

**May 25, 2023**

**Memorandum to:** Chairs of District School Boards  
Directors of Education  
Supervisory Officers and Secretary-Treasurers of School Authorities  
Executive Director of Provincial and Demonstration Schools

**From:** Stephen Lecce  
Minister of Education

Lisa Thompson  
Minister of Agriculture, Food and Rural Affairs

**Subject:** Enrolment is now open for *Fresh from the Farm: Healthy Fundraising for Ontario Schools 2023*

Enrolment is now open for *Fresh from the Farm*, an initiative that helps to support your school community and Ontario farmers at the same time!

*Fresh from the Farm* provides students, teachers, staff and parents an opportunity to connect classrooms with home kitchens and local growers by selling Ontario vegetables and apples to raise funds for their school community.

Today, we are inviting more than 4,900 schools from the 72 publicly funded school boards, school authorities, provincial and demonstration schools, and First Nation Schools across the province to enrol in this popular fundraising program by visiting: [www.freshfromfarm.ca](http://www.freshfromfarm.ca).

*Fresh from the Farm* offers two bundles of Ontario produce for sale:

1. 14 lb/6.35 kg Vegetable Bundle (3 lb/1.36 kg carrots, 3 lb/1.36 kg yellow onions, 5 lb/2.27 kg potatoes, 3 lb/1.36 kg sweet potatoes).
2. 8 lb/3.63 kg Apple Bundle

For their fundraising efforts, each school keeps 40 per cent of total sales, while 50 per cent is returned to Ontario's farmers and 10 per cent is retained by *Fresh from the Farm* to support the program's operational costs.

*Fresh from the Farm* is a partnership between the Ministry of Education, the Ministry of Agriculture, Food and Rural Affairs (OMAFRA) and the Ontario Fruit and Vegetable Growers' Association (OFVGA). This innovative program provides schools and students with a healthy fundraising alternative while supporting local farmers and the economy.

Through the [Grow Ontario Strategy](#), the government recognizes the significant economic benefits of increasing the consumption of Ontario grown and made food. *Fresh from the Farm* helps to support one of the Strategy's goals of increasing the

consumption and production of food grown and prepared in Ontario by 30 per cent by 2032.

Since *Fresh from the Farm's* launch in 2013, nearly 2,600 schools have participated in the program from across Ontario, selling almost five million pounds of produce. Historically, participating schools have each raised, on average, \$900 a year to help pay for travel and entry fees for sports competitions or school band trips, student retreats, upgrades to sporting facilities, school yard improvement projects, scholarships or bursaries, and charitable purposes.

Students build their understanding of food literacy through mandatory learning across various subjects and grades. For example, in the revised Science and Technology curriculum, students develop an understanding of where food comes from, including the importance of locally sourced food and how it is grown and prepared, as well as investigate the importance of biodiversity in agriculture. This program is another way in which we can support student learning and understanding of food literacy.

Based on surveys of past *Fresh from the Farm* participants, Ontario schools are pleased with the program, with more than 90 per cent reporting a high satisfaction level regarding the quality of the Ontario produce.

We encourage you to promote participation from both elementary and secondary schools within your board. In addition, please share the program link [www.freshfromfarm.ca](http://www.freshfromfarm.ca) with your Parent Involvement Committee.

Thank you for your ongoing commitment to promoting student well-being.

Sincerely,

Stephen Lecce  
Minister of Education

Lisa Thompson  
Minister of Agriculture, Food and Rural Affairs

c: Nancy Naylor, Deputy Minister, Ministry of Education  
President, Association des conseils scolaires des écoles publiques de l'Ontario (ACÉPO)  
Executive Director, Association des conseils scolaires des écoles publiques de l'Ontario (ACÉPO)  
President, Association franco-ontarienne des conseils scolaires catholiques (AFOCSC)  
Executive Director, Association franco-ontarienne des conseils scolaires catholiques (AFOCSC)  
President, Ontario Catholic School Trustees' Association (OCSTA)  
Executive Director, Ontario Catholic School Trustees' Association (OCSTA)  
President, Ontario Public School Boards' Association (OPSBA)  
Executive Director, Ontario Public School Boards' Association (OPSBA)  
Executive Director, Council of Ontario Directors of Education (CODE)  
President, Association des enseignantes et des enseignants franco-ontariens (AEFO)  
Executive Director and Secretary-Treasurer, Association des enseignantes et des enseignants franco-ontariens (AEFO)  
President, Ontario English Catholic Teachers' Association (OECTA)  
General Secretary, Ontario English Catholic Teachers' Association (OECTA)  
President, Elementary Teachers' Federation of Ontario (ETFO)  
General Secretary, Elementary Teachers' Federation of Ontario (ETFO)  
President, Ontario Secondary School Teachers' Federation (OSSTF)  
General Secretary, Ontario Secondary School Teachers' Federation (OSSTF)  
Chair, Ontario Council of Educational Workers (OCEW)  
Chair, Education Workers' Alliance of Ontario (EWAO)  
President of OSBCU, Canadian Union of Public Employees – Ontario (CUPE-ON)  
Co-ordinator, Canadian Union of Public Employees – Ontario (CUPE-ON)  
Executive Director, Association des directions et directions adjointes des écoles franco-ontariennes (ADFO)  
Executive Director, Catholic Principals' Council of Ontario (CPCO)  
Executive Director, Ontario Principals' Council (OPC)