

Ministry of Education

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**Ontario Ministry of
Agriculture, Food and Rural
Affairs**

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Ministère de l'Éducation

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Toronto ON M7A 1L2

**Ministère de l'Agriculture de
l'Alimentation et des Affaires
rurales**

1 Stone Road West
Guelph ON N1G 4Y2

**Memorandum To:**

Directors of Education
Supervisory Officers and Secretary-Treasurers of
School Authorities
Executive Director of Provincial and Demonstration
Schools

From:

Bruce Rodrigues
Deputy Minister of Education
Greg Meredith
Deputy Minister of Agriculture, Food and Rural Affairs

Date:

April 16, 2018

Subject:

Enrolment Opens May 2nd for 2018 *Fresh from the Farm:*
Healthy Fundraising for Ontario Schools

We are very pleased to share with you that the sixth year of *Fresh from the Farm* will be open for enrolment province-wide beginning Wednesday, May 2, 2018.

Fresh from the Farm provides schools with the opportunity to raise funds by selling Ontario vegetables and fruit to the community, while also supporting Ontario's economy.

Each school keeps 40 per cent of the produce sales for their fundraising efforts, 50 per cent of sales are returned to Ontario's farmers, and 10 per cent is retained by *Fresh from the Farm* to ensure program sustainability.

Fresh from the Farm offers two bundles of Ontario produce:

- Bundle A (3 lbs carrots, 3 lbs onions, 5 lbs potatoes, 3 lbs sweet potatoes) with a \$14 selling price.
- Bundle B (8 lb box of apples) with a \$15 selling price.

The program is a partnership between the Ministry of Education, the Ministry of Agriculture, Food and Rural Affairs (OMAFRA), the Dietitians of Canada and the Ontario Fruit and Vegetable Growers' Association.

Since 2013, 1,170 schools have successfully participated in *Fresh from the Farm* raising funds by selling Ontario fruits and vegetables. The average participating school generated \$2,525 in sales, equating to 1,067 kilograms (2,353 pounds) of fresh Ontario produce, and retained \$971 in profits for school initiatives.

Some of the ways that schools have used these funds include: travel and entry fees for sports competitions or school band trips, student retreats, upgrades to sporting facilities, school yard improvement projects, scholarships or bursaries, and charitable purposes.

We hope you will promote participation in *Fresh from the Farm* for both elementary and secondary schools within your board. We encourage you to share the program link www.FreshFromFarm.ca with your Parent Involvement Committee.

Thank you for your ongoing commitment to promoting health and well-being for Ontario's children and students.

Sincerely,



Bruce Rodrigues
Deputy Minister of Education



Greg Meredith
Deputy Minister of Agriculture, Food and
Rural Affairs

C. Medical Officers of Health