

Backgrounder Document d'information



Ministry of Health Promotion Ministère de la Promotion de la santé

January 15, 2008

THE NORTHERN FRUIT AND VEGETABLE PILOT

Pilot Objectives

The Northern Fruit and Vegetable Pilot (NFVP) was developed to:

- Promote awareness and increase the consumption of fruits and vegetables with elementary school-aged children in selected areas of Northern Ontario.
- Educate elementary school-aged children and their families in selected areas of Northern Ontario on the benefits of healthy eating.

2006-2007 Northern Fruit and Vegetable Pilot

In partnership with the Ontario Fruit and Vegetable Growers' Association, the Ontario Ministry of Agriculture, Food and Rural Affairs, the Porcupine Public Health Unit, schools and local school boards, the \$500,000 Northern Fruit and Vegetable Pilot was launched in the 2006-2007 school year, in the Porcupine region of Northern Ontario.

From December 2006 to May 2007, three weekly servings of primarily Ontario-grown fruits and vegetables were provided to 5,000 students in 24 elementary schools in the communities of Timmins, Schumacher, South Porcupine, Porcupine, Matheson, Iroquois Falls and Cochrane.

To support the pilot, the Ministry of Health Promotion commissioned Public Health Research, Education and Development (PHRED) Program to conduct an evaluation of the Northern Fruit and Vegetable Pilot for the 2006-2007 school year.

During the evaluation process, interim findings helped to inform the expansion of the pilot to the Algoma region. As well, the interim findings provided partners the opportunity to address gaps in delivery, quality and quantities experienced by the Porcupine region.

On November 30, 2007, the Ministry of Health Promotion (MHP) received the final evaluation on the Northern Fruit and Vegetable Pilot from PHRED for the 2006-2007 school year.

The evaluation findings supported the ministry's decision to continue the NFVP for the 2007-2008 school year and the expansion into the Algoma region.

Current Status - January 2008

As of September 2007, the pilot was expanded to include the Algoma Region including the communities of Sault Ste. Marie, Wawa, Elliot Lake and Blind River. The Government's \$900,000 investment in the pilot is providing approximately 12,000 children in 60 elementary schools in the Porcupine and Algoma regions with three servings of fruit and vegetables each week until June 2008, in addition to providing education on the benefits of fruit and vegetable consumption.

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