



Evaluation 2016



Nourish Your Roots (NYR) is a farm to school fundraising program of Nourish Nova Scotia



2

Campaigns



57

Sites



17

Farm Partners



11,020

Farm Boxes Sold

Investing in Healthy School Food

\$98,831

raised by schools to go towards healthy eating initiatives, like Breakfast Programs, Edible School Gardens and food skills events and workshops

Investing in Local Farms

\$198,709

of new revenue generated for the local Nova Scotia farm economy



Surveys showed that:

Principals support funds raised be invested in school based healthy eating programs and initiatives



Consumers like supporting a healthy school fundraiser



Majority of those surveyed felt that their NYR box met their expectations and that the produce was high quality



NYR farm partners said:

They recieved fair value



They benefited financially



They would participate in NYR again



Promoting Food Literacy

Surveys suggest NYR promotes fruit and vegetable intake, encourages family cooking time and increases knowledge on local NS produce.



60%

cooked with a new fruit, vegetable or herb



61%

tasted a new fruit or vegetable



17%

purchased directly from a farmer for the first time

* % based on survey responses



What people had to say...

"It's a great opportunity to support local farmers, our school, and demonstrate to kids the importance of eating healthy, fresh fruits and vegetables!"

— Parent



"It gave us a nice outlet for our produce and we felt good about giving healthy food to kids. Our farm sales increased 5%. That's nothing to sneeze at!"

— Small-scale farmer



"Look forward to next year- keep up the positive work. I'm so proud of my kid's school and administration for supporting this initiative."

— Parent



"This was a win/win/win fundraiser. We got fresh, good quality produce at a reasonable price, we supported a local farmer, and we raised money for the school to promote healthy eating."

—Teacher, Jr. High

"Aside from the financial gains, it proved that we could have a successful fundraiser that didn't include 'junk food'. Students were so excited to see the boxes come in and curiosity was running high. It wasn't planned but students were so inquisitive about the contents that teachers 'borrowed' boxes to share and discuss the produce inside."

— Principal, Elementary



What's next?

Planning is underway for NYR 2017. Program sustainability will be important, focusing on engaging more farm partners and seeking diverse funding sources.



To read the full report on the 2016 NYR campaigns, please visit

www.nourishns.ca/nourish-your-roots