

# Kids – ‘Go for your life’



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Fruit + Veg

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## Fruit + Veg

### *Linking schools with fruit & vegetable retailers*

One of the aims of the **Fruit + Veg Program** is to promote links between schools and their local fruit and vegetable retailers. This can be a mutually beneficial relationship that continues beyond the program and into the future. It extends learning and teaching about healthy eating into the community, helping to make it real for children and their families.

This booklet outlines some ideas and approaches for schools, canteen managers and retailers to work together to achieve the same goal –

to increase the consumption of fruit and vegetables. Many of the suggestions have been contributed by retailers and schools participating in the Fruit + Veg Program.

Accompanying this booklet, you will find a list of schools or retailers that are involved in this year’s program in your region. It is recommended that teachers contact retailers to invite their involvement and support. Retailers should also feel free to approach schools with their own suggestions.

# *How can schools involve fruit and vegetable retailers?*

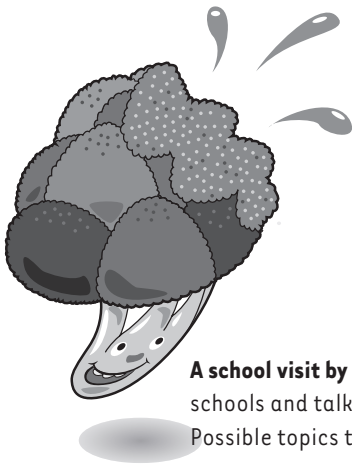
Schools and retailers could work together on the following initiatives and activities:

**Fruit + Veg show bags** for students. These could contain items such as Fruit + Veg stickers, Melbourne Markets 'Fresh Tastes' recipe brochures, vouchers from the retailer, information about any discount offers or special promotions, fruit and vegetable samples and the retailer's business cards.

**An excursion to a fruit and vegetable retailer.** There are a number of possible approaches for such a visit, including:

- ✓ a guided tour conducted by the retailer, perhaps in consultation with the teacher, and possibly including demonstrations, tastings, quizzes and games
- ✓ a 'treasure hunt' where students are directed by an activity sheet to find particular fruits, vegetables, price tags and even staff members, for a fruit or vegetable reward on completion
- ✓ a pre-excursion display of photographs around the classroom, supporting a 'treasure hunt' activity by showing the items the children will be expected to find
- ✓ the creation of individual shopping lists of fruits and vegetables students might like to buy and try in the future, based on what they can see, smell, taste and feel in the shop/market
- ✓ a cross-curricular, mathematical exercise focussing on the prices of fruits and vegetables per kilogram, compared with the per kilogram price of processed foods from the supermarket and elsewhere.

Consider whether the class could walk to the retailer's, as an extension of the good health message. Consult the retailer about busy times to avoid and consider how many students should attend at any one time. Students should be briefed in advance about expected behaviour, including what produce may or may not be touched.



**A school visit by the fruit and vegetable retailer.** Many retailers are happy to visit schools and talk to the children and some are already experienced at doing this.

Possible topics to focus on include:

- ✓ the journey of fruit and vegetables from orchard or farm to lunchbox and table
- ✓ the seasonal nature of fruits and vegetables – finding out when they are at their best
- ✓ the health benefits of ‘2 Fruit + 5 Veg’ every day (include examples of ‘serves’, which for children are around the size of their hand)
- ✓ ‘good for you, good for the planet’ – the low costs and high value of fruit and vegetables, in terms of human and environmental health (e.g. nutrition, packaging, processing, waste disposal)
- ✓ methods of storage to retain freshness and taste, and of preservation for enjoyment out of season
- ✓ an introduction to some of the lesser known varieties of fruits and vegetables
- ✓ identification of different varieties through tastings and/or visual displays
- ✓ demonstration of the art of displaying fruit and vegetables for sale, including novel ways of cutting and slicing.

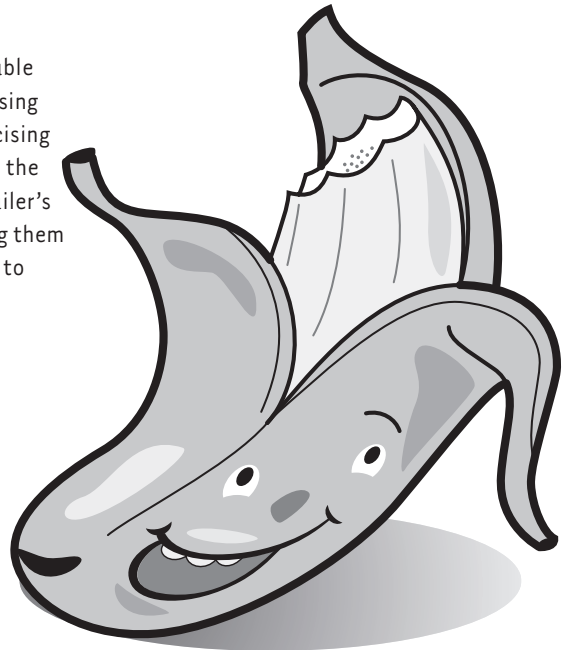
**‘Kids’ packs’** or **‘meal deals’** could be organised by the fruit and vegetable retailer for orders from individual students or the canteen. These should be good-value combinations of whatever is available at the time: fresh fruit, small amounts of dried fruit, chopped raw vegetables and perhaps other available nutritious foods, all packaged and sold together. Perhaps these could be sold at a discounted price during Fruit + Veg Week and, if they sell well enough, continue to be available afterwards.

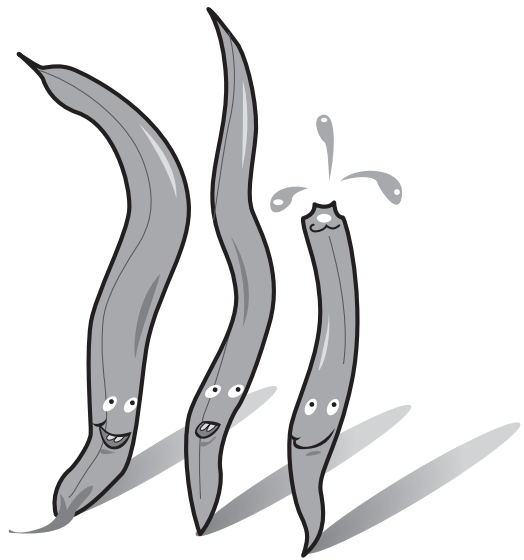


**Support and promotion of creativity.** The local fruit and vegetable retailer could sponsor the efforts of students by providing space (for example in the shop or on their website) to display their work to the public, acting as a judge of school competitions and attending school assembly to award prizes. Relevant activities to get involved in could include:

- ✓ a small exhibition of children's paintings and drawings of fruit and vegetables
- ✓ a children's food photography display and/or contest
- ✓ a 'Crunchy Creatures' competition (children design, make and name a character made from vegetables and fruit)
- ✓ a 'Fruity Inventions' activity (children devise and name a machine or gizmo that will help them to enjoy more fruit and vegetables)
- ✓ an activity where students devise an advertising campaign for the local fruit and vegetable shop.

**Schools could recognise the contribution** of fruit and vegetable retailers by giving them advertising space in their newsletter, publicising the business's involvement with the school and distributing the retailer's business card to parents, asking them to say 'thank you' when they go to the shop.





## *What initiatives can fruit and vegetable retailers offer?*

Supporting a school to promote the consumption of fruit and vegetables need not be costly or time consuming. Try some of the following ideas:

**Visit the school** to share your knowledge and expertise. The teachers will be happy to help plan your talk and to organise the students to ask lots of questions.

**Allow students to visit** your shop on an excursion, even if it's brief or in small groups.

**Give out vouchers** to the students, offering discounts or other incentives for Fruit + Veg Week or Munch + Crunch Month.

**Help with show bags** for Fruit + Veg Week by donating literature, stickers or produce.

**Create a 'Kids' Pack'** of produce that could be marketed to school canteens or to parents looking for lunchbox ideas. Trial it during Munch + Crunch Month, perhaps at a discounted price.

**Supply some ingredients** for hands-on cooking classes in schools during Fruit + Veg Week, in return for 'naming rights' to the recipes for a day.

**Offer a special deal** on prices for school fruit and vegetable programs that will continue after Fruit + Veg Week (for example, one school has now established 'Fruitelicious Fridays' with weekly themes such as 'Mandarin Madness').



**Organise a demonstration** at the shop for parents and/or children. You can either do this yourself or book a demonstrator free of charge during Munch + Crunch Month by phoning Melbourne Markets on 9258 6105.

**Prepare a flyer**, or another form of advertisement, inviting children and parents to your shop, perhaps giving reasons why your shop is different or unique.

**Offer some space** in your shop or on your website, if you have one, for displaying the art or other creative work of the students.

**Volunteer to judge** relevant Fruit + Veg Program competitions, and visit the school to present the prizes.

**Organise your own competition** for the school such as best new recipe for a salad, Fruit + Veg juice or vegetarian sandwich filling. Donate a prize and distribute copies of a child's winning recipe in your shop.

**Sponsor a Munch + Crunch stall** at the next school fete or Fruit + Veg Fiesta.

**Obtain the naming rights** by providing sponsorship of the fruit bowl in the school's staffroom. If it doesn't exist, be a pioneer and introduce one.

# How can retailers and canteens work together?

An ongoing relationship between a school and a local fruit and vegetable retailer should be a whole-of-school cooperative arrangement. The canteen can tap into Fruit + Veg Program initiatives in the following ways:

If there are any school **competitions for new recipes**, the canteen can make and market the winning recipes, even for a brief time. Make sure the recipe has a catchy name and if the fruit and vegetable retailer provides ingredients at a discount price, advertise this fact on signs.

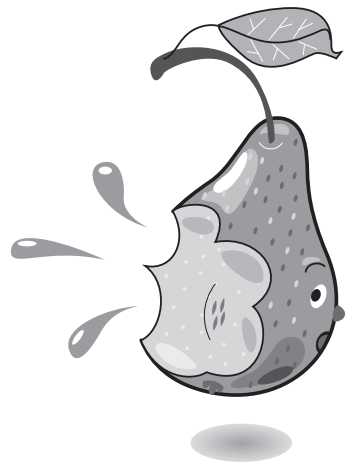
Canteens and retailers can collaborate in the creation of **'Kids' Packs'** and **'Meal Deals'** for Fruit + Veg Week and beyond. These products can be given prominence in canteen displays and signage and can be promoted through the school lunch order system.

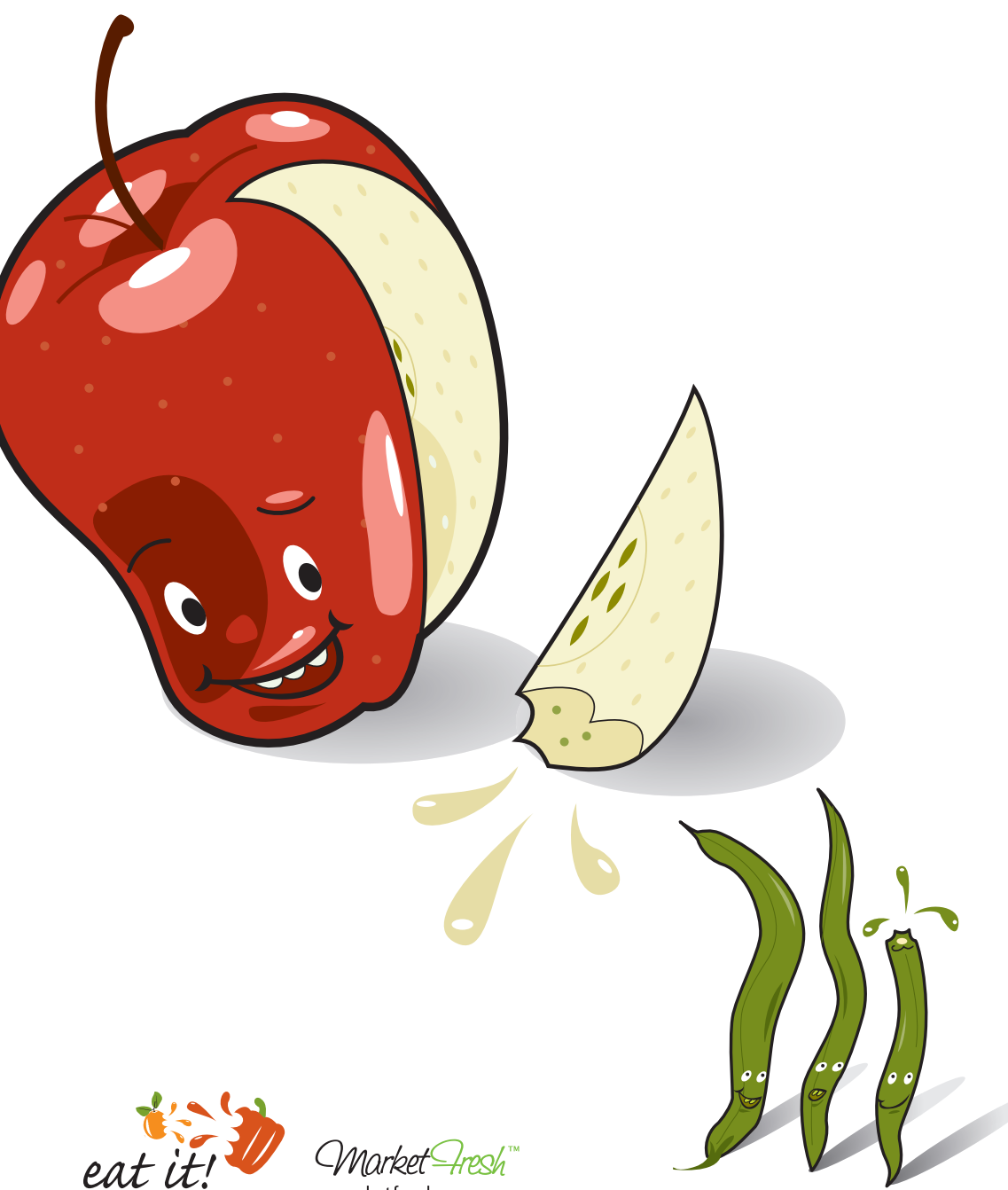
Fruit and vegetables can be advertised by the canteen as not just **nutritious**

but also **environmentally sound** (no packaging, compostable waste etc) and **very economical** per kilogram of weight compared with other products.

As part of the Fruit + Veg Program activities, the canteen could organise its own **Cup Day**, sponsored by the local fruit and vegetable retailer. Students bring a cup, to be filled with vegetable soup or fruit salad.

Canteens can boost sales of fruit and vegetables by getting behind the school's **incentive system** of rewards, prizes and house points through giving out Fruit + Veg Program canteen stickers.





  
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