



NC State Agencies Partner to Promote 5 A Day with the USDA Fresh Fruit and Vegetable in Schools Program



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USDA Fresh Fruit and Vegetable Program in Schools: Purpose

- To increase fresh fruit and vegetable consumption among school-age children



USDA Fresh Fruit and Vegetable Program in Schools: Partnerships

- NC DPI, Child Nutrition Services
- NCDA, Food Distribution
- NC DPH
 - NET Program, Nutrition Services Branch
 - NC 5 A Day Program, PAN Branch
- Department of Defense



USDA Fresh Fruit and Vegetable Program in Schools: Timeline (2004)

- July 28: NC notified
- August 19: USDA conference call
- August 23: Applications to LEAs
- September 10: Proposals returned
- September 13: 25 schools selected
- September 14: USDA approved schools
- September 16: Eric Bost launched program in NC
- October 1: Schools began implementing

USDA Fresh Fruit and Vegetable Program in Schools: Kick-off



**Edwin Alderman Elementary School in
New Hanover County**

USDA Fresh Fruit and Vegetable Program in Schools: Criteria

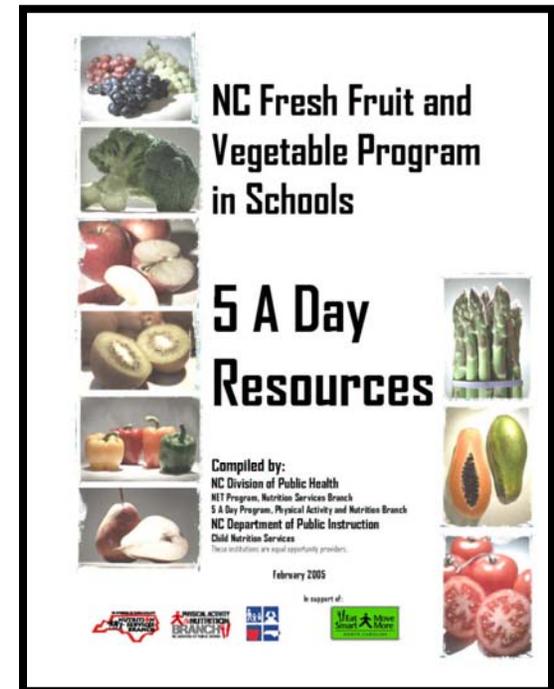
- 50% or more students eligible for free and reduced-price meals
- Strong administrative support
- Active community support
- Elementary schools only
- Geographic distribution throughout the state

USDA Fresh Fruit and Vegetable Program in Schools: Training

- October 27: *Fruit and Vegetables Galore* training available to all child nutrition directors
- October 27: Orientation for child nutrition directors and supervisors participating in the program
- February 15-16: Training for cafeteria managers and other school staff participating in the program

USDA Fresh Fruit and Vegetable Program in Schools: Resources

- General information
- Graphics
- Handouts for parents
- Media
- PP presentation for parents
- Resources and websites
- Resources for child nutrition staff
- Resources for teachers
- Promotional items



USDA Fresh Fruit and Vegetable Program in Schools: Survey

- 87% - training resources were useful
- Resources used most
 - Teacher resources
 - Child nutrition staff resources
 - Websites
 - Graphics
- Resources shared with
 - Teachers
 - Child nutrition staff
 - Students
- PBH materials used most
 - Posters
 - Aprons
 - Rulers
 - Bookmarks
 - Static clings



USDA Fresh Fruit and Vegetable Program in Schools: Implementation

Time of Distribution

- Depends on lunch time
- Early morning
- After lunch and before end of school

USDA Fresh Fruit and Vegetable Program in Schools: Implementation

How Distributed

- Baskets in classrooms
- Little Red Fruit Wagon
- Buses
- Kiosks in hallway and classrooms
- Field trips and other special events



USDA Fresh Fruit and Vegetable Program in Schools: Implementation

Most Successful Fruits and Vegetables

- star fruit, grapes, apples
strawberries, oranges, pears,
kiwis, pluats, tangerines,
melons, pineapple pushups
- carrots, cucumbers and broccoli
with ranch dressing

USDA Fresh Fruit and Vegetable Program in Schools: Implementation

Least Successful Fruits and Vegetables

- dried pineapple, dried bananas, dried apples, blood oranges, blueberries
- cauliflower, green pepper and celery

USDA Fresh Fruit and Vegetable Program in Schools: **Implementation**

Nutrition Education Activities

- PTO activities
- Field trips/tours
- Classroom demonstrations
- Fruit and vegetable characters
- Books about fruits and vegetables
- School health events

USDA Fresh Fruit and Vegetable Program in Schools: Implementation

What makes it work?

- Principal sets the pace
- Commitment of all staff
- Ability to purchase fresh, high quality produce
- Change in students' food preferences
- Kids are less hungry

USDA Fresh Fruit and Vegetable Program in Schools: Implementation

Local Collaborators

- Health departments
- Cooperative Extension
- Commodity marketing groups
- Local/chain grocery stores
- Volunteers
- Civic groups

USDA Fresh Fruit and Vegetable Program in Schools: Alderman Elementary

Alderman Elementary Improves Mid-Morning Snack Time

*" I like to get involved
in telling the kids how
good fruits and
vegetables are for
them. " ...Renee Fritz,
Child Nutrition Manager*

USDA Fresh Fruit and Vegetable Program in Schools: Alderman Elementary

- Weekly menus
- Students ordered each morning
- Cafeteria manager provided classroom education
- Teachers incorporated nutrition education into classroom curriculum

USDA Fresh Fruit and Vegetable Program in Schools: Candor Elementary

Candor Elementary's Parade of Fresh Produce

*" This program has
taught them to choose
fruits and vegetables
instead of junk food all
the time. " ...Rachel Wilson,
Curriculum Facilitator*

USDA Fresh Fruit and Vegetable Program in Schools: Candor Elementary

- Fruit and vegetable parade
- Daily baskets of fruits and vegetables to classrooms
- Teachers incorporated F/V topics into lessons
- 4-H and Cooperative Extension partnered
- Future plans
 - School garden
 - Family events

USDA Fresh Fruit and Vegetable Program in Schools: North Rowan Elementary

Opening Students' and Teachers' Eyes

" The program opened students' and teachers' eyes to the variety of fresh fruits and vegetables. "...Libby Post, Child Nutrition Director

USDA Fresh Fruit and Vegetable Program in Schools: North Rowan Elementary

- School-wide health fair
- Daily F/V snacks
- Teachers taught 3 nutrition lessons during the year
 - *Food for Thought*
- Community partners
- Student survey

USDA Fresh Fruit and Vegetable Program in Schools: Long Branch Elementary

Choosing Fresh Produce over Pre-packaged Snacks

"I really think it made a difference in our overall school program." ...Tanya Head, School Principal



USDA Fresh Fruit and Vegetable Program in Schools: Hall Fletcher Elementary

Adding Fruits and Vegetables to the School Day: A Team Effort

*" Kids are actually eating
the fruits and vegetables
they pick up." ...Cindy*

Lawler, Child Nutrition
Director

USDA Fresh Fruit and Vegetable Program in Schools: Hall Fletcher Elementary

- Strong principal support
 - Policy change with salad bar
- Two stations in the cafeteria
- Teachers were role models
- F/V theme incorporated into homework
 - Took the message home

USDA Fresh Fruit and Vegetable Program in Schools: Next Steps

- **5 schools remain in the program**
 - Native American
 - African American
 - Hispanic
 - Urban
 - Rural
- **20 new schools for the 2005-06 school year**

USDA Fresh Fruit and Vegetable Program in Schools: For more information

- www.eatsmartmovemorenc.com
 - Success Stories

NC 5 A DAY

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