

FRUIT AND VEG CONSUMPTION UP BY 97% PERCENT AS SCHOOL CHILDREN EMBRACE HEALTHY EATING CAMPAIGN

The Sydney Markets Limited, Fresh for Kids program has encouraged over a quarter of a million school children to embrace healthy eating with a campaign so successful school canteens have had to order record amounts of fresh fruit and vegetables.

The Fresh for Kids 'Get on Board & Win' campaign, which ran in August 2006 across NSW, ACT and Queensland, rewarded school children every time they purchased a piece of fruit or vegetable, with the results being a record 97% percent increase in fresh produce consumption in participating schools, that's over 140,000 pieces of fruit and vegetable purchased in Sydney alone during the 4 week campaign.

"The Fresh for Kids campaign has been a great success in Georges Hall Public School. Since adopting the introduction of a healthy Canteen policy the sales of fresh vegetables and especially fruit has quadrupled" said Canteen Managers Debbie and Vicki.

Marina Elyeh, Marketing Programs Manager of Sydney Markets Limited, who owns and operates Australia's largest market and is recognised as a world leader in fresh produce and community market management, said that this campaign works by giving school children a fun incentive to eat fresh fruit and vegetables.

"We need to continue to educate children and help combat the rising epidemic of children developing obesity, cholesterol and diabetes. The school canteen is a prime place to do this as its one of the only places where children make an autonomous food choice.

"By rewarding and praising children every time they purchase something healthy we are establishing a lifetime healthy relationship with fruit and vegetables. We are delighted that the campaign has proven to be so popular that fresh produce is flying out of the canteen," she said.

"Schools who did not have access to canteen facilities also reported an increase in Fruit and Vegetable consumption as children were actively encouraging parents to purchase fresh produce during their weekly shopping trips to ensure they don't miss out on the competition".

Over 1,000 primary schools participated in the Get on Board & Win campaign with over 35,000 entry forms expected for the Sydney prize draw on Wednesday 27 September.

The annual Canteen campaign is one of several marketing initiatives that the Fresh for Kids program runs to promote, educate and increase the consumption of fresh fruit and vegetables within primary school aged children. The success of the program is evident with over half a million unique visitors logging onto the fresh for kids website in less than a year. Children jumping on line to check out www.freshforkids.com.au will find recipes, sport tips, games, activity sheets and they can even email their favourite fruit and vegetable character from Bazza Banana to Summa Strawberry.

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