
Project #1733 Healthy Nutrition for Kids

BRIEF

DESCRIPTION

This project will increase kids' awareness and preference for Ontario-grown fresh vegetables by bringing to life the variety of vegetables grown in Ontario, and their benefits. It will bring forward innovative ways to get Ontario Vegetables to the forefront with children—as a healthy and tasty choice in their daily meal plan. The project will research and develop a strategic approach to addressing a key market audience—youth—and the issue of healthy eating as well as the benefits of healthy nutrition. This project will assist with the political mandate to promote healthy eating and a growing national commitment to enhancing the health and wellbeing of Canadians by educating our youth on the nutrition and health benefits of adding a variety of vegetables to their diets.

PROJECT

OBJECTIVE

To encourage the consumption of fresh vegetables among children 8-10 yrs in order to develop healthy eating habits that will have benefits as they grow in the near term and help to prevent illness and disease in the long term.

To motivate kids to eat more fresh vegetables, and influence parents to buy more locally grown vegetables when they are available

To educate and communicate the nutrition and health related benefits of eating fresh vegetables, in a fun and engaging way to kids, and to reach parents as a secondary audience to increase household consumption of fresh vegetables, with a preference for locally grown produce when available.