

FOR RELEASE
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Three Yukon farms team up for a healthy choice fundraiser

The Government of Yukon is inviting Yukoners to participate in From the Ground Up, a healthy choice fundraiser for schools and daycares that connects Yukon farms to Yukon tables. This year, three farms are participating. The Yukon Grain Farm has been part of the program since 2012 and is providing vegetables to Whitehorse schools and daycares, as well as four rural schools. Vogt Enterprises is providing produce to the Robert Service School in Dawson City and Spruce Cottage Farm will be providing vegetables to the St. Elias Community School in Haines Junction.

This year, Yukoners have two opportunities to buy a 20-pound box of local vegetables. Whitehorse and rural schools will sell boxes between September 11 and October 2, and daycares and preschools will sell boxes from November 13 to 24. In the past, funds raised by the program have been used for field trips, home reading books and experiential programming equipment for Yukon classrooms.

Buyers can also purchase a box to donate to a family in need or a community group.

Quotes

"The partnership between our government, farmers and Yukoners is what makes From the Ground Up so successful. Each September, we promote and support vibrant, healthy communities by making this fundraiser available to schools and daycares, and by helping individuals eat healthier."

–Minister of Health and Social Services Pauline Frost

"From the Ground Up gives students and their families the opportunity to connect with where their food comes from, and to raise funds for important school and daycare programs. This initiative helps students build awareness and take responsibility for their wellbeing by making healthy eating choices."

–Minister of Education Tracy-Anne McPhee

"From the Ground Up is a great opportunity to promote local food production, support local farmers and increase consumer awareness on the merits of choosing locally grown and raised foods. Our agricultural industry offers Yukoners the benefit of fresh, high-quality food that uses less packaging, conserves energy and builds community and economic diversity. We are proud to showcase Yukon's resilient farms and farm-supported businesses through this program."

–Minister of Energy, Mines and Resources Ranj Pillai

Quick facts

- Since 2012, more than 325,920 pounds of fresh Yukon vegetables have been put on Yukon plates through the From the Ground Up program.
- Yukoners have donated over 43,000 pounds of vegetables to local organizations and community groups.
- Since 2012, the program has raised \$247,544 for Yukon schools and daycares.

Learn more: From the Ground Up

Watch the video

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