



## MEDIA RELEASE

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# FRESH FOR KIDS GOES TO SCHOOL

Sydney Markets Limited (SML), '**Fresh for Kids**' program was one of the very first marketing initiatives designed 12 years ago to encourage the consumption of fresh fruit and vegetables amongst primary school aged children. Last year alone over 196,000 students from NSW and ACT participated in the 'Join Forces and Win Canteen Campaign' and over half a million unique visitors logged onto the '**Fresh for Kids**' website [www.freshforkids.com.au](http://www.freshforkids.com.au)

This year '**Fresh for Kids**' is thrilled to kick start the year with a new and exciting element added to the program being the 'FROM FARM TO PLATE' school presentations.

Melissa Kolc, Marketing Programs Manager of Sydney Markets Limited, said, "these school presentations are offered free of charge to schools and will teach children about how produce is grown, where it comes from, the different types of varieties available, how it is transported and distributed from Sydney Markets through to the consumer, and ultimately how it gets on their plate. Children will also be taught about the healthy benefits of a diet rich in fresh fruit and vegetables.



"Students will even get the chance to meet F&V Gang member Bazza Banana who will help hand out bananas to participating students at the end of each session."

NSW schools can register for their free 'From Farm to Plate' school visit by contacting (02) 9325 6295 or by logging onto [www.freshforkids.com.au](http://www.freshforkids.com.au) for more information.

The Sydney Markets Limited 'From Farm to Plate' initiative is sponsored by Australian Bananas.

### About Sydney Markets Limited

Sydney Markets Limited owns and operates Australia's largest market and is recognised as a world leader in fresh produce and community market management.

**For further information and media opportunities please contact:**

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