakeville-Middleboro, MA 02349
Phone: 508-946-1000
www.oceanspray.com

Pfyffer Associates Brussels Sprouts
2611 Mission Street
Santa Cruz, CA 95060
Phone: 831-423-8572
www.brussels-sprouts.com

Produce for Better Health Foundation
5431 Limestone Rd.
Wilmington, DE 19808
Phone: 302-235-2329
www.5aday.com

Sunkist Growers, Inc.
P.O. Box 7888
Van Nuys, CA 91409
Phone: 818-986-4800
www.sunkist.com

Wegmans Food Markets
www.wegmans.com/kitchen/ingredients/produce