

# FROM THE GROUND UP-2016



From the Ground Up connects Yukon farms to Yukon tables. It is a healthy-choice fundraiser where students and daycares sell boxes of Yukon vegetables throughout their communities.

FTGU is built on a healthy-choice fundraiser model, but it is more than just a fundraiser. It connects farm to table, supports healthy nutrition environments, and builds community.

It's local, it's healthy, and it's profitable.  
Yukoners love it!



**From the Ground Up** was piloted in Whitehorse in **2012**, with two participating schools. The pilot was a great success, with all who participated – from the schools, to the farmers to the customers – all expressed interest in participating in the program again.

**In 2013**, the project was expanded to all Whitehorse schools, with eight schools choosing to participate. The initiative was also piloted with one rural school (Carcross). In total, 2083 boxes of produce were sold, equaling nearly 42,000 pounds of local vegetables. More than \$36,450 was raised for the participating schools.

A website was developed for teachers and the community to help them learn about the goals and objectives of the program, find healthy eating materials, and discover farm facts and new recipes. Videos detailing farm visits and interviews were added to the website. One class participated in a farm visit to Yukon Grain Farm. Participants described the program as a Win-Win-Win for everyone.

**In 2014**, FTGU continued to grow by incorporating more schools, a second farm, the opportunity to donate a box to a local community organization and the creation and distribution of a new recipe booklet (over 1500 recipe books were distributed) specific to the FTGU vegetables. Also in Year 3, the Health Promotion Unit formed a new partnership with the Yukon Agriculture Branch to access Growing Forward funding to offset program costs. 2 classes had the opportunity to participate in a farm visit- one at Rivendell Farm and one at Yukon Grain Farm.

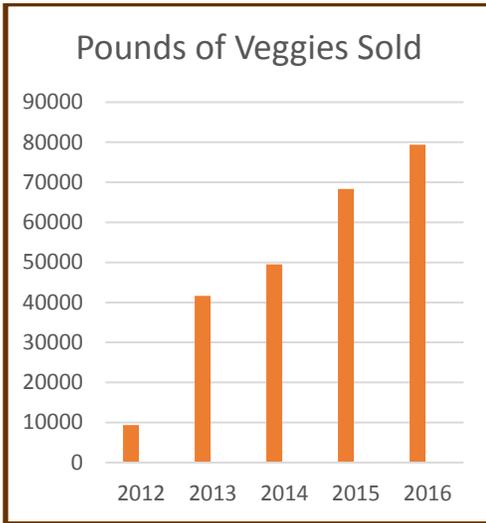
**In 2015**, the website was updated and provided information on the fundraiser, the farmer, videos, recipes, jokes, information for PARENTS and for TEACHERS. One class participated in a farm visit to Yukon Grain Farm, and had the opportunity to harvest carrots, beets, cabbage and potatoes; label FTGU boxes, washed and bagged veggies and got a tour of the huge storage facility. The class trip provides students with a farm-to-table hands-on experience.

A teacher resource (grades K-7) was distributed to all participating schools and included lesson plans connected to PLO's, classroom activities, books, and supporting materials such as healthy eating plates and food guides.



**In 2016**, 5 daycares were invited to participate in the program. There were 3 new participating rural schools: Robert Service School in Dawson City, whose vegetables were provided by a local farm, Vogt Enterprises; St Elias Community School in Haines Junction, and Chief Zzet Gittlit School in Old Crow.

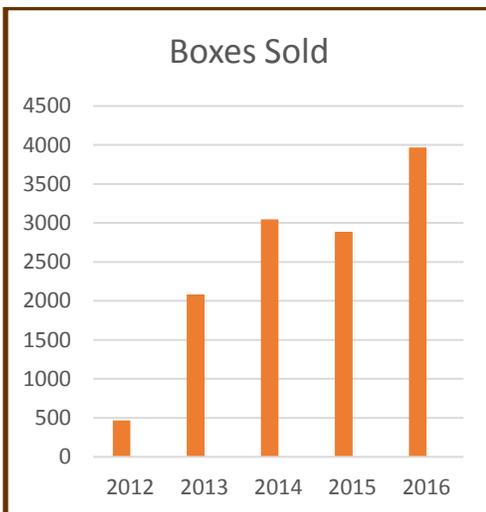
***Since 2012, more than 200,000 pounds of fresh Yukon vegetables have been put on Yukoners' plates.***



The volume of vegetables sold has increased each year from 9,340 pounds in 2012 to 79,400 pounds in 2016.

*"Students need to understand where food comes from; why eating locally grown food is good for our globe and to learn to eat veggies! Love it!"*

*-teacher*



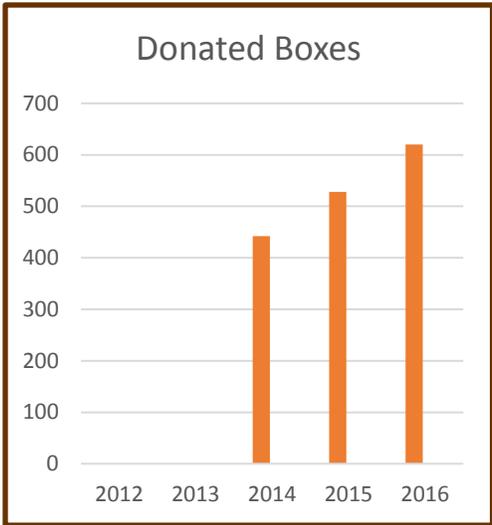
Each year, vegetables have been sold in 20 lbs. boxes with the exception of 2014 when a second farm joined the program and offered a smaller box (10 lbs.) option.

In 2015, a return to large box option resulted in a minimal decrease in the *number* of boxes sold (3,489 to 3,416), but a large *increase* in the *pounds* of vegetables sold.

In 2016, a record 3,970 boxes were sold.

*" I ❤️ this fundraiser. What a great way to promote healthy eating + support the school + farmers!"*

*-participant*



In 2016, 620 boxes were donated to 15 local organizations including:

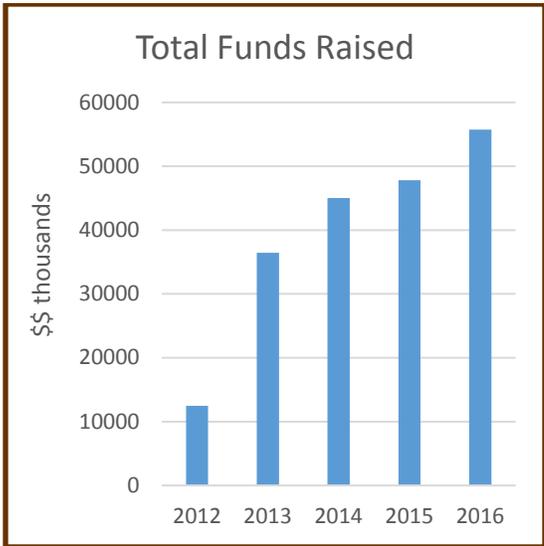
-  Whitehorse Food Bank
-  Salvation Army
-  Kaushee's Place
-  Boys & Girls Club
-  Mary House
-  Sally & Sisters
-  Victoria Faulker Women's Centre
-  Blood Ties
-  Skookum Jim Friendship Centre
-  Teen Parent Centre
-  Teegatha'Oh Zzeh
-  Whitehorse Affordable Family Housing
-  Youth of Today Society
-  Second Opinion Society
-  Independent Learning Centre

*"Healthy eating and local food are important to us. We care about our community and are pleased to donate to those in need."*

*-participant*

*"This is a community event and helping those who need help is an important part of being community. A good example for the students and great connections with services such as the Food Bank"*

*-school coordinator*



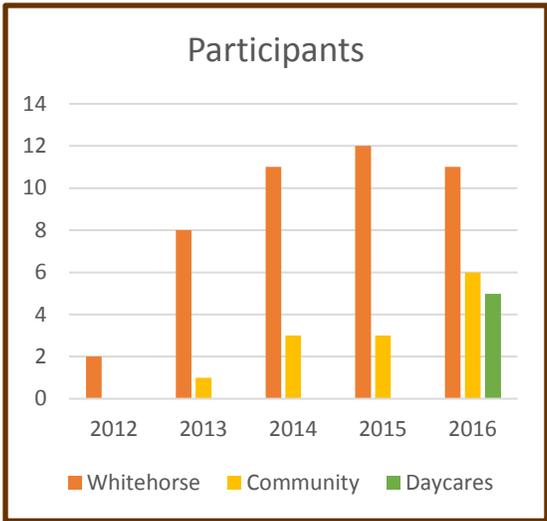
Since 2012, schools have earned \$198,225.

In 2016, the funds were used for:

- Field trips
- Experiential learning materials
- Home reading books
- Spin bikes
- Experiential programming equipment
- Classroom accounts
- Kitchen prep equipment

*"Bravo From the Ground Up! As a parent, teacher and individual who tries to "think globally, act locally" when I can, this fundraiser was a 10/10. My kids eat it, my students liked it. I loved it."*

*-teacher*



In 2016, 5 Whitehorse daycares were invited to participate.

3 additional rural schools participated compared to 2015, including St Elias Community School in Haines Junction, Chief Zzhet Gittlit School in Old Crow, and Robert Service School in Dawson City.

\*Boxes were shipped to Old Crow thanks to the support of Air North, Yukon's Airline

\*Vogt Enterprises in Dawson City supplied the vegetables for Robert Service School

*"Wonderful way to support Yukon agriculture and bring healthy food into Yukon homes!"*

*-participant*