



Rooting for Health

The Newfoundland and Labrador Federation of Agriculture, School Milk Foundation and Kids Eat Smart Foundation partner to celebrate Nutrition Month® – Celebrate Food...From Field to Table

FOR IMMEDIATE RELEASE

March 4, 2011 St. John's – Thousands of students celebrated Dietitians of Canada Nutrition Month® 2011 this morning with a nutritious breakfast that included locally produced foods. Three of the province's leading food health organizations came together for the second 'Rooting for Health' event – a special initiative developed to help school-children recognize the relationship between farming, food and health.

Eighteen Kids Eat Smart schools throughout the province hosted the Rooting for Health events this morning, which saw visits from local farmers, who answered questions about their products, and culminated in a grown-at-home breakfast with farm-fresh eggs, berries and milk.

"This is a tremendous event, which ties in really well with Nutrition Month and this year's theme," says NLFA President Eugene Legge. "It's important for kids to see the role farmers play in providing healthy food, and we're delighted to be part of this initiative." Daphne LeDrew, Executive Director for Kids Eat Smart says, "Kids Eat Smart Clubs are an ideal place for kids to learn the basics of food producing. Our focus is on healthy food choices for all, and growing your own healthy food is another step on that path."

Funding for the Rooting for Health event is provided by Growing Forward, a Federal-Provincial-Territorial initiative and Kids Eat Smart Foundation with milk donated by the School Milk Foundation and eggs donated by Egg Farmers of NL and Newfoundland Eggs.

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Background

The Newfoundland and Labrador Federation of Agriculture is an organization which represents farmers and farmer groups in the province. Their motto is "Farmers Helping Farmers", and they believe that by sharing information and speaking with a united voice, farmers can work more effectively for the betterment of the agriculture industry, and for the improvement of the province as a whole. The agriculture industry provides 6200 jobs in Newfoundland and Labrador and has primary and value-added production worth over \$500 million.

The School Milk Foundation of Newfoundland and Labrador is a non-profit organization, established in 1991 with a mandate to "increase the consumption of milk amongst school aged children throughout Newfoundland and Labrador". This mandate was embraced because of concern by parents, educators, health professionals, dairy farmers and milk processors, that Newfoundland's milk consumption rate was just half the National average. The

Foundation administers the School Milk Program, and subsidizes the cost to students through School Milk prices set well below the normal retail price. The School Milk Program is offered to over 93% of the Kindergarten to Grade 12 students across the province. The School Milk Foundation is proudly sponsored by Dairy Farmers of Newfoundland and Labrador, Scotsburn, Central Dairies, and the Government of Newfoundland and Labrador.

Kids Eat Smart Foundation Newfoundland and Labrador is an award winning charitable organization that supports 206 Kids Eat Smart Clubs, - nutrition programs for school-aged children and youth throughout Newfoundland and Labrador. The Clubs are run by volunteers and make nutritious food choices available to all within that community at no charge. Kids Eat Smart Foundation is supported by the Government of Newfoundland and Labrador, Department of Health and Community Services, as well as other corporate sponsors, organizations and individuals.
www.kidseatsmart.ca

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