Memorandum To: Directors of Education

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

Date: May 2, 2014

Subject: Enrolment for Year Two of Fresh from the Farm: Healthy Fundraising for Ontario Schools Starts Today

From September to November 2013, 70 schools from 10 southwestern and northern Ontario school boards successfully piloted Fresh from the Farm: Healthy Fundraising for Ontario Schools. In total, they collectively distributed over 54,000 kilograms of fresh, local fruit and vegetables to Ontario families, and raised more than $50,000 for school initiatives. As well, an additional $61,000 was returned to Ontario farmers.

Building on last year’s success, we are pleased to announce that this year, Fresh from the Farm will expand to include additional school boards in southwestern Ontario, as well as boards within the City of Toronto. This expansion will help double the number of schools eligible to participate to 937. This year’s program will run from September to November 2014. Enrolment begins today!

Fresh from the Farm was designed to support the Ontario government’s local food strategy and the School Food and Beverage Policy. Our local food strategy, and the province’s Local Food Act, 2013, are helping more people discover and enjoy Ontario-grown, -harvested and -made food and beverages. Fresh from the Farm is providing schools and students with a healthy fundraising alternative while supporting local farmers and the economy.

Research shows that children who eat a healthy diet are more likely to be successful in school. Fresh from the Farm supports the government’s efforts to develop healthier learning environments and improve student success. The nutrition standards we set for food and beverages in schools through the School Food and Beverage Policy are beginning to change the culture within Ontario schools.

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Fresh from the Farm is administered through Dietitians of Canada (DC) and the Ontario Fruit and Vegetable Growers’ Association (OFVGA), and is supported by the Ontario Ministry of Agriculture and Food and the Ministry of Education.

We hope you will join us in this great initiative and encourage both elementary and secondary schools within your board to participate in Fresh from the Farm.

For more information regarding program details, please see the enclosed letter from Dietitians of Canada and the Ontario Fruit and Vegetable Growers’ Association, or visit www.FreshFromFarm.ca. DC and the OFVGA will also be sending a package of supporting materials (letter, brochure) by mail directly to each school principal and fundraising lead within the eligible schools. Schools should receive these packages within the next couple of days.

For more information about school fundraising guidelines, visit the Ministry of Education’s website at 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

Enclosure