



FRESH APPROACH NEWS

Term 1, 2008

Welcome to the first edition of our Fresh Approach Schools Program newsletter for Term 1, 2008.

The Fresh Approach Program is an initiative of the Newcastle Markets and targets primary school aged children, their carers, teachers, and canteen managers. This **FREE** program provides links between the classroom and the canteen and includes a diverse range of fun and interactive activities, taste-testings, campaigns, canteen newsletters, competitions and giveaways. All schools that value and promote the benefits of a healthy lifestyle incorporating good nutrition are invited to join the Fresh Approach Schools Program. By joining the program, teachers, parents and students will have the unique opportunity to access new resources as well as share information, ideas and successful strategies.

Canteen Fresh – Term 1

Enclosed are **two copies of Canteen Fresh** for Term 1, **2008. Please make sure that one copy reaches your Canteen Coordinator.** The additional copy is for other interested parties in your school. Canteen Fresh is a complementary newsletter issued to all schools registered in the program each term. If you would like additional copies please contact Kathy Porter on 02 49 233700.

Apples Ain't Apples School Visits

A core feature of the program is the Apples Ain't Apples School Visit. Students learn about the history of the Newcastle Markets and the Central Market system, how produce is transported from farm to plate and the many different varieties of available produce. The presentation has been designed for students aged between 7 and 9 years. A qualified representative from the Newcastle Markets attends the primary school to conduct the presentation which includes sampling of some of the different varieties of fruit and vegetables including an apples taste testing session. In addition, one of the 'Fruit and Veg Gang' costume characters makes a visit. Contact Kathy Porter via kathy@newmarkets.com.au to book your presentation or visit our website www.newcastlemarkets.com.au and go the Fresh Approach Tab.



St Joseph's Primary School, East Maitland

Students at St Josephs Primary School East Maitland were challenged during November 07 to embrace healthy eating habits and eat more fresh fruit and vegetables as part of the Newcastle Markets Fresh Approach Program. Market representatives conducted an educational presentation during 'Fruit Week' that included the health benefits of eating fresh fruit and vegetables and the journey that produce takes from farm to plate. The fresh apple sampling was a winner with students testing three different apple varieties (with the Sundowners variety the most popular!).

Generous program sponsors Australian Bananas and National Foods Limited also provided product including bananas and Yoplait low fat yogurt to demonstrate just how easy it is to make a nutritious and tasty after school snack.

Fruit & Veg Superhero Captain Capsicum was also on hand for photos with fans.



Coming Up

With the school year underway, 2008 is shaping up to be an exciting year for the Newcastle Markets and the Fresh Approach Program.

Activities will include a canteen competition to run in Term 3, presentations at 'Science In The Bush @ Tocal Field Days' to country schools, Canteen Fresh delivered to you every term and your students are invited to participate in fun and educational competitions through www.freshforkids.com.au



National Foods (Pura Milk) Competition

As an incentive for your school to make a booking for an 'Apples Ain't Apples Presentation', one of our major sponsors National Foods (Pura Milk) will donate a prize that could earn up to \$500 towards your fundraising.

National Foods will deliver their promotional caravan stocked with flavoured milk, juice and bottled water for you to sell at your next fundraising event eg: school fete, sports carnival etc. All profits from sales will remain with your school.

To participate, booking forms must be returned to Newcastle Markets by 28th March 2008.

The Fresh Approach Schools Program promotes healthy lifestyles for Hunter and North Coast children

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