

Ministry of Education

Mowat Block
Queen's Park
Toronto ON M7A 1L2

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

1 Stone Road West
Guelph ON N1G 4Y2

Ministère de l'Éducation

Édifice Mowat
Queen's Park
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

From: John Malloy, Assistant Deputy Minister, Leadership and Learning Environment Division, Ministry of Education, and George Borovilos, Assistant Deputy Minister (A), Economic Development Division, Ontario Ministry of Agriculture, Food and Rural Affairs

Date: April 2, 2015

Subject: Enrolment for Year Three of the *Fresh from the Farm: Healthy Fundraising for Ontario Schools* Now Open

Last fall, 82 schools from 19 southwestern and northern Ontario school boards participated in the second year of the *Fresh from the Farm: Healthy Fundraising for Ontario Schools* pilot project. In total, they collectively raised over \$72,000 for school initiatives by selling and supplying approximately 78,400 kilograms of fresh, local fruit and vegetables to their school communities.

Building on the success of the last two years, we are pleased to announce that this year; *Fresh from the Farm* will expand to include additional schools boards in Guelph, Kawartha Lakes, and the Durham Region. Over 1400 schools from 28 school boards are now eligible to participate in the program. This year's program will run from September to November 2015. Enrolment is now open!

Fresh from the Farm was designed to support the Ontario government's local food strategy and the [School Food and Beverage Policy](#). *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. The program supports the government's efforts to develop healthier learning environments and improve student success.

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, Food and Rural Affairs and the Ministry of Education. For more information regarding program details and a list of eligible schools, please visit the [Fresh for the Farm website](#).

We hope you will join us in this great initiative and promote participation for both elementary and secondary schools within your board. Please note that a *Fresh from the Farm* promotional postcard will be sent to all Principals in eligible schools in August asking them to share program details with their school councils. We encourage you to share the link for the [Fresh for the Farm website](#) with your Parent Involvement Committee.

Thank you for your ongoing commitment to promoting child and student well-being.

Sincerely,



John Malloy
Assistant Deputy Minister
Leadership and Learning Environment
Division
Ministry of Education



George Borovilos
Assistant Deputy Minister (A)
Economic Development Division
Ontario Ministry of Agriculture, Food and
Rural Affairs

C. Medical Officers of Health