

## UC CalFresh Weekly Update September 2, 2014



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### UC CalFresh Website Updates

#### UC CalFresh Program Directive 2014-02: Alternative Targeting Methodologies for SNAP-Ed School Based Programming

UC CalFresh Program Directive 2014-02 provides an important update about SNAP-Ed targeting for school-based nutrition education and obesity prevention programs. FNS has implemented a new community eligibility provision that allows schools that predominantly serve low-income children to offer free, nutritious school meals to all students through the National School Lunch and School Breakfast Programs. For additional information on this newly approved alternative targeting methodology for schools, please visit: <http://www.uccalfresh.org/administrative/program-directives>.

#### UC CalFresh State Office Transitions

There is a job opportunity at the UC CalFresh State Office for the position of **Analyst V, Nutrition Education and Evaluation Analyst** (Req. #03012831). For full consideration, interested candidates should apply by **September 5, 2014**. For additional information on the position, please [click here](#).



### Upcoming Events & Deadlines

SEPTEMBER 2014

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

#### Confirmation of Receipt of Items

The UC CalFresh State Office is working diligently on placing orders for various nutrition education reinforcement items based on the survey we distributed in May 2014. E-mail notifications have been sent to each county providing the quantity of each item to be expected. Once your items have been delivered, please e-mail **Rolando Pinedo** at [rpinedo@ucdavis.edu](mailto:rpinedo@ucdavis.edu) to confirm receipt. Please remember that confirmation of receipt of items is **required** for accounting and auditing purposes.

#### 9/1/14 Labor Day Holiday

#### 9/16/14 UC CalFresh Town Hall Webinar, 12:30-2:00 PM

The September UC CalFresh Town Hall Webinar has been scheduled for Tuesday, September 16, 2014 from 12:30-2:00 PM. The topic of the Town Hall will be **2014 Final Report Overview**, presented by the UC CalFresh State Office.

#### ReadyTalk Information:

**Webinar Link:** <https://cc.readytalk.com/r/4421dnd3ttrx&eom>  
**Security Passcode:** apple1  
**Access Code:** 7544137  
**Dial-In Number:** 1-866-740-1260

#### 9/19/14 Third Annual Northern California Farm to School Conference, Modesto, CA

The Third Annual Northern California Farm to School Conference will be held in Harvest Hall at the Stanislaus County Agricultural Center in Modesto, CA. There will be more opportunities for hands on learning. To register for the Conference, please visit: <http://ucanr.edu/survey/survey.cfm?surveynumber=13538>. Questions regarding the Third Annual Northern California Farm to School Conference can be directed to Terri Spezzano at [tmspezzano@ucanr.edu](mailto:tmspezzano@ucanr.edu).

#### 9/23/14 SNAP-Ed Stakeholder Meeting, 9:30 AM–12:30 PM

The upcoming SNAP-Ed Stakeholder meeting was formally announced on the CDPH NEOPB website. A new NEOPB partner and stakeholder webpage has been created to house meeting information and resources. This meeting is applicable to all SNAP-Ed stakeholders, including but not limited to community organizations, food banks, nonprofit organizations, program contractors, and counties. Stakeholders may participate either by attending the in-person meeting or via webinar/teleconference. Please visit: <http://www.cdph.ca.gov/programs/cpns/Pages/EngagementandResource.aspx> for additional information including registration.

#### 9/30/14 Last Day of FFY 2014

#### 10/17/14 Q4 Reporting Tools Workbooks Due

FFY 2014 Q4 Reporting Tools Workbooks for UC CalFresh were returned on August 28th. The deadline for returning the Q4 Workbooks and documentation to the State Office is **Friday, October 17, 2014**. Please contact the UC CalFresh State Office if you have any questions related to your workbooks.

## UC CalFresh Weekly Update: September 2, 2014

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UNIVERSITY of CALIFORNIA  
cal fresh Nutrition Education

<http://www.uccalfresh.org>



### UC CalFresh Success Stories

The State Office will begin sharing successes through this new feature in the Weekly Updates. Successes for FFY 2014 can be shared through the online data entry portal: <http://ucce.ucdavis.edu/survey/survey.cfm?surveynumber=11480>

*"My grandson was so excited to tell me about his experience tasting and learning about beets in class today. We then had to go to the store where he showed me fresh beets. Then we found the canned beets. He showed me the Nutrition Facts and told me what was in the beets. It was beets for dinner which never happened before. Thanks to the "beet lady". Keep up the good work."*

—Reading Across MyPlate Participant, Santa Clara County

*This class has helped me very much because it has made me think about the things I would like to have or accomplish. I have learned that to succeed I have to plan and investigate not only wish. I really liked this class very much and the teacher is very dedicated to her work, she is very friendly."*

—Plan, Shop, Save, Cook Participant, Tulare County



### UC CalFresh in Action!

Share your UC CalFresh success stories with the State Office: <http://ucce.ucdavis.edu/survey/survey.cfm?surveynumber=11480>

#### ANR Academic Programmatic Orientation and Tour

The University of California Division of Agriculture and Natural Resources recently hosted a Programmatic Orientation for new Academics. There were many UCCE Advisors in attendance from across the state as well as the Vice President of UC ANR, Dr. Barbara Allen-Diaz, and the Associate Vice President, Dr. Bill Frost. The [Fresno County UC CalFresh program](#) had the privilege of providing an overview of the work they are doing in schools and community centers. Jose Alvarado, Fresno Unified Food Services Director, presented on the district's partnership with UC CalFresh and discussed the new community eligibility provision which allows the district to provide free breakfast and lunch to all students. Jose also provided the group a tour of the Nutrition Center which produces over 70,000 meals every day! Check out the tour by clicking on the photo. [Read full blog article.](#)



#### UC CalFresh Nutrition Corners

The UC CalFresh State Office would like to see the creative ways your program and partners have used the Nutrition Corners in your county. Please send photos and a brief description to Lindsay Hamasaki at [Hamasaki@caes.ucdavis.edu](mailto:Hamasaki@caes.ucdavis.edu).



### UC CalFresh, UC ANR and UC Davis in the News!

#### Product placement paramount at city school cafeterias, UCCE Tulare County

Tulare City School District is using the psychology of food color and presentation to help keep students engaged in the classroom. The district kicked off the 2014-15 school year by launching their pilot Smarter Lunchrooms program at Kohn Elementary School and plans to eventually spread the program to all 15 district schools, TCSD Nutrition Services Director Angie Tazio said. "When they're in the classroom we want them to be able to be engaged and stay attentive and not have blood sugars or insulin levels fluctuate to where they get sleepy and tired," Tazio said. "It's not that they didn't get enough sleep, it's because they didn't get proper nutrition." The program sponsored by the Behavior Economics Center at Cornell University relies on studies into the effectiveness of product placement and presentation to keep students in peak form all day, said [University of California Cooperative Extension Nutrition Educator Julie Cates](#). "We want kids to actually eat the food and not toss it out," said Cates who was on hand for the August 13 launch in her alter ego costume as Brenda Banana. Cates said taste tests with children are ongoing and sometimes they produce surprising results. "You would think everyone would eat an apple and an orange but that's not true so we try with them in the classroom," Cates said. "This year we're going to focus on [food like] peaches and red bell peppers and one of the squashes to introduce them to more colors." She said also changing up presentation from simple cardboard boxes or plain plates to more eye-appealing colorful containers and presentations is expected to entice children to actually eat their breakfast and lunch choices." [Read full article.](#)



#### Two new UCCE specialists to join ANR and locate at UC Merced

In the August edition of the ANR Report, VP Barbara Allen-Diaz announced the hiring of two UC Cooperative Extension specialists who will be based on the UC Merced campus. Karina Diaz-Rios, UC Cooperative Extension specialist for nutrition, family and consumer sciences, will join ANR on September 2. Tapan Pathak, UC Cooperative Extension specialist for climate adaptation in agriculture, will start on February 2, 2015. Karina and Tapan will be located on the Merced campus to take advantage of its Central Valley location and proximity to local UCCE offices. They will help connect UC Merced researchers with local CE academics and local farmers and residents. These two experienced academics will build on research related to climate, food security and nutrition. Karina will be housed in UC Merced's Health Sciences Research Institute and focus on nutrition research and education and food security. She will connect with a larger team of nutrition researchers throughout the UC system addressing issues related to healthy food and human health. Tapan, who will be housed in the Sierra Nevada Research Institute at UC Merced, will help farmers and ranchers adapt to new conditions created by variable and changing climate. He will collaborate with UC colleagues and state and federal agencies in statewide efforts to address climate variability and climate change adaptation and mitigation. [Read full article.](#)

#### UC Davis tomatoes provide year-round healthful eating for college students

Campus dining services across the country are providing a diversity of fresher and healthier foods, much to the delight of food-savvy students who want variety, flavor, and nutritious choices. Well...being students, they don't always make the healthiest choices, but educational programs at campus dorms are turning the tide toward more-healthful eating. At the same time, chefs and food buyers at universities, particularly the University of California, are selecting for high-quality fruits and vegetables, produced locally and sustainably. Universities with strong food sustainability programs are rightfully proud of what they're doing to educate students about food production, health, and nutrition. UC Davis Dining Services prioritizes the purchase of locally grown food (ideally within a 50-mile radius of campus). Most University of California campuses have similar programs. At UC Davis, fresh roma tomatoes are picked each August from the 300-acre Russell Ranch, part of the campus's Agricultural Sustainability Institute, then processed within hours by campus Dining Services to provide year-round tomato sauce for pizza, pasta and ratatouille. All told, 10,000 pounds of tomatoes are processed during a two-week period in August. About 29 percent of the total food served in the campus's residential dining halls is from local, organic or sustainable sources. [Read full article.](#)



### USDA Announces \$200 Million to Promote Innovation in SNAP Employment and Training Programs

The U.S. Department of Agriculture (USDA) today announced that up to \$200 million in competitive grants is available for state SNAP agencies to design and conduct employment and training (E&T) pilot projects to help Supplemental Nutrition Assistance Program (SNAP) participants to find jobs and increase their earnings. A portion of these funds will be used to fund an independent evaluation of the E&T pilots. The solicitation for the evaluation contract was also released. "Many SNAP participants are struggling to find work, and a large percentage already have a job but are getting paid so little that they still need assistance to put food on the table," said Agriculture Secretary Tom Vilsack. "When provided the opportunity to obtain additional skills many SNAP recipients are able to obtain a good job and transition out of the program. The grants announced today will allow us to test innovative approaches to give folks the opportunity to get training, get a good job and build stronger futures for their families." Authorized by the 2014 Farm Bill, the grants will fund up to 10 pilot projects to test a variety of methods designed to enhance employability, increase the earnings of SNAP work registrants, and help people transition from the program. USDA intends to test a wide array of approaches, including those focused on education and training, rehabilitative services for individuals with barriers to employment, rapid attachment to work, and other strategies. USDA is particularly interested in pilots that target hard-to-serve populations, and test job-driven training strategies that include work-based learning or career pathway approaches or utilize strong public-private partnerships. Grant applications are due November 24, 2014. For additional information, please visit: [www.grants.gov](http://www.grants.gov) or the [FNS website](http://FNS). [Read full press release.](#)

### Read Food Labels to Combat Childhood Obesity

One way to fight childhood obesity is to pay close attention to food labels when you go to the grocery store, a nutrition expert says. The Nutrition Facts label reveals the number of calories and percentage of a day's worth of nutrients in one serving of a food product. When reading this label, be sure to check the serving size, which may be different from the amount your child actually eats, said Shirley Blakely, a registered dietitian with the U.S. Food and Drug Administration. When assessing nutrient recommendations for one day, known as Percent Daily Value, you need to know that 5 percent or less is low, while 20 percent is high, Blakely said. Look for foods that provide 20 percent or more of daily recommendations for protein, fiber and some essential vitamins and minerals per serving. And try to choose products that contain 5 percent or less of saturated fats and sodium per serving, she said. Select products that contain no trans fats, which raise levels of bad LDL cholesterol and lower levels of good HDL cholesterol, Blakely added. You also need to check the list of ingredients on all prepared and packaged foods. This label lists every ingredient used in a product, with the main ingredient first, the next most common ingredient second and so on in descending order. The U.S. National Library of Medicine has additional information regarding [nutrition](#). [Read full article.](#)

### Schools think local for food sources

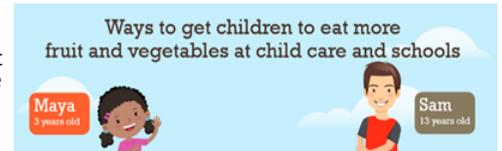
In kitchens across the Oceanside Unified School District, nutrition services staffers are kicking it up a notch. The department that oversees student meals at about two dozen schools is shifting its focus to locally sourced foods—far from the "heat and serve" school lunch model of the past. "We are sourcing local, sustainable (foods) and creating new recipes from scratch for our students and staff," said Pamela Lambert, the district's new director of the Nutritional Services Department. So far, Oceanside has partners with Farm to School Task Force member and Redlands farmer Bob Knight, 28 local farmers, and San Joaquin Valley poultry provider Mary's Chicken, Lambert said. Changes in school nutrition started to take hold with the 2010 Healthy Hunger Free Kids Act, said Lambert, a registered pediatric dietitian. The legislation called for an increase in fruits and vegetables, whole grain breads, lean meats, and reduced fats and sodium in school meals. Changes in school nutrition don't come without professional development and patience, though. Lambert introduced more than 150 Oceanside Unified nutrition services employees to what's ahead for school meals with a Harvest Festival on Friday at Oceanside High School. The fresh food workshop included speakers from the San Diego County Obesity Initiative and the Berkeley-based Center for Ecoliteracy, a nonprofit that promotes ecological education in K-12 schools. Fifteen teams of nutrition staffers prepared 15 made-from-scratch recipes, all with locally sourced ingredients, including from the garden of the district's Palmquist Elementary School. [Read full article.](#)

### New Resources Helping Students Select Fresh Foods in the Lunchroom

Agriculture Under Secretary Kevin Concanannon announced a series of grants and tools designed to help schools serve healthier meals and snacks—and help students select them—as they return from summer breaks. The announcement includes \$5.7 million in Team Nutrition grants to state agencies administering the National School Lunch and Child and Adult Care Food Programs, USDA said. Several states will use the grants to increase the number of schools implementing Smarter Lunchroom strategies, which are methods for encouraging kids to choose healthy food. USDA is also funding 2,500 toolkits to provide school districts with the resources they need to take advantage of research on Smarter Lunchroom strategies. Dr. David Just, Professor of Behavioral Economics and Co-Director for the Cornell Center for Behavioral Economics for Child Nutrition Programs, helped develop the Smarter Lunchroom strategies. According to Just, the strategies help school districts lead students to selecting healthier options through simple changes that are inexpensive to implement and maintain. Some of the changes can include placing fruits and vegetables in more attractive, easy-to-access displays. [Read full article.](#)

### Progress on Children Eating More Fruit, Not Vegetables

The amount of whole fruit children, 2-18 years old, ate increased by 67% from 2003 to 2010 and replaced fruit juice as the main contributor of fruit to children's diets. Experts recommend that most fruit come from whole fruit, rather than juice. The amount of vegetables children ate did not change from 2003 to 2010. Moreover, in 2007-2010, children did not meet recommendations for the amount of fruit and vegetables they should eat. About 60 million US children are enrolled in child care or school, where their experiences with food can affect their health and lifelong food choices. Since 2010, new national efforts like Let's Move! and new school nutrition standards support healthy eating. For additional information, please download the CDC Vital Signs fact sheet: <http://www.cdc.gov/vitalsigns/pdf/2014-08-vitalsigns.pdf>.



### Today's Parents Less Able to Spot Obesity in Their Kids: Study

Parents have become less able to realize when their child is overweight or obese, a new study finds. In fact, parents interviewed between 2005 and 2010 were 24 percent less likely to spot a weight problem in their child than parents interviewed between 1988 and 1994, the researchers said. The report was published online August 25th in the journal *Pediatrics*. "The society as a whole is stuck with a vicious cycle," said senior study author Dr. Jian Zhang, an associate professor of epidemiology at Georgia Southern University in Statesboro. "Parents incorrectly believe their kids are healthy, they are less likely to take action, and so it increases the likelihood that their kids will become even less healthy." Obesity has more than doubled among children aged 6 to 11, rising from 7 percent in 1980 to nearly 18 percent in 2012, researchers said in background information. The new study relies on data gathered during the U.S. National Health and Nutrition Examination Survey, which has been conducted at regular intervals by the U.S. Centers for Disease Control and Prevention since the early 1960s. The advent of the childhood obesity crisis likely has made it difficult for parents to perceive that their child has gained a potentially unhealthy amount of weight, Staiano said. [Read full article.](#)

### Less Sleep in Teen Years Tied to More Pounds at 21

Lack of sleep not only puts teens at risk for poor grades, it also puts them at increased risk for obesity, researchers warn. The study authors analyzed data collected from more than 10,000 Americans when they were aged 16 and 21. Nearly one-fifth of them got less than six hours of sleep a night when they were age 16, and this group was 20 percent more likely to be obese at age 21 than those who got more than eight hours of sleep per night at age 16, the investigators found. Although lack of exercise and too much time spent watching television were also risk factors for obesity, these behaviors did not account for the link between lack of sleep and obesity, according to the study published online recently in the *Journal of Pediatrics*. "Lack of sleep in your teenage years can stack the deck against you for obesity later in life. Once you're an obese adult, it is much harder to lose weight and keep it off. And the longer you are obese, the greater your risk for health problems like heart disease, diabetes, and cancer," study author Shakira Suglia, an assistant professor of epidemiology at the Mailman School of Public Health at Columbia University in New York City, said in a university news release. "The message for parents is to make sure their teenagers get more than eight hours a night. A good night's sleep does more than help them stay alert in school. It helps them grow into healthy adults," Suglia added. [Read full article.](#)



## Education & Resources



### **Webinar: Using Teams Effectively: Strategies For Leveraging Committees To Do More, September 9, 2014, 1:00 PM PDT**

In Collaboration with Ag Innovations Network, Roots Of Change is offering a webinar on September 9, 2014 on Using Teams Effectively: Strategies for leveraging committees to do more. Food policy councils, alliances, and coalitions who can effectively deploy action-oriented teams and committees can increase their impact in the community and more quickly achieve their goals. This Salon will explore how to create flexible, autonomous, and motivated committees that know how to leverage the wisdom of the full group and efficiently get work done. To register for the webinar, please visit: <https://cc.readytalk.com/cc/s/registrations/new?cid=i0y6ttb1qmn1>.

### **“Processed Foods: Separating Fact from Myth” Webinar sponsored by Nutrition Education for the Public (NEP), September 30, 2014, 1:00-2:00 PM CDT**

Do you have clients who avoid processed foods to eat healthier? Lose weight? Eat “greener”? In recent years few categories of foods have been criticized as extensively and frequently as processed foods. But what concerns about processed foods are legitimate and which are overstated or misrepresented? In this 60-minute webinar sponsored by the Nutrition Education for the Public Dietetic Practice Group of the Academy of Nutrition and Dietetics, you will be given the tools needed to separate the facts from the myths about processed foods and consider their place as part of recommended eating patterns. Talking points about processed foods targeted to consumer audiences as well as professional colleagues will be shared. **The costs associated with this webinar are as follows: \$15 for Academy members; \$10 for students; \$25 for non-Academy members; free of charge for NEP members.** Approved for 1 hour CEU. To register for the webinar, please visit: [www.eatright.org/dpgevents](http://www.eatright.org/dpgevents).

### **Walk to School Day is October 8th!**

International Walk to School Day is an annual event celebrated on October 8, 2014, with over 1,200 California schools planned to participate this year. Many schools choose to extend this event into week or month-long activities throughout October. With just 13% of children walking and biking to school, compared to 48% thirty years ago, along with California childhood obesity rates at 38%, Walk to School programs aim to increase the number of children safely walking and biking to school. Additional benefits include:

- Reduction in traffic congestion.
- Opportunities for schools and parents to address concerns about personal and traffic safety.
- Teaching walking and biking skills to students.
- Children and families to get out and about and enjoy walking in their community!

To register a Walk to School event, in order to be counted and included in a nationwide database, visit [www.walkbiketoschool.org](http://www.walkbiketoschool.org). Need more information? Visit California’s Walk to School Headquarters’ website at [www.caactivecommunities.org/w2s](http://www.caactivecommunities.org/w2s). If you are looking to start a Walk to School program, the California Department of Public Health, Safe and Active Communities Branch will be hosting a free webinar, “Walk to School 101” on **Friday, September 12, 2014, from 10:00 AM to 11:30 AM**. Space is limited, so register soon at <https://www3.gotomeeting.com/register/373560686> to learn the basics, hear success stories and activities, and how to access free downloadable tools and resources to create a successful event. For more information, contact Jeannine Barbato at [Jeannine.barbato@cdph.ca.gov](mailto:Jeannine.barbato@cdph.ca.gov) or 916-552-9854.

### **Save the Date! 8th Biennial Childhood Obesity Conference, June 29-July 2, 2015, San Diego, CA**

Now in its 8th year, the Biennial Childhood Obesity Conference is the nation’s largest, most influential collaboration of professionals dedicated to combating pediatric obesity. Nearly 2,000 attendees from across the country are expected to attend in 2015. Join us as we continue to share and discuss emerging research, best practices, community-based efforts and effective policy strategies that promote and sustain healthy eating and physical activity practices for children, adolescents and their families! For additional information, including submissions for a session proposal, and how to sign up to receive monthly e-newsletters and e-news alerts, please visit: <http://www.childhoodobesity2015.com/>.

### **RWJF Google+ Hangout: Back to School: Active Kids, Healthier Food, September 5, 2014, 12:00-1:00 PM EDT**

Please join the Robert Wood Johnson Foundation (RWJF) for a First Friday Google+ Hangout. Panelists will go “back to school” and discuss the importance of improved nutrition and greater physical activity for kids, and the great strides made in schools across the country with the support the Alliance for a Healthier Generation’s Healthy Schools Program. Susan Dentzer, senior policy adviser to the Foundation, will lead a discussion on the innovative ways schools and other organizations are addressing childhood obesity through healthier food options and more physical activity for students nationwide. This event is the eighth in the #RWJF1stFri series—a monthly Google+ Hangout to keep friends of RWJF up to speed on its activities. To RSVP to attend the Google+ Hangout, please visit: <https://plus.google.com/events/c7ucq17hm6avi0g7i9i8ltg4mko>.



## We want to hear from you!

The UC CalFresh State Office would love to hear from you! Please e-mail Lindsay Hamasaki at [Hamasaki@caes.ucdavis.edu](mailto:Hamasaki@caes.ucdavis.edu) to share your comments on the new format of the Weekly Update, stories, photos, or other items you would like to see featured in future Weekly Updates.

The UC CalFresh Weekly Updates are sent by the UC CalFresh State Office on behalf of David Ginsburg, Director of the UC CalFresh Nutrition Education Program. Electronic versions of the Weekly Updates are also posted on the UC CalFresh website: <http://www.uccalfresh.com/weekly-updates>.

The University of California CalFresh Nutrition Education Program (UC CalFresh) is funded through a joint agreement among the U.S. Department of Agriculture/Food & Nutrition Service (USDA/FNS), the California Department of Social Services (CDSS) CalFresh Branch, and the University of California Cooperative Extension (UCCE). This material was produced by the University of California CalFresh Nutrition Education Program with funding from USDA SNAP, known in California as CalFresh (formerly Food Stamps). These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious foods for better health. For CalFresh information, call 1-877-847-3663.

