

nourish YOUR ROOTS

Evaluation 2015



2

Pilot Phases



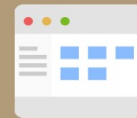
13

Sites



15

Interviews



144

Survey Responses

1500

farm boxes/harvests sold

45 000 lbs

of fresh, local produce delivered into the hands of school families and community members

\$15,000

to support health promoting school initiatives

\$30,000

for three local farms

Increases in food skills, knowledge of local food producers, and fruit and vegetable consumption.



100%

of those surveyed would participate again & would recommend to others.



100%

of survey respondents were satisfied with produce quality.



98%

of survey respondents were satisfied with the price of the produce.

What people had to say...



"It's a great way to access fresh, local fall produce. Encouraged us to try veggies we don't often buy."

"The food in schools policy is something that, in my experience, hasn't always translated into action with groups like our PTO. This venture demonstrated that a lucrative fundraiser can occur that doesn't take advantage of children vulnerable to making an unhealthy food choice."

"The food was delicious and I believe it is a good way to encourage eating local, healthy foods."

"Great for so many reasons: healthy eating, supporting local farms, great opportunity to teach children about local farming and the importance of healthy eating and supporting our local economy and farmers. Less chocolate bars and more of this!"

"We as a family really enjoyed this fundraiser. The children really took an interest in learning about the fruits and vegetables, and were eager to sell them, and couldn't wait to see what was in the box when it came in."



#NourishYourRoots @NourishNS stew from my harvest farm box is almost ready! Smells soooo good!!!

So excited to get my #nourishyourroots box. Thanks @GCJHWildcats for promoting such a healthy fundraiser @NourishNS

@GCJHWildcats @hclocalinstu #nourishyourroots #hrsb thank you for the lovely box of fresh fruit and vegetables great fundraiser



Moving Forward

- Engaging a coordinator
- Developing principles and values
- Reviewing evaluation results
- Continuing to collaborate with key partners



To read a full report on the NYR pilot, please visit

www.nourishns.ca/nourish-your-roots