



Promoting a positive food culture in schools

Inspiring school students to choose veggies and fruit

Pick of the Crop is a whole school healthy eating initiative developed by Health and Wellbeing Queensland (HWQld). It aims to increase the opportunities for Queensland primary school students to learn about and eat more vegetables and fruit.

Consistent with the latest Australian and international evidence of good practice, Pick of the Crop supports school communities to create environments for their students to learn about and make healthier food and drink choices.

Regional focus

Schools in Department of Education regions of Far North Queensland, North Queensland, North Coast, Metropolitan South, Darling Downs South West and South East are invited to participate in Pick of the Crop.

Since 2020, 204 state schools have been involved in Pick of the Crop, reaching over 44,000 students. In 2024, 91 new schools have come onboard.

School-led actions

Schools develop locally designed action plans, focusing on their needs and environments.

These are based on five key components:

- 1 Food and grower connections
- 2 Teaching and learning
- 3 Veggies&Fruit@schools
- 4 Healthy school environments
- 5 Family and community connections

"To enable children to better understand the benefits of and enjoy fruit and vegetables."

School action plan goal



Inspiring school students to choose veggies and fruit



Benefits for schools

- Individualised support from locally based regional coordinators:
 - To develop and implement a school action plan, working alongside HWQld and partners.
 - To highlight opportunities for schools to increase student's opportunity to taste and learn about vegetables or fruit during the school day.
 - To connect with schools, programs, stakeholders, and other partners.
- Access up to \$5,000 in Year 1 and \$2,000 in Year 2, to assist implementation of school action plans.
- Ability to join a closed Facebook Group.
- Receive termly communications from regional coordinators.
- Opportunities to network or attend professional development sessions, webinars or promotion events.
- Ongoing access to resources, information and tools through a dedicated webpage.

Commitments from schools

- Demonstrated commitment from school leadership is essential to Pick of the Crop's success, with 'School Champions' leading the initiative in schools.
- Submission of an action plan, linking funding to actions or activities across the five Pick of the Crop components.
- Good communication with regional coordinators in relation to the implementation of the approved action plan, including termly meetings.
- Completion of a Term 4 Review.



For more information, see
www.hw.qld.gov.au/pick-of-the-crop

*"It has been so positive for our school
but also for building relationships
with local farmers and suppliers."*

Year 2 school



*"Prep students have expanded their persistence
in trying new healthy foods."*

Year 1 school



*"Have loved the program
and the wellbeing perspective
it has provided kids at school. Having the
funding to allow them to experience growing
their own produce has been brilliant."*

Year 1 school

Quotes taken from the 2022 Pick of the Crop Evaluation.