

3.2 Fundraising, Vending Machines, Tuck Shops, ‘Special Food’ Days, Classroom Celebrations, School Events

Fundraising

Promote vegetables and fruit when fundraising:

- Sell cases of fresh, seasonal vegetables and/or fruit (eg, oranges, grapefruit).
- Sell fruit-o-grams. Students purchase colourful, fresh fruit that is sent with a personalized message to a friend. For example, try crisp, red Macintosh apples in September to kick off the school year.
- Host an ‘Around the World’ event. Invite local chefs to the school to prepare foods that feature different vegetables and fruit from other countries. Sell tickets for students and their families to taste-test the various items at different stations.
- Raffle off a spring Easter Basket. Skip the chocolate and offer instead a cookbook with healthy recipes, a vegetable steamer and a gift certificate to a local produce store.
- Create a *Paint Your Plate!* recipe book. Ask school community members to contribute recipes that feature vegetables and fruit prepared using lower-fat cooking methods. Compile these family favourites into a recipe book that can be sold to the school community.
- Run a ‘Guess the Number’ event. Invite students to purchase tickets to guess how much a vegetable or fruit weighs (eg, a pumpkin for Halloween) or how many vegetables or fruit it takes to fill a specific basket. The winning guess wins the vegetables or fruit for their class or family to enjoy.
- Organize and run weekly or monthly special vegetables and fruit snack days (eg, Tasty Tuesday, Fruity Friday) to promote different seasonal vegetables and fruit. Try to match the colour, shapes or seasons to that month’s theme, such as carrots in April for Easter bunnies, or green vegetables and fruit in March for St. Patrick’s Day.

Worried that there will be no profit in vegetables and fruit because students will not buy them?

More and more schools are finding that healthier fundraising alternatives make healthy profits for their school. Good marketing techniques can sell healthy vegetables and fruit. Use your imagination and work on making vegetables and fruit taste and look better. Make vegetables and fruit more available and convenient and consider selling them at a lower price.



Vending Machines

Did you know that, in October 2004, the Ontario Ministry of Education issued Policy/Program Memorandum (PPM) No. 135 regarding healthy foods and beverages in elementary school vending machines? This means that schools should restrict the sale of food and beverage items in school vending machines to those in accordance with the nutrition standards set out in PPM 135¹. Some schools may not be aware of the Ministry of Education's nutrition guidelines for vending machines. Others may be struggling to find foods and beverages that comply with the guidelines.

Healthier vending may involve more than replacing food to be consistent with the guidelines. It may involve looking at different types of machines so that the school can offer refrigerated snack vending in order to provide a broader range of options such as salads and fresh vegetables and fruit. Try some of these delicious ideas in your vending machine:

- 100 per cent unsweetened fruit juice
- Dried fruit and/or vegetable leathers
- Unsweetened fruit cups and/or applesauce
- Dried fruit mix or raisins

If you are having trouble meeting the Ministry of Education's nutrition guidelines for vending machines, it may be necessary for you to remove the vending machines entirely and consider alternative ways to provide healthy foods that will generate income for the school, such as running a tuck shop.

Tuck Shops

Menu Ideas

- Festive salads - Greek, fruit, etc.
- Snazzy smoothies - fresh or frozen fruit like bananas and berries blended with yogurt or milk
- Punchy pops - frozen 100 per cent unsweetened fruit juice like peach mango mix
- Tasty tornadoes - two kinds of 100 per cent unsweetened fruit juice blended together
- Unsweetened fruit cups, applesauce or applesauce blends
- Catchy combos - veggies and lower-fat dip or salsa, fruit chunks with lower-fat yogurt dip or milk pudding
- Fruit and/or vegetable leathers with no added sugar
- Snappy sandwiches made with vegetable or fruit fillings - grated apples or mashed bananas on fruit bread, grated vegetables like carrot or zucchini with a sprinkle of cheese on whole wheat, pita pockets with Greek or potato salad
- Crunch and munch bowls - raw vegetables chopped into easy bite-sized pieces
- Finger salads - chopped vegetables such as carrot, celery and bell pepper with snow peas and cherry tomatoes, wrapped in cling wrap or a sealed plastic bag, or served in a plastic cup with some vegetable dip in the bottom
- Pizza with pizzazz - with added vegetables such as bell peppers, mushrooms, grated carrots or zucchini, sliced tomatoes and broccoli
- Super soup - vegetable soups (eg, tomato) or soups with added mixed frozen vegetables, sold as part of a 'meal deal' along with a whole grain roll and a piece of fruit

Tuck Shops (cont'd)

Promotional Tips for Terrific Tuck Shops

- Have a 'construct a lunch' day. Provide a range of healthy sandwich fillings and whole grain breads for children to make their own delicious sandwiches.
- Provide fast, easy and healthy vegetable and fruit recipes for students to take home.
- Organize vegetable and fruit displays around the school and hang colourful posters in the cafeteria.
- Conduct daily taste testing of cut vegetables and fruit with healthy dips.
- Run a vegetable and fruit 'meal deal'. Offer a range of delicious and healthy vegetables and fruit menu items at a special price, eg, buy two get a third one free.
- Hold a 'design a salad' or 'healthy sandwich filling' competition. Rotate the winning entry from each class on the canteen menu.
- Invite members of the school community to suggest new items to add to the canteen menu. Conduct a competition to collect ideas.
- When a new food is offered by the canteen, conduct a competition to name it. Exciting, enticing and creative names for new foods help to increase their appeal and popularity.
- Invite students to promote foods offered by the canteen. Students could make posters, write articles for school newsletters or make up jingles or slogans. A prize could be awarded for the one that best promotes the item.
- Conduct a 'name the canteen' competition. Students could be involved in making a sign of the canteen name and designing artwork to display in or around the canteen.
- For younger children, conduct a colouring campaign to promote featured vegetables and fruit sold in the canteen. Display entries around the canteen or in other prominent areas of the school.
- Promote a vegetable or fruit of the week (or a combination food that includes veggies and fruit). Promote vegetables and fruit that are in season and offer them in a variety of ways, for example, offer whole grain pumpkin muffins. Offer tickets to enter a draw for students who order this food.

'Special Food' Days

Take a pass on pepperoni pizza in favour of these healthier 'special food' day menu ideas:

- Submarine sandwiches made with whole grain bread, lean ham or turkey, cheese, lettuce, tomato, cucumber, bell peppers, mustard and/or light mayonnaise, served with canned fruit (in juice) or fresh fruit and 2% milk
- Whole wheat tortillas wrapped around hummus and cut-up vegetables, served with fresh fruit and 1 per cent chocolate milk
- Ham, pineapple and cheese pizza on a whole wheat crust, served with carrot sticks and 2% milk
- Soup day (eg, tomato, tomato-based vegetable, blended vegetable)
- Chili made with beans and veggies, served with a whole wheat bun and 2% milk
- Pasta (enriched, whole wheat) with tomato sauce, served with salad and 2% milk
- Cold pasta salad with lower-fat dressing, cubed ham and diced peppers, celery and green onions, served with 2% milk and an applesauce cup

Classroom Celebrations

Add a healthy twist to classroom celebrations. Instead of cakes, cookies, doughnuts and pop, promote vegetables and fruit. Celebrations are a great way to promote new vegetables and fruit prepared in different ways including:

- fresh fruit with low-fat yogurt or cottage cheese,
- clementines,
- 100 per cent unsweetened vegetable or fruit juice,
- veggie sticks with lower-fat dip or salsa,
- veggie and fruit kabobs,
- apple wedges sprinkled with cinnamon,
- frozen yogurt with fresh or frozen unsweetened berries,
- ethnic vegetable stir-fries or soups,
- fruit crisps (eg, apple, rhubarb, strawberry, berry) made with fresh or frozen fruit, and
- various salads (eg, Greek, mandarin, fruit, pasta with veggies).

Success Story

The parents of children who attend Summitview Public School in Stouffville, Ontario were encouraged to bring in healthy snacks for classroom Halloween parties. A parent of a Grade 3 student made fresh vegetables into a 'scary' snack. She prepared a vegetable skeleton with a brain dip. Along with Mr. Vegetable Skeleton, she took extra bowls of vegetables for the children to snack on. The students loved it and not one vegetable was left over for any goblins to get!

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School Events

Note: before holding any food event, check with your local public health unit to ensure that your event will meet safe food handling standards.

Show parents and community members you value healthy eating. Feature vegetables and fruit at your next event by trying the following fun ideas:

- Host a 'back to school' harvest cornfest. Serve fresh corn on the cob, hamburgers and mixed green salads.
- Celebrate Halloween. Have a costume parade and serve scary 'bloodsicles' made of 100 per cent unsweetened frozen juice (eg, tomato juice).
- Run a chili fest where families purchase tickets to judge donated homemade chili recipes that contains at least ½ cup of vegetables and fruit per serving.
- Offer boxes of clementines or serve festive vegetable or fruit kabobs at your holiday concerts.
- Serve fruit smoothies on movie night.
- Offer a pasta dinner with a mixed green salad and fruit crisp for dessert.
- Try an 'Around the World' family potluck where families gather together to share different ethnic dishes that incorporate vegetables and fruit.
- Serve fresh veggies, fruit and dips at your school dances.
- Celebrate Mother's Day with a tea party and fruit crisps.
- Incorporate salads and fresh vegetables and fruit into your school barbeque menu.

References

¹ Ontario Ministry of Education. 2004. Healthy Foods and Beverages in Elementary School Vending Machines. Available at: www.edu.gov.on.ca/extra/eng/ppm/135.html.

Colour It Up... Go for More Vegetables and Fruit. 2007. Leader's Guide. Nutrition Resource Centre. Toronto, Ontario.

Canadian Produce Marketing Association. Available at: www.cpma.ca

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