

**BONNIE  
BRITT  
WILD MIKE'S  
REGIONAL  
SALES  
MANAGER**

# **UNDERSTANDING THE CLEAN LABEL MOVEMENT**

# AGENDA

- Let's Talk about "Clean" Label
- Review definitions of "Clean" Label
- Is "Clean" Label a Passing Trend?
- Restaurant Standards
- K-12 Standards
- Challenges
- Product solutions
- At home Clean Label
- Conclusion



# LET'S TALK

WHAT DOES CLEAN  
LABEL MEAN TO YOU?

# WHAT DOES CLEAN LABEL MEAN TO YOU!

- NO Coloring/Dyes
- No Preservatives
- No Nitrates/Nitrites
- No Antibiotics
- No Allergens
- No L-cysteine
- No BHA/BHT

- Fresh
- All Natural
- Scratch
- Non GMO
- Limited ingredients

# CLEAN LABEL DEFINED

The Simplest Definition to date:

Food Products containing NATURAL, FAMILIAR, and  
SIMPLE INGREDIENTS that are EASY TO  
RECOGNIZE, UNDERSTAND & PRONOUNCE.  
NO ARTIFICIAL INGREDIENTS or SYNTHETIC  
CHEMICALS ADDED

# Complexity

- ❖ 1. The Consumer is concerned about what is in their food.
- ❖ 2. Clean is a 'catch-all' term with No Legal Definition
- ❖ 3. The Food Industry is re-examining formulations and processes
- ❖ 4. Look for a reduced number of ingredients that you can pronounce!
- ❖ 5. But, are we all Marketing to what the Consumer Thinks they Need ...or Real Science?

# THIS IS MORE THAN A TREND

The AMERICAN ACADEMY OF PEDIATRICS released the following statement 7/23/2018

“There is reason for concern that Common Food Additives may be a danger to America’s Children. They can interfere with a child’s overall growth & development.”

“The main listed ingredients of concern are:

*Nitrates / Nitrites*

*Preservatives*

*Food Coloring from chemicals*

*&*

*BPA ( bisphenol A ) and Phthalates used to make plastic packaging and cans.*



## TREND SPOTLIGHT: CLEAN LABELS

There is a growing **demand for cleaner labels**. Local, fresh produce is readily available to many schools, but protein-based products and prepared sauces can often be an issue for operations due to budget, labor, and equipment restraints. In addition, handling raw meats comes with a wide range of food safety concerns. **Utilizing fully-cooked products that carry clean labels can help operators** implement this trend. JTM offers a wide variety of clean label, allergen and gluten free options across all of our product lines.

## PRODUCT SPOTLIGHT: SOUS VIDE PORK & TURKEY

JTM's Sous Vide Pork is made with one ingredient and is cooked in its own natural juices. The food is prepped, vacuum-packed and cooked slowly and precisely in a circulating water bath. The result... tender, juicy pieces of pork that offer you menu versatility, food safety advantages, and is perfect for speed-scratch recipes! Major chains like Chipotle (barbacoa and carnitas), Panera (steak, slow-roasted turkey, hand-grilled salmon), and Starbucks (egg bites) are now utilizing sous vide products in their operations.

**CLEAN LABEL • ALLERGEN & GLUTEN FREE • SPEED-SCRATCH READY • SHREDS EASILY**



### SOUS VIDE PORK: ITEM #CP5888

**PACKED:** 30 lb. case/6 bags; (93) 3.28 oz serv./case  
3.28 oz. serving=2.0 M/MA + 114 calories + 4.0 g. fat + 42 mg. sodium

### SOUS VIDE TURKEY: ITEM #CP5889

**PACKED:** 30 lb. case/6 bags; (93) 2.86 oz serv./case  
2.86 oz. serving=2.0 M/MA + 88 calories + 2.0 g. fat + 57 mg. sodium

### SERVING SUGGESTIONS:

- Street Tacos, Nachos, Burritos, Burrito Bowls, Enchiladas
- Shredded Carnitas and BBQ
- Asian Rice, Ramen or Lo-Mein Bowls
- Stews, Soups & Chili
- Jambalaya

*Let's Create Great Dishes Together!®*



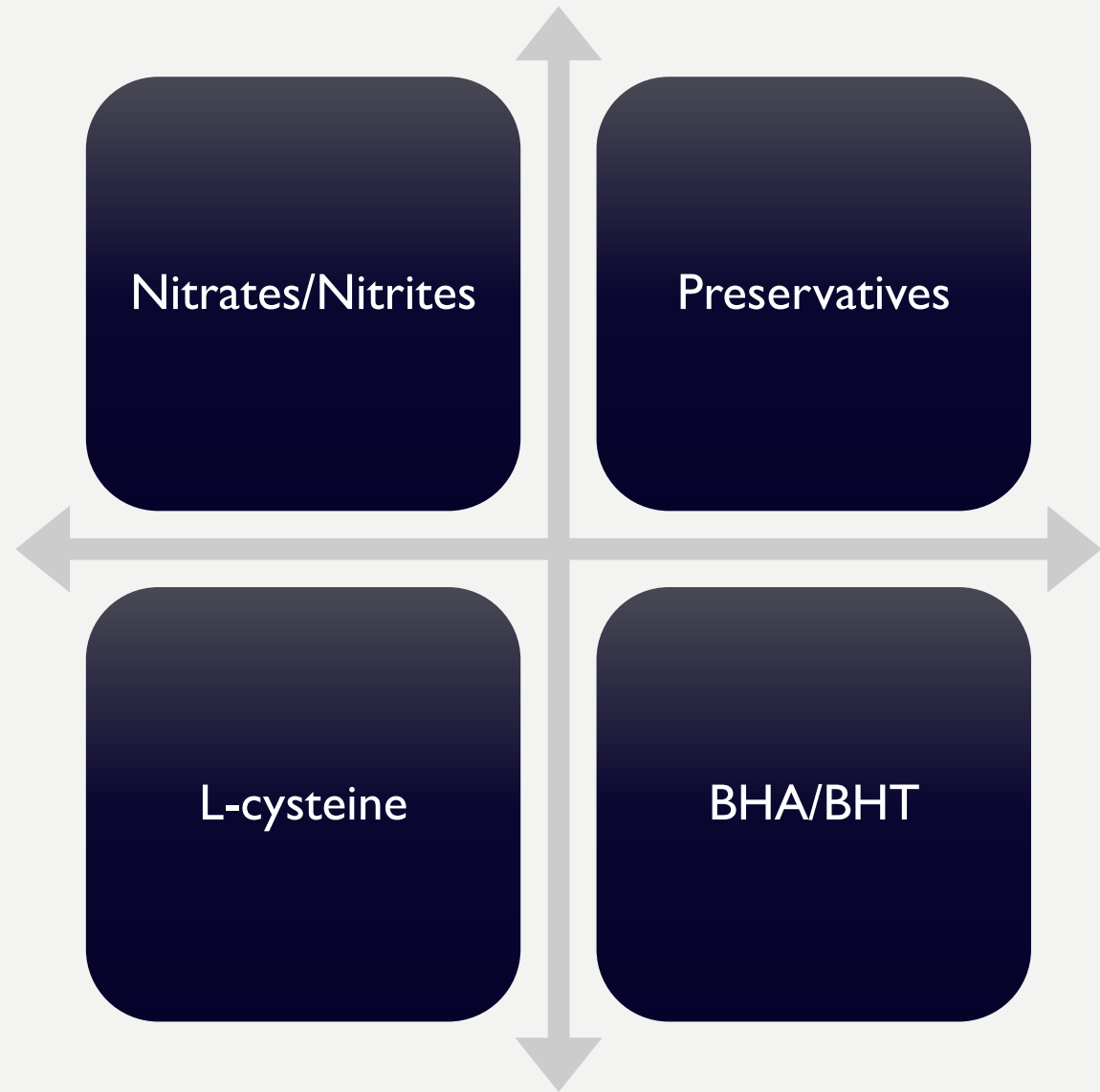
# The Lifetime Foundation & K12

## *Giving Grants to Go Clean*

### **Life Time Foundation 'Harmful 7'**

1. Trans Fats & Hydrogenated Oils
2. Hormones & Antibiotics
3. High-Fructose Corn Syrup, corn sweetener, corn syrup solids
4. Artificial sweeteners  
Dextrose / fructose / fruit juice concentrate / glucose / invert sugar / molasses / maltodextrin / refiner's syrup / turbinado sugar
5. Artificial Preservatives.  
Benzoates / Sodium nitrate, nitrites / Propyl gallate / Butylated hydroxyanisole (BHA) / Butylated Hydroxytoluene (BHT) / Terbutylhydroquinone (TBHQ)
6. Artificial Colors.  
Blue 1 / Blue 2 / Green 3 / Red 3 / Red 40 / Yellow 5 / Yellow 6 / Citrus Red
7. Bleached Flour  
Flour conditioners / Azodicarbonamide / Bromated flour

**SAY WHAT?**



# WHAT IS L-CYSTEINE

## Human hair

Amino acids are your body's building blocks, and while they can be good for your health, not all amino acids are created equal. L-Cysteine - an amino acid used to prolong shelf-life in products such as commercial bread - can be found in duck and chicken feathers and cow horns, but most that's used in food [comes from human hair](#). It has been reported that most of the hair used to make L-Cysteine comes from China, where it's gathered from [barbershops and hair salons](#). You can avoid L-Cysteine by buying fresh bread from a local baker, as it is not an additive in flour. Steer clear of fast food places such as McDonald's, Dunkin' Donuts and Burger King too, [who all use L-Cysteine as an additive](#).



 Human hair ... in bread? Photograph: Romilly Lockyer/Getty Images



# Wild Mike's



ULTIMATE PIZZA

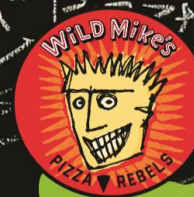
WILD ABOUT FLAVOR

## Ingredients We Do Use

- CRUST IS MADE FROM SCRATCH DAILY
- ZESTY SAUCE MADE FROM SCRATCH DAILY
- FOUR CHEESE BLEND:  
MOZZARELLA  
PROVOLONE  
ROMANO  
PARMESAN
- CUSTOM MADE MEAT TOPPINGS WITH USDA FINEST MEATS

## Ingredients We Don't Use

- |                            |                                  |
|----------------------------|----------------------------------|
| - L-CYSTEINE               | - SODIUM ACID PYROPHOSPHATE      |
| - CALCIUM PROPIONATE       | - SODIUM BICARBONATE             |
| - BHA                      | - SOY LECITHIN                   |
| - BHT                      | - SODIUM ERYTHORBATE             |
| - SODIUM NITRATES          | - SODIUM STEAROYL                |
| - SODIUM BENZOATE          | - LACTYLATE                      |
| - POTASSIUM SORBET         | - MONOCALCIUM PHOSPHATE          |
| - HYDROLYZED SOY PROTEIN   | - MONO-AND DIGLYCERIDES          |
| - ISOLATED SOY PROTEIN     | - MECHANICALLY SEPARATED CHICKEN |
| - WHEY PROTEIN CONCENTRATE |                                  |
| - GUAR GUM                 |                                  |
| - ASCORBIC ACID            |                                  |
| - WHEAT STARCH             |                                  |
| - CALCIUM PHOSPHATE        |                                  |



# INGREDIENTS WE DON'T USE

## L-CYSTEINE:

"A SOFTENING AGENT OFTEN ADDED TO BREAD AND OTHER BAKED GOODS IN ORDER TO SPEED UP INDUSTRIAL PROCESSING. AND THOUGH IT'S SOMETIMES MADE IN A LAB, MOST OF IT ACTUALLY COMES FROM A NATURAL SOURCE. SOUNDS GOOD, RIGHT? **NOT IF THAT NATURAL SOURCE IS HUMAN HAIR, CHICKEN FEATHERS, AND COW HORNS,** DISSOLVED IN ACID BEFORE THE L-CYSTEINE IS ISOLATED AND ADDED TO YOUR BREAD."

DIANA, V. (JANUARY 1, 2014). *5 HARMFUL ADDITIVES IN BREAD.*

## CALCIUM PROPIONATE:

"A CALCIUM SALT OF PROPANOIC ACID MANUFACTURED THROUGH CHEMICAL SYNTHESIS, AVAILABLE AS WHITE GRANULAR OR POWDER. CALCIUM PROPIONATE IS WIDELY USED AS PRESERVATIVES. CALCIUM PROPIONATE **MAY CAUSE STOMACH ULCERS IN SPECIFIC GROUPS OF PEOPLE IF USED IN LARGE AMOUNTS.**"

SHANN. (AUGUST 7, 2014). *SIDE EFFECTS INFO.*

## BHA & BHT:

"BHA (BUTYLATED HYDROXYANISOLE) AND BHT (BUTYLATED HYDROXYTOLUENE) ARE WIDELY USED BY THE FOOD INDUSTRY AS PRESERVATIVES, THERE'S ONGOING CONTROVERSY, HOWEVER, ABOUT THE SAFETY OF BHA AND BHT. OTHER RESEARCH SUGGESTS THAT LOW DOSES OF BHA ARE TOXIC TO CELLS, WHILE HIGH DOSES ARE PROTECTIVE—OR THE REVERSE, THAT LOW DOSES ARE OKAY, BUT HIGH DOSES ARE HARMFUL. IN OTHER WORDS, NO ONE REALLY KNOWS HOW BHA AND BHT ACT IN THE BODY. BECAUSE THEIR HEALTH EFFECTS ARE STILL UNCLEAR, IT WOULD BE WISE TO LIMIT HOW MUCH YOU CONSUME. **BOTTOM LINE, EATING MORE FOODS THAT ARE MINIMALLY PROCESSED, WHICH CONTAIN FEW OR NO ADDITIVES AND ARE USUALLY MORE NUTRITIOUS OVERALL.**"

BERKELEY WELLNESS. (FEBRUARY 01, 2011). *TWO PRESERVATIVES TO AVOID?*

## SODIUM NITRATES:

"A SALT THAT IS ADDED TO HOT DOGS, BACON AND OTHER CURED MEATS TO HELP PRESERVE THEM. IN HIGHER DOSES NITRATES ARE ALSO USED AS FUMIGATES TO KILL RODENTS AND THESE NITRATES CAN LEACH INTO THE SOIL, CONTAMINATING THE FOOD SUPPLY, WHICH MUCH SMALLER AMOUNTS ARE DIRECTLY USED IN SOME PREPARED FOODS, **THERE ARE HEALTH CONCERNS RELATED TO SODIUM NITRATE.**"

NADIA H. (APRIL 22, 2016). *WHY IS SODIUM NITRATE BAD FOR YOU.*

## SODIUM BENZOATE:

"DERIVED FROM A REACTION OF BENZOIC ACID WITH SODIUM HYDROXIDE, SODIUM BENZOATE IS ACTUALLY THE SODIUM SALT OF BENZOIC ACID. SODIUM BENZOATE IS A KNOWN CARCINOGENIC ADDITIVE WHICH, WHEN EATEN OR APPLIED TO THE SKIN, GETS TRANSPORTED TO THE LIVER, WHERE IT IS SUPPOSED TO BE FILTERED, AND EXPELLED IN URINE, **BUT THE DAMAGE GETS DONE BEFORE THAT PROCESS IS COMPLETED.**"

WELLS S.D. (SEPTEMBER 29, 2011). *SODIUM BENZOATE CANCER.*



# LESS IS MORE!

Is a “Cleaner label”  
important to you.

Example: Breadsticks



**Ingredients:**

Part Skim mozzarella cheese ((pasteurized milk, culture, salt enzymes), water, whole grain whole wheat flour, enriched flour (wheat, flour, niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), sugar, soybean oil, gluten, yeast, fermented wheat flour, salt.

Contains milk and wheat.



**BEACON STREET CAFÉ™**

**WG Cheese Stuffed Sticks**

► **INGREDIENTS:** CRUST: FLOUR BLEND (WHITE WHOLE WHEAT FLOUR, ENRICHED FLOUR [WHEAT FLOUR, MALTED BARLEY FLOUR, NIACIN, REDUCED IRON, THIAMINE MONONITRATE, RIBOFLAVIN, FOLIC ACID]), WATER, ISOLATED SOY PROTEIN, VEGETABLE OIL (SOYBEAN AND/OR CANOLA OIL), CONTAINS 2% OR LESS OF: WHEAT GLUTEN, YEAST, SUGAR, BAKING POWDER (**SODIUM ACID PYROPHOSPHATE, SODIUM BICARBONATE**), SEA SALT, **DATUM, DEXTROSE, GUAR GUM, SOY LECITHIN, ASCORBIC ACID, WHEAT STARCH**, SALT, ENZYMES, **MODIFIED FOOD STARCH**; FILLING: LOW MOISTURE PART SKIM MOZZARELLA CHEESE (CULTURED PASTEURIZED PART SKIM MILK, SALT, ENZYMES), WATER, NONFAT DRY MILK, CONTAINS 2% OR LESS OF: **MOZZARELLA CHEESE POWDER (DEHYDRATED MOZZARELLA CHEESE** [PASTEURIZED PART-SKIM MILK, CHEESE CULTURE, SALT, ENZYMES], WHEY, SALT, **SODIUM PHOSPHATE, LACTIC ACID**), **MODIFIED FOOD STARCH, WHEY PROTEIN CONCENTRATE, MALTODEXTRIN, ISOLATED SOY PROTEIN, DRIED WHOLE EGG, CITRIC ACID, SODIUM CITRATE, CHEESE POWDER (CHEDDAR CHEESE [PASTEURIZED MILK, CHEESE CULTURE, SALT, ENZYMES], BUTTER, MODIFIED FOOD STARCH, SODIUM PHOSPHATE)**, SALT, DRIED GARLIC.

# Is a “clean label” important to you?

## Cheese Breadstick Comparison

### “Wild Mike’s” vs Nardones, Con Agra, Bosco’s



#### Ingredients:

Part skim mozzarella cheese ([pasteurized milk, cultures, salt, enzymes], water, whole grain whole wheat flour, enriched flour (wheat flour, niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), sugar, soybean oil, gluten, yeast, fermented wheat flour, salt.

Contains: Milk, Wheat Flour and Soy Bean Oil.



#### Ingredients:

CHEESE: Part Skim Mozzarella Cheese (Pasteurized Milk Cultures, Salt, Enzymes), Modified Food Starch. CRUST: Water, Whole Wheat Flour, Enriched White Flour (Wheat Flour, Malted Barley Flour, Niacin, Reduced Iron, Thiamine Mononitrate, Riboflavin, Folic Acid), Dough Conditioner (Salt, Vegetable Shortening [Partially Hydrogenated Soybean Oil, Cottonseed, and/or Canola Oils], Dextrose, Sugar, Malt Barley Flour, Wheat Flour, Monoglycerides, Diacetyl Tartaric Acid Esters of Mono- Diglycerides [DATEM], Contains 2% or less of: Potassium Bromate, L-Cysteine, Ascorbic Acid, Enzyme, Azodicarbonamide [ADA]), Contains 2% or Less of Vital Wheat Gluten, Yeast, Soybean Oil.



#### INGREDIENTS

Mozzarella Cheese (Pasteurized Part Skim Milk, Cheese Cultures, Salt, Enzymes), Water, Whole Wheat Flour, Enriched Wheat Flour (Bleached Wheat Flour, Malted Barley Flour, Niacin, Reduced Iron, Thiamine Mononitrate, Riboflavin, Folic Acid), Soybean Oil, Casein, Milk Protein Concentrate, Contains 2% or less of: Modified Corn Starch, Dextrose, Salt, Modified Potato Starch, Baking Powder (Sodium Bicarbonate, Cornstarch, Sodium Aluminum Sulfate, Calcium Sulfate, Monocalcium Phosphate), Sodium Aluminum Phosphate, Wheat Gluten and/or Dough Conditioner (Wheat Flour, Salt, Soy Oil, L. Cysteine, Ascorbic Acid, Enzyme), Disodium Phosphate, Mozzarella Cheese Type Flavor (Mozzarella Cheese [Milk, Culture, Rennet, Salt], Milk Solids, Disodium Phosphate), Lactic Acid, Sorbic Acid, Soy Flour, Nutrient Blend (Magnesium Oxide, Zinc Oxide, Calcium Pantothenate, Riboflavin And Vitamin B-12), Vitamin A Palmitate, Soy Lecithin. CONTAINS: MILK, SOY, WHEAT.



#### INGREDIENTS:

CRUST: FLOUR BLEND [ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMINE MONONITRATE, RIBOFLAVIN, ENZYME, FOLIC ACID), WHOLE-WHEAT FLOUR], WATER, SUGAR, CORN OIL, DOUGH CONDITIONER (SOYBEAN OIL, MONO AND DIGLYCERIDES, SOY FLAKES), SALT, YEAST, L-CYSTEINE. MOZZARELLA CHEESE: PASTEURIZED PART SKIM MILK, CHEESE CULTURES, SALT, ENZYMES. CONTAINS: MILK, WHEAT.



**NEW** **Fernando's**

# Clean Label

**Products**

**CHEESE & BEAN  
RED CHILI BURRITO**

**EGG, TURKEY SAUSAGE,  
POTATO & CHEESE BURRITO**

**NO ANTIBIOTICS EVER CHICKEN  
& CHILI FIESTA STIX®**

**CHEESE & BEAN FIESTA  
GREEN CHILI BURRITO**

**35%  
FEWER  
INGREDIENTS**  
THAN OUR REGULAR LINE  
OF PRODUCTS

• Whole Grain Rich • Products for ALL day parts  
• 100% American Humane Certified Chicken  
• CN Labeled • Chicken Raised with No Antibiotics Ever

Bulk Code	IW Code	DESCRIPTION	CN INFO										
			PIECE WT. (OZ)	M/MA (OZ)	EQUIV GRAINS (OZ)	CALORIES	FAT/SAT FAT (g)	PROTEIN (g)	SODIUM (mg)	SODIUM (mg/100g)	APPROX CASE PACK	NET CASE WEIGHT (LB)	WHOLE GRAIN RICH
5226	5826	WG CHEESE & BEAN RED CHILI BURRITO	5.0	2	2	330	12/4.5	15	480	338	60/96	18.75/30.00	✓
5227	5827	WG FIESTA STYLE CHEESE & BEAN BURRITO	5.0	2	2	330	11/4	15	480	338	60/96	18.75/30.00	✓
5228	5828	WG EGG, TURKEY SAUSAGE, POTATO & CHEESE BURRITO	3.5	1	1	210	10/3.5	9	300	303	90/96	19.68/21.00	✓
5229		WG NAE CHICKEN CHILI FIESTA STIX®	2.9	1	1	220	11/2	10	380	463	54	9.78	✓

Available for commodity processing.

1-800-338-8128

Ask for Foodservice Marketing

Foster Farms Foodservice Marketing

P.O. Box 457, Livingston, CA 95334

fosterfarmsfoodservice.com/schools

Yangs products do not contain MSG, peanut products, lard or artificial flavoring. All products have zero trans fats.

Chicken Raised With  
**No Antibiotics Ever**

Coming soon...

## BETTER for YOU CORN DOGS

No Nitrites\* or Nitrates Added • No Antibiotics Ever

- Foster Farms 94125
- Uncured Chicken Frank
- No Artificial Flavors or Coloring in our 100% Whole Grain Batter
- Fewer ingredients than our current whole grain corn dog
- Great Taste - High Participation Product
- Smart Snack Compliant with just 9 grams of fat, 250 calories & 450mg sodium

\*EXCEPT FOR NATURALLY OCCURRING IN CULINARY BULK

# Our Experience: Making a Cleaner Breakfast Burrito

## WG TURKEY SAUSAGE, EGG & CHEESE BREAKFAST BURRITO CN, 5222 (3.5 oz)

**TORTILLA** [WATER, WHOLE WHEAT FLOUR, ENRICHED BLEACHED FLOUR, **NAVY BEAN POWDER**, (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMINE MONONITRATE, RIBOFLAVIN, FOLIC ACID), SOYBEAN OIL, **CORN FLOUR** (GROUND WHITE CORN MASA FLOUR, TRACE OF LIME), CONTAINS 2% OR LESS OF THE FOLLOWING: MONO AND DIGLYCERIDES, BAKING POWDER (CORN STARCH, SODIUM ACID PYROPHOSPHATE, SODIUM BICARBONATE, MONOCALCIUM PHOSPHATE), WHEAT GLUTEN, SALT, GUAR GUM, SUGAR, RICE FLOUR, FUMARIC ACID, ENZYME, L-CYSTEINE, AND **SODIUM METABISULFITE**], WATER

### **TURKEY BREAKFAST SAUSAGE CRUMBLE**

TURKEY, MECHANICALLY SEPARATED TURKEY, WATER, DEXTROSE, BROWN SUGAR, SALT, SPICES, SODIUM PHOSPHATE, SEA SALT (POTASSIUM MAGNESIUM CHLORIDE, SALT), NATURAL FLAVORING, CITRIC ACID

### **EGGS**

WHOLE EGGS, MODIFIED CORN STARCH, SALT, CITRIC ACID, XANTHAN GUM

### **MONTEREY JACK CHEESE**

PASTEURIZED CULTURED MILK, SALT, ENZYMES), PASTEURIZED PROCESS AMERICAN CHEESE (AMERICAN CHEESE (MILK, CHEESE CULTURE, SALT, ENZYMES), WATER, **SODIUM CITRATE**, **MILK FAT**, SALT, COLOR (ANNATTO AND **APOCAROTENAL**)).

**GREAT NORTHERN WHITE BEANS**, CONTAINS 2% OR LESS OF DEHYDRATED RED BELL PEPPER, **ISOLATED SOY PROTEIN (ISOLATED SOY PROTEIN WITH LESS THAN 2% LECITHIN)**, DEHYDRATED DICED ONION, TOMATO PASTE, SEA SALT (POTASSIUM MAGNESIUM CHLORIDE, SALT) **RICE STARCH**, SEASONING [SPICES (INCLUDING CHILI PEPPER), GARLIC, ONION, GREEN BELL PEPPER, TOMATO, NON-MODIFIED FOOD STARCH, **YEAST EXTRACT**, CILANTRO & CITRIC ACID], NATURAL FLAVOR, SALT, SPICES, NATURAL FLAVOR ENHANCER [DEHYDRATED SOY SAUCE (SOY SAUCE {SOYBEANS, WHEAT, SALT}, MALTODEXTRIN), **YEAST EXTRACT**], NATURAL BUTTER FLAVOR [MALTODEXTRIN, NATURAL BUTTER FLAVOR, ANNATTO AND TURMERIC (FOR COLOR)], CARROT (DRY), GREEN ONION (DRY), **FLAVORING (NATURAL FLAVORINGS, MALTODEXTRIN, YEAST AUTOLYZATE, DEXTRIN)**, CHILI PEPPER, CHIPOTLE CHILI PEPPER, SODIUM ALGINATE.

1. We Reformulated to remove: Scary Sounding Ingredients & ingredients on the No-No List
2. Make the Ingredient List Shorter and more 'Real' Sounding

Ingredients in **RED** were removed from the Clean Label Product. Ingredients in **BOLD RED** are on the CN Advisory List.



## WG EGG, TURKEY SAUSAGE & CHEESE BREAKFAST BURRITO CN, 5228 (3.5 oz)

**TORTILLA** (WHOLE GRAIN WHEAT FLOUR, ENRICHED BLEACHED FLOUR [WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMINE MONONITRATE, RIBOFLAVIN, FOLIC ACID], WATER, SOYBEAN OIL, MONO & DIGLYCERIDE, BAKING POWDER, SEA SALT, SUGAR, SOY LECITHIN, GUAR GUM, YEAST)

**EGGS** (WHOLE EGGS, MODIFIED CORN STARCH, SALT, CITRIC ACID, XANTHAN GUM),

**TURKEY BREAKFAST SAUSAGE** (TURKEY, MECHANICALLY SEPARATED TURKEY, WATER, DEXTROSE, BROWN SUGAR, SALT, SPICES, SODIUM PHOSPHATE, SEA SALT [POTASSIUM MAGNESIUM CHLORIDE, SALT] NATURAL FLAVORING, CITRIC ACID)

**POTATOES**  
POTATOES

### **CHEDDAR CHEESE**

(PASTEURIZED MILK, CHEESE CULTURE, SALT, ENZYMES, ANNATTO COLOR), WATER

CONTAINS 2% OR LESS OF DICED TOMATOES IN JUICE (DICED TOMATOES, TOMATO JUICE, CITRIC ACID, CALCIUM CHLORIDE), ONION, FOOD STARCH, VEGETABLE OIL, SEA SALT (POTASSIUM MAGNESIUM CHLORIDE, SALT), DRIED BELL PEPPER, SPICES, NATURAL FLAVORING, SALT, NATURAL FLAVOR (MALTODEXTRIN, NATURAL BUTTER FLAVOR, ANNATTO AND TURMERIC [FOR COLOR]), SODIUM ALGINATE.

## How do you think we did?

*Talk about struggles with it being 'as good' as the non clean version?*

*We still have bleached flour.*





*Purified water in a  
refillable aluminum  
bottle. Refill not  
Landfill!*



100% Vegetarian Fed/No Animal bi-  
products/ USDA process verified/Raised  
cage free

Kikkoman USA Preservative Free Orange  
Sauce With real cane sugar no high  
fructose corn syrup



# MAKE IT LOOK HOMEMADE!



## SCRATCH-COOKED LOOK



64150 Pepper Jack Cheese  
Enchiladas



63460 Beef & Cheese  
Taco Snack



63455 Beef & Bean  
Burrito



98339 Cheese, Egg, Green Chili  
Burrito

**No textured vegetable protein in the filling**  
**IQF whole beans give that added scratch look texture**





FOOD GROUP

# *Allergen Free Products*

The demand for cleaner label products continues to rise. We offer options across all of our product lines. From all-meat burgers to our simple, three ingredient steel cut oatmeal with brown sugar, we have creative solutions designed to meet an array of dietary needs.



# CLEANER LABEL CHALLENGES:

- Finding acceptable substitutions for ingredients that perform well & taste great
- Most Natural/Cleaner Ingredients are more expensive
- Limited supply in some cases
- All Natural/Cleaner Ingredients are often not as effective
- Increased food waste due to color instability and brightness
- Potentially shortens the shelf-life of the product
- Food Safety considerations
- Potentially lower yields which results in higher costs
- Maintaining Quality Products
- Appearance?

WHERE DO YOU START?

# A list of 'Un Clean' Ingredients

## *the 'No-No' List from Panera Bread*

Acesulfame K (Acesulfame Potassium) - Alum (Aluminum Ammonium Sulfate/Aluminium Potassium Sulfate) - Ammonium Chloride - Artificial Colors (Certified FD&C) - Artificial Flavors - Aspartame - Astaxanthin (Synthetic Only) - Autolyzed Yeast Extract Azo Dyes - Azodicarbonamide - Benzoic Acid - Benzyl Alcohol/Benzoyl Peroxide (Synthetic Only) - BHA (Butylated Hydroxyanisole) - BHT (Butylated Hydroxytoluene) - Bromated Flour - Brominated Vegetable Oil - Caffeine (Added, not naturally occurring) - Calcium - Bromate - Calcium Peroxide - Calcium Sorbate - Canthaxanthin - Caprocaprylobehenin - Caramel Color (Classes II-IV) - Carboxymethyl Cellulose - Carmine/Cochineal - DATEM (Diacetyl Tartaric Acid) - Diacetyl/Acetoin (Added, not naturally occurring) - Dipotassium Sulfate - Disodium Guanylate (GMP) - Disodium Inosinate (IMP) - EDTA (Calcium Disodium EDTA/Disodium Dihydrogen EDTA) - Esters of Fatty Acids (Glycerol and Polyglycerol Esters) - Ethoxyquin - Fat Substitutes (Sucrose Polyester, Microparticulated Whey Protein Concentrate) - FD&C Colors - Glycerides (Mono, Di & Triglycerides, all forms) - Glycerol Ester of Wood Rosin - High Fructose Corn Syrup (HFCS) - Hydrogenated Starch - Hydrolyzed Soy or Corn Protein - Lard - L-Cysteine (Cystine) - Maltodextrin (Declarable) - Monosodium Glutamate/ Sodium Glutamate (Added, not naturally occurring) - Neotame - Nitrates/Nitrites (Added, not naturally occurring. Excludes those used for vitamin fortification) - Parabens (all) - Partially Hydrogenated Oils/ Artificial Trans Fat - Polydextrose - Polyethylene Glycol (PEG) - Polysorbates (all) - Potassium Benzoate - Potassium Bisulfate - Potassium Bromate - Potassium Lactate - Potassium Sorbate - Propionates (Calcium, Potassium, Sodium) - Propionic Acid - Propyl Gallate - Propylene Glycol (Declarable) - Propylene Glycol Alginate - Saccharin (Calcium Saccharin) - Saltrim - Silicates/Bentonite [Calcium Aluminosilicate/Calcium Silicoaluminate/Sodium Calcium Silicoaluminate, Sodium Aluminosilicate/ Sodium Silicoaluminate, Calcium silicate, Magnesium Silicate (Synthetic Only), Aluminum silicate/Sodium bentonite] - Silicones/Siloxanes (Methyl Silicon, Dimethylpolysiloxane) - Artificial Smoke Flavor - Sodium Benzoate - Sodium Diacetate - Sodium Erythorbate - Sodium Lactate - Sodium Lauryl Sulfate - Sodium Metabisulfite - Sodium Phosphate/ Disodium Phosphate/ Trisodium Phosphate - Sorbates (Calcium, Potassium, Sodium) - Sorbic Acid (Synthetic Only) - Stannous Chloride - Sucralose - Sucroglycerides - Sulfites (Added, not naturally occurring) - Sulfur Dioxide - Tertiary Butylhydroquinone (TBHQ) - Theobromine (Added, not naturally occurring) - Titanium Dioxide - Triacetin/Glycerol Triacetate - Vanillin (Synthetic Only)

## Panera Bread Leads the Industry

Panera Bread Co. announced on **January 13 that it has achieved its "no no list" goal** (first publicized in May 2015) as its entire U.S. food menu and portfolio of Panera at Home products are now **free from all artificial flavors, preservatives, sweeteners and colors from artificial sources.**

To achieve its goal, Panera reviewed more than 450 ingredients, delving several levels into the supply chain. The company **reformulated 122 ingredients**, resulting in changes to the majority of Panera's bakery-cafe recipes. Some of the **most difficult challenges came in deli meats, bacon and select bakery items**, given the ubiquity of additives in these categories. The company partnered with more than 300 food vendors to achieve the goal.

"This initiative required us to restock the pantry with 100% clean ingredients," said Sara Burnett, director of wellness for Panera Bread. "We are proud of accomplishing this feat, but we are even more proud of the potential impact we can have on the broader food industry. We continue to challenge our peers to make a comprehensive commitment to 100% clean ingredients."





# CONCLUSION:

Where do I go from here? / Plan of action in my School District?

- 1) Find / Start YOUR OWN list of ingredients YOU want to avoid within YOUR district

Work in Progress – CLEAN today may not be CLEAN tomorrow

Recommended website <https://gocleanlabel.com>

- 2) Ask yourself “Does it elevate the appeal of my menus?”

Will it increase ADP?

Will it help Reduce Food Waste?

“It’s not just about meeting a nutrition standard. It’s also about making sure the food is appealing and enjoyable”

\*Lynn Harvey 2017-18 SNA President

- 3) Make sure you are comparing Apples to Apples when comparing the Length of various ingredient lists

- 4) Consider Food Safety and any change needed because of the ‘differences’

Is Shelf-Life or duration in the hot case affected?

# QUESTIONS?

