



FOOD



GOOD NEWS

JANUARY, 2013



On the Menu

Please watch your mail for Good Food's latest menu through April. We distributed it via e-mail December 18, so if you haven't received it let us know soon so you'll have the most current menu for 2013.

BY THE NUMBERS

TWO truckloads of dry goods each week

DAILY deliveries of produce and dairy—literally, tons

4,000 gallons of milk each month

Good Food Company

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Family-owned, and cooking up healthy meals for schools since 1979.

Check This Off Your "To Do" List

First Lady, Michelle Obama, is a champion for children's health, and her "Let's Move!" initiative is in its third year working to reverse our nation's childhood obesity trend.

Good Food has been on board this moving train since it first hit the rails. What you may not realize is this: *your* school is on track, too.

The Let's Move plan has a checklist to help schools gauge the overall health of their programs, including food and exercise. Because you trust Good Food to provide your lunches, you've already met the food-related requirements of this checklist.

As a matter of fact, we know many of you have been missing

the chicken nuggets and fish sticks. Well, to meet the requirements of the Let's Move! Program, we had to replace those items with healthier options. As hard as it was to say farewell to those popular lunches, I think we all know it was the right move.



Some Good Food clients—those who operate in government facilities—are mandated to comply with the requirements of the checklist. Even if it's not a mandate for your school, it's nice to know your students' are chugging along the right track.

Let's Move! Checklist For Preschool Food

- ❑ 100% fruit juice is limited to no more than 4-6 oz. per day per child, and parents are encouraged to support this limit.
- ❑ Sugary drinks, including fruit drinks, sports drinks, sweet tea, and soda, are never offered.
- ❑ Children two years and older are served 1% or skim milk (unless otherwise directed by child's health provider).
- ❑ Fruit (not juice) and/or a vegetable is served at every meal (french fries, tater tots, hash browns don't count).
- ❑ French fries, tater tots, hash browns, potato chips, or other fried or pre-fried potatoes are offered no more than once per month (baked is okay).
- ❑ Chicken nuggets, fish sticks, and other fried or pre-fried forms of frozen and breaded meats or fish are offered no more than once a month.
- ❑ All meals are served family style so that children are encouraged to serve themselves with limited help.

Produce Can Take Rejection

Good Food takes in truckloads of fresh produce every day. And every day, our employees stop whatever they're doing to sample the fruits and veggies. We want to make sure it's the best for your students.

Truthfully, we sample it twice before it goes out the door to you—once when it first comes off the truck, and again the next morning we test a few cut pieces before the fruit goes into lunches.

Mangos, in particular, are difficult to judge ripeness and can over-ripen quickly. We're working with our distributor on this—mushy mangos are no good. Breakfast customers may receive less-than-perfect mangos that will then ripen overnight.

It's a long journey from orchard to plate, and the more you handle fruit the more damage is likely. We do everything we can to make sure the fruit on every child's plate is delicious.



Meat, Temperature, and Color

We sometimes hear from customers that the chicken or burgers seem to be undercooked based on color. We use a device called a "T-Stick" to check the internal temperature of our meat. T-Sticks are single-use, cardboard thermometers and they work great to ensure meat is cooked thoroughly.

Have Your Say, Too!

If you'd like to say something nice about Good Food, you certainly have our undivided attention. We'd love to hear from you, and perhaps post your niceties here or on our website, which will soon have a section for such testimonials. (Naturally, we'll open our ears to all concerns, nice or not!)

Year-Round - Fresh and Local?

The distributor that supplies Good Food with our yummy produce gave us some exciting news recently. They're about to become the principal distributor for a new group of farmers who will be growing fresh produce year-round.

This group of farmers, calling themselves Blue Ridge Produce, will be growing fresh lettuce and tomatoes all year in acres and acres of greenhouses.

For your school, it means fresh, local tomatoes and lettuce all year. For us, it just means more good food.



A Brief Nugget of Info to Impart

While we don't have chicken nuggets on the regular menu—again, trying to encourage healthier options—you can request them as a replacement to a menu item that is particularly unpopular with an entire school.

Try and Try Again...First Food Fright

If you search the web on "introducing new foods to children," you'll come up with articles from dozens of reliable sources that say this—you'll need to serve new foods 7-10 times before some kids learn to like them.

We've been making lunches for decades, and we've had kids of our own, so we

know this is hard. And it's even harder when you feel responsible for getting a school child to eat a good lunch.

Still, we hope you'll give any new menu item a fighting chance and serve it a few times before we call it quits.

As a side note, several articles note that you should let children "play with" any new foods. Um, we'll leave that up to your good judgment. We don't want food *fright* to turn into food *fight*!

Awww, Thanks!

You're reading our newsletter, so you already know we get excited to tell you about all the good things going on at Good Food. Well, one of our customers had such great things to say, we just had to share.

Thank you so much for taking care of us here at Capital Kids, Inc. We have had the unfortunate opportunity to work with several other catering companies in our DC location, as well as in our former VA location. As any business owner, we strive to find the most healthy, affordable meal options for our children.

We have had a business relationship with Good Food for over 10 years. When attempting to switch companies, we found that we would always run into serious issues. Each time we ended our contract with the "other companies," we were able to come back to Good Food. Good Food, "accepted our apology" and made a valiant effort in adjusting to accommodate our needs. Good Food consistently provides hot food, at compliant USDA temperatures, during point of service. We are brought fresh fruit daily and most importantly food that the kids like and eat! We found with our other companies the kids were consuming only 50% of the meals.

Whenever we call to speak to Good Food, the staff is always kind and knowledgeable. They have a wonderful person-ability factor. It makes business with them easy to work with. We have chosen to not make any other food company changes as we believe in Good Food and look forward to a lifetime partnership.

Caroline Mosley, Executive Director, Capital Kids, Inc.

We said it our first newsletter issue—we're better, and we try harder, than our competition. If you're ever thinking about trying a new caterer, we hope you'll call us first and discuss your concerns.