

Monday, 9 November 2009

PR/197/09

## The quest for the perfect school snack

More than 42,500 primary school children across NSW will be chomping down on apples this month with the launch of the NSW Farmers' Association's AppleQuest.

Whilst promoting the benefits of healthy eating and its role in alleviating childhood obesity, the program will teach children about the journey of an apple from farm to table and the important role farmers play in the supply of fresh produce.

NSW Farmers' Association Horticulture Committee Chair Peter Darley says the state-wide event reminds schools and families of the benefits of this fuss-free snack.

"The convenience of apples can't be beaten – there's no packaging, added sugar or fat so they really are a dream food for parents," Mr Darley said.

The program is funded by growers' levy funds and according to Woolworths Fresh Produce Business Manager Malcolm McLean, Woolworths will supply some 53,000 apples to nearly 200 primary schools.

"As The Fresh Food People it's natural for Woolworths to be involved in such a great project to raise awareness of apples as a sweet guilt-free snack for kids," Mr McLean said.

AppleQuest 2009 will be launched at **Fort Street Public School**, Millers Point today - **Monday 9 November 2009 at 1pm** where students will face off in the Apple Slinky Challenge, meet Megabyte Apple and hear from a farmer about how apples are grown in NSW.

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