

Eat the Alphabet in veggies and fruit



How do you get primary school students inspired to try the veggies and fruit grown in Queensland? Use the alphabet, of course!

Pick of the Crop

[Pick of the Crop](#) is a whole school healthy eating initiative developed by [Health and Wellbeing Queensland](#) (HWQld), that increases opportunities for Queensland primary school students to learn about and eat more veggies and fruit. HWQld works in partnership with local organisations, such as [Bundaberg Fruit and Vegetable Growers Ltd](#) (BFVG) to engage with, recruit and support local schools to participate in Pick of the Crop.

The concept

In 2023, the concept of *Eat the Alphabet* began with a conversation between Bree Watson, CEO BFVG and Alex Thompson, North Coast Pick of the Crop Regional Coordinator. The idea was to produce a booklet for primary school students that highlights the food bowl that is Bundaberg. The concept included large corflute A to Z letters and a short video showcasing the local Pick of the Crop schools.



The Bundaberg region

Bundaberg region is so rich in agriculture, that many people do not realise the diversity of crops grown.

The design

Brainstorming what produce could be identified for each letter of the alphabet was a team effort at BFVG. Some were trickier than others and for some letters it was hard to pick only one item!

A team member designed large corflute letters, which supported the development of a video involving Pick of the Crop school students, and a booklet to share with all schools.

Implementing the concept

The video

The *Eat the Alphabet* video features five small schools in Gin Gin including Booyal Central State School, McIlwraith State School, Bullyard State School, Wallaville State School and Kolan South State School. It runs through each letter of the alphabet and includes mini interviews with students. There is also lots of footage of students eating veggies and fruit, and working in their school gardens.

When discussing the video proposal with schools, they were all extremely receptive and excited to be part of the project and when watching the video, we have had nothing but positive comments from schools and the community. Everyone smiles and laughs when they see it.



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The booklet

The aim of the booklet was to make it easy for young students to read while still providing valuable information about the produce available in the Bundaberg region.

The booklet details when veggies and fruit are available, why it is good for you, a fun fact, how it grows and lots of colourful photos.

Bundaberg, Fraser Coast and North Burnett Pick of the Crop schools each received a copy of the booklet and a downloadable version is available online to all Pick of the Crop schools.

The A to Z letters

These have been used at different local events, including Bundaberg's Pageant of Lights and the Taste Festival Famers Market.



Feedback

Feedback from the booklet has been very positive, with schools eager to download the pages as garden signage or posters around the tuckshop area.

One Health and Physical Education teacher said this was exactly what she had been looking for.

Students and families have engaged with the A to Z letters at events like under 8's days, Pick of the Crop workshops and school open day stalls.

They generate engaging learning conversations at these events as students discover when lychee season occurs, learn that ginger grows in the ground, and eggplant has a purple flower.

From A for Avocado to Z for Zucchini, we grow it all! Have you eaten the alphabet today?

- Yesterday we were visited by our Pick of the Crop program coordinator, Alex, and a film crew to be filmed for the "Eat the Alphabet" video. Alex was the brain child of this fabulous initiative which showcases just what our Bundaberg Region has to offer in the form of all the fruit and vegetables that we grow here. We showcased the letters "B for banana", along with "G", "Y", "U" and "Q". Students got a real look at the glamour of Showbiz. Take after take and repeating things 17 times for the camera. We were extremely fascinated by the drone and how it just hovered there above us. We cannot wait to see the final product. Big thank you to Alex for including us in this initiative. Thank you also to our very own "Super Capsicum" who was a real sport for us (thanks Mr Ruhl).*

Wallaville State School Principal

- What a great way to showcase the students interest in growing, harvesting and eating fruits and vegetables. Have you Eaten your Alphabet today?*

Bullyard State School.

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