

AppleQuest gives school kids an apple a day

The NSW Farmers' Association, in conjunction with the Department of Education, the Healthy Kids™ School Canteen Association and Woolworths is promoting apples as a healthy and delicious snack by providing NSW school children with an apple a day during the Applequest program.

AppleQuest Apples in Schools Program will be launched next Wednesday in Orange in the State's central west.

Chair of the NSW Farmers' Association's Horticulture Committee Peter Darley says the program is a great way to promote healthy eating habits in primary school children.

"The AppleQuest program distributes apples to schools over a 2 week period, with the aim of promoting them as a delicious healthy snack. Nutrition is so important for our children, and fruit is affordable, available and convenient as a snack," Mr Darley said.

AppleQuest is an initiative of the NSW Farmers' Association, a non profit organisation who represents farmers' interests in NSW. The program, which started in 2002, also aims to bridge the gap between urban and regional children and those who produce their food.

"It's important that Australian children are introduced to quality fresh fruit early in life to help to ensure they appreciate good nutrition in the future," Mr Darley said.

"It is pleasing to see that we have reached our target of delivering free apples to over 100 new schools" Mr Darley said.

"This program is funded by growers' levy funds and again shows how resilient our industry is even in times of drought."

"NSW is Australia's second largest producer of apples, growing 19% of the nation's crop in 2004. This year over 70,000 apples will be distributed to 120 schools all across NSW during the 2 week program," Mr Darley said.

"This AppleQuest initiative supports the NSW Healthy School Canteen Strategy and the work of schools in promoting healthy eating in children. Apples are a tasty alternative to snack foods that may contain high levels of sugar or fat. This is also an excellent way for schools and farmers to support broader efforts to deal with the problem of obesity in our communities," said Carol McDiarmid, from the Department of Education and Training. "Thanks to apple growers in NSW for making this generous donation of apples to our schools."

The launch will be held at Glenroi Heights Public School, Maxwell Avenue, Orange, on Wednesday 9 May 2007 at 10:30. The school children will be receiving that day's apple at the launch. All media is invited to attend.

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