

The Freshest Cut

Sixteenth Edition

Brought to you by



Keeps cut produce fresh!

Fresh-cut Fruit Cups Provide Healthier Alternatives at Universal Studios Singapore

After the harrowing Jurassic Park Rapids Adventure or before being swept “Far Far Away” with Shrek 4D, visitors to Universal Studios in Singapore can now enjoy a healthy and delicious fruit cup containing 270 grams of juicy papaya, pineapple, rockmelon, grapes, and red and green apple slices, all treated with NatureSeal® for longer shelf life and freshness. The Universal Studios fruit cups are sold throughout the park and are supplied by U-Say Marketing’s fresh-cut processing facility in Jahor, Malaysia.

Open since March 2010, Universal Studios Singapore expects to welcome more than 4.5 million international visitors annually. According to Eleanor Loh, General Manager of U-Say Marketing, “The sliced fruit cups are selling very well at Universal Studios and are an excellent healthy alternative. Our use of NatureSeal to maintain the quality has been instrumental to the product’s success.”

The company has found additional revenue streams with NatureSeal—Ms. Loh says that “U-Say is also supplying fresh-cut fruit treated with NatureSeal to convenience stores, supermarket chains, quick service restaurants and local casinos.”

Universal Studios Singapore is located within one of the world’s most extensive and expansive tourism projects—the \$4.4-billion Resorts World Sentosa.

SHREK



Seal in freshness and

USDA Expands School Access to Fresh Fruits and Vegetables

*A*griculture Secretary Tom Vilsack announced on March 23 that the USDA will expand assistance to state agencies for schools operating its Fresh Fruit and Vegetable Program (FFVP) in the 2011/2012 school year. This will help provide free fresh fruit and vegetables to children throughout the school day.

This year, the USDA will provide \$158 million in assistance to state agencies. States will then select schools to participate based on criteria in the law, including the requirement that each student receive between \$50 and \$75 worth of fresh produce over the school year.

“Improving the health and nutrition of our kids is a national imperative and by providing schools with fresh fruits and vegetables that expand their healthy options, we are helping our kids to have a brighter, healthier future,” said Vilsack. “Every time our kids eat a piece of fruit or a vegetable, they are learning healthy eating habits that can last a lifetime.”

The Fresh Fruit and Vegetable Pilot Program was authorized by the Farm Security and Rural Investment Act of 2002, which included schools in four states and one Indian tribal organization. The purpose of the pilot was to determine the best practices for increasing fruit (both fresh and dried) and fresh vegetable consumption in schools.

As a result of the program’s popularity, the Child Nutrition and WIC Reauthorization Act of 2004 added four more states to the program. In 2006, more money was appropriated to expand to five additional states. The program is now national in selected schools in all 50 states, the District of Columbia, Guam, Puerto Rico, and the Virgin Islands.



Another Health Benefit Related to Apple Consumption

*A*ccording to a new study by the Department of Nutrition, Food and Exercise Sciences at The Florida State University, daily consumption of apples can significantly reduce LDL (bad) cholesterol levels in women. In the study, women aged 45-65 who ate 75 grams of dried apples daily for one year experienced a 23% decrease in LDL after 6 months.

Another surprising result was that HDL or good cholesterol also increased by 4%. Despite the fact that an extra 240 calories were added to their diets, the women lost an average of 3.3 lbs. An apple a day really can keep the doctor away!

taste with NatureSeal

Fill Half Your Plate with Fruits and Veggies

NatureSeal is helping foodservice operators fill “half a plate” with fruit and vegetables and still offer savings through reduced labor, spoilage, and waste.

The U.S. Department of Agriculture (USDA) is urging Americans to fill half their plates with fruit and vegetables at each meal (including snacks) and reduce the amount of sugar, sodium, and saturated/trans fats and move to a more healthy, plant-based diet. NatureSeal has been advocating this shift to healthier eating habits for many years.

NatureSeal has revolutionized the way we eat apples: sliced apples enriched with vitamin C can now be found in many schools across the country and in a growing number of quick service restaurants.

Fresh sliced apples, pears, peaches, and nectarines can be served without the worry of browning; celery and carrot sticks can be served as a mid-day snack without being dehydrated, white, and rubbery. We eat with our eyes first—kids most of all.

School lunches have come a long way, but we need to continue to educate students on the importance of a healthy diet. “The Dietary Guidelines are being released at a time when the majority of adults and one in three children is overweight or obese; and this is a crisis that we can no longer ignore,” said Agriculture Secretary Tom Vilsack.

Whether you need a couple of hours or several days, NatureSeal will keep your cut produce looking and tasting fresh.



On the Road

2011 Trade Shows	Date	Booth #	Location
United Fresh 2011	May 3-4	1322	New Orleans, LA
Fresh Convenience Congress	June 14-16	N/A	London, UK
School Nutrition Association	July 11-13	2505	Nashville, TN
NACUFS (National Association of College & University Foodservice)	July 12-16	1318	Dallas, TX
PMA Foodservice Conference	July 29-31	N/A	Monterey, CA
Western Foodservice Expo	August 28-30	2237	San Diego, CA
Asia Fruit Logistica	September 7-9	TBA	Hong Kong, China
Piazza Produce	September 14	TBA	Indianapolis, IN
Lunch! 2011	September 29-30	D 419	London, UK
NACS (National Association of Convenience Stores)	October 2-4	5049	Chicago, IL
Macfrut	October 5-7	TBA	Cesena, Italy
PMA (Produce Marketing Association)	October 15-17	TBA	Atlanta, GA
Fruit Attraction	October 19-21	TBA	Madrid, Spain
The New York Produce Show	November 7-9	2221	New York, NY

For detailed product information, please contact NatureSeal at 800-344-4229, 203-454-1800 or www.natureseal.com



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NatureSeal, Inc., 1175 Post Road East, Westport, CT 06880



Fry this...



*Instead of a bake sale or lemonade stand,
prepare fruit cups for sale!*

*Mix in a variety of fruit and treat with
NatureSeal to give the cups longer life.*

Check Out NatureSeal's Newly Redesigned Website

In March 2011, NatureSeal, Inc. launched their newly redesigned website, www.natureseal.com.

The company continues to expand its portfolio of products, and most recently introduced First Step, a new environmentally friendly produce wash developed as a replacement for chlorine.

The redesigned website's homepage gives visitors access to the various product lines available, as well as to their specific markets. The website is easy to read and navigate with images and colors that translate well to the various target markets; *fresh produce processors, the foodservice industry, and the grocery/retail market.*

Several new pages have been added to the website, including the comparison gallery page, which shows the difference between freshly cut produce treated with NatureSeal vs. untreated controls. Additional sections are dedicated to news, press releases, access to all of the company's *The Freshest Cut newsletters* and a complete list of trade shows where NatureSeal is planning on participating as an exhibitor.

Future plans for the site include e-commerce, giving the foodservice industry the ability to order online at their convenience. A further addition includes language translation software, which will facilitate NatureSeal's growing number of international customers access to the site. The company also plans to design a website for its UK subsidiary, AgriCoat NatureSeal Ltd., and integrate the two sites seamlessly.



NatureSeal, Inc., 1175 Post Road East, Westport, CT 06880
800-344-4229 • www.natureseal.com

NatureSeal, Inc. is a subsidiary of Mantrose-Hauser Co., Inc., which is owned by RPM International, Inc., the specialty coatings company listed on the NYSE under the symbol RPM.

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