



MEDIA RELEASE

October 2009

FRESH FOR KIDS PROGRAM TACKLING FRUIT AND VEG CONSUMPTION WITH HEALTHY EATING CAMPAIGN

The Sydney Markets Limited, Fresh for Kids program has encouraged over 196,000 school children across NSW and ACT to embrace healthy eating with a campaign so successful with school canteens working overtime to keep up with the fresh fruit and vegetable orders.

The Fresh for Kids 'Join Forces and Win' Canteen Campaign, which ran from Monday 10 August to Friday 4 September 2009 across NSW and ACT, rewarded school children every time they purchased a piece of fruit or vegetable, with the results being a record 93% percent increase in fresh produce consumption in participating schools, that's over 180,000 pieces of fruit and vegetable purchased in NSW and ACT during the 4 week campaign.



Canteen Campaign Ambassador Susan Pratley and Fresh for Kids Gang member Summa Strawberry helping students from Blacktown South Public School make the healthy choice at their school canteen.

Melissa Kolc, Marketing Programs Manager of Sydney Markets Limited, said that this campaign works by giving school children a fun incentive to eat fresh fruit and vegetables.

"By rewarding and praising children every time they purchase something healthy we are establishing a lifetime healthy relationship with fruit and vegetables."

"Being overweight or obese can affect both the physical and mental wellbeing of a child and it's a proven fact that developing good nutritional habits early is one of the key ways to avoid both obesity developing and progressing into adulthood," she said.

The 2009 'Join Forces and Win' Canteen Campaign blasted last year's record with over 45,000 entries sent in with the lucky winner of the Guest Film Reviewer role of Disney's G-Force going to 10 year old Olivia Capelin from Birchgrove Public School.

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 online to check out www.freshforkids.com.au will find recipes, sporting celebrity interviews, games, activity sheets and they can even email their favourite fruit and vegetable character from the F&V Gang.

For more information and media opportunities please contact:

Melissa Kolc, Marketing Programs Manager

Sydney Markets Limited

Phone: (02) 9325 6830 Mobile: 0407 325 295 Email: Melissa.kolc@sydneymarkets.com.au