



Press Release

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For Immediate Release

Healthy Eating Lifestyle Principles
Receives \$15,000 from Mann Packing
Funding to Support "Fruits and Veggies 101"

Monterey, CA—September 28, 2011—Healthy Eating Lifestyle Principles (HELP) gratefully announces a gift of \$15,000 from Mann Packing to support its innovative early childhood nutrition education program "Fruits and Veggies 101," offered through Monterey County's Head Start Program.

This funding will assure HELP's ability to provide an invaluable introduction to healthy eating as well as agriculture appreciation to preschoolers. This program offers hands-on learning while showcasing the bountiful produce that makes our area world-renowned. Teacher and parent training are included, and families take home bags of produce as well as recipe cards. States Executive Director Suzanne du Verrier, "We are very grateful for the generous partnership of Mann Packing in teaching young children and their parents about the importance of fresh produce, with delicious and nutritious results!"

HELP, operating under the Growers and Shippers Association Foundation, is an initiative of the Monterey County Business Council and the Monterey County Office of Economic Development as part of its Competitive Clusters (C2) Agriculture Program.

Founded in the 1930s, Mann Packing is now the world's largest shipper of fresh broccoli. It also supplies 30 different fresh vegetables—from asparagus to romaine lettuce—year-round to retail, wholesale, and foodservice markets. A pioneer in the fresh-cut vegetable industry, Mann Packing's preservative-free, ready-to-eat vegetables include snack sizes perfect for school lunches as well as party trays that are a delicious and healthy treat at any corporate function or festive family gathering!

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