

# Warm Up this Winter with Fruit and Veg! June - August

## Fact sheet 2: Ideas for fruit and veg activities

Below are some suggestions for activities to promote fruit and vegetables in your local community this Winter:

- **Winter launch** – organise a mini Winter campaign launch in your local community and showcase the fantastic variety of fresh fruit and vegetables available this season (refer to the Winter resources for a full list of South Australian and Australian grown produce available this Winter).
- **Cooking demonstrations / taste testings** – organise cooking demonstrations using Winter fresh fruit and vegetables. Try some of the delicious recipes from the Go for 2&5<sup>®</sup> recipe cards or visit [www.gofor2and5.com.au](http://www.gofor2and5.com.au).
- **In-store promotions** – promote the Go for 2&5<sup>®</sup> message and Winter fresh produce at your local shopping centre or fruit and veg retailer.
- **Link with local community events and activities** - and look for opportunities to promote fruit and vegetables and the Go for 2&5<sup>®</sup> message at these events.
- **Community gardening** – link with your local community garden and encourage community members to grow their own fruit and vegetables.
- **Snack time** – encourage shared fruit and veg snack time in your local schools and child care centres.
- **Organise a visit to your local food market or farmers market** - and highlight to community members the fantastic variety of fresh fruit and vegetables available this season. Encourage community members to taste fruit and vegetables that are unknown to them.
- **Link with your local media** – and encourage them to support your fruit & veg promotional event or activity.

Generic Go for 2&5<sup>®</sup> resources including signage, merchandise, print materials and a Vegie man costume are available to support your activities. For an order form please contact:

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Remember, whatever you do be sure to tell us about it so we can keep a record of fruit and veg promotions happening across the state!