

A note from Produce for Kids: We understand it is a hectic time in supermarkets during the COVID-19 pandemic. We thank you for all your hard work in helping customers, whether at this time, it's helping stock shelves, bagging at the checkout line, or coming up with creative solutions to provide healthy meals utilizing shelf-stable foods.

May is Food Allergy Action Month

May has been designated as Food Allergy Action Month in an effort to educate Americans about food allergies and to support those who suffer from them. It is now estimated that one out of every 13 children has a food allergy. As retail dietitians, we can help consumers make educated choices and provide education to consumers with food allergies.

Celebrate the Holidays

- **Mother's Day** is Sunday, May 10, 2020
 - Get ready for breakfast in bed. Help families be prepared by stocking up the kitchen with recipes and ingredients kids can help make for mom.
 - Need some inspiration? [Try one of these Mother's Day recipes.](#)
- **Memorial Day** is Monday, May 25, 2020
 - Memorial Day is celebrated for remembering, honoring, and mourning the military personnel that had died while serving in the United States Armed Forces.
 - Offer wellness packages for those who served including coupons, free samples, etc.
- **Event Ideas (some of these can be done virtually, or save these ideas for later!)**
 - *Demo idea:* Nut Butter Alternatives
 - Have a taste test of all the alternative nut butter spreads.
 - Check out these [nut-free alternatives.](#)
 - *Kid's Class:* Patriotic Produce
 - Highlight produce's natural color with these [Red, White, and Blue recipes.](#)
 - *Class idea:* How-to _____.
 - In-person or virtually, show customers how to cut an onion, peel ginger, etc. to get the most out of their produce!
 - *Class idea:* Allergy-Free Grocery Store Tour
 - Take groups on a grocery store tour educating how to reach labels properly to avoid food allergens and introduce them to allergen-friendly products.

Connect with the Community

- Continue to utilize the [food drive toolkit](#) to support those in need. Feeding America estimates the need for an additional \$1.4 billion in resources over the next 6 months to feed those facing hunger.
- Join in any Memorial Day celebrations in your community promoting your services.
- Ask the RD! Ask the community to submit their nutrition questions, then provide answers through social media or an email newsletter.

For Employees

- Everyone loves surprise snacks. Give them an energy boost with an [energy bite snack](#).
- Burger contest! Have employees submit their favorite [burger](#) combinations. Employees will vote to narrow down to the top two. Celebrate by hosting an employee appreciation day serving the top two burger creations!

What's In Season

With warmer weather, the grilling season is just around the corner. What better to grill than fresh produce? While you're at the grocery store, make sure to pick up some of these [in-season fruits and veggies](#).

- Zucchini
 - Grill tip: Cut zucchini on a bias (angle) for more surface area of the zucchini to grill.
 - Did you know? Not to be confused with yellow squash, yellow zucchini, sometimes called golden zucchini, don't taper at the neck like summer squash. Its shape is similar to that of classic green zucchini, though its taste is a little bit sweeter.
- Strawberries
 - Did you know? The average strawberry has 200 seeds.
 - Strawberries are packed with vitamin C. In fact, one serving of eight large strawberries has a full day's value of vitamin C. This vitamin not only helps your immune system, but also is used to form blood vessels, cartilage, muscle, and collagen in bones.
 - Try this recipe: [Easy Homemade Strawberry Jam](#)
 - Utilize [California Strawberries Retail Dietitian Toolkit](#) for more information.
- Vidalia Onions
 - All Vidalias are sweet onions, but not all sweet onions are Vidalias. Vidalia onions:
 - Have a uniquely flat shape
 - Produce identification sticker has a PLU code of 4159 in grocery stores
 - Are known for their sweetness and versatility. From soups to salads to even desserts, Vidalia onions compliments any dish.
 - Try this recipe: [Make-Ahead Freezable Breakfast Burritos](#)

Cross-merchandising ideas

- Get customers excited about grilling! Set up a display of all non-food [grilling essentials](#).

Looking for healthy, family-friendly recipes to share with shoppers? Our recipes are approved by a registered dietitian, taking the guesswork out of planning healthy and delicious meals!

- [Asian Pulled Pork Sliders](#)
- [Cajun Shrimp Foil Boil Packets](#)
- [Cauliflower & Kale Pesto Pasta](#)