



NAPAR

NOTES

THE OFFICIAL NEWSLETTER OF THE NATIONAL ASSOCIATION OF PERISHABLE AGRICULTURAL RECEIVERS



FDA LAUNCHES NEW PRODUCE CAMPAIGN

FDA has rolled out a new outreach campaign titled "Read the Label," which is intended to help teach young people, educators and parents alike, how to use the Nutrition Facts Label to make healthy food choices. The comprehensive campaign will include a wide assortment of downloadable, ready-to-use materials for community educators, families and kids. With so much emphasis on retail food store produce departments merchandising these days, this new effort may spur produce sales.

NEW COMPLIANCE GUIDE FOR FSMA FOOD FACILITY REGISTRATION

FDA has released a new Compliance Guide on Food Facility Registration addressing the FSMA's facility requirements and recommendations. All NAPAR members are required by FSMA to register with the FDA every other year. The Guide provides FDA staff with information regarding enforcement of the food facility registration provisions of FSMA, including the requirement that registered facilities biennially renew their registration with FDA, and FDA's authority to suspend a food facility's registration. The Guide does not establish legally enforceable responsibilities but describes the Agency's current thinking of this topic and should be viewed only as recommendations, unless specific regulatory or statutory requirements are cited. If you want a copy of the new Guide, contact NAPAR.

A GMO POTATO MAY BE COMING

Potato industry giant J.R. Simplot Co. says that it is on track to commercialize its genetically engineered spud next spring. The Innate potato could have a major impact upon the public GMO debate, including its food safety aspects, since the new spud has the potential to dramatically reduce the levels of acrylamide in potato chips and fries. Acrylamide is a probable human carcinogen and chips and fries are estimated to be responsible for about a third of the acrylamide that we consume. The potato also does not brown when bruised. The company is still in the final stages of seeking federal approval from FDA.

BENCHMARKING REPORT AVAILABLE TO HELP YOUR BOTTOM LINE

United Fresh has announced the first-ever benchmarking report designed specifically to help produce wholesalers and distributors evaluate the effectiveness of their operations. The report is a project of United's Wholesaler-Distributor Board, which had extensive input into its structure and focus. It was commissioned to help wholesaler-distributors assess the performance of their operations as compared with others in the produce industry. The report is available for purchase on the United Fresh website.

QUICK NEWS YOU CAN USE

- A recent study published in the *Journal of Nutrition* found that consuming fresh cherries may provide an array of health benefits and anti-inflammatory properties. The findings are good news for those who want to reach for healthier snacks.
- *Produce Business* recently featured *Wakefern-ShopRite* in a major story on sustainability efforts in the produce industry. NAPAR's First Vice Chairman, Derrick Jenkins, Wakefern's Vice President of Produce and Floral, was interviewed extensively for the story.