



FRESH APPROACH NEWS

Term 2, 2008

Welcome to the Fresh Approach Schools Program newsletter for Term 2, 2008.

A Big Thank You To Our Sponsors



The Newcastle Markets Fresh Approach program targets regional primary school children, their carers, teachers, and canteen managers with the aim of increasing fruit and vegetable consumption.

During Term 1, our team has been liaising with school canteens and disseminating information via classroom presentations and a range of interactive activities such as taste testings and giveaways. Thanks to our generous sponsors, the Newcastle Markets are able to provide the program for free to all registered primary schools in the Hunter and North Coast. If your school values the benefits of a healthy lifestyle incorporating good nutrition, and you are not yet registered, contact Kathy Porter on telephone – 02 4923 3700.

In particular we would like to acknowledge Chep Australia, Australian Bananas, National Foods and Newcastle Market wholesale agent, T Garrett and Son for their involvement and contribution.

Register Your School For The 2008 Canteen Campaign

We are in the process of gearing up for the Annual Canteen Campaign with all registered schools receiving their information kits by June 2nd 2008. The four week campaign has proven very popular with primary school children across NSW, with 500 children taking part in last year's competition. The campaign is run during the cooler months and is designed to increase fruit and veg consumption by rewarding children who make a healthy choice at their school canteen.

The major draw prizes this year include a family trip for 4 to Hong Kong, ipods, Nintendo Wii and DVD packs. Keep an eye out for the information pack and register your school by the 21st July 2008.

For more information, contact the Fresh Approach team on 02 4923 3700.

School Visits and Character Appearances

During Term 1, our team has visited just over 20 Hunter primary schools and have conducted our Apples Ain't Apples presentations to in excess of 1600 year 3 and 4 students. Here's what some teacher evaluations had to say about the presentations:



*"This was a fantastic supplement to our healthy living unit",
Metford Primary School*

*"The children enjoyed the fun presentation, especially the
taste testing and identifying the fruit. I think it will motivate them to
eat more fresh food". Argenton Primary School.*



"Well presented, informative and entertaining, Tanilba Bay Primary School.



Fresh For Kids Website – www.freshforkids.com.au

The Newcastle Markets Fresh Approach program incorporates resources from Fresh For Kids, who have a fantastic educational website for kids, their parents and teachers. Recently, a new layout has been introduced resulting in a more interactive and user friendly site. Several pages have also been introduced to the website including a range of curriculum – based educational resources which contain information for teachers. Kids are also well catered for with games, jokes, sports information and activities.

National Foods Schools Competition Winner

Thank you to all those schools who booked an Apples Isn't Apples presentation before 31st March, 2008. All of these schools went into a competition to receive the use of the National Foods (Pura Milk) promotional caravan stocked with product for their next fundraiser, with all proceeds from sales to remain with the school.

Congratulations to **Metford Public School** for winning the competition.

Search for Australia's Healthiest School Competition

We have recently been advised of an exciting new promotion campaign from Aussie Apples. From May 5th to May 23rd 2008 they will be running a school promotion on channel Nine's The Today Show. The Today Show will launch a search for Australia's Healthiest School and Aussie Apples are the sponsor for this. The winning school has to send in a 60 second video illustrating why they should win and apples have to be featured in the video. The winning school will receive \$25,000.

Aussie Apples have a new website www.haveanaussieapple.com.au which goes live Monday 7th April '08.

REMINDER:

If you would like an Apples Ain't Apples school presentation or to book a Market Tour, visit our website for application forms and guidelines and requirements documents www.newcastlemarkets.com.au



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

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