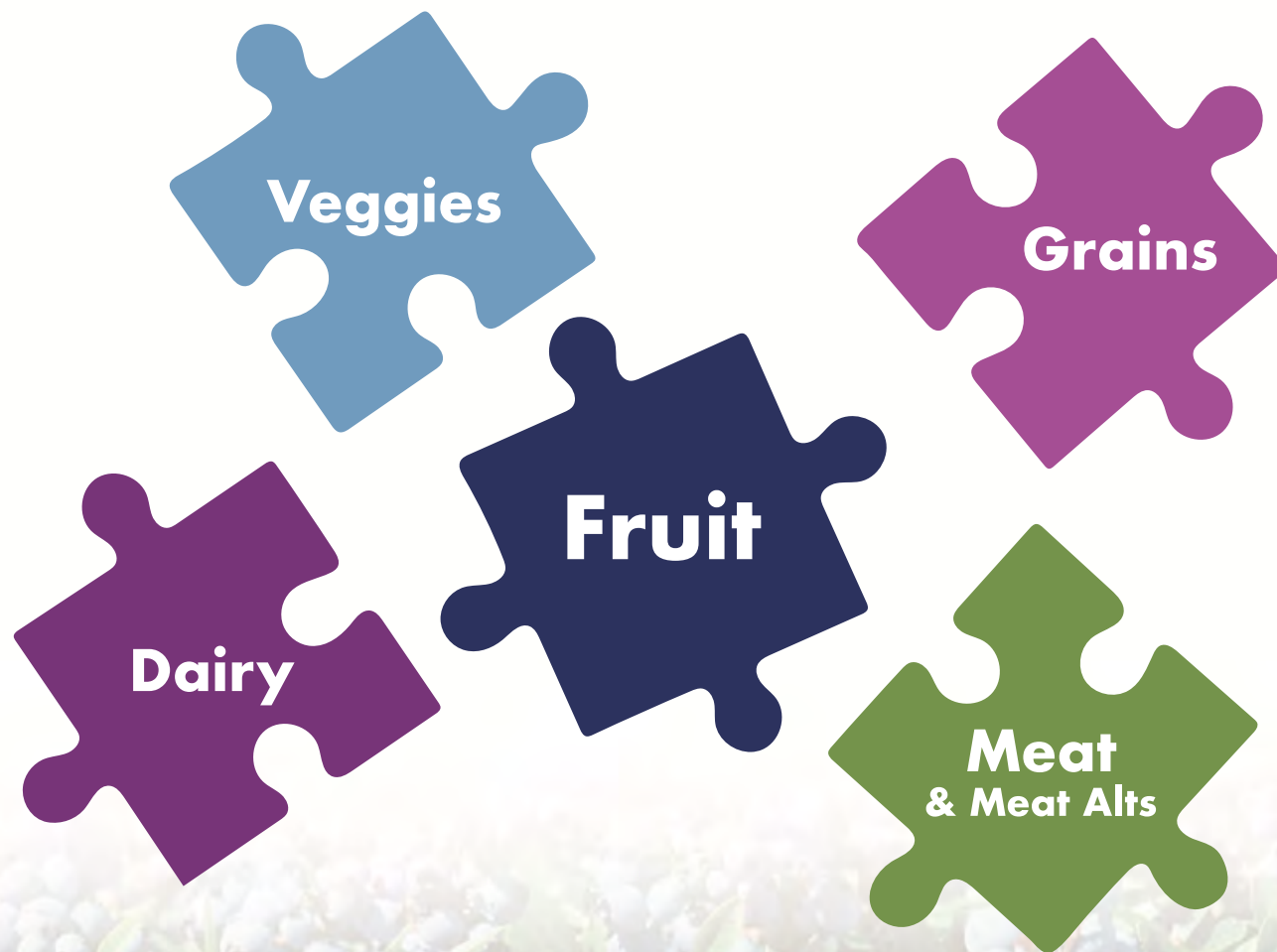


FRUIT FORWARD - *EXCITING AND WILD!*



WILD BLUEBERRY

COMMISSION OF MAINE



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Food Engineer



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Executive Director



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Former School Nutrition
Director for Portland Maine
Public Schools and Past
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LESSONS TO LEARN

1

Analyze fruit choices on a cost per serving basis and balance fruit choices for their budget, operational and marketing demands.

2

Compare and contrast Wild and Cultivated Blueberries offered under the USDA Commodity Foods Program.

3

Evaluate recipes for inclusion in their program and rank them in order of appeal to students, kitchen staff and parents.

THE “PLUS ONE” MENU STRATEGY

LET'S MAKE FRUIT A LITTLE MORE *EXCITING AND WILD*



FOOD BUDGET PUZZLE

How do you look at USDA Commodities?



OR



They cost me
\$5 a case
for shipping
and handling!

They cost me
\$25 of PAL and
\$5 for shipping
and handling!



FOOD BUDGET PUZZLE

How do you look at cost per serving?



\$0.224/each

1 Cup Serving

vs.



\$0.188/each

1/2 Cup Serving

Apples \$28@125 ct.

Apples \$30@160 ct.



FOOD BUDGET PUZZLE

There are two kinds of commodity blueberries- Wild gives you more!

Wild has **25% MORE** servings
per 30 pound case*

WILD:



225 (½ cups)

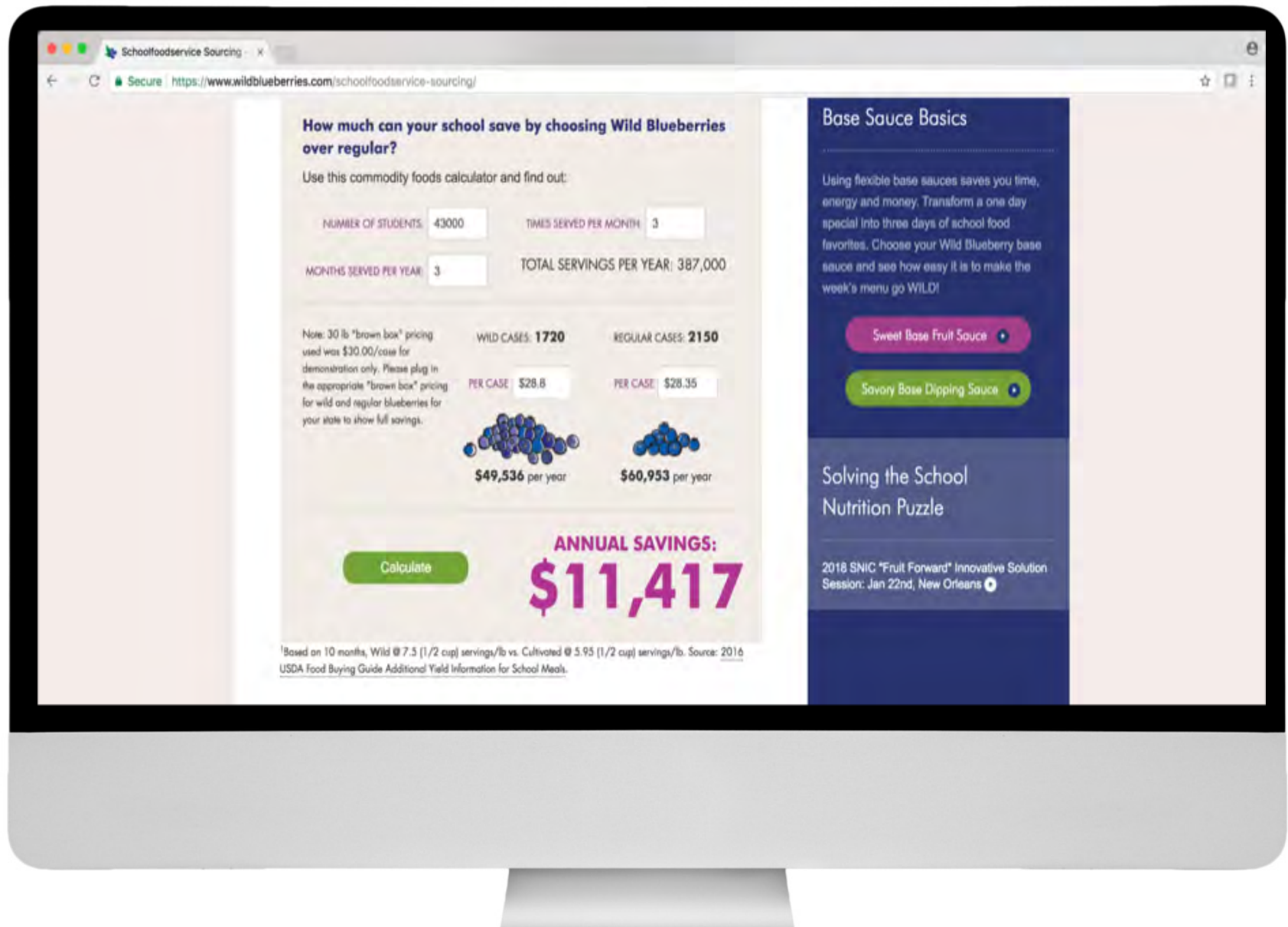
REGULAR:



180 (½ cups)

*Source : 2016 USDA Food Buying Guide Additional Yield Information for School Meals

FOOD BUDGET PUZZLE



FOOD BUDGET PUZZLE



\$1.45

Schools on average
spend **\$1.45** per meal
for the food on
the lunch tray;

25%

of that is fruit
and vegetables,
\$0.36;

\$0.18

Your fruit needs
to average **\$0.18**
per day

THE COST IS RIGHT!

Solve the puzzle!

Pick **5 fruits**- must average **\$0.18** per day
over the course of the school week



-High-
\$0.24/serving

-Average-
\$0.18/serving

-Low-
\$0.12/serving

BUDGET VERSUS PARTICIPATION

wild Blueberries

GREAT FOR
SCHOOL NUTRITION...
PERFECT FOR KIDS



WHAT *IS* THE MAINE WILD BLUEBERRY?

- Plant indigenous to Maine and Northeastern Canada.
- Wild because not planted – managed in naturally occurring stands.
- Genetic diversity - ~4.5 million Wild Blueberry clones in Maine, giving it a complex flavor profile
- 99% of the crop is frozen fresh at peak freshness.



ISN'T A BLUEBERRY *A BLUEBERRY*?

- A Wild Blueberry is NOT a cultivated blueberry

- Wild attributes:

Intense flavor

2x the Antioxidants

More fiber

Less water

More servings per bag

Frozen convenience year round



MAINE'S WILD BLUEBERRY HERITAGE

- Native American usage: diet; food preservation; medicinal benefits
-First to burn fields
- 1850s: Commercialization
- 1960s: Individual Quick Frozen (IQF) technology invented
- Maine is the only state in US to grow Wild Blueberries commercially



© PenBay Pilot

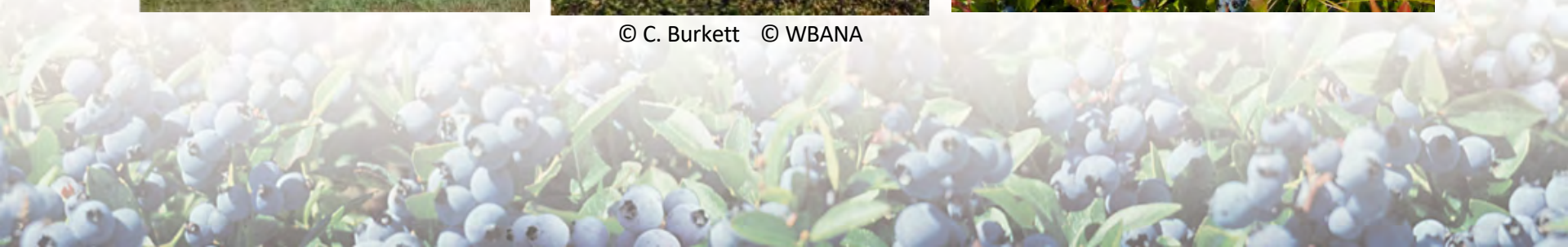


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GROWING WILD BLUEBERRIES



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WILD BLUEBERRY HEALTH

- Wild Blueberries are rich in anthocyanin, a flavonoid with potent antioxidant capacity.
- Antioxidants protect against disease and age-related health risks.
- Wild Blueberries may help with:
 - Brain Health
 - Gut Health
 - Cancer prevention
 - Reduced diabetes risk
- Recent studies saw improved mood and enhanced executive function (memory, concentration & speed) in children and young adults who drank a wild blueberry drink vs. placebo.

Nutrition Facts	
Serving size	1 cup (140g)
Amount per serving	
Calories	80
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 19g	7%
Dietary Fiber 6g	21%
Total Sugars 10g	
Includes 0g Added Sugars	0%
Protein 0g	
Vitamin D 0mcg	0%
Calcium 24mg	2%
Iron 1mg	6%
Potassium 95mg	2%
Zinc 1mg	10%
Manganese 4mg	170%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

FRUIT AS AN INNOVATION

Savory and Sweet Base Sauce - make the most of your marketing with multiple recipes with your featured ingredient!



SAVORY WILD BLUEBERRY DIPPING SAUCE



WILD BLUEBERRY *DRESSING*



WILD BLUEBERRY & CORN SALSA



WILD BLUEBERRY *PIZZA*



BASE SAUCES



Savory

Accent to your recipes,
compliment your entree,
add a story to the meal



Sweet

Compliment the meal
with fruit choice, fantastic
finish with a premium fruit
at a commodity price.



FRUIT FORWARD *WHY GO WILD?*



MORE **value**, MORE **flavor**,
MORE **nutrition**, MORE **participation**



wildblueberries.com/schoolfoodservice
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