



# FRESH FROM THE FARM

Healthy Fundraising for Ontario Schools

September to November 2013

Welcome to *Fresh from the Farm, Healthy Fundraising for Ontario Schools*. To be launched in June 2013, this pilot project will offer a new fundraising program to schools: selling fresh Ontario fruits and vegetables to the community.

*Fresh from the Farm* is a joint effort of the Dietitians of Canada, the Ontario Fruit and Vegetable Growers' Association, and the Province of Ontario.

## **Fresh from the Farm** is committed to delivering:

- Healthy food choices!
- Opportunities for learning about agriculture and food in the classroom!
- Support for Ontario's farmers, and the local economy. After all, Good Things Grow in Ontario!
- Leadership, by aligning with Ontario's School Food and Beverage Policy!
- Great profit margins for your school!

Schools keep \$4 for every \$10 bundle (A) sold and \$8 for every \$20 bundle (B) sold. That's 40%! Those are great returns – and should go a long way in meeting your fundraising goals.

## To make this fundraiser a success, you will need:

- A School Champion to liaise with the Project Coordinator from *Fresh from the Farm*.
- A strong team of volunteers. This is a great way for students to collect valuable volunteer hours!
- Adequate space at your school to receive the order, pack it, and distribute it.
- An ambitious group of students dedicated to selling fresh, Ontario fruits and vegetables to families and friends while earning revenue for their school!

To help you coordinate a successful fundraiser, follow the instructions on the back of this flyer.

For further information, please visit [www.eatrightontario.ca/en/freshfromthefarm](http://www.eatrightontario.ca/en/freshfromthefarm) and for all questions, contact **EatRight Ontario (1-877-510-510-2)** or email the Project Coordinator ([cathy.oconnor@dietitians.ca](mailto:cathy.oconnor@dietitians.ca))

**Don't wait. Enrol now at: [www.eatrightontario.ca/en/freshfromthefarm](http://www.eatrightontario.ca/en/freshfromthefarm).**

A Collaboration Of:





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## Fresh from the Farm Sequence of Events:

- ✓ SELECT a School Champion to coordinate the fundraiser and liaise with the Project Coordinator from *Fresh from the Farm*.
- ✓ ENROL your elementary or secondary school at [www.eatrightontario.ca/en/freshfromthefarm](http://www.eatrightontario.ca/en/freshfromthefarm) using the Enrolment Form. Enrolment begins on **June 3, 2013**, and ends on **October 7, 2013**. Each school may only enrol once.
- ✓ DOWNLOAD all program resources from [www.eatrightontario.ca/en/freshfromthefarm](http://www.eatrightontario.ca/en/freshfromthefarm).
- ✓ ORGANIZE students to collect orders and payment from customers, such as family and friends. Fundraising can begin on **September 3, 2013**. Use the Student Order Form to collect orders.
- ✓ TALLY all orders from the Student Order Forms using the Classroom Summary Forms. Save a copy of each Student Order Form for distribution of orders.
- ✓ COMPLETE the School Order Form using the Classroom Summary Forms. All cheques must be made out to the Ontario Fruit and Vegetable Growers' Association.
- ✓ SUBMIT the School Order Form via email to the Project Coordinator ([cathy.oconnor@dietitians.ca](mailto:cathy.oconnor@dietitians.ca)) and a separate hard copy along with the cheque to the Ontario Fruit and Vegetable Growers' Association. The deadline for submitting the orders is **October 18, 2013**. Late orders or additions to already processed orders WILL NOT BE ACCEPTED. Thank you for your cooperation.

Ontario Fruit and Vegetable Growers' Association  
355 Elmira Rd. N., Unit #105  
Guelph, ON N1K 1S5

- ✓ RECEIVE bundles of fruits and vegetables from the delivery truck on the date provided by *Fresh from the Farm*. Each school will only receive one delivery date, and they will be scheduled between **November 4, 2013**, and **November 29, 2013**. Reusable, biodegradable bags will be supplied for packing Bundle A, while Bundle B will come pre-packaged.

**BUNDLE A:** 3 lb carrots, 3 lb onions, 5 lb potatoes, and 1 lb parsnips

**BUNDLE B:** 8 lb box of apples

- ✓ RECRUIT volunteers to create bundles according to the Student Order Forms. This is a great way for students to collect valuable volunteer hours!
- ✓ DISTRIBUTE top quality Ontario produce for pick-up, or for students to take home.
- ✓ CONGRATULATE your students and volunteers for a successful *Fresh from the Farm* fundraiser!

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