



**North Carolina Department of Health and Human Services
Office of Public Affairs**

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Iron Chefs Battle Over Fruits & Veggies

CHARLOTTE – Two Charlotte-area chefs will battle over fruits and vegetables to see whose nutritious cuisine reigns deliciously supreme on Wednesday, July 30. This “Iron Chef” competition is part of the N.C. Fruits & Veggies Nutrition Coalition Annual Symposium to be held in Charlotte at Johnson & Wales University.

The contenders for this event are Chef Paul Malcolm, Kids Café director and instructor at Johnson & Wales University, Charlotte Campus – and Chef John Sedlak, general manager and executive chef of Restaurant Forty-Six in Kannapolis. The two chefs will battle each other in head-to-head competition, creating several courses using nothing but local produce donated by the Charlotte Regional Farmers Market.

State Agriculture Commissioner Steve Troxler; Mecklenburg County Health Department Director Wynn Mabry; Moira Quinn senior vice president of communications and CEO for Charlotte Center City Partners; and Charles Jenkins, host of “This Show is Cookin',” will serve as judges. Master of Ceremonies will be Larry Sprinkle of WCNC-TV in Charlotte.

The “Iron Chef” competition and annual symposium are open to coalition members and others interested in promoting fruit and vegetable consumption. More than 100 professionals from government, academia, industry, media and other non-profit and private organizations will attend the event to share ideas on increasing fruits and vegetable consumption.

The theme for the 2008 symposium, “Fruits & Veggies: Reaching and Teaching North Carolinians,” reflects the coalition’s mission, which strives to promote better health for North Carolinians by increasing their fruit and vegetable consumption. Coalition members across the state conduct local activities, including programs and promotions in supermarkets, schools, restaurants, cafeterias, worksites, health agencies and community groups.

Research shows that eating five or more fruits and vegetables each day plays an important role in decreasing the risk for serious chronic diseases such as heart disease, cancer, stroke and diabetes. Yet, 78 percent of North Carolina adults report not reaching the minimum of five daily servings.

The coalition began in 1996 and has more than 168 members representing 59 of North Carolina’s 100 counties and the Cherokee Reservation. Membership is open to any organization or individual wanting to promote the message to eat fruits and vegetables for better health. The N.C. Fruits & Veggies Nutrition Program is housed in the Physical Activity and Nutrition Branch, N.C. Division of Public Health.

To download the complete symposium agenda and registration form or learn more about the N.C. Fruits & Veggies Nutrition Coalition activities and membership, visit www.fruitsandveggiesnc.com.

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