Memorandum To: Directors of Education

From: The Honourable Kathleen Wynne, Premier of Ontario and Minister of Agriculture and Food
The Honourable Liz Sandals, Minister of Education

Date: June 11, 2013

Subject: Fresh from the Farm: Healthy Fundraising for Ontario Schools

Dear Directors,

Beginning in September 2013, we are pleased to introduce an innovative and exciting initiative: Fresh from the Farm: Healthy Fundraising for Ontario Schools. Fresh from the Farm will help schools raise funds by selling bundles of fresh Ontario fruits and vegetables. This program has been designed to support both the Ontario government’s local food strategy and the School Food and Beverage Policy.

This program is being administered by the Dietitians of Canada in partnership with the Ontario Fruit and Vegetable Growers’ Association, through support of the Ontario Ministry of Agriculture and Food and the Ministry of Education.

Our local food strategy, and the recently introduced Local Food Act, will help more people discover and enjoy Ontario-grown and harvested food and beverages. Fresh from the Farm will provide schools and students with a healthy fundraising alternative while supporting the local economy.

Research has shown that children who eat a healthy diet are more likely to be successful in school, and Fresh from the Farm supports efforts to develop healthier learning environments and improve student success. Through the School Food and Beverage Policy, we are setting nutrition standards for food and beverages sold in schools which have begun to change the culture within schools across Ontario.
We encourage you to share information about *Fresh from the Farm* with all of the elementary and secondary schools in your school boards and challenge them to participate in this exciting new pilot. Enrolment for this new program is open now and for further program details please see the enclosed letter from the Dietitians of Canada and the Ontario Fruit and Vegetable Growers’ Association.

For more information about school fundraising guidelines, visit the ministry’s website at [www.edu.gov.on.ca/eng/parents/fundraising.html](http://www.edu.gov.on.ca/eng/parents/fundraising.html).

Sincerely,

Kathleen Wynne  
Premier of Ontario and  
Minister of Agriculture and Food

Liz Sandals  
Minister of Education