



# SCHOOL PRODUCE SALE

2012

## SCHOOL FOOD MATTERS

Our mission is to ensure that every child enjoys fresh sustainable food at school and understands where their food comes from. School Food Matters is a registered charity working with schools, local authorities, caterers and parents to promote excellent school meals and practical food education.

Our website is for anyone who cares about school food and is packed with great case studies, evidence of why school food matters and fun ideas to get you cooking, growing and out onto the farm.

The School Produce Sale is just one example of our project work. It enables students to develop their enterprise skills and generate income for their food growing ventures. Every year, our campaigns and food education projects celebrate great food for thousands of school children across the country.



[www.schoolfoodmatters.com](http://www.schoolfoodmatters.com)

## MARK PRICE MANAGING DIRECTOR, WAITROSE

Waitrose is very pleased to support the School Produce Sale for the third year, as the scheme extends in the Capital and to a further six towns and cities. The initiative actively encourages all the children involved to learn and appreciate where their food comes from and also offers them a fun insight into the principles of business as they sell the fruits of their labour and make a profit for their school.

At Waitrose, we strongly believe in getting the best out of seasonal food and encourage our customers to choose British produce when it's in season and at its very best. We also believe that eating well means eating more broadly, and we provide a wide range of imaginative and healthy choices in all our shops. An early appreciation of good food helps children make the right nutritional choices throughout their lives and this grass roots project is a very effective and exciting way of teaching children about the healthy and sustainable food available right on their doorsteps.

[www.waitrose.com](http://www.waitrose.com)

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