**Sample Newsletter Insert/Letter Introducing Fresh from the Farm**

****September 2017

Welcome Back (name of school) Parents!

We hope you have heard the buzz about September’s fundraising initiative - [Fresh From the Farm](https://www.eatrightontario.ca/en/Articles/Fresh-From-The-Farm/FAQs-Fresh-from-the-Farm/FAQs-About-the-Program.aspx)! We are so excited to offer a healthy fundraiser that can be educational, exciting and profitable. To give you a little bit of background on the Fresh from the Farm program- let’s look at the facts:

* The students will be selling Ontario-grown fruit and vegetables to our local school community – supporting our local economy and Ontario farmers.
* Fresh from the Farm is a collaborative initiative: Ministry of Education, Ministry of Agriculture, Food and Rural Affairs, Dietitians of Canada, Ontario Fruit and Vegetable Growers’ Association.
* 40% of all sales go directly to the school – so if we sell 200 of each Bundle – that’s $2400 profit!
* The window of time to run the fundraiser is short, September 5- to October 6 (order is submitted by October 11), with delivery in November.
* There are 2 produce bundles for sale:
* ‘A’ sells for $13– 5 lb white potatoes, 3 lb carrots, 3 lb yellow onions, 3 lb sweet potatoes;
* ‘B’ sells for $15– 8 lb box of 20-25 fancy grade Empire apples.
* Parent volunteers assist to bundle root vegetables into bags on delivery day. It’s also a great way for students to gain volunteer hours!

Why is Fresh from the Farm a good thing for our school?

* It’s the ONLY fundraiser – eligible to over 5000 schools - featuring Ontario-grown fruit and vegetables.
* It supports Ontario`s Well-being Strategy for Education and the School Food and Beverage Policy.
* It provides opportunities for introducing the related topics of agriculture, food and healthy eating into the classroom.  Visit the EDUCATORS page of the website to access information on classroom resources: www.freshfromfarm.ca.

Recent testimonials from school champions speak to the merits of Fresh from the Farm:

« The Academy of the Thames has been participating in the Fresh from the farm program since 2013. This fundraiser allows our students to sell produce grown in Ontario and to experience activities aimed at promoting a healthy diet while developing initiative, autonomy and leadership. Moreover, the benefits are very good (40% of the money collected). » (Josée Corrigan, principal, Academy of the Thames, La Pommeraie)

« Our students participating in the sale of fruits and vegetables add a material as well as financial contribution to our nutrition program in school. It is a very well organized fundraiser and we will enthusiastically participate this year again! » (Eric Pelletier, school board chair, Étienne-Brûlé High School, Toronto)

Thank you for you supporting an initiative that helps our kids raise funds – in a healthier way!

More details to come (modify this section as required).

Regards,