



A Carrot Within Arms Reach

Our Farm to School Salad Bar initiative is taking root. In urban, rural, and remote communities both on reserve and off – hundreds of BC school children are lining up to get their greens. Our Vision? “A carrot within arms reach”.



Carrots are the Craze at Oliver Elementary School

Photo courtesy of Phil Rathjen, Principal, Oliver Elementary School

Why the carrot? Although our grand vision is to ensure that any child, in any school, in any community has access to a whole garden of fresh local foods – we recognize this is a tall order. We need to start somewhere, and the carrot is a simple first step! The carrot is accessible – this orange-fleshed root vegetable can be found on farms in almost every community in British Columbia. Straight, crooked, long, or short, each carrot packs a nutritious punch. They are high in fiber, vitamin A, vitamin C, vitamin K, potassium, thiamin, niacin, vitamin B6, folate and manganese. At pennies per pound a carrot as part of salad bar lunch makes solid health sense.

Can we really place a carrot “within arms reach”? We believe so! In 1923, Robert Woodruff, president of Coca-Cola company, had a dream. He envisioned that Coca-Cola could be placed “within arms reach of desire”. Today Coke is sold in more than 200 countries. It can be found in supermarkets, convenience stores, hospitals, and until very recently in BC schools. If the pop industry can make a concoction of caffeinated brown syrup and carbonated water, desirable to millions world-wide, just imagine the craving that can be created for a sweet crispy carrot straight from the farm.

Help us bring our vision to fruition. If you have a farm to school salad bar program, tell us about and we'll put it on the map! Visit our website at www.phabc.org/farmtoschool. Click on Join Farm to School Salad Bar to register your program. Or get there more directly by clicking on <http://www.phabc.org/modules.php?name=Ftsreg>.

BC Healthy Living Alliance



Every added fruit and vegetable is a good move.



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