



### **FOR IMMEDIATE RELEASE – Students across the Province Rooting for Health**

Hundreds of students across the province were “Rooting for Health” this morning in celebration of nutrition month during a special breakfast served by their Kids Eat Smart Clubs. Kids Eat Smart Foundation Newfoundland and Labrador, the Newfoundland and Labrador Federation of Agriculture and the School Milk Foundation of Newfoundland and Labrador teamed up and breakfasts included locally produced blueberries, eggs, milk, farmer visits and more. Students even got the opportunity to plant seeds in their own individual pots to try their hand at farming and growing healthy vegetables.

“The theme for this year’s Dieticians of Canada nutrition month is “celebrate food...from field to table”, and “Rooting for Health” is one way we are celebrating”, says Daphne LeDrew, Executive Director of Kids Eat Smart Foundation Newfoundland and Labrador. “Kids Eat Smart Clubs make a priority of serving fruits, veggies, milk and milk products and the Rooting for Health event provides an opportunity for students to learn more about locally produced foods.”

At Goulds Elementary, over 400 students took part in a healthy breakfast and listened to local farmer, Hector Williams, and NL Federation of Agriculture President Eugene Legge, talk about dairy farming, chicken farming and more. MHA Keith Hutchings, who was busy serving milk and cereal to an excited and long line of children, was on hand as well to bring a message from the Provincial Government. “I was delighted to attend the Kid’s Eat Smart Club at Gould’s Elementary”, MHA Hutchings said, “ along with the many partners, to see the great work in promoting the value of healthy eating for our youth in natural grown foods included in their breakfast, such as local blueberries and local milk products. This program would not be such a great success without the many volunteers who assist in preparing healthy meals for our youth and we certainly say thank you for their contribution. We know through healthy living, including appropriate nutrition and education in healthy foods, our youth will grow and learn in the environment that allows each and every one of them to excel to their full potential.”

Agnes Brennan, principal of Goulds Elementary, was excited to be a part of the celebration. Brennan says, “The theme of “(celebrate food)...from field to table” was brought home to students this morning as they enjoyed some local blueberries, delicious milk, planted their own seeds and chatted with farmers. The learning that comes from experiences such as this extends beyond book learning. We are so appreciative of the efforts of the Kids Eat Smart Foundation, School Milk Foundation and the Federation of Agriculture for planning this activity for our students.”

More Rooting for Health activities are taking in select schools across the province on Tuesday, March 16, 2010.

*Kids Eat Smart Foundation Newfoundland and Labrador is an award winning charitable organization which partners with schools, communities, volunteers and sponsors to set up and support nutritious food programs, called Kids Eat Smart Clubs, to provide school children with a healthy, no cost breakfast, lunch or snack. For more information on Kids Eat Smart Clubs or to volunteer, visit [www.kidseatsmart.ca](http://www.kidseatsmart.ca). Kids Eat Smart Foundation is supported by the Government of Newfoundland and Labrador, Department of Health and Community Services, Bell Aliant, as well as other corporate sponsors, organizations and individuals.*

*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 approximately 6200 jobs in Newfoundland and Labrador and has primary and value-added production worth over \$500 million. This initiative is funded in part by Growing Forward, Canada/Newfoundland agreement.*

*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.*

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