



Dear ...

Kidsfruit are a division of Minor Weir and Willis Ltd. Working alongside the public sector it has been our mission to encourage early years school children to eat fresh fruit and vegetables since 2002. During the 190 day school year we supply and deliver fresh products into over 16,600 primary schools providing 2.3 million portions each day.

In the inclusive class room, the children enjoy apples, bananas, pears, soft citrus fruits, cocktail tomatoes, carrots, sugar snap peas, sweet-bite peppers, strawberries, mini-cucumbers and dried fruits over the year.

Locally grown produce is included in our deliveries into primary schools. The imported range includes the ever popular bananas and easy peeling soft citrus all sourced from ethically approved global suppliers.

In the summer Kidsfruit conducted a survey with primary schools and received 2,256 replies in June and July and the results emphasize the high impact of intervention.

The feedback really emphasises the value in providing healthy snacking fruits and vegetables every day from day of formal education.

Key findings:

- Fresh fruit in school can be the healthiest food that children eat daily
- Schools and parents cannot afford to buy themselves
- A classroom setting encourages all of the children to try new fruits and vegetables
- Helps the children maintain willingness to learn, behaviour, concentration and energy levels.
- Supports social wellbeing and mental health
- Encourages them to choose fruit as a healthy snack
- Children ask for fruit in the classroom
- Teaches the children to eat healthily all day in school
- It is a leveller in the classroom
- Could be the first thing that they eat in the morning

Apart from delivering fruit, kidsfruit also engage with schools to:

- Provide education models that support the national curriculum for Key Stage 1 children.
- Provide healthy recipes and meal ideas via our website.
- Educate children on the nutritional value of fruit and vegetables, as well as where it comes from and how it reaches their plates.
- Provide tasting workshops for children to encourage them to try new and healthy fruits and vegetables.
- Encourage growing competitions in schools.

- Run an international ‘Pen Pal’ programme with schools in our supplier countries.

We believe that the survey justifies a larger investment over a longer period. For this reason, we are asking you to read our survey and help to raise the profile of the kidsfruit work by lobbying for the expansion of investment to include children in Key Stage 2 education. This will guarantee that every future child in primary school education will receive one piece of fresh fruit and vegetable every school day.

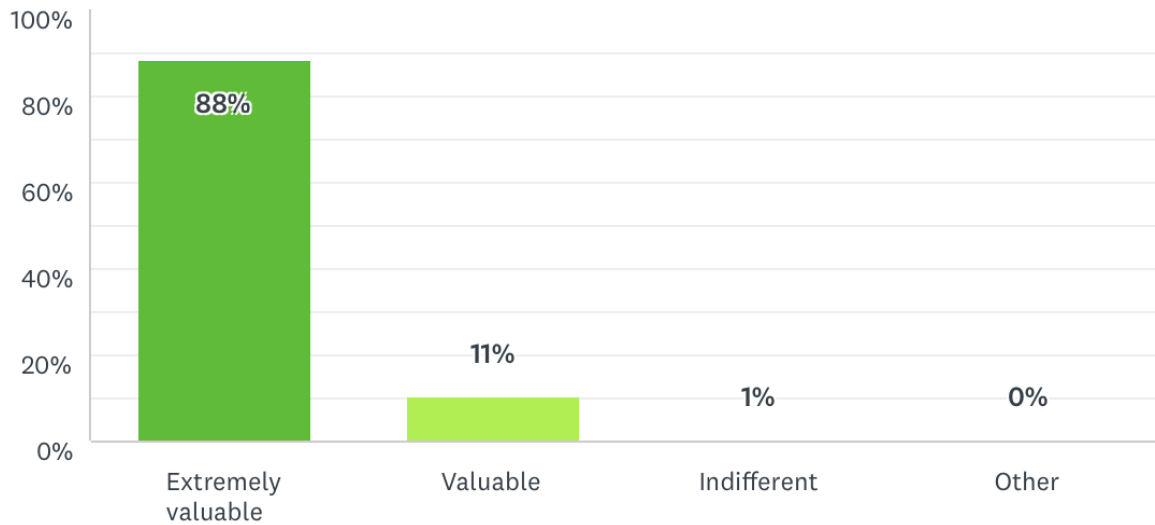
To find out more about kidsfruit or how to get involved with your local schools please contact Mark Driver (email; [mark.driver@mww.co.uk](mailto:mark.driver@mww.co.uk))

To receive further updates on our activities and progress please visit our website [www.kidsfruit.org](http://www.kidsfruit.org) or follow us on social media

(Twitter; @kidsfruit, Instagram; @kidsfruitofficial).

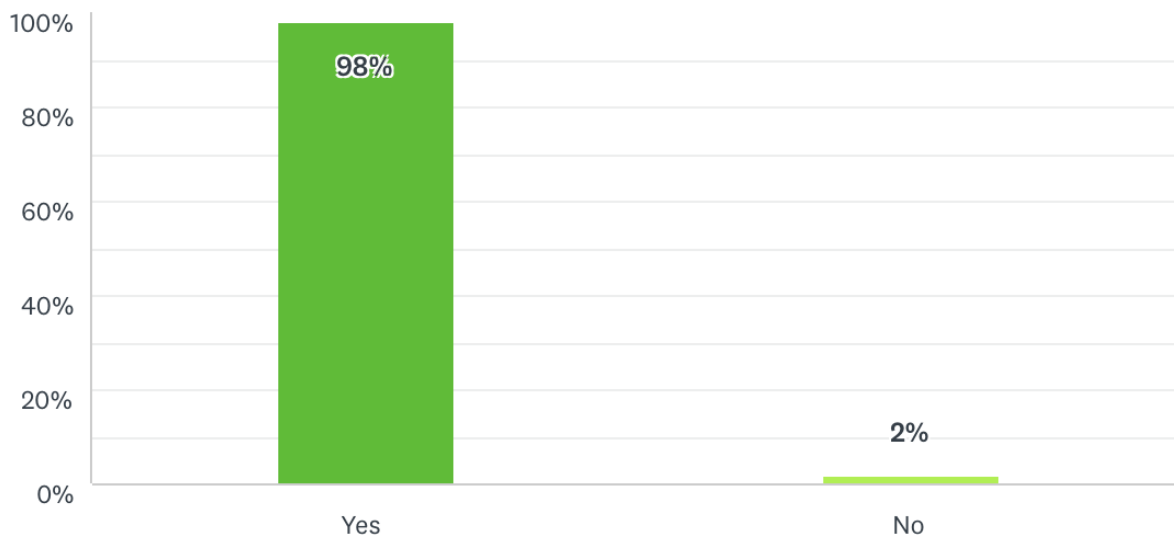


**1. How valuable is having free fruit and vegetables delivered to your school, during every school day?**



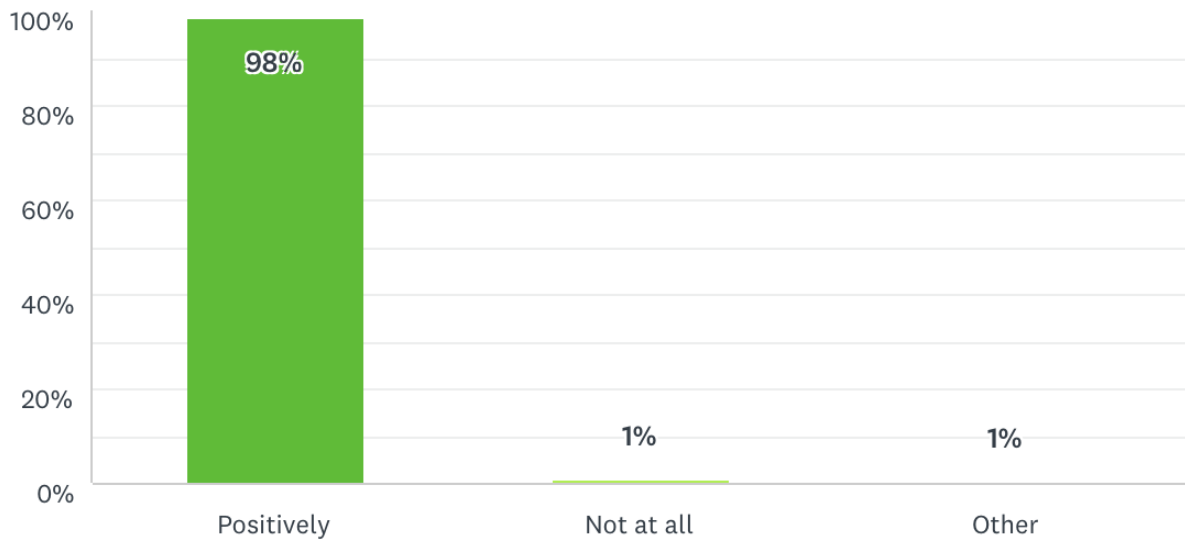
- ‘Many of our children do not have fruit at home and their daily dose at school is probably the healthiest thing they eat all day!!’
- ‘Wonderful for the children to receive fresh fruit every day during their break time. As a school, financially we would be unable to provide this.’
- ‘Children are willing to try new fruits and vegetables. Some begin school life not eating any, but usually most children will eat at least one kind when they see their friends eating them.’

**2. Do you feel that free fruit and vegetables, handed out mid-morning, aids children’s learning behaviour and concentration in class?**



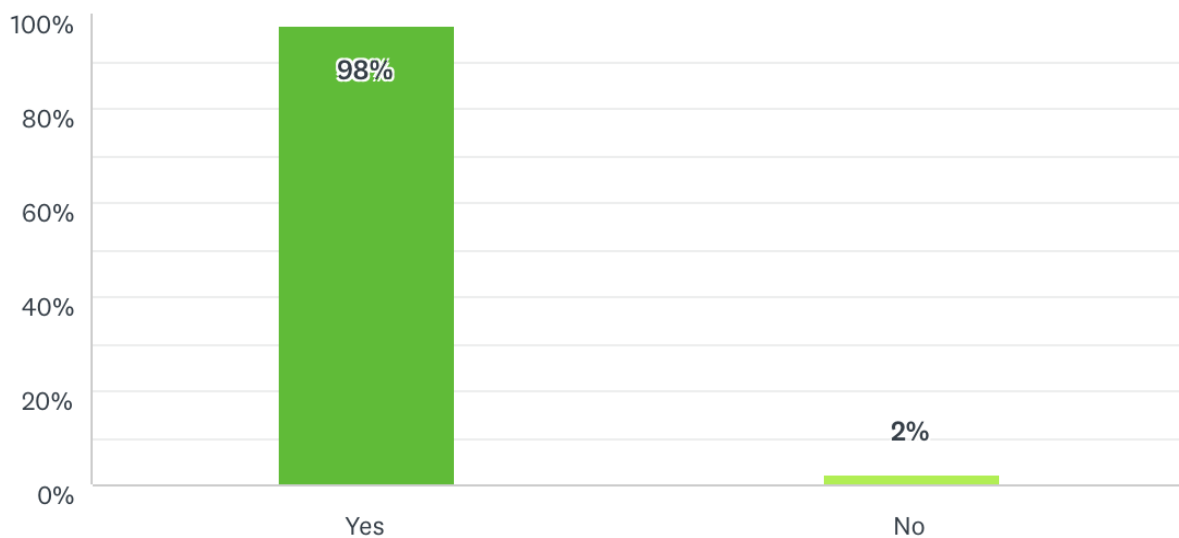
- ‘It is extremely vital towards their concentration, learning and behaviour.’

**3. Generally, how do you feel that fruit, handed out mid-morning, affect's children's moods and mental wellbeing?**



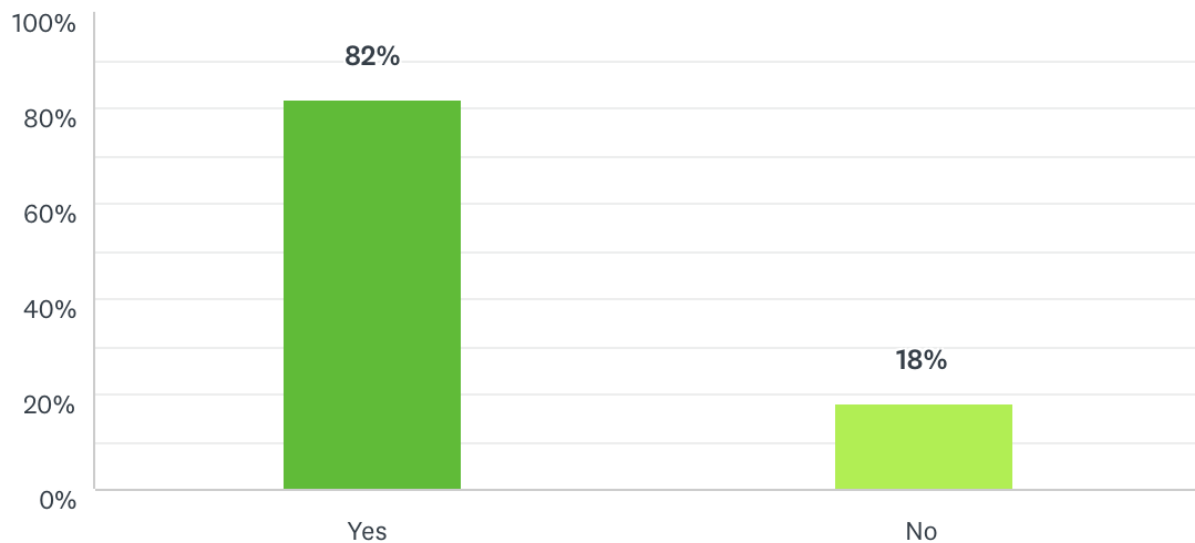
- 'It is a positive reinforcement of nourishment and enjoyment, and an experience that the children share together.'
- 'it is also part of the children's social wellbeing and mental health, as it provides the opportunity for children to chat and try new things.'

**4. In your opinion, does receiving free fruit and vegetables, at break time, help to teach children about healthy eating, and does it contribute to forming better eating habits?**



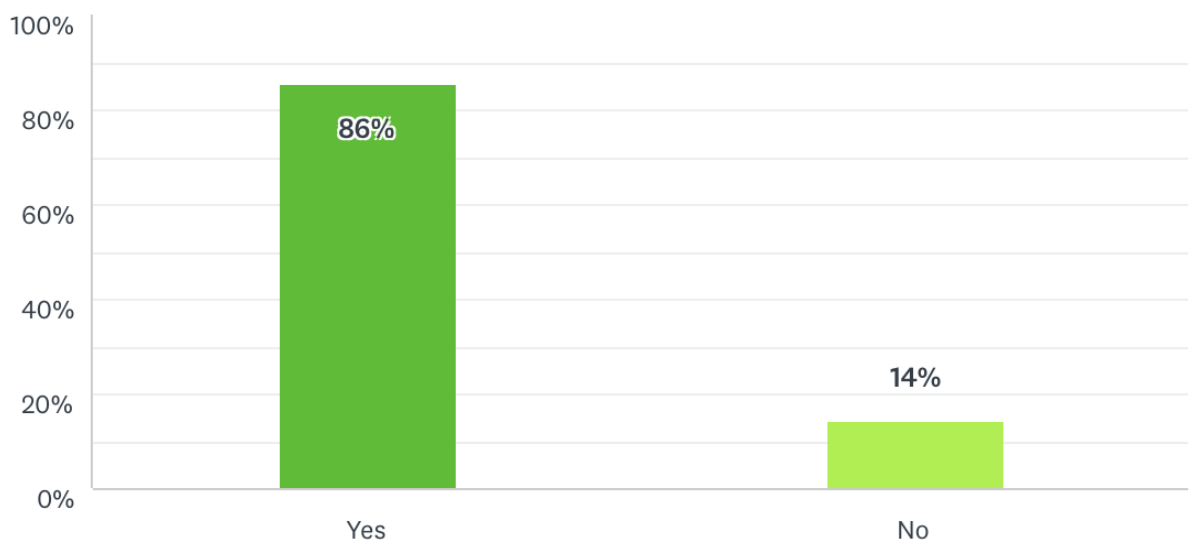
- 'It helps to introduce children to some fruit and vegetables that they would not normally have access to, and it encourages them to eat a piece of fruit as a snack when in KS2.'
- 'Yes, pupils will select fruit if it is offered at school dinners.'
- 'Being offered a healthy option helps cement making the right choices in the future.'

**5. During the first national lockdown (March 2020) did you think that returning, key worker and vulnerable, children were disadvantaged by not receiving free fruit and vegetables every day?**



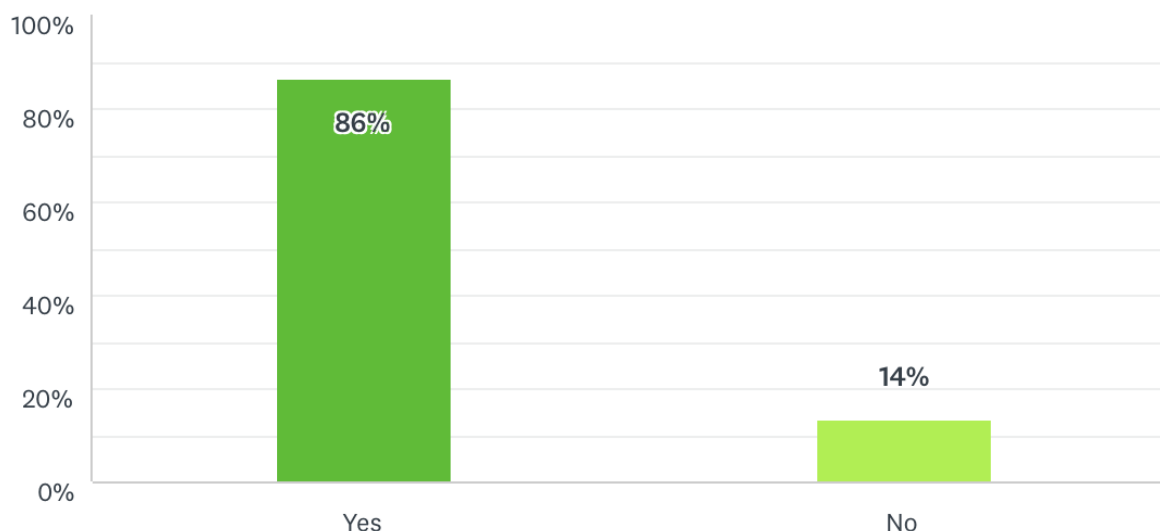
- 'They always asked for it! There was low self-esteem without it!'
- 'Definitely. The scheme absolutely needed to return. When we opened in June, there were some children who did not have fruit from home.'

**6. Does your school have an all-day healthy eating plan that includes breakfast, nursery milk, the kidsfruit supported programme and school meal provisions? Do you feel that this healthy eating protocol adds value to the whole educational process for children?**



- 'It teaches children the importance of eating fresh food and it helps the educational process by embedding the healthy eating plan that the school encourages.'
- 'It teaches the children that a balanced diet is vital, and discussing and eating a healthy diet, then becomes a lifelong habit.'

**7. Would you like to see all Key Stage 1 and Key Stage 2 children to receive free fruit and vegetables every school day?**



**8. How do you think that your school and the pupils could benefit more from investment supporting healthy eating, education and food during the whole school year?**

- Fruit and vegetables should be available to all primary school children and the range of product should be more diverse and include information on how to prepare the food.'
- 'Healthy eating workshops for families.'
- 'Vouchers provided all year round to provide more healthy snacks.'
- 'More information to encourage healthy eating, which is easy and affordable, not just fitness.'

**9. In your opinion, what are the main benefits of primary school children receiving free fruit and vegetables each day?**

- 'For some children it is the only time that they may experience fresh fruit and vegetables.'
- 'A universal offer like this enables every child to have access to a health snack, which provides a level playing field for children to concentrate on their work. This reduces the gap between disadvantaged children and others, and the universal element avoids stigma.'
- 'Educating them in healthy eating and providing food to those living in poor circumstances.'
- 'For many, children do not receive nutritious food at home, and many do not have breakfast. Therefore, by providing fruit, it energises them therefore equipping them to learn. Happy children will want to learn!'
- 'Helps to educate them about healthy eating, maintaining a healthy body and mind encourages them to make the right choices, which in turn helps in their education.'