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## Harris Teeter Helping Bring Salad Bars to Community Schools

*Text-to-Donate Campaign to Support Healthy Lunch Options and Combat Childhood Obesity*

**CHARLOTTE, N.C. Aug. 20, 2012** – Harris Teeter is launching a campaign designed to bring salad bars to schools in the Harris Teeter market communities to support *Let's Move Salad Bars to Schools (LMSB2S)*. In collaboration with the United Fresh Produce Association Foundation, a founding partner of LMSB2S, Fresh Express, a wholly-owned subsidiary of Chiquita Brands, and nine additional produce suppliers, Harris Teeter will donate salad bars to at least 10 schools. These salad bars will benefit more than 5,000 students by providing them a healthy lunch option filled with fresh produce.

Harris Teeter shoppers will also have the opportunity to bring salad bars to schools thru a "Text-to-Donate" campaign. Promotional materials and information will be found in all Harris Teeter stores August 19<sup>th</sup> through September 15<sup>th</sup>. Shoppers can donate \$5 by texting "SALAD" to 80077 or they can visit [www.SaladBars2Schools.org](http://www.SaladBars2Schools.org) to give securely online. The "Text-to-Donate" campaign will accept donations through October 11, 2012. Fresh Express, the industry leader in providing consumers with fresh, healthy, convenient ready-to-eat salads, leafy greens, vegetables and fruits, will match shopper donations up to \$15,000. In addition to raising funds for LMSB2S, shoppers will find Harris Teeter's "Healthy Lunch 101" – a produce guide providing parents with tips on how to pack more fruits and vegetables into their children's lunches.

Why Salad Bars? Children significantly increase their consumption of fruits and vegetables when given a variety of choices in school fruit and vegetable salad bars. With exposure through school lunch options, children try new fruits and vegetables, incorporate greater variety into their diets and increase their daily consumption of fruits and vegetables. With increased daily access to a variety of fruits and vegetables, children learn to make decisions that carry over outside of school, providing a platform for a lifetime of healthy snack and meal choices. The White House Task Force on Childhood Obesity has endorsed salad bars.

“Salad bars are an effective way for schools to meet the new school lunch guidelines, which calls for doubling the amount of fruits and vegetables available to students at lunch,” said Bob Stallman, general manager of Fresh Express. “These efforts are in-line with our mission of *Improving World Nutrition* and support our commitment to making fresh produce convenient and accessible to the communities in which we live and work.”

The salad bar donations will be made possible by the generous contributions of the following companies/individuals: Harris Teeter shoppers, Chiquita Brands, Alpine Fresh, Modern Mushrooms, Monterey Mushrooms, California Giant Berry Farms, Apio, Wholly Guacamole, National Mango Board, National Watermelon Promotion Board, Marie’s Dressings and Harris Teeter.

LMSB2S was developed to provide salad bars to schools across the country to increase children’s consumption of fruits and vegetables and to support First Lady Michele Obama’s *Let’s Move!* initiative to end childhood obesity within a generation. To date, more than 1,600 salad bars have been donated to schools nationwide through LMSB2S.

#### **About Harris Teeter**

Harris Teeter Inc., with headquarters in Matthews, N.C., is a wholly-owned subsidiary of Harris Teeter Supermarkets, Inc. (NYSE: HTSI). Harris Teeter is the 24th largest supermarket in the U.S. with 2011 sales of \$4.29 billion. The regional grocery chain employs approximately 25,000 associates and operates stores in North Carolina, South Carolina, Virginia, Georgia, Tennessee, Maryland, Delaware, Florida and the District of Columbia.

#### **About Fresh Express Incorporated**

Fresh Express, a wholly-owned subsidiary of Chiquita Brands International, Inc. (NYSE: CQB), is a leader in fresh foods and is dedicated to providing consumers with healthy, convenient ready-to-eat salads, leafy greens, vegetables and fruits. With the invention of its special Keep Crisp® Bag in the 1980s, Fresh Express pioneered the retail packaged salad category and was the first to make them available to grocery stores nationwide. Today, Fresh Express fresh salads come in more than 60 different varieties offering exciting new flavors and convenient new ways to meet the daily dietary requirements for fresh produce. More than 20 million consumers each week enjoy healthy, convenient ready-to-eat Fresh Express salads, spinach, vegetables and greens. For more information, visit [www.freshexpress.com](http://www.freshexpress.com). ABOUT CHIQUITA BRANDS INTERNATIONAL INCORPORATED Chiquita Brands International, Inc. (NYSE: CQB) is a leading international marketer and distributor of nutritious, high-quality fresh and value-added food products – from energy-rich bananas, other fruits, blends of convenient green salads to healthy snacking products. The company markets its healthy, fresh products under the Chiquita® and Fresh Express® premium brands and other related trademarks. With annual revenues of more than \$3 billion, Chiquita employs more than 21,000 people and has operations in nearly 70 countries worldwide. For more information, please visit our corporate web site at [www.chiquitabrands.com](http://www.chiquitabrands.com).

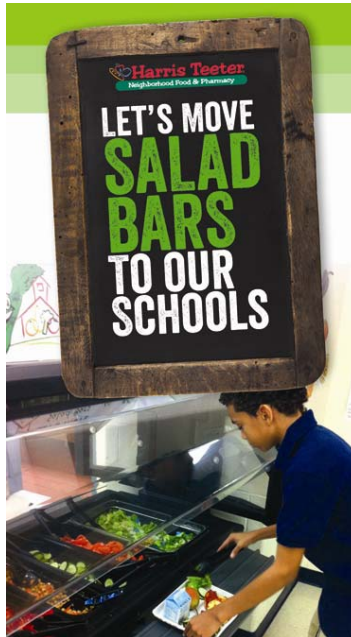
#### **About *Let’s Move Salad Bars to Schools***

*Let’s Move Salad Bars to Schools* is a public health campaign to increase salad bars in schools across the country so that every child has the choice of healthy fruits and vegetables every day at school. *Let’s Move Salad Bars to Schools* supports First Lady Michelle Obama’s *Let’s Move!* initiative. Founding partners are: United Fresh Produce Association Foundation, National Fruit and Vegetable Alliance, Food Family Farming Foundation, and Whole Foods Market. More information can be found online at [www.saladbars2schools.org](http://www.saladbars2schools.org).

### About the United Fresh Produce Association Foundation

The United Fresh Produce Association Foundation is the United Fresh Produce Association's 501 (c)(3) not-for-profit organization designed to help meet the public's need for healthy, high quality, safe and affordable fresh fruits and vegetables. Through its Center for Nutrition and Health, the Foundation is devoted to enhancing consumption of fresh fruits and vegetables through environmental change and public policy, and industry commitment to charitable endeavors. The Center is working to double the consumption of fresh fruits and vegetables by American children, helping to end childhood obesity in the next generation. The foundation is a founding partner of *Let's Move Salad Bars to Schools*. For more information about *Let's Move Salad Bars to Schools*, contact Andrew Marshall, [amarshall@unitedfresh.org](mailto:amarshall@unitedfresh.org), (202) 303-3407.

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**TO DONATE, TEXT  
"SALAD" TO 80077**  
or go to  
[saladbars2schools.org](http://saladbars2schools.org)

Your donation will help bring salad bars to schools in the Harris Teeter community. Plus, Fresh Express will match Harris Teeter shopper donations up to **\$15,000!**



**Harris Teeter**  
Neighborhood Food & Pharmacy

**LET'S MOVE**  
Salad Bars to Schools  
www.saladbars2schools.org

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**Harris Teeter** **Fresh Express**

ALPINE MONTEREY MARIJE CHICKEN WHOLLY

**Harris Teeter**  
Your Neighborhood Food Market



**TO DONATE, TEXT "SALAD" TO 80077**

**WHY SALAD BARS?**

- Children significantly increase their consumption of fruits and vegetables when given a variety of choices in a school fruit and vegetable salad bar.
- Children try new fruits and vegetables, incorporate greater variety into their diets, and increase their daily consumption of fruits and vegetables.
- With increased daily access to a variety of fruits and vegetables, children learn to make decisions that carry over outside of school, providing a platform for a lifetime of healthy snack and meal choices.
- The White House Task Force on Childhood Obesity has endorsed school salad bars. The National Academy of Sciences Institute of Medicine (2009) concluded that schools need to add as many as two servings of fruits and vegetables daily to meals in order to meet children's basic health requirements.

To learn more, please visit [www.saladbars2schools.org](http://www.saladbars2schools.org)

**HOW CAN YOU HELP PREVENT CHILDHOOD OBESITY?**

**TO DONATE TEXT SALAD TO 80077**  
or go to [saladbars2schools.org](http://saladbars2schools.org)

Your donation will help provide salad bars to schools in the Harris Teeter community and Fresh Express will match Harris Teeter shopper donations up to \$15,000!

Look for the following program sponsors to help make school lunches healthy!

**Harris Teeter** **Fresh Express**

ALPINE MONTEREY MARIJE CHICKEN WHOLLY

To learn more about bringing Salad Bars to Schools visit [www.saladbars2schools.org](http://www.saladbars2schools.org)

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**JOIN HARRIS TEETER AND CHIQUITA-FRESH EXPRESS**  
IN THE FIGHT AGAINST CHILDHOOD OBESITY

- Tips to pack more fresh fruits and vegetables in your child's lunch
- Healthy lunch recipes
- Learn how you can help bring Salad Bars to Schools in your community

**Harris Teeter** **Fresh Express**

**IT'S A STARTLING PREDICTION AND ONE THAT CAN BE PREVENTED.**

Today's children may become the first generation in history to have a shorter life expectancy than their parents.

— Joseph Grunwell, Director of Community, A.D., MPH, A.C.C.P., commenting on the Surgeon General's report on childhood obesity in America's children.

The goal of Let's Move Salad Bars to Schools is to increase children's consumption of fresh fruits and vegetables through school meal programs improving the healthfulness of school meals, creating healthier school environments.

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Four thousand 1,000 salad bars to schools nationwide.

# HEALTHY KID-FRIENDLY LUNCHES EASY AS A, B, C

## A. DO THE MATH - SIMPLE FRUIT AND VEGGIE ADDITIONS ADD UP TO HEALTHY MEALS FOR CHILDREN

### 1. TOP IT

- Top a Fresh Express salad with Monterey Mushrooms and Mariné Dressing for a delicious start to a meal and get your fresh produce savings on for the day.
- Fresh Cal Giant Strawberries and sliced bananas on top of oatmeal, yogurt or cereal - delicious and nutritious!



### 2. TAKE IT

- Pre-cut fresh vegetables from AFIO make a great portable, healthy snack.
- Prepare a healthy salsa with mangoes, watermelon, onion, cucumber, red peppers and lime juice for a tasty topping on grilled dishes, seafood, or a vegetable side dish.

### 3. DIP IT

- Bananas, Alpha Fresh Asparagus, and Alpha Veggies are great for dipping and it's fun! Offer yogurt, peanut butter, salsa, Whispy Creamole, or salad dressing and dip away.



## 4. MAKE IT FUN

- Pizza for breakfast, lunch or dessert? Simply add chopped veggies from Alpha and Modern Mushrooms... a fruit topped pizza makes a unique breakfast or dessert. Whole wheat English muffins, bagels, or pita bread make a great crust.
- Eggs on a log - use celery, cucumber or carrot sticks and add peanut butter. Top with raisins, blueberries, or raisins (age appropriate).
- Decorate half a baked potato with sliced tomatoes, peas, broccoli to make a fun.



## 5. SNEWER IT

- Sliced fresh fruits and veggies like tomatoes, Apple fresh cut veggies, grapes and CalGiant Strawberries make eating healthy fun. Don't forget the fruit kabobs with some chunks of cheese for a healthy snack.



## DID YOU KNOW?

Asparagus is packed with antioxidants and is a very good source of fiber, folate, and vitamins A, C, E, and K.

For a super easy and fun lunch simply roll up 1 or two stalks of cooked Alpha Fresh asparagus with some turkey and cheese, then wrap up burrito style in a whole grain tortilla garnished with a favorite spread. Fun, healthy, and kid friendly!



## B. YOUR ASSIGNMENT: CREATE A HEALTHY SALAD.

### CHOPPED CHICKEN SALAD WITH BUTTERMILK DRESSING

This salad adds up to healthy, easy to pack lunch. Add some whole grain crackers, fruit and low fat milk and you get an A+ in Healthy Lunch!

#### Serves 4

#### Salad Ingredients:

- 1 bag Fresh Express Green & Crisp salad
- 2 cups chopped roasted or grilled chicken, chopped bite sized
- 1/2 cup chopped, peeled carrots
- 1/2 cup chopped steamed or roasted potatoes, diced and chopped bite sized
- 1/2 cup chopped cooked green beans, chilled (or substitute non-Agio snap peas)
- 1/2 cup chopped, peeled corn
- 1/4 cup chopped celery
- 1/4 cup roasted sunflower kernels
- 1/2 cup grape tomatoes
- 1/4 cup sliced onions
- Mariné Buttermilk Ranch Dressing



#### Make the salad:

Pile up the mix in a salad bowl and add in all other ingredients. Pack in plastic container in an insulated lunch bag. Pack the dressing separately in a take-away container.



A favorite eating guide salad with one box of crisp insalads.

## C. IN ADDITION TO IMPROVED NUTRITIONAL, REGULAR EXERCISE PLAYS AN IMPORTANT ROLE IN FIGHTING CHILDHOOD OBESITY.

- Children ages 6 to 19 should get 60 minutes of moderate to vigorous activity most days.
- Try something different - if your child isn't into sports try a yoga class, dancing, or rock climbing.
- Set limits on television and computer time.
- Make it fun and let your child participate in choosing the activity.
- Walk the walk - don't just talk about being active - do it and set a good example for your children.



## HELPFUL TIPS!

Fill up half your plate with Fruits & Vegetables



An insulated lunch bag and freezer packs will help keep your child's lunch cold, safe, and fresh.