



Fresh from the Farm: Healthy Fundraising for Ontario Schools



- Healthy fundraising initiative, one-time event
- Selling fresh Ontario fruit and vegetables
- Collaborative initiative:
 - Ministry of Education
 - Ontario Ministry of Agriculture and Food
 - Dietitians of Canada
 - Ontario Fruit and Vegetable Growers' Association



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- Based on success of *Manitoba's Healthy Choice Fundraiser, Farm to School*
- School participation grew from 66 in the pilot year 2010, to 322 by 2012
- 2012 *Farm to School* program supplied families with almost 900,000 lb of Manitoba produce

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Why is the *Fresh from the Farm* Project so important?

- Raises awareness about the important role good nutrition plays in the development and well-being of children and youth
- Provides opportunities for introducing the related topics of agriculture, food, and healthy eating into the classroom
- Helps to create a more supportive nutrition environment in schools

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- Aligns with PPM 150: Ontario's School Food and Beverage Policy
- Provides healthy fundraising/profits for schools
- Aligns with Ontario's Local Food Act 2013, by stimulating Ontario's economy through the promotion and sales of fresh, Ontario fruit and vegetables



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2013 Program Participation, Year One of Pilot Project

- 10 School Boards in northern and south-west Ontario were invited to participate
- Criteria to participate was based on existing distribution channels through the delivery of complementary programming



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2013 Successful Pilot

- Total of 70 schools participated
 - 31 from south-west Ontario
 - 39 from northern Ontario
- 120,000 lb of Ontario root vegetables and Empire apples distributed to families and friends
- School profits exceeded \$50,000



Francis H. Clergue PS
Sault Ste. Marie



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2013 Successful Pilot

- Average school, sold 157 bundles
- Average school profit, \$750
- Highest - \$2650

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How it Works....

- Schools identify a School Champion
- Schools promote within the community
- Students take orders from families and friends
- Submit order and arrange for volunteers
- Produce is delivered to schools
- Volunteers bundle into bio-degradable, compostable bags
- Parents arrive at a scheduled hour for pick up

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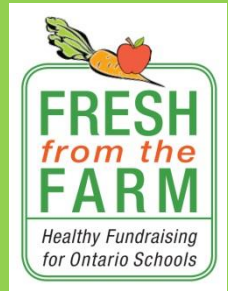


Fruit and Vegetable Bundles

- Bundle A, \$10.00
 - 5 lb Potatoes, 3 lb Carrots, 3 lb Onions, 1 lb Parsnips
- Bundle B, \$20.00
 - 8 lb gift-box of Empire Apples



Bundle A: potatoes, carrots, onions, parsnips
Bundle B: gift box of Empire apples



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Profit/Costing Model

- 40% of sales go directly to the school
(less a single, \$60 delivery fee)
- 50% of sales to Ontario's farmers in
support of the local economy
- 10% to *Fresh from the Farm* for program sustainability



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Key Survey Results.....

- 88% of School Champions keen for 2014
- 90% pleased with delivery process
- 86% report a great opportunity for healthy fundraising
- 83% report a great opportunity to support Ontario farmers
- 68% report an opportunity to support healthy eating options for Ontario families

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Opportunities for 2014

- Planned expansion to other school boards/regions
- On-line order processing system
- Linking healthy eating and agri-food to the classroom



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2014 Sequence of Events.....

- Schools register on-line May 1st – October 6
- Students fundraise September through to October 17
- Orders submitted up until October 17
- Delivery period November 3 – November 28

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The Fresh from the Farm Advisory Committee appreciates the cooperative efforts of the key stakeholders who enthusiastically embraced this innovative pilot project, supporting schools to *fundraise healthier* in 2013.

We look forward to continued success in 2014 and beyond!

Thank you...



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It's a team effort!

- Students, staff, parent-council members
- Registered dietitians and registered nurses from respective public health units



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- Algoma Public Health Unit
- Elgin - St. Thomas Health Unit
- Middlesex - London Health Unit
- North Bay Parry Sound District Health Unit
- Oxford County Public Health
- Porcupine Health Unit
- Timiskaming Health Unit



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- Vegetable growers and distributors – Streef Produce, Don Poulin Potatoes, Martin's Family Fruits, Carron Farms
- EatRight Ontario registered dietitians and ERO team members, providing program information delivery



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Visit the website April 25th (currently in development)

www.FreshfromFarm.ca

- phone: 1-877-510-510-2
 - Mon-Fri 9:00 am -5:00 pm
 - Tues, Thu to 9 pm
- email: cathy.oconnor@dietitians.ca

