

The Freshest Cut

Ninth Edition

Brought to you by



Keeps cut produce fresh!

NatureSeal & Fresh Sliced Produce: A “Healthy Hit” at St. Paul Public School

Tremendous progress continues to be made in the areas of health and nutrition in schools across the country. The positive results are overwhelming. The most recent SNA State of School Nutrition 2007 survey reports that 96% of schools in the U.S. now offer fresh fruit and vegetables to students. And, consequently, school foodservice professionals are looking for innovative ways to increase consumption of fresh-cut produce by their students. NatureSeal® is the solution to this difficult problem. NatureSeal is proven to increase consumption while simultaneously decreasing waste of whole fruits and vegetables.

We recently had the opportunity to sit down and discuss the evolution of how NatureSeal became a staple product used by Saint Paul Public Schools (SPPS). Jean Ronnei,* Director of Nutrition Services at SPPS, and Linda Dieleman, Nutrition Services Manager at SPPS, shared their experiences using NatureSeal in their district.

NatureSeal allows SPPS to serve fresh-cut apple slices to a student body of over 41,000. Apple consumption increased at an astonishing rate of 22%, just by using NatureSeal, according to Linda Dieleman. She further stated that ready-to-eat, sliced apples treated with NatureSeal are now happily being consumed by the students rather than whole apples being thrown away after two or three bites.

NatureSeal allows cafeterias to prepare fresh-cut produce in advance of serving. It increases consumption, increases healthy options, decreases unnecessary waste, and is allergen-free and safe to use on over 21 different fruits and vegetables.

Most kids tend to be reluctant when it comes to trying new and different types of produce. SPPS has students from all over the globe, with very diverse palates. Many schools are now encouraging their kitchen staff to offer samples of new produce, so kids can experience different and unique tastes. In addition to the more popular produce items, exotic fruits such as star fruit, kiwi, guava, papaya, mango and even horned melon are being sampled.

“As part of our mission to serve Healthy Hits to children, NatureSeal makes it possible to have apple wedges on the choice bar, producing a healthy snack that looks good and tastes good,” said Dieleman.

Mari Lowry, Quality Control Specialist at SPPS, worked with NatureSeal to determine the optimum batch size. Since NatureSeal is so effective in keeping the fresh quality (taste, texture and color) of the cut fruit, she encouraged her staff to prepare—i.e., cut, treat and refrigerate—their entire supply of apples days in advance. The school now serves sliced fruit at breakfast, lunch and as an afternoon snack. Production is thus streamlined with NatureSeal, allowing foodservice professionals at SPPS to concentrate their efforts in areas other than fresh-cut produce production.

Our hats off to these outstanding women and their commitment to the health of the future of America!

** Jean Ronnei was named Golden School Foodservice Director of the Year during the 18th Annual Foodservice Achievement Management Excellence (FAME) Awards.*

Additional benefits to using NatureSeal...

Cost Effective	Reduction in waste may offset the incremental cost of the product
Expanded Menu	Greater menu variety and flexibility with healthy, nutritious menu selections that kids will love!
Convenience	Prepare fresh-cut produce days ahead of schedule = labor savings!
Value-Added	Adds nutritional value to sliced produce
Safe & Friendly	Allergen-, sulfite- and sodium-free
Easy to Use	No special equipment or packaging required
Convenient Foodservice Sizes	Three convenient sizes available (3.3lbs, 1.25lbs, 11oz)
Long Shelf-Life	When stored away from direct heat or humidity, NatureSeal will last several years

Serving up fresh

Sweet Innovations

Stemilt Growers Inc., based in Wenatchee, WA introduced a new patented product called AppleSweets® to the market in the early part of 2007. The product quickly became a success and is now being offered to retailers nationwide. While bagged sliced apples have been around for a few years and have become a staple in most supermarkets, consumers are always looking for something new and convenient to dazzle their taste buds.

AppleSweets (flavored and unflavored) are sliced apples that are uniquely processed using two innovative patented systems: the Perfect Apple Slicing System (or P.A.S.S.) and a flavoring system. The slicing system creates precision cuts, therefore reducing damage to the cell structure of the apples for the perfect apple slice. The patented flavoring system adds all-natural, delicious, mouth-watering flavors such as Wild Berry and County Fair Caramel to the slices, resulting in exciting, new tastes with zero calories and zero guilt. For the final touch, the slices are then dipped in NatureSeal to maintain the taste, texture and color of these healthy, satisfying treats.

Stemilt is considering expansion of the flavors in this delectable line to include a Tropical flavor for the summertime and Mom's Apple Pie for the fall.

Also new to the retail market is a "Bake-at-Home Apple Crisp" rolled out by Peterson Farms in Shelby, MI. This unique kit includes everything you'll need to bake a home-made sweet and delicious apple pie that tastes like mom's... maybe even better! Peterson's Apple Crisp includes one pound of fresh-cut, peeled and sliced "sweet" apples, which have been treated with NatureSeal to maintain the natural taste, texture and color, and all the fixings. All you need is a deep pie dish and some time to sit back, relax and soak in the sweet aroma as it bakes.

Look for these innovative new offerings in the produce aisle this season... and enjoy a healthy sweet treat without all the work!



More than 15 Minutes of Fame

If you happened to catch the *Unwrapped* segment on the Food Network on July 23rd, you saw quite an interesting show dedicated to the amazing apple.

The segment opened with our customer, Stemilt Growers, Inc., documenting the cycle of the fruit through the entire automated sorting process by weight and size. The segment also explained the hand-testing technique which determines ripeness and whether the fruit is packaged and shipped to the retailer immediately or put into cold storage for distribution as much as six months later.

The pièce de résistance comes at the end of the segment, which features the corporation Crunch Pak LLC from Cashmere, WA, giving viewers a sneak peak at the innovative technology and process that allows the company to produce fresh sliced apples (sweet and tart), that don't turn brown. Crunch Pak is one of the first processors to take the leap of faith with NatureSeal—into an unknown territory at the time—and truly helped pioneer what is now over a \$1 billion sliced apple industry. Today, they continue growing the industry through innovation, perseverance and good old fashioned hard work.

Sliced or diced, sweet or tart, fresh-cut apples continue to shine in the limelight.





Fresh-cut Fruit: Fresh from the Freezer

The newest innovation in fresh-cut produce, NatureSeal for “Fresh Frozen” fruit, was introduced by Mantrose-Haeuser Co., Inc. at the Produce Marketing Association Show in Houston, Texas on October 13. These new NatureSeal formulations, which maintain the taste, texture and color of IQF apples, pears, avocados and guacamole, are slated to create a whole new revolution in the fresh-cut produce industry. In addition, successful field trials on cut frozen peaches have been reported.

NatureSeal has already solved the problem of enzymatic oxidation and texture degradation of fresh-cut produce over a period of time; however, seasonality of fruit was still a barrier to having a particular fresh-cut fruit available year round. With NatureSeal’s new Fresh Frozen formulations, the juiciest Honey Crisp apple, the most luscious Bartlett pear and the creamiest Hass avocado can now be quick-frozen to retain all of nature’s goodness. Pre-made, fresh, frozen guacamole can be processed, shipped to market and stocked year-round without the worry of browning or, more importantly, any harsh chemicals.

The benefits of this new technology to fresh frozen processors—and, as a result, to the foodservice industry—are endless. Your specialty dessert with apples or pears or that one-of-a-kind dish with the smoothest avocado can now be served in any season... and the quality will be consistent because the fruit was picked and frozen at the very peak of its flavor. The scientists at Mantrose continue to forge ahead into new territory turning what was once impossible into an every day convenience.

Taking place in 2007 - 2008

London, UK	Oct. 30 – Nov. 1, 2007	Food Ingredients Europe
Berlin, Germany	Feb. 7 – 9, 2008	Fruit Logistica
Las Vegas, NV	Feb. 26 – 27, 2008	Catersource
New York, NY	March 9 – 11, 2008	International Restaurant & Foodservice Show
Boston, MA	April 6 – 8, 2008	New England Foodservice and Lodging
Las Vegas, NV	May 5 – 7, 2008	United FreshTech
Calgary, Canada	May 15 – 16, 2008	Canadian Produce Marketing Association
Chicago, IL	May 17 – 20, 2008	National Restaurant Association



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Mantrose-Haeuser Co., Inc., 1175 Post Road East, Westport, CT 06880



*Did you know...
that 7500 varieties of apples are grown
throughout the world?*

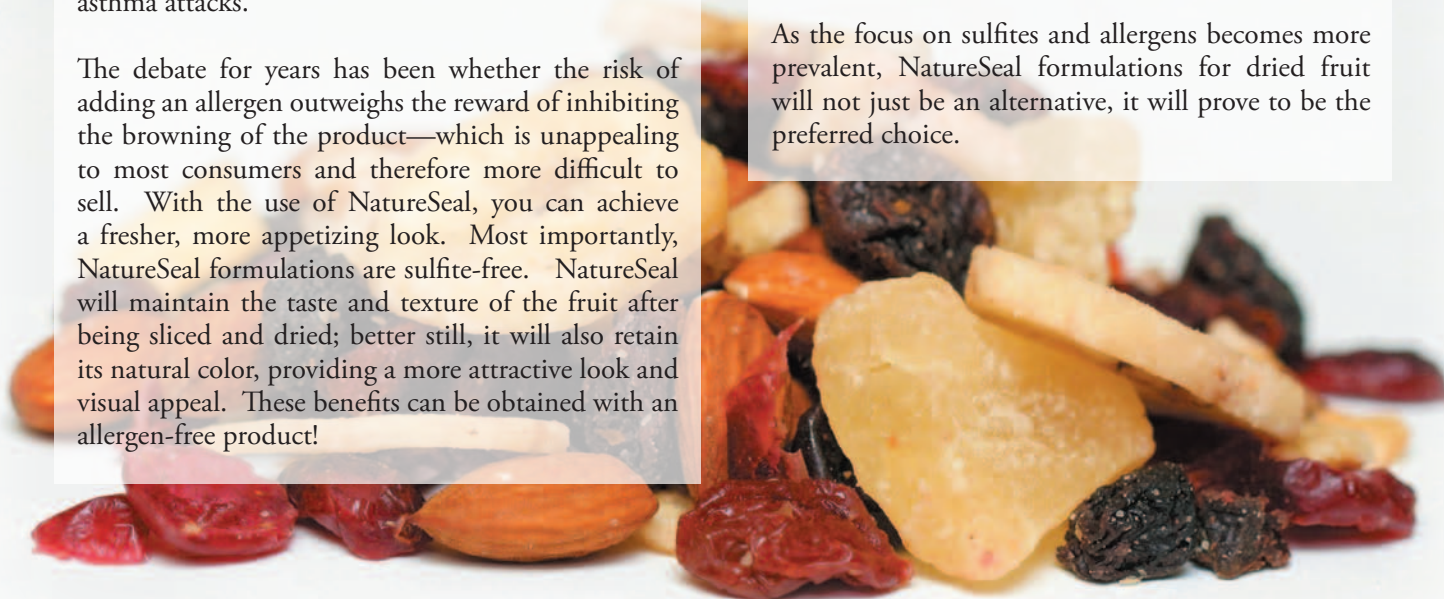
Dried to Perfection

Much of the dehydrated fruit on the market today contains sulfur dioxide, which is added to help retain the color of the fruit (or vegetable). The downside to this additive is that some people suffer allergic reactions from products that contain sulphur. In fact, serious allergic reactions have been known to trigger asthma attacks.

The debate for years has been whether the risk of adding an allergen outweighs the reward of inhibiting the browning of the product—which is unappealing to most consumers and therefore more difficult to sell. With the use of NatureSeal, you can achieve a fresher, more appetizing look. Most importantly, NatureSeal formulations are sulfite-free. NatureSeal will maintain the taste and texture of the fruit after being sliced and dried; better still, it will also retain its natural color, providing a more attractive look and visual appeal. These benefits can be obtained with an allergen-free product!

The typical drying process of dried fruit also destroys most of the Vitamin C found in fresh produce. In addition to the aesthetic benefits, treating your cut produce with NatureSeal prior to dehydrating has been found to maintain the levels of Vitamin C without any significant differences.

As the focus on sulfites and allergens becomes more prevalent, NatureSeal formulations for dried fruit will not just be an alternative, it will prove to be the preferred choice.



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

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