

# It's Easy with Autumn Fruit and Veg!

## March – May

### 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 Autumn:

- **Autumn launch** – organise a mini Autumn campaign launch in your local community and showcase the fantastic variety of fresh fruit and vegetables available this season (refer to the 'It's Easy with Autumn Fruit and Veg!' resources for a full list of South Australian and Australian grown produce available during Autumn).
- **Cooking demonstrations/taste testings** – organise cooking demonstrations using Autumn fresh fruit and vegetables. Try some of the delicious Go for 2&5<sup>®</sup> recipes in our Autumn recipe book or visit [www.gofor2and5.com.au](http://www.gofor2and5.com.au)
- **In-store promotions** – promote the Go for 2&5<sup>®</sup> message and Autumn 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 (refer to the 'What's happening this Autumn' information sheet attached).
- **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.
- **Publish** – the seasonal summary of Autumn fresh fruit and vegetables and newsletter fillers (see samples attached) in your organisation’s newsletter or through your e-mail networks.
- **Link with your local media** – and encourage them to support your event or activity.

Go for 2&5® 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!

