

2007 NC Fruits & Veggies Star Awards

Congratulations To This Year's Winners!

Gold Star Award for Schools/Childcare **Avery County Schools Child Nutrition/Newland Elementary School**

At Newland Elementary School, it's cool to eat fruits and veggies! The staff at Newland has worked hard to make fruits and veggies v not just nutritious, but FUN! This year, children tasted new and exotic produce. They planted bushes, fruit trees, and other plants. They even tested their skills in a produce-themed field day that was complete with coconut bowling, potato sack races, and a blueberry relay! On field day and every day, Newland's staff and students are real winners when it comes to healthy eating.

Silver Star Award for Schools/Childcare **Mitchell County Schools**

If you hear children shouting, "Give Me Five A Day!", it's likely a group of Kindergarten students from Mitchell County. This spring, all the Kindergarten classes participated in the "Give Me Five a Day" program. The program included nutrition lessons, taste tests, an interactive book that the children got to keep, and - the most popular activity by far - a puppet show featuring Little Miss Muffet and her good friends, Orange and Broccoli. It's easy to see why Mitchell County Kindergarteners are excited about eating fruits and veggies, and why they are still shouting, "Give Me Five A Day!"

Gold Star Award for Worksites **Mecklenburg County Health Department/Fit City Worksite Wellness**

While many workers in need of a mid-morning or afternoon snack find themselves making a daily choice between the cookies or the chocolate from the vending machine, employees at the Mecklenburg County Health Department had some healthier options this year. The Fit City Worksite Wellness Team introduced the "Fit City Healthy Snack and Fruit Baskets," which are filled with fruit and healthy snacks that are available throughout the day. The results? One employee who purchased snacks from the baskets commented, "With this program I have been able to eat fruit on a regular basis...something I was not doing at all." That seems to say it all!

Gold Star Award for Business/Other **Foothills Fresh Extension Leadership Team** **Catawba, Cleveland, Gaston and Lincoln Counties**

"I didn't know we had that around here!" The Foothills Fresh Leadership Team says that's a frequent comment from people who have just heard a presentation or seen a Foothills Fresh display. The "Foothills Fresh" campaign encourages people to increase their daily intake of fruits and veggies, to buy from local farmers, and to visit local farms. The leadership team in the four-county region educates people about what is grown locally, where to find it, and why it's best to buy locally. The leadership team also promotes farm tours and keeps the public informed about offerings at the local farmer's market. One of the greatest indicators of success is that several of the 46 participating farms reported an increase in sales in 2007, and attributed that increase to participation in Foothills Fresh!

Silver Star Award for Business/Other **NC Cooperative Extension - Iredell County**

If there is an event happening in Iredell County, it's likely that Ann Simmons, a Family & Consumer Sciences Agent with Iredell County Cooperative Extension, will be there. She will not only be encouraging the event's participants to eat more fruits and veggies, but she will be showing them creative and delicious ways to do it. She says "simple, quick recipes that taste good make the difference." This year, she partnered with a number of local organizations to reach community college employees, children in summer programs, childcare providers, parents, diabetic patients, senior citizens, and others. What does her audience say? One person who attended a nutrition class commented, "I have never really liked vegetables, but I am going to try this recipe." What a success!

If you are interested in applying for the 2008 NC Fruits & Veggies Star Awards
or are interested in contributing to these awards, please contact Diane Beth at Diane.Beth@ncmail.net