



Mission: Build a healthier North Carolina by increasing access to and consumption of fruits and vegetables.

Steering Committee 2009-10

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25 Ways to Take the North Carolina Challenge to Increase Fruit & Veggie Consumption

1. Promote opportunities to purchase fresh fruit & veggies within your worksite, local schools and organizations, or community.
2. Serve fruits & veggies at worksite, community or family gatherings.
3. Establish a worksite or organization policy to offer fruits & veggies at events.
4. Work with grocery stores to promote local produce and help consumers get to know their local farmers, "Know Your Farmer, Know Your Food".
5. Host fruit & veggie cooking demos at a local grocery store or farmers market.
6. Find and shop at a local farmers market.
7. Work with community partners and farmers to start a farmers market in your area. If a site is not available, consider a mobile farmers market or produce cart.
8. Work with farmers to offer fruit & veggie nutrition, storage and preparation information at the market.
9. Join a Community Supported Agriculture (CSA) program.
10. Obtain permission to have your workplace be a drop off site for a local CSA.
11. Pick your own fruits & veggies from a local farm.
12. Take a class or afterschool program on a field trip to a local farm.
13. Participate in local farm tours.
14. Take a virtual farm tour - Invite a farmer to visit a worksite wellness class or health fair, a classroom or afterschool program.
15. Encourage incorporation of more farm fresh produce into local worksite, school or restaurant menus.
16. Share fruit & veggie nutrition education and promotional resources with school and community partners.
17. Work with a Local Education Agency (LEA) Child Nutrition Program to promote Farm to School produce featured on the menu.
18. Collaborate with classroom teachers to offer fruit & veggie nutrition education.
19. Partner with a local health department, hospital or dietetic association to offer a fruit & veggie nutrition education class.
20. Host a club to share fruit & veggie of the month trivia and storage and preparation tips.
21. Hold a fruit & veggie recipe contest.
22. Teach a "Grow Your Own" fruits & veggies class or education series. Work with the County Cooperative Extension or Master Gardener Program.
23. Develop a community garden. The County Cooperative Extension or Master Gardener Program can provide guidance and support.
24. Plant a row for the hungry - donate to a local food bank or shelter.
25. Join the N.C. Fruits & Veggies Nutrition Coalition. Visit www.fruitsandveggiesnc.com to find more information and resources.

www.FruitsAndVeggiesNC.com