

Ministry of Education

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Ministère de l'Éducation

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

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

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Memorandum To: Directors of Education

From: Denise Dwyer
Assistant Deputy Minister
Leadership and Learning Environment Division

Randy Jackiw
Assistant Deputy Minister
Economic Development Division

Date: May 11, 2016

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

Thank you to all of the schools boards who have participated in *Fresh from the Farm* over the past three years. Last fall, 142 schools from 29 school boards participated in the third year of the *Fresh from the Farm: Healthy Fundraising for Ontario Schools* program. In total, they collectively raised over \$430,000 by selling and supplying approximately 211,000 kilograms of fresh, local vegetables and fruit to their school communities. Of this total, over \$160,000 was retained for school initiatives and almost \$250,000 was returned to Ontario farmers.

Building on the success of the last three years, we are pleased to announce that this year *Fresh from the Farm* is available to over 4,000 schools from 53 school boards. This year's program will run from September to November 2016. For more information regarding program details and a list of eligible schools, please visit the [Fresh from the Farm website](#).

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.

Buying and supporting local food creates jobs and economic growth in communities across the province. That is why our government has made a commitment to promote food that is grown, harvested or made in Ontario. Research shows that children who eat a healthy diet are more likely to be successful in school. The program supports the government's ongoing efforts to develop healthier learning environments and its focus on promoting student well-being, as outlined in the recently released Well-Being Strategy for Education.

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.

We hope you will promote participation in this great program 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 the week of May 9, 2016 asking them to share program details with their school councils. We encourage you to share the [Fresh from the Farm website](#) with your Parent Involvement Committee.

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

Sincerely,

Original signed by

Denise Dwyer
Assistant Deputy Minister
Leadership and Learning Environment
Ministry of Education

Original signed by

Randy Jackiw
Assistant Deputy Minister
Economic Development Division
Ontario Ministry of Agriculture, Food and
Rural Affairs

c. Medical Officers of Health