



# Buy **American.** Everyone **Wins.**

Helping California schools comply  
with the Buy American Provision.



# TOOLKIT

---

C A L I F O R N I A   C L I N G   P E A C H   B O A R D

---

# INTRODUCTION

The Buy American Provision requiring the purchase of domestic commodities by participants in the National School Lunch Program has been in place for 30 years. But the law can be confusing to understand and follow.

California canned peach farmers want to make it easy for your school to comply with the Buy American Provision. More importantly, we want you to understand the many benefits of purchasing canned fruit. So, we've developed this comprehensive toolkit to help schools understand:

- Why it's important to buy California-grown canned fruit.
- How to follow Buy American Provision Requirements.
- How to recognize California-grown product from foreign-grown.
- The value of buying locally-grown canned fruit.

*We sincerely hope you will find these materials useful.*

# INSIDE THIS TOOLKIT

## TABLE OF CONTENTS

Why Comply? . . . . .	4
About the Buy American Provision . . . . .	6
Official Language . . . . .	7
Definitions . . . . .	8
Checklist for Compliance with Buy American . . . . .	9
Sample Buy American Policy; Bid Solicitation; Contract . . . . .	11
Outreach to Stakeholders . . . . .	16
Buy American Compliance: Beware of False Statements/Claims . . . . .	18
Identifying California-grown canned fruit. . . . .	20
Product Specifications . . . . .	23
Benefits of Purchasing California canned fruit . . . . .	24
Farm-to-School . . . . .	25
Meet the Farmers . . . . .	26
Beyond the Farm . . . . .	28
Canned Fruit Nutrition . . . . .	29
Product Sourcing Contacts . . . . .	31

# WHY COMPLY?

BUYING CALIFORNIA CANNED FRUIT IS A GOOD DECISION FOR YOUR SCHOOL'S FOODSERVICE PROGRAM FOR MANY REASONS.

## #1. IT'S THE LAW

The Buy American Provision is not new, but for many years enforcement of this law has been overlooked. Recently more attention has been focused on ensuring schools are complying with this law. School districts found to be out of compliance may be cited during a state audit and given corrective action. This can cause negative publicity for the district and the school food service program. In fact, media attention to this issue raised enough concern that the California State Auditor conducted an investigation into purchases of six California school districts. Sadly, all six were found out of compliance with the Buy American Provision and they were named in media outlets throughout the state.

By following laws under the Buy American Provision you not only avoid negative publicity, but there are many other benefits to buying locally-grown, canned fruit.

## #2. IT SUPPORTS THE FARM-TO-SCHOOL MOVEMENT

Schools throughout the country are looking to buy more locally-grown, farm-fresh fruits and vegetables. But that's not always easy. Purchasing California canned fruit is an easy way to add healthy, flavor-packed produce to your school menus allowing you to become part of the Farm-to-School movement.



*The Buy American Provision supports the  
Farm-to-School movement*



# WHY COMPLY?

## CONTINUED

California canned cling peaches are picked fresh at peak flavor from local California farms and packed into cans, jars or cups by California-based processing companies. Buying locally-grown canned fruit means your school can fully support the farm-to-school movement, local farmers, farmworkers, the local economy and many people employed by California food and agriculture businesses who are very likely a part of your school community. Sure you might save a few pennies per serving by purchasing cheaper, imported fruit. But consider what you'll gain when you buy local, canned fruit grown with care by local California farmers.

### #3. CALIFORNIA CANNED FRUIT OFFERS MANY BENEFITS COMPARED TO FRESH FRUIT.

On the following pages, we'll detail the many ways buying California canned fruit can benefit your school foodservice program. Canned fruit is the closest thing you'll find to fresh, and it offers many advantages. To start with, canned fruit is easier to handle; it stores longer; is shelf stable; is available year-round; is less expensive; has multiple uses; is easier to eat for all ages, reduces food waste; is healthy and nutritious and is grown using up-to-date food safety laws and packed in easily traceable packages. And that's just the start. There's much more to come as you read on.

# ABOUT THE PROVISION

## BUY AMERICAN PROVISION HISTORY & FACTS

To better understand where the Buy American provision started, it is important to take a step back in history. President Harry S. Truman signed the National School Lunch Act (NSLA) into law in 1946. This act had a dual purpose of assisting with the need to provide America's children with essential nutrients for normal growth and development (brought to light when young men were not able to meet the military draft requirements for World War II due to malnutrition) and assisting with the economical need of farmers to find markets for American agricultural products.

It was a perfect fit, supporting local communities and family farms while providing wholesome, nutritious food to children in school. Even though the formal term "Buy American" was not used until much later, the practice of purchasing American agricultural

products has always played an important role in school meals. The official Buy American provision was added to the NSLA as part of the Child Nutrition Reauthorization Act of 1988.

The United States has one of the safest food supplies in the world. It makes sense to purchase domestically grown and processed agricultural products to help ensure food is not only nutritious but safe for all consumers. America's farmers are your neighbors, they live in your community and their children attend your schools. It is in everyone's best interest to support local communities economically by buying domestic products using federal, state, and local dollars. The Buy American provision can also be beneficial for developing your Farm to School programs. When you buy American, everyone really does wins.





# OFFICIAL LANGUAGE OF U.S. AND CALIFORNIA LAWS

**Buy American Provision:** Section 104(d) of the William F. Goodling Child Nutrition Reauthorization Act of 1998 (Public Law 105-336) added a provision, section 12(n) to the NSLA, requiring School Food Authorities (SFAs) “to purchase, to the maximum extent practicable, domestic commodity or product.” The Buy American provision (7 CFR Part 210.21(d)) is one of the procurement standards SFAs must comply with when purchasing commercial food products served in all school meals and programs using funds from the nonprofit school meals account. (Note: This applies only to food).

**California SB 730:** Although all state agencies are required to monitor the Buy American provision during the school nutrition program administrative review, California Governor Brown signed SB 730 into law on October 7, 2017. This bill known as the Child Nutrition: National School Lunch Act: Buy American Provision requires the California Department of Education (CDE)

---

**“TO PURCHASE,  
TO THE MAXIMUM  
EXTENT PRACTICABLE,  
DOMESTIC COMMODITY  
OR PRODUCT.”**

*-Buy American Provision*

---

to take actions to monitor and support SFAs compliance with the Buy American Provision. The Act states that the CDE “shall make requirements, resources, and best practices for the Buy American provision available on its Internet Web Site and it shall fulfill its obligations in accordance with the federal regulations by distributing to SFAs guidance or regulations from USDA for the Buy American provision, as updates are issued.”

# DEFINITIONS

## BUY AMERICAN PROVISION

### DEFINITIONS

**Domestic Commodity or Product:** Section 12(n) of the National School Lunch Act (NSLA) defines domestic commodity or products as an agricultural commodity that is produced in the United States or its territories, and a food product that is processed in the United States using substantial agricultural commodities that are produced in the United States.

**Substantial** means that over 51% of the final processed food product, by weight or volume, consists of agricultural commodities that were domestically grown. (Note: Packaging and water may not be calculated when calculating the 51% of final processed food product).

**Limited Exceptions:** Exceptions are very limited and should only be used if other domestic products are not available for substitution and must be clearly documented to justify the exception. These exceptions, only to be used if nothing else will work, include:

- a.** If the product required is not produced or manufactured in the United States in sufficient and reasonable quantities of satisfactory quality. (Note: Unique, special shaped packaging does not qualify as an exception).
- b.** Competitive bids show the cost of the domestic product is significantly higher than the non-domestic product. (Note: Significant is not defined by federal regulation but it is important to check with the state agency to see if they have an interpretation of what is considered significant).

**Documentation:** Specific documentation is required if a district chooses to accept and serve non-domestic foods and food products in the school nutrition program. Documentation must be kept on file in the school nutrition office for the state administrative review. The documentation will be reviewed for the following items:

- a.** Did the district look for other domestic sources of this same product from other vendors?
- b.** Could other domestic items be substituted for this product and still meet the meal pattern requirement? Seasonal purchasing is important to consider.
- c.** Was the cost difference and availability verified through a third party such as the USDA Agricultural Marketing Service (AMS) weekly market report?

**Monitoring:** It is the responsibility of the local School Food Authorities (SFA) to monitor the procurement and delivery of domestic agricultural products, even if procurement is completed by a third party such as co-ops or food service management companies. Best practices in this area include using Buy American requirement language in all solicitations and procurements and developing a system to check that product labels on items delivered to the SFA storerooms or warehouses designate the country of origin as the United States or its territories. (Note: An unannounced substitution from a distributor does not qualify as an exception. It is important to have a policy in place for accepting or rejecting non-domestic product as a substitute).



# COMPLIANCE CHECKLISTS

## BUY AMERICAN PROVISION

These checklists will assist everyone in making procurement decisions that comply with the Buy American Provision.

### PLANNING THE MENU

- ☐ Are USDA foods utilized to the fullest capacity?
- ☐ Are local and regional food items on the menu?
- ☐ Does the menu feature and identify products produced in your state?
- ☐ Does the menu include seasonal items that are more readily available?

### MONITORING FOR COMPLIANCE

- ☐ Have all staff members been trained on the Buy American Provision and how to monitor for compliance?
- ☐ Does everyone understand that a non-approved substitution does **not** qualify as an exception?
- ☐ Are Standard Operating Procedures (SOPs) in place for rejecting non-approved substitutions and notifying the central office when that occurs?
- ☐ Is a documentation template available at all delivery sites for documenting non-domestic products and the reason for purchasing and accepting these products?
- ☐ Is product substitution an ongoing occurrence? If so, what actions can be taken to ensure vendor is in compliance with what was agreed upon in the solicitation?

# COMPLIANCE CHECKLISTS

## BUY AMERICAN PROVISION CONTINUED

### PREPARING THE SOLICITATION

- ☐ Is Buy American Provision information included in district procurement guidance and training?
- ☐ Does the solicitation have a clearly defined section identifying the Buy American requirements for all food items?
- ☐ Is there a template included for vendors to document country of origin when products are questionable?
- ☐ Has the district identified what they consider "significantly higher" in price, making sure that this also complies with the state agency interpretation?
- ☐ Has a written procedure been developed for handling exceptions and/or substitutions? This information should be included in the solicitation to avoid any miscommunication.

### REVIEWING THE SOLICITATION

- ☐ Are the prices quoted based on domestic products?
- ☐ Did the vendor identify any products that do not comply with the Buy American Provision?
- ☐ Was a third-party verification, such as through USDA Agricultural Marketing Service (AMS) used to verify the cost and availability of any non-domestic products that were bid by the vendor?
- ☐ Are the items identified as exceptions critical for the success of the program?
- ☐ Are there other domestic products that could replace those that are non-domestic?
- ☐ Are all processed products packaged and/or processed within the United States?
- ☐ Has the vendor signed a statement stating that products listed comply with the Buy American Provision unless otherwise identified?

# SAMPLES

## POLICY

## BID SOLICITATIONS

---

On the next few pages we have provided sample policy language and bid solicitation examples that you can customize and use at your school.

---



# POLICY LANGUAGE

## SAMPLE

The Buy American Provision is a very important part of the Richard B. Russell National School Lunch Act. Developing language for district policy and procedure manuals educates all stakeholders about the requirement and its importance. District policy supports and strengthens the ties between America's hardworking producers and local communities and ensures that students are being offered domestic foods from the safest food supply in the world.

### SAMPLE DISTRICT POLICY LANGUAGE

"The \_\_\_\_\_ School District participates in federal meals programs, including National School Breakfast and Lunch, After School Snacks, After School Meals, and the Summer Meals Program. It is the policy of this district to comply with the Buy American Provision in Section 104(d) of the William F. Goodling Child Nutrition Reauthorization Act of 1998. All food products solicited using funds from the federal child nutrition program shall be processed and packaged in the United States and to the maximum extent possible, contain at least 51% domestically produced products. Exceptions will be considered only when products are critical to the success of the school nutrition program. All solicitations for food products using federal funds will contain Buy American language and compliance will be monitored carefully."

## WHY A DISTRICT-WIDE BUY AMERICAN POLICY IS IMPORTANT

*District policy supports and strengthens the ties between America's hardworking producers and local communities and ensures that students are being offered domestic foods from the safest food supply in the world.*

# BID SOLICITATION

## SAMPLES

To ensure Buy American provision requirements are met, all solicitations for food products must include Buy American language. It is important that vendors clearly understand the details of the provision so products offered are in compliance. It is best practice to explain the Buy American provision at all pre-solicitation/bid meetings with vendors, allowing all parties the opportunity to ask questions prior to responding to the solicitation. Use this sample language to help you get started. It is understood that theses are examples only and should be tailored to the needs of the contracting parties and include your specific district information.

### A. SAMPLE SOLICITATION LANGUAGE

1. The \_\_\_\_\_ School District participates in federal meal programs and is required to use the nonprofit food service funds, to the maximum extent practical, to buy domestic commodities or products. A “domestic commodity or product” is defined as one that is either produced in the United States or is processed in the United States using at least 51% domestic agricultural commodities, by weight or volume. Please note: water is not included in the 51% requirement. Certification of domestic origin is required to be included with response for any product without a country of origin label. All products not in compliance with the Buy American provision must be identified on the solicitation (with bold lettering, a symbol of some kind, or other identifying mark suggested by the district) and the district has the right to decide if those products meet the limited exceptions allowed.
2. As required by the Buy American provision for federal meal programs, all food products priced on this solicitation must be of domestic origin, to the maximum extent practical. Domestic origin is defined as produced in the United States or processed in the United States with at least 51% domestic agricultural commodities, excluding water, by weight or volume. Certification of domestic origin is required to be included with response for any product without a country of origin label. All products not in compliance with the Buy American provision must be identified on the solicitation (with bold lettering, a symbol of some kind, or other identifying mark suggested by the district) and the district has the right to decide if those products meet the limited exceptions allowed.

# BID SOLICITATION

## SAMPLES CONTINUED

### B. SAMPLE SUBSTITUTION LANGUAGE

1. " \_\_\_\_\_ (distributor or manufacturer) understands that any substitution of a non-domestic product for a domestic product (that was originally part of the solicitation) must be approved, in writing, by the \_\_\_\_\_ (identify the school district person responsible) prior to delivery to the district. Any non-domestic product substitutions will be rejected without written approval. The district has the right to cancel this contract if they feel the contractor is failing to comply with the Buy American provision as agreed upon when the contract was accepted".
2. " \_\_\_\_\_ (distributor or manufacturer) understands that substituting a non-domestic product for a domestic product originally priced, the request must be submitted in writing to a designated official (identify who) a minimum of \_\_\_\_\_ days prior to delivery. The request must include the reason for the substitution. Any non- domestic product substitutions will be rejected without prior approval. The district has the right to cancel this contract if they feel the contractor is failing to comply with the Buy American provision agreed upon when the contract was accepted".

### C. SAMPLE VENDOR LANGUAGE

Share this information with vendors at the pre-solicitation/bid meeting. The same information must be given to all parties interested in responding to the solicitation. It is understood that these are examples only and should be tailored to meet the needs of the contracting parties.

#### General Certification of Products Listed

"Unless otherwise noted, all products priced on this solicitation comply with the Buy American provision as defined in the solicitation general information".

Signed \_\_\_\_\_ (should be signed by authorized company representative)



# BID SOLICITATION

## SAMPLES CONTINUED

### For Products Without a Country of Origin Label

\_\_\_\_\_ (name of manufacturer or distributor) certifies that \_\_\_\_\_ (product) contains over 51% domestically produced agricultural products, by weight or volume, excluding water and was processed in the United States.

Signed \_\_\_\_\_ (should be signed by authorized company representative)

### For Non- Domestic Products

1. " \_\_\_\_\_ (product) is not available domestically, in the quantity requested, at this time".
2. " \_\_\_\_\_ (product) is not produced in the United States".

It is the responsibility of the school food service authority to verify the accuracy of these statements by a third party, such as USDA Agricultural Marketing Service's (AMS) weekly market report at <https://marketnews.usda.gov> or other acceptable means and document the justification for purchasing each non-domestic product. Justification documentation should be kept on file at the local district for review by state auditors.

It is best practice for the local district to try to find other domestic sources of the product requested or substitute the product for a domestic item, if feasible (domestic peaches for non-domestic bananas).

# OUTREACH TO STAKEHOLDERS

## STAFF, SCHOOL BOARDS, BUSINESS OFFICIALS AND THE SCHOOL COMMUNITY

As your school is working to implement a well-understood Buy American policy, it might be important to communicate with other stakeholders including: school nutrition directors and staff; school boards, teachers, administrators, business officials, parents, students and the media.

On the following page is a sample letter that might be distributed to these audiences to explain why the Buy American provisions is important to your schools. We also encourage you to share any part of this Buy American Toolkit with these audiences.



Dear California School Food Service Stakeholder:

This letter is being sent to remind you of the importance of Buy American Provision that has been a part of the National School Lunch Act since 1998. This provision requires School Food Authorities “to purchase, to the maximum extent practicable, domestic commodity or product.”

All schools participating in the USDA's National School Lunch Program **must** comply with this provision by purchasing domestic food products when using nonprofit school food service account funds.

In recent years, negative media reports about schools purchasing foreign rather than domestically-grown products caused a great deal of attention to school districts with large quantities of non-domestic product in their warehouses. It created controversy in the community and time was spent mitigating the situation with public relations about the quality of food served in those schools.

Ultimately, the situation resulted in a more stringent review and oversight of the Buy American Provision to ensure schools are complying with this law. Procurement contract language, delivery invoices, and physical warehouse inventory are all now reviewed by the state agency onsite. If non-domestic product is present, written documentation must be available identifying specific reasons for not purchasing each individual domestic product.

To comply with the law, products must be domestically produced, not just domestically packaged. The definition of a domestic commodity or product means that 51% of the food product is domestically **produced** and the product is **processed** in the United States. To ensure Buy American requirements are being met, all solicitations for food must include Buy American language and the district should have a written policy on how to handle non-domestic product that is delivered. There are very limited exceptions to the purchase of domestic foods; including when domestic product is not available or is prohibitively costly.

Schools should support the Buy American Provision because not only does it help to promote American agriculture and farmers, it also helps to ensure students are receiving food produced and processed with the safest food safety standards in the world.

The intent of the Buy American Provision is to strengthen ties between schools, students and America's producers. We can support this goal by developing strong district Buy American language for school food contracts and making sure the Buy American requirement is well understood by all those engaged in the school food procurement process. This includes discussions with food service staff about alternatives that might be purchased if domestic product is not available and making sure that the school community (parents and children) understand the benefits of buying American.

Thank you for supporting America's producers, strengthening local economies, and serving the safest and most nutritious food available, by doing your part to comply with the Buy American Provision

Sincerely,



Dear Parents:

This letter is being sent to remind you of the importance of Buy American Provision that has been a part of the National School Lunch Act since 1998. This provision requires School Food Authorities “to purchase, to the maximum extent practicable, domestic commodity or product.”

All schools participating in the USDA’s National School Lunch Program **must** comply with this provision by purchasing domestic food products when using nonprofit school food service account funds.

In recent years, negative media reports about schools purchasing foreign rather than domestically-grown products caused a great deal of attention to school districts with large quantities of non-domestic product in their warehouses. It created controversy in the community and time was spent mitigating the situation with public relations about the quality of food served in those schools.

Ultimately, the situation resulted in a more stringent review and oversight of the Buy American Provision to ensure schools are complying with this law. Procurement contract language, delivery invoices, and physical warehouse inventory are all now reviewed by the state agency onsite. If non-domestic product is present, written documentation must be available identifying specific reasons for not purchasing each individual domestic product.

To comply with the law, products must be domestically produced, not just domestically packaged. The definition of a domestic commodity or product means that 51% of the food product is domestically **produced** and the product is **processed** in the United States. To ensure Buy American requirements are being met, all solicitations for food must include Buy American language and the district should have a written policy on how to handle non-domestic product that is delivered. There are very limited exceptions to the purchase of domestic foods; including when domestic product is not available or is prohibitively costly.

Schools should support the Buy American Provision because not only does it help to promote American agriculture and farmers, it also helps to ensure students are receiving food produced and processed with the safest food safety standards in the world.

The intent of the Buy American Provision is to strengthen ties between schools, students and America’s producers. We can support this goal by developing strong district Buy American language for school food contracts and making sure the Buy American requirement is well understood by all those engaged in the school food procurement process. This includes discussions with food service staff about alternatives that might be purchased if domestic product is not available and making sure that the school community (parents and children) understand the benefits of buying American.

Thank you for supporting America’s producers, strengthening local economies, and serving the safest and most nutritious food available, by doing your part to comply with the Buy American Provision

Sincerely,

# A Lesson on Canned Fruit for Parents

As parents who want the best for your children, you may question the health and quality of canned fruit when it's served at school. It would be wonderful if every school could serve locally-grown, freshly-harvested, ripe-and-ready-to-eat fruit all year long. The truth is, with canned fruit from California, that's exactly what we're doing! Consider these important points:



## 1. CANNED FRUIT = FRESH FRUIT

The canned fruit served in our schools are picked at peak ripeness in the summer months and immediately put into cans so this fresh-picked product can be enjoyed all year long.

## 2. CANNED FRUIT = HEALTHY FRUIT

Canned fruit of yesterday was made with heavy syrup, but today, canning companies use light syrup or fruit juice to greatly reduce the amount of sugar in their products. This chart compares sugar in various foods your child may eat. As you can see, your child is getting a healthy, nutritious product with canned fruit.

### Come taste it!

If you haven't tried canned fruit in a while, we invite you to stop by your child's school cafeteria and give it a try. We think you'll be pleasantly surprised at how fresh and delicious it is.



Source: Nutrition & Cost Comparisons of Select Canned, Frozen and Fresh Fruits and Vegetables, Michigan State University Study, 2012



## 3. CANNED FRUIT = LOCALLY GROWN FRUIT

Like all U.S. schools, California school districts are required by law to purchase American grown products for the meals your child eats at school. California is a big producer of canned fruit. This means that when canned fruit is on the menu, your child is eating local food that is sustainably-grown by farmers who must adhere to the most stringent food safety laws in the world.

## 4. CANNED FRUIT > FRESH FRUIT

The benefits of canned fruit can actually be even greater than fresh fruit. It's easier to store, it lasts longer, it delivers consistent taste and quality, it's available year-round and it's much cheaper and easier for schools to handle and serve with less waste when compared to fresh fruit.



# CAUTION

## BUY AMERICAN COMPLIANCE: BEWARE OF FALSE STATEMENTS OR CLAIMS

Whether you are searching for new products at a food show or checking your warehouse to verify that you are receiving the products agreed upon through your solicitation, it is important to pay attention to both the manufacturer's point-of-sale materials and the

actual label on the product. A lot of factual information can be obtained through point-of-sale flyers and product labels, but some of it can be misleading and needs more investigation to ensure you are in compliance with the Buy American provision.

### Point of Sale Pitfalls

1. Point of sale materials serve two purposes:

- a). First, to give nutrition and packaging information about the product.
- b). Second, to encourage you to purchase the product and add it to your menu.

2. With both of these ideas in mind, some of the information can be misleading, especially since the Buy American provision has been brought to the attention of all those involved in school food services.

3. Watch for statements such as:

- a). **"Meets Buy American rules"** (there are not "rules", just the provision in the regulation). This is a way of confusing customers, it is not wrong, it is just misleading. It is a play on words.
- b). **"Exclusive packaging not available from anyone else"** (exclusive packaging such as a barrel shapes rather than a regular 4-ounce cup is not an allowable exception). The product inside the package must still be at least 51% domestically produced or significantly more expensive and it must be processed in the United States.
- c). **"Approved by \_\_\_\_\_"** (a popular non-profit organization that works in the school food service space). Or **"Qualifies for Smart Snacks."** Many organizations approve products for nutritional value or Smart Snack regulations but that doesn't mean it meets the Buy American provision.

You still need to request written information verifying the amount of domestic and non-domestic product in the package. Don't buy until you ask questions and discover the facts.



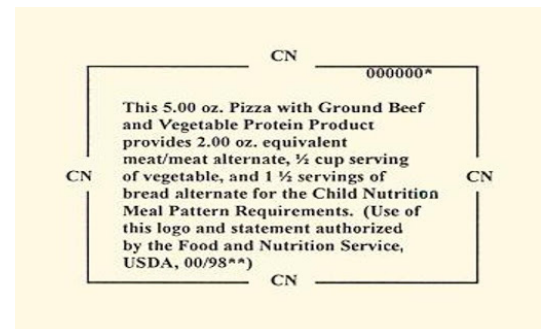
## Label Pitfalls

1. Labels tell you what it is in the product, and in most cases tell you the country of origin — but they can be misleading.
2. This is a good example of what to watch for on a label: Just because U.S.A. is listed first doesn't mean that it meets the 51% domestically produced commodity, by weight or volume, requirement and don't be mislead by the statement **"packed in the U.S.A."** It doesn't mean it has 51% domestic agricultural commodities, by weight or volume, inside the container. Always keep in mind that water is not included in the 51% requirement.
3. Food items packaged under popular and recognizable American labels can also cause confusion. Labels with American logos, labels that include the name of US states, and labels with recognizable brand names do not guarantee the agricultural commodities inside the package are domestically produced. If you are not sure about the commodities in the package, you must request specific country of origin information from the manufacturer or distributor.



## Certified Child Nutrition (CN) Label

If a product contains a CN label, you can be certain that it meets the Buy American provision. To make sure it is a USDA certified label, it must look like the label here. It must have: lines around the information and 4 "CNs" one on each side of the outline; a product number in the right-hand corner; information about the meal components; and the authorized statement by the Food and Nutrition Services. If it is missing any of these items, it is not a certified label and you will need to ask questions about the country of origin of the product.



# IDENTIFYING CALIFORNIA GROWN CANNED FRUIT

## CALIFORNIA HAS TWO PEACH CANNING COMPANIES



Pacific Coast Producers (PCP) is an agriculture cooperative owned by over 150 family farms. Hundreds of third and fourth generation family farmers partner with PCP to provide the ripest tomatoes, sweetest peaches, the most flavorful apricots, grapes and pears. They are harvested at the peak of flavor and packed under strict United States food safety regulations.

PCP works with each grower-owner to determine the types of crops that will work best in their products and farms are located near processing plants in California and Washington for the shortest distance from field to can.



The Del Monte® name has been synonymous with premium foods since its debut in 1886. About 95% of the food produced by Del Monte is grown on farms in the USA, and it travels, on average, less than 100 miles from farm to manufacturing gate. Del Monte partners with growers on a variety of programs to yield healthy, productive crops while minimizing impact to the earth's resources.

Del Monte canned fruits and vegetables are grown on a community of farms across the U.S.

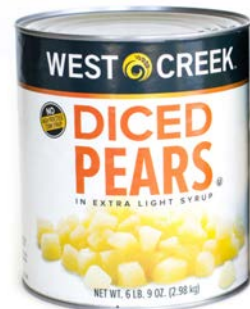
A commitment to quality is deeply embedded in their culture. Del Monte strives to cultivate the best wholesome vegetables, fruits, and tomatoes to help you and your family live a life full of vitality and enjoyment.

# PCP LABELS



At PCP every package is stamped with the phrase "PRODUCT OF USA" on the top of the can or cup.

Below are labels used by PCP. If you purchase these you can be ensured you are in compliance with the Buy American Provision.



Not pictured: Bountiful Harvest (IMA); Sun Source (Unipro); Ellington (Ben E. Keith)



# DEL MONTE LABELS

All of these items meet the USDA requirement for agricultural commodities that are grown domestically.



## BULK PACKED IN 100% JUICE



PRODUCT NAME	CASE UPC	SAP #	Net Wt./ Can	Net Wt./ Case	Creditable ¼ Cup Servings Per Can	Creditable ¼ Cup Servings Per Case	Case Dimensions	Case Cube	Ti/Hi
Fruit Cocktail in Pear Juice	100 24000 06832 4	2001651	105 oz.	630 oz.	47.9	287	18.69 x 12.75 x 7.25	0.98	8/7
Diced YC Peaches in Pear Juice	100 24000 04036 8	2001683	105 oz.	630 oz.	48.0	288	18.69 x 12.50 x 7.10	0.98	8/7
Diced Pears in Pear Juice	100 24000 22202 3	2002202	105 oz.	630 oz.	46.9	281	18.94 x 12.69 x 7.13	0.99	8/7
Sliced YC Peaches in Pear Juice	100 24000 06861 4	2001676	105 oz.	630 oz.	49.9	299	18.69 x 12.50 x 7.10	0.98	8/7
Sliced NB Pears in Pear Juice	100 24000 22203 0	2002203	105 oz.	630 oz.	49.5	297	18.94 x 12.69 x 7.13	0.99	8/7



## BULK PACKED IN EXTRA LIGHT SYRUP – SUCROSE (NO HFCS)

PRODUCT NAME	CASE UPC	SAP #	Net Wt./ Can	Net Wt./ Case	Creditable ¼ Cup Servings Per Can	Creditable ¼ Cup Servings Per Case	Case Dimensions	Case Cube	Ti/Hi
Fruit Cocktail ELS	100 24000 24732 3	2004732	105 oz.	630 oz.	46.6	280	18.94 x 12.69 x 7.13	0.99	8/7
Mixed Fruit ELS	100 24000 50965 0	2004733	105 oz.	630 oz.	47.9	287	18.94 x 12.69 x 7.13	1	8/7
Sliced Peaches ELS	100 24000 50966 7	2004734	105 oz.	630 oz.	49.9	300	18.94 x 12.69 x 7.13	0.99	8/7
Diced YC Peaches ELS	100 24000 50969 8	2002349	105 oz.	630 oz.	47.2	289	18.94 x 12.69 x 7.13	0.99	8/7
Apricot Halves ELS	100 24000 50964 3	2004735	105 oz.	630 oz.	contact DM sales rep for more information		18.94 x 12.69 x 7.13	0.99	8/7
Pear Halves ELS	100 24000 12447 1	2001650	105 oz.	630 oz.	52	312	18.94 x 12.69 x 7.13	0.99	8/7
Sliced Pears ELS	100 24000 50967 4	2004736	105 oz.	630 oz.	49.4	296	18.94 x 12.69 x 7.13	0.99	8/7
Diced Pears ELS	100 24000 55051 5	2002352	105 oz.	630 oz.	46.9	281	18.94 x 12.69 x 7.13	0.99	8/7



## FRUIT CUPS® (NO HIGH-FRUCTOSE CORN SYRUP)

PRODUCT NAME	CASE UPC	SAP #	oz./Fruit Cup®	# Fruit Cups/ Case	Creditable ¼ Cup Servings Per Fruit Cup®	Creditable ¼ Cup Servings Per Case	Case Dimensions	Case Cube	Ti/Hi
Mixed Fruit in ELS Fruit Cup®	000 24000 24822 4	2004822	4.4	48	2	96	20.88 x 14.38 x 4.56	0.79	6/12
Diced Peaches in ELS Fruit Cup®	000 24000 24820 0	2004820	4.4	48	2	96	20.88 x 14.38 x 4.56	0.79	6/12
Diced Pears in ELS Fruit Cup®	000 24000 24821 7	2004821	4.4	48	2	96	20.88 x 14.38 x 4.56	0.79	6/12
Diced Peaches in 100% Juice	000 24000 24701 2	2004701	4.0	48	2	96	20.88 x 14.38 x 4.56	0.79	6/12
Diced Pears in 100% Juice	000 24000 24703 6	2004703	4.0	48	2	96	20.88 x 14.38 x 4.56	0.79	6/12

HFCS = High Fructose Corn Syrup

NB = Northwest Bartlett

YC = Yellow Cling

ELS = Extra Light Syrup

# PRODUCT SPECS

## SAMPLE SPECIFICATIONS FOR BID

Quantity	Pack Size	Item	Price /Case
500	6/#10 cans/case	<p>Peaches, canned, diced, peeled, Grade B or better, from domestically grown yellow clingstone peaches. Packed in light syrup.</p> <p>(Note: light syrup rather than fruit juice will increase the likelihood that the product meets the requirement for 51% domestic product). Items must be labeled with country of origin.</p>	
500	156/3.04 oz/case	<p>Chicken Nuggets, breaded whole grain breading, Approximately five 0.608 oz nuggets per serving. Breading to be at least 50% whole grain flour. Fully cooked, frozen, I.Q.F required. Must provide 2 ounce meat/meat alternate and 1 ounce grain per serving for the Federal School Nutrition Program. Product must be composed of at least 51% domestically produced product by weight and processed in the U.S. (Name Brand) # _____ or equal.</p>	<b>Price/lb</b>



## **BENEFITS OF BUYING CALIFORNIA CANNED PEACHES**

Farm-to-School

Meet the Farmers

Beyond the Farm

Canned Peach Nutrition

# FARM TO SCHOOL

Everyone in California wants to support the Farm-to-Fork movement so they can support local farmers, provide nutritious and fresh fruits and vegetables to their students. However, fresh produce can be difficult and expensive for schools to serve.

California schools can easily be part of the Farm-to-School movement, and you don't have to purchase fresh fruit in order to bring the farm to your school lunch program. Purchasing canned cling peaches is the closest thing to fresh and even has benefits over fresh. Peaches are picked at peak flavor and ripeness and packed within 24 hours of harvest.

## OTHER BENEFITS OF PURCHASING CANNED FRUIT FROM LOCAL FAMILY FARMS:

- Canned fruit is easy to handle.
- Canned fruit has an exceptionally long storage life.
- Canned fruit is shelf stable. It can be safely stored at room temperature and does not need refrigeration.
- Canned fruit doesn't brown.
- Canned fruit is versatile. It can be used in salads/ salad bars, salsas, sauces, parfaits, desserts, fruit cups.
- Multiple uses of one SKU reduces warehousing costs.
- Canned fruit is easy to eat for all age levels.
- Canned fruit is available year-round.



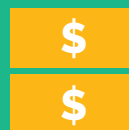
## COST COMPARISON: CANNED, FROZEN, FRESH

*In addition to providing equivalent or better nutrition than fresh or frozen, canned California Cling Peaches do so for far less money per serving.*

Canned peaches can cost up to 3X less than fresh & 2X less than frozen



CALIFORNIA CANNED PEACHES



FROZEN PEACHES



FRESH PEACHES



## MEET THE FARMERS

### GROWN WITH LOVE AND CARE ON FAMILY FARMS

Canned cling peaches from California have been grown for over four generations by dozens of family farms who take pride in producing the world's most nutritious and best-tasting canned peaches.

MEET SOME OF THESE FARMERS ON THE NEXT PAGE



### MANY RIVERS, ONE VALLEY

California Cling peach farms are located throughout the state but most are nestled in the nooks and crannies fed by the rich river ecosystems throughout CA's legendary Central Valley.

## ANTHONY LANEY

YUBA CITY, CA



Anthony believes his role as a peach grower is to always continue to produce high quality products for the consumers. In order to do this, Laney strongly believes that farmers must take care of the environment in which they grow and harvest their crop.

## RAJEEV DAVIT

YUBA CITY, CA



Davit shows pride in his cling peaches that make it into the thousands of schools all over the country, and finds safety issues involved with current peach growing practices to be the number one priority.

## SARAH ADAMS

DELHI, CA



Female growers were once hard to come by in the farming arena, but that didn't scare 25-year-old Sarah Adams away from doing what she truly loves and carrying on her family's tradition. Growing up on her family's peach farm, Sarah has been working in the fields from a very young age.

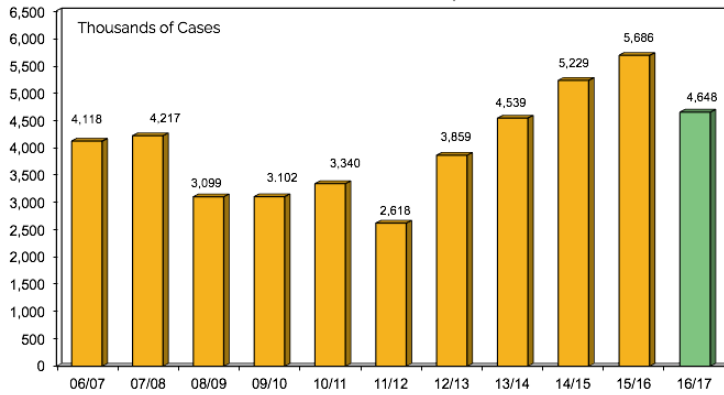
## JOE DICKENS

MODESTO, CA

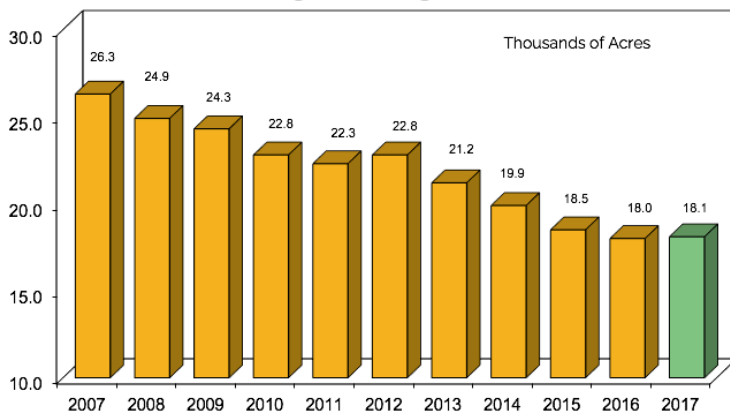


Joe says that supporting family farms is an important factor in keeping the economy going and pledges to continue growing and raising the best product possible. He says that healthier kids are happier and happier kids do better in school, which is why he does his best to provide a high quality and delicious crop!

## U.S. Canned Peach Import Trends



## California Cling Peach Bearing Acreage Trends



# BEYOND THE FARM

California produces over 400 specialty crops, with 80% of yields coming from mid and small sized farming operations. California agriculture boasts the safest food systems, producing the freshest and healthiest fruits and vegetables in the world. Wouldn't everyone prefer for schools to provide local, safe and fresh foods to our children whenever possible?

Importantly, California's food and agricultural industry is an economic engine for the state directly employing 2.68 million people. And California's food and agricultural industry has a multiplier effect on other segments of the state's economy generating over 4.12 million jobs in the state including, but not limited to retail, trucking, manufacturing and trade. The scale of California's food and agricultural industry cannot be underestimated and its importance to the livelihood of rural Californians is immense.

Many in your own school community are likely employed in jobs related to farming. Supporting local farmers can make a big difference in our economy and imports can have a tremendous impact on the health of our state's agriculture industry.

Over the years, acreage of canned cling peaches in California has steadily declined, while imports, mostly from China are on the rise. Lost acreage means fewer jobs in many segments of the economy. Preventing further job loss is one of the primary reasons the Buy American Provision was instated and it is one more reason to buy local.



# CANNED FRUIT NUTRITION

## GOOD THINGS COME IN CANS, JARS AND CUPS

California canned fruits are just as nutritious as fresh fruit. Feel good about serving your students canned fruit to help them eat the recommended amount of fruit they need every day. California canned cling peaches provide your family:

- The same or better nutrition than fresh
- Less sugar per serving of fruit than other choices
- More nutrients for less money than fresh or frozen options



## SUMMARY OF TWO STUDIES

### OREGON STATE UNIVERSITY STUDY CONCLUSION



"The nutritional content of canned peaches has been shown in this study to be comparable to that of fresh peaches. There were no statistically significant decreases in those nutritional parameters measured in this study between fresh freestone peaches and canned cling peaches."

#### HIGHLIGHTS

- Vitamin C levels were found to be almost 4x higher in canned than fresh
- Folate levels were found to be 10x higher in canned than fresh
- Antioxidants were found to be 1.5x higher in canned than fresh
- Fresh and canned had comparable levels of Vitamin E

### MICHIGAN STATE UNIVERSITY STUDY CONCLUSION



With canned foods, Americans can stretch their food budget, get virtually the same nutrition as fresh and frozen fruits and vegetables and alleviate accessibility, storage and food safety issues.

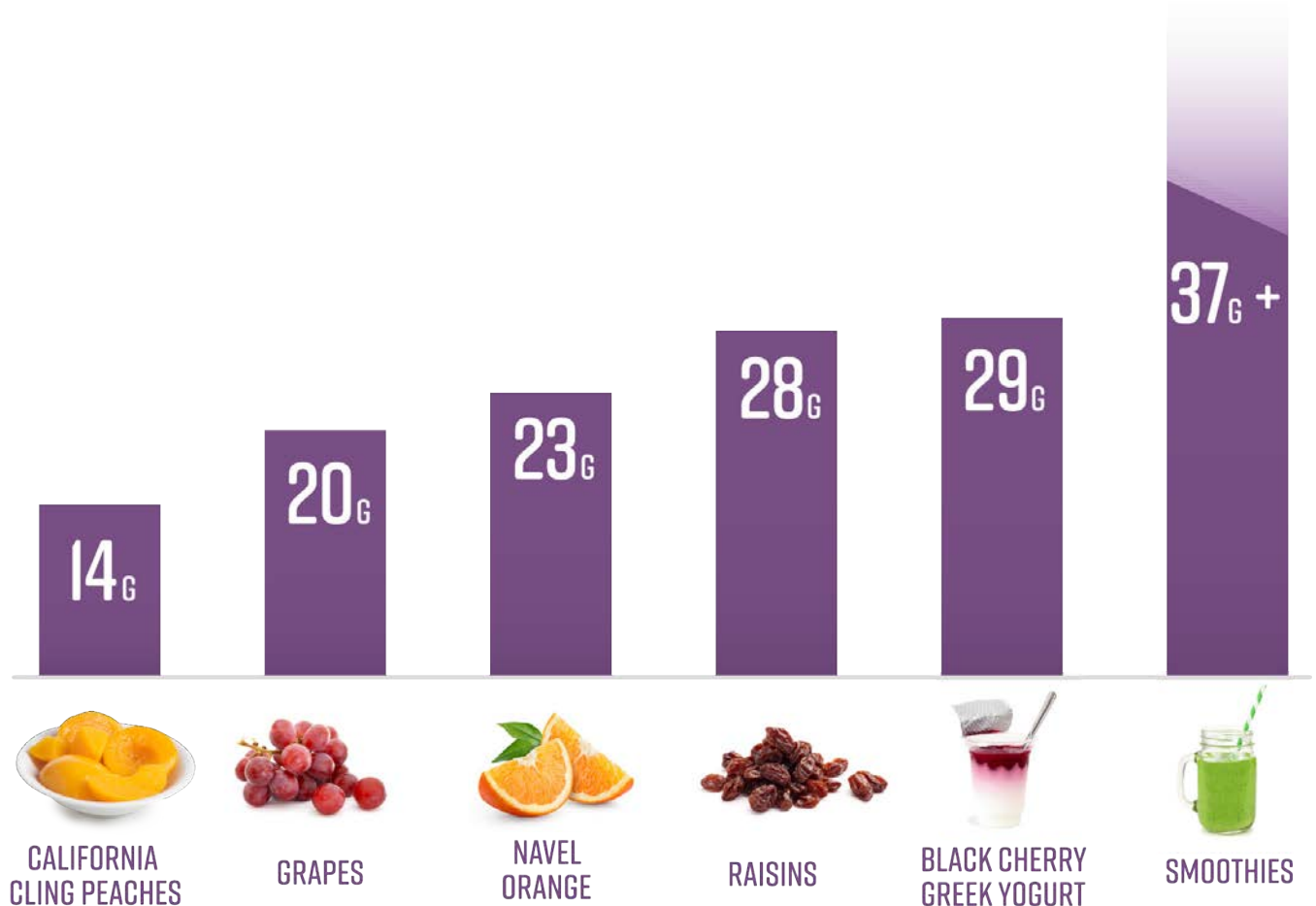
#### HIGHLIGHTS

- Canned fruits and vegetables are superior options in terms of nutritional value relative to cost of serving
- Canned peaches are a better value than fresh peaches
- Canned fruits and vegetables provide favorable nutritional uptake at a lower consumer cost
- Canned fruits and vegetables have a sustained shelf-life with no need for refrigeration/energy consumption

# THE TRUTH ABOUT CANNED FRUIT & SUGAR

California canned cling peaches (in extra light syrup or 100% juice) contain only 14g of sugar per serving. That's **much less** than other fruit choices.

Here's how canned cling peaches stack up.



## BENEFITS OF BUYING CALIFORNIA CANNED PEARS

Nutrition

Growing Regions

Meet the Farmers

Sustainability

# PEAR HEALTH & NUTRITION

## Canned pears are:

- Low in calories
- Contain no fat, cholesterol or sodium
- A delicious source of energy (carbohydrates)
- High in fiber
- A good source of vitamin C
- Contain natural antioxidants

## A CLOSER LOOK

1 medium pear has 100 calories, 0 fat, 0 cholesterol, 0 sodium, 26g CHO (6 g fiber; 16g sugar); 10% vitamin C; 2% calcium; 190 mg potassium.

Soluble fiber has also been associated with lower blood pressure and reduced inflammation. While short-term inflammation is part of the body's natural defenses and critical to healing from injuries or infections, it is not good for the body to remain in this state, known as chronic inflammation. Chronic inflammation is extremely damaging and considered the root of many diseases including heart disease among others.

Soluble fiber also helps to slow the absorption of carbohydrates which may help people with diabetes in controlling their blood sugar levels.



Insoluble fiber helps maintain a healthy GI tract by moving foods through the body efficiently. Fiber helps promote satiety, or a feeling of fullness, which can be helpful in weight loss or weight maintenance efforts. A diet that includes insoluble fiber has also been associated with a reduced risk of developing Type 2 Diabetes.

Pears contain a mix of both soluble and insoluble fiber, offering a total of 6 grams of fiber in just one medium-size pear. That makes pears one of the top food choices for fiber.

Nutrition Facts	
1 medium pear (166g)	
<b>Serving size</b>	
<b>Amount Per Serving</b>	
<b>Calories</b>	<b>100</b>
% Daily Value*	
<b>Total Fat</b> 0g	<b>0%</b>
Saturated Fat 0g	<b>0%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 0mg	<b>0%</b>
<b>Total Carbohydrate</b> 26g	<b>9%</b>
Dietary Fiber 6g	<b>21%</b>
Total Sugars 16g	
Includes 0g Added Sugars	<b>0%</b>
<b>Protein</b> 1g	<b>2%</b>
Vitamin D 0mcg	0%
Calcium 26mg	2%
Iron 0mg	0%
Potassium 0mg	0%
Vitamin C	10%
*The % Daily Value (DV) 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.	



## PEAR GROWING REGIONS



Northern California's climate is ideal for growing pears. There are three distinct pear growing communities in the state: Courtland and Clarksburg located in the Sacramento River Delta growing region; Lakeport and Kelseyville in the Lake County pear growing district; and Ukiah in the Mendocino growing district. Together these growing areas produce approximately 150,000 tons of pears each year.

The California pear industry is a close knit community. The sustainable practices employed by California pear farmers make them excellent neighbors in the small, rural communities where pears are grown.

**MEET SOME OF THESE PEAR  
FARMERS ON THE NEXT PAGE**



## GREG PANELLA

KELSEYVILLE, CA



Greg Panella recently took over running his aunt and uncle's pear orchard. After serving four years in the military, Greg came back to manage the family farm. He is especially passionate about building a robust business for his children.

## PAMELA IVICEVICH

SCOTTS VALLEY, CA



Pamela Ivicovich is new to farming by industry standards, but like most California pear farmers, her story is filled with friends and family who instilled in her a passion for pear farming. Her father, Nick Ivicovich, bought his first pear orchard in 1960, six years before Pamela was born.

## CHILES WILSON

LODI, CA



Chiles Wilson is the co-founder of Rivermaid Trading Company. He grew up on a family farm and started working in the California pear industry at the age of 19. Today all four of Chile's children work alongside their dad growing safe, top quality pears.

## CHRIS & MATT RUDDICK

UKIAH, CA



Brothers Chris and Matt Ruddick are fourth generation pear farmers. The brothers have witnessed the pear industry evolve over the years as environmentally friendly farming practices have been implemented in California pear orchards. They believe using these techniques benefit everyone.

# SUSTAINABILITY

California pear farmers understand they're growing healthy food for a global community and they are taking an intentional and thoughtful long-term approach in how they care for the land, environment, resources, workers and communities where they live and work.

Sustainable practices in many areas of farm management have been adopted by the California pear community, from the use of reduced-risk Integrated Pest Management activities, adoption of prudent use of fertilizers; utilizing natural vegetation to enhance habitat for pest natural enemies as well as prevent soil erosion; and high level adoption of practices related to food safety planning and waste management.

## California Pear Farmers are Good Neighbors

**96%** of California pear farmers are employers in the communities where they farm.

**94%** chip, rather than burn orchard waste, to improve air quality.

**80%** apply fertilizers at, or below, recommended University rates to enhance and protect soil and water quality

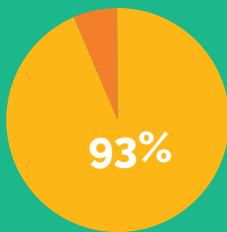
**80%** use sprinkler, micro-sprinkler or drip irrigation to reduce water usage.

**84%** have a written, updated plan to manage and reduce pesticide drift incidents.

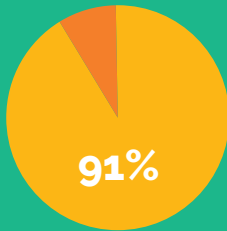
**81%** recycle materials from their orchard operations.

**80%** employ practices to protect properties outside of their farming operations from soil erosion.

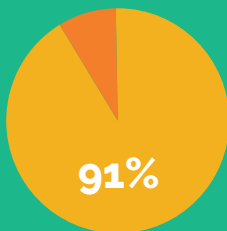
**87%** maintain vegetation or cover crops in orchard row middles to reduce dust, prevent soil erosion and limit tractor operations.



California pear farmers scout orchards before making pest management decisions.



California pear farmers use pheromones as a form of pest control.



Reduction in the use of Organophosphate and Carbamate pesticides in California pear orchards in the past 12 years.



# CONTACTS & ACKNOWLEDGEMENTS

## **Del Monte Foods, Inc.**

For information on contacts for direct sourcing of Del Monte canned fruit in your school district, please call or email Del Monte Foods at:  
delmonte@ibidata.com  
(800) 463-8932

## **Pacific Coast Producers**

Please visit their website at  
[www.PacificCoastProducers.com](http://www.PacificCoastProducers.com)  
Or contact them via email at:  
Sales@pcoastp.com

## **Additional Resources**

All information in this Buy American Toolkit is available on-line at:  
[californiaclingpeaches.com/buy-american](http://californiaclingpeaches.com/buy-american)

You may also sign up here to receive our e-newsletter that provides regular updates and information on the Buy American program and California canned fruit.

Please follow us on:  
Facebook [@BuyAmericanEveryoneWins](#)  
Twitter [@BuyAmerican\\_](#)  
Pinterest [@buyamericantoolkit](#)

For more information, please contact:  
Karli Quinn  
California Cling Peach Board  
1521 I Street  
Sacramento, CA 95814  
(916) 441-3865  
[calpeach@agamsi.com](mailto:calpeach@agamsi.com)

## **Acknowledgements**

The California Cling Peach Board thanks the following individuals and organizations for their assistance in creating this Toolkit.

### **Kathryn T. Wilson, Ph.D., SNS**

Katie Wilson currently serves as a consultant working on behalf of hunger and health foundations. She is a former Deputy Undersecretary for Food, Nutrition and Consumer Services under the United States Department of Food and Agriculture and the past Executive Director of the Institute of Child Nutrition. Without her valuable assistance this project would not have been possible.

### **Rich Hudgins, President and CEO California Canning Peach Association** [www.calpeach.com/](http://www.calpeach.com/)

Under Rich Hudgins leadership, the California Canning Peach Association is dedicated to improving the welfare of cling peach growers and the strength of California's cling peach industry. Rich has worked tirelessly on the issue of improving compliance with the Buy American Provisions of the National School Lunch Act and contributed immensely to the content of this Toolkit.

**California Specialty Crop Block Program**  
Partial funding for the Buy American Toolkit was provided by the California Department of Food and Agriculture through USDA's Specialty Crop Block Grant Program.





## APPLY IT!

Go ahead and apply what you have learned throughout this Toolkit to ensure that your school is in compliance with the Buy American Provision.

---

Visit our website for additional resources and to sign up to receive email updates.

---

[CALIFORNIACLINGPEACHES.COM](http://CALIFORNIACLINGPEACHES.COM)