



Dear Parent/Guardian,

Your child's/children's school is participating in the Food Dudes Healthy Eating Programme, which aims to encourage children to eat more fruit and vegetables. The Department of Health recommends that children (and adults) eat 5 - 7 portions of fruit and vegetables each day. However, many children currently eat less than this.

The programme is managed in Ireland by Bord Bia and receives financial support from the Department of Agriculture, Food and the Marine and the European Union through the School Fruit and Vegetables Scheme.

The aim of the programme is to encourage children to try fruit and vegetables and come to enjoy the taste of the foods. They also come to think of themselves as healthy eaters who enjoy fruit and vegetables. The programme takes only a small amount of time in school but will result in health benefits for all who participate. Since 2022 the Food Dudes produce is delivered in fully compostable packaging.

There are two levels of participation in the programme within the school; for junior classes and for senior classes. Pupils in senior classes in the school will be offered the opportunity to participate for five days, as part of a Food Dudes Week programme. They will receive small eco friendly prizes and a lunchbox over the course of the week. Children then receive fruit and vegetable containers which encourages them to bring in and eat fruit and vegetables from home as part of their daily lunch diet.

Your child will automatically be included in this programme. However, if for any reason you do not want your child to take part (e.g. if they are allergic to a certain type of fruit or vegetable), we would be grateful if you could inform the school.

For further information on the programme and healthy eating ideas, please see our website; www.fooddudes.ie

We hope you and your child have fun with the Food Dudes!

– Your Regional Food Dudes Project Manager

