April 2014
Directors of Education
School Principals
Healthy School Leads

Subject: Fresh from the Farm: Healthy Fundraising for Ontario Schools Pilot Project, Year Two

In November 2013, over 70 schools in northern and southwestern Ontario reaped the benefits from the success of the Fresh from the Farm: Healthy Fundraising for Ontario Schools initiative, with impressive results:

- Over 120,000 pounds (55,000 kg) of locally harvested vegetables and fruit were delivered to Ontario families.
- Schools collectively raised more than $50,000 for their fundraising needs.
- An additional $61,000 was returned to Ontario farmers.

This year, we are excited to see the Fresh from the Farm program expand to include an additional nine school boards. Your school/board is invited to participate in this second year of the pilot project, based on the criteria of existing local expertise and capacity in place through the delivery of complementary programming.

As a collaborative effort between the Ontario Ministry of Education, the Ontario Ministry of Agriculture and Food, the Ontario Fruit and Vegetable Growers’ Association, and Dietitians of Canada, Fresh from the Farm is designed to support several government priorities, while having a positive impact on Ontario families by contributing to the healthy development of Ontario’s children and youth. Fresh from the Farm will serve to stimulate the local economy through the promotion and marketing of Ontario foods, offer a healthier approach to fundraising, support Ontario’s School Food and Beverage Policy, and help families increase their consumption of fruits and vegetables.

Fresh from the Farm offers great profit margins for your school.
- Schools keep 40 per cent of the revenue (less a $60 delivery fee).
- 50 per cent of sales are returned to Ontario’s farmers.
- 10 per cent is retained by Fresh from the Farm to ensure program sustainability.

Beginning April 30, 2014, eligible schools can register to participate at www.FreshFromFarm.ca.
- Fundraising efforts officially begin September 2, 2014.
- Schools submit orders by October 17, 2014.
- Produce will be delivered to the schools from November 3 - 28, 2014.

Produce will be delivered in November, with specific dates assigned. On the day of delivery, school volunteers (e.g. parents, staff, and students) will sort and bag the bundles of produce for families to pick up. This could also be considered an excellent opportunity for students to collect valuable volunteer hours.

We are excited to present the second year of the Fresh from the Farm: Healthy Fundraising for Ontario Schools pilot project to your school/board.
Should you require further information, please feel free to contact the Project Coordinator, Cathy O’Connor, Dietitians of Canada, cathy.oconnor@dietitians.ca.

Sincerely,

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