



Food Dudes Whole Fruit and Veg Pack Pilot

Food Dudes week is coming to your school!

Food Dudes is Ireland's national healthy eating programme for primary schools. It works by positively changing children's attitudes towards eating fresh fruit and vegetables. This is achieved by combining three key elements - repeated tasting, rewards, and role modelling - on a recurring 3-year cycle.

To date, more than ONE MILLION pupils have successfully participated in the Food Dudes Healthy Eating Programme.

An extension to the Food Dudes programme

With extra funding from Healthy Ireland, we are now delivering a pilot, which provides parents with a whole fruit and vegetable take home pack as an extension to the programme. The whole fruit and vegetable pack will be sent home to parents after the children have taken part in their 5-day Food Dudes Week.

Now is a great time to start a conversation at home about how important healthy eating is and how your child can continue to build a healthy diet. The aim of this pilot is to continue healthy eating behaviours and to encourage your child to bring fruit and vegetables to school in their Food Dudes lunchbox every day. This whole fruit and vegetable pack will provide parents with a week's supply of fruit and vegetables to incorporate into your child's lunchbox. The whole fruit and vegetable pack will include 5 apples, 5 satsumas, broccoli and 500g of carrots.



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