



Fruit tuck shops

in primary schools

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A practical guide to planning and
running a school fruit tuck shop



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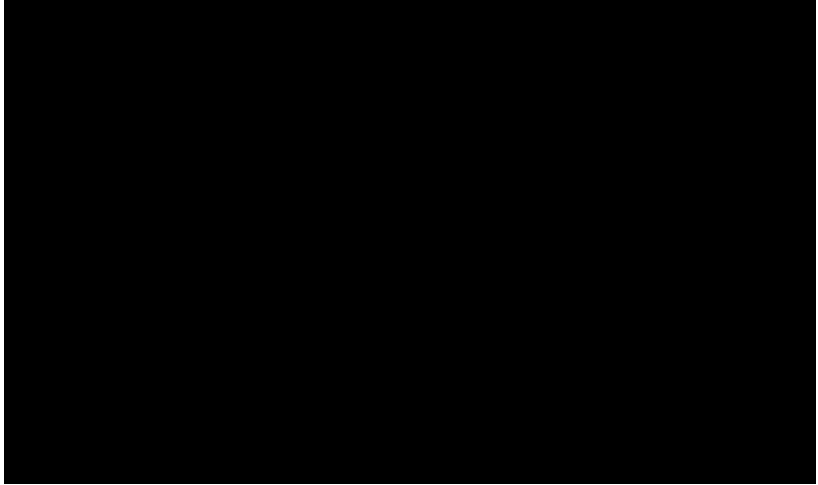
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Introduction

This booklet is intended to help schools learn more about setting up and running a fruit tuck shop. It describes the health benefits of eating more fruit and underlines the additional benefits to be gained for schools and their pupils. It suggests several alternative models for successfully planning and running a fruit tuck shop.

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What is a fruit tuck shop?

It is a shop set up by members of the school community (pupils, parents or staff) to sell any combination of fresh fruit, dried fruit and fruit juice to pupils during the school day. Fruit can be supplied via a wholesaler, retailer, supermarket or co-operative, and is delivered to school or collected on a regular basis. The shop may be organised by adults or almost entirely run by children. It can operate before school or at any time during the school day. All these options are discussed further within this booklet.

Why eat more fruit?

Fruit and vegetables form part of a healthy, balanced diet. It is recommended that children eat at least five portions of fruit and vegetables a day. However, most children currently eat less than this.

- The daily intake of fruit and vegetables can reduce the chance of developing coronary heart disease and a number of cancers, particularly bowel cancer.
- A balanced diet including fruit and vegetables can help prevent overweight and obesity in children.
- Fruits are a very nutritious snack providing vitamins, minerals and fibre.
- Eating fruit in moderation as a snack instead of sugary foods is the healthier choice for teeth.
- In addition eating fruit in childhood can help develop good eating patterns to be carried through into adult life.

Why set up a fruit tuck shop?



Studies have shown that most children like fruit but that they may need encouragement and increased opportunities to purchase and eat fruit more regularly.

A fruit tuck shop provides:

- Opportunities for children and adults to eat more fruit.
- A positive role model to young people of school age. Children's food intake seems to be greatly influenced both by what their peers eat and by the choice of food available in schools.

What are the wider benefits?

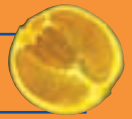


A fruit tuck shop initiative can be tailored to meet individual schools' requirements and priorities. Some schools will wish to organise a fruit tuck shop as an independent, low-maintenance project which does not intrude into teaching time. For others, the project can be a source of wider benefits. A fruit tuck shop project can be used as:

- A practical initiative to support work in the curriculum on nutrition and to further the idea of a 'health-promoting school'.
- A 'real-life' source of data to supplement the maths and IT curriculum.
- A business enterprise scheme involving the local community.

See pages 11 and 12 for comments from schools who are running fruit tuck shops about these and other benefits.

Planning background considerations



Below are some of the issues you may need to consider before embarking on a school fruit tuck shop.

The level of demand for a fruit tuck shop

How much initial enthusiasm is there among staff, governors, parents and children? You need to establish whether a fruit tuck shop would be welcomed by members of the school community, and how much practical support they would be willing to give. You also need to ascertain the number of potential customers to the fruit tuck shop.

Adult involvement

Is there a member of staff, governor or parent willing to take responsibility for the initial planning? It will be necessary for at least one key adult to take overall charge in the initial stages. However, once the system is established, adult involvement can be minimal. Many successful fruit tuck shops currently operating in primary schools are run almost entirely by the pupils.

Review of school policy on snack foods

What do children currently eat at break times? Is any food currently sold at school other than for school lunches? There are many potential barriers to the uptake of fruit for example, the sale of chocolate and crisps at break time and children bringing chocolate and crisps to school. You may need to review your policy if a fruit tuck shop is to operate to maximum effect.

The current school policy on money brought into school

Would it be acceptable to staff and parents for children to bring in money to spend at a daily fruit tuck shop? If this is likely to be a problem you could consider running the fruit tuck shop before school, or for example collecting money weekly or half-termly.

Planning: getting going



Here are the main issues to address, with suggested options to suit your school.

Who?	Sells the fruit:	children, staff, parents
	Buys the fruit:	children (all/selected classes), staff
	Orders the fruit:	children, staff, parents
	Records the sales:	children, staff, parents
	Banks the money:	teachers, office staff, parents
	Pays the bills:	teachers, office staff, parents
	Supplies the fruit:	wholesaler, retailer, supermarket

What?	Fruit to sell:	limited/wide choice, seasonal variety
	Price:	fixed/variable: 10p-20p range
	Quantity:	(see page 9)
	Equipment:	table, trolley, money tin, knife

Where?	Site of shop:	hall, class, kitchen, playground
	Storage of fruit:	cupboard, kitchen, trolley

When?	Time of shop:	before school, playtime, in class
	Delivery:	weekly, early morning or variable

How?	Promotion:	newsletter, posters, assemblies customers
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Some successful examples of school fruit tuck shops

Question	School A (Primary, n.o.r. 238; small town location)	School B (Primary, n.o.r. 475; inner city location)	School C (Primary, n.o.r. 92; rural location)
Who?			
Sells	A rota of Y6 children (with 1 overall 'manager')	Y6 sell to Juniors; Infant staff take fruit direct to class	Rota of Y5/6 children
Buys	Children/staff	Children	Children/staff
Orders	Y6 children	Classroom assistant	Head
Records sales	Y6 children	Classroom assistant	Y6 children
Banks money	Office staff	Office staff	Office staff
Pays bills	Office staff	Office staff	Office staff
Supplies	Fruit wholesaler	Local 'man with a van'	Fruit shop in nearby town
What?			
Fruits	Apples, bananas, oranges, plums, pears, kiwi fruits, lychees	Apples, oranges, bananas, pears (seasonally varied)	Apples, bananas, oranges, kiwi fruits; Fruit juices
Price	15p*	15p*	15p*



Quantity sold	350-400 pieces per week	100-200 pieces a week	80-140 pieces per week
Equipment	2 trestle tables, money tin, tallysheets	Table, money tin, baskets for Infants' fruit	Table, knife, kiwi spoons, cups, list of daily orders
Where?			
Sold	School hall	Doorway into playground (Juniors); in class (Infants)	Through kitchen hatch into playground
Stored	Cupboard	Cupboard	Kitchen
When?			
Sold	Morning break	Morning break (to Juniors); 9am (to Infants)	Orders/money taken at registration; dispensed at break
Delivered	Weekly, before 10am	Twice weekly, before 9am	Weekly, variable times
How?			
Promoted	Newsletter, children's posters, questionnaire	Newsletters, posters	Letters, assemblies, posters

* Price fixed at 15p per piece of fruit for purposes of research study



Q: How much fruit should we order in the first week?

A: Factors such as the size of your school and the number of potential customers make this a highly individual question. If the fruit tuck shop has been well promoted and interest is high, you can expect healthy sales in the first few weeks. It is better to under-order at first, but to have an arrangement with your fruit supplier for extra deliveries in the initial stages, if needed. 'Hardy' fruits such as apples or pears can be ordered in greater numbers than more perishable ones such as bananas, as they can be stored for more than a week. A useful 'rule-of-thumb' may be to order at the beginning of the first week a number of pieces of fruit equal to the number of children in your school.

Q: What can we do with perishable fruit that is unsold on Fridays?

A: With thoughtful ordering of perishable fruit this need not be a problem. However, end-of-week sales of fruit at knock-down prices can be very popular, with children, staff and parents (perhaps open up an after-school stall in the playground). Alternatively, use surplus fruit as end-of week prizes in class or assembly.

Q: Will there be a problem with children bringing money into school?

A: In practice, this has not been a significant problem in schools with fruit tuck shops, especially if children are encouraged to bring in the correct amount of money each day. For younger children, money could be collected weekly or even half-termly, by the class teacher, the office staff or a parent. Alternatively, the shop could run before school, so that there is no need for children to be carrying money in school.

Q: Can we make a profit?

A: A good relationship with your fruit supplier should result in you being offered the 'best buys' of the season, at an agreed price which will allow for a reasonable profit margin. Ensuring that you match supply and demand for your school, and maintain interest in the shop, should guarantee a profit.



Q: What happens if there is a mid-term sales dip?

A: Initial interest in the fruit tuck shop may well drop after the first few weeks. Other factors such as colder weather, or a particularly busy time at school may also cause sales to fluctuate. The key to long-term success seems to be flexibility: being prepared to add to, or vary the selection of fruit on sale, or introducing 'special offers'. Above all, the profile of the fruit tuck shop needs to be high, with frequent reminders to children and parents, and careful consideration of the time and place in which the fruit tuck shop operates. Check whether there are other claims on the children's time such as playing football at break time and ensure that the fruit tuck shop is sited in an area which is easily accessible to all potential customers.

Q: Will this add to the workload of the school staff?

A: As long as at least one adult within the school community is willing to take initial responsibility for the planning and launch of the fruit tuck shop, adult involvement can be minimal. In the initial stages adult involvement will be of greater importance, but once the system is established and the children are used to it responsibility can be delegated almost entirely to them. Dealing with payments to the suppliers and banking the profits are the only areas in which adult involvement is necessary. Alternatively, it is quite possible that, within the school community, there will be a willing parent or member of the support or catering staff who is keen to take on the project.

Q: What about food hygiene?

A: It is very important that everyone washes their hands before handling the fruit. This includes those pupils involved in selling the fruit and those buying. It is worth reminding pupils that they should wash their hands before eating the fruit. Further, fruit should be washed before it is eaten.

It is also important that worktops and utensils used in preparation of the food are kept clean.

Further advice on food hygiene can be obtained from the Food Standards Agency in Wales (tel: 029 2067 8999).

Some quotes from schools who are running successful fruit tuck shops



Health promotion

'Parents see this as a really positive move.' Year 6 Teacher

'More children are eating fruit in the playground.' Classroom Assistant

'The teachers buy lots of fruit too.' Pupil aged 10

Enjoyment

'Running the school fruit tuck shop was fun, I'd love to do it again.' Pupil aged 11

'I like spending my money.' Pupil aged 9

Opportunities to support the curriculum

'Our rising fives can now subtract 15p from 20p.' Headteacher

'An excellent use of real life data for IT work.' IT Advisor

'One of the best school projects we have seen.' Ofsted Inspectors

Minimum adult involvement

'The system is slick, it doesn't interfere with curriculum time at all.' Headteacher

'Having a reliable pupil to take charge takes the pressure off me.' Headteacher

Social benefits

'Having responsibility for the shop helps the quieter, less confident children.' PSHE Teacher

'We help the little ones to sort their money.' Pupil aged 10

'I buy fruit for my friends.' Pupil aged 11

Profit

'We bought the school's Christmas tree with the profits.' School Secretary

Community links

'The children met the bank manager.' Year 6 Teacher
'We were very impressed with the children.' Fruiterer

Litter reduction

'I also feel that it supports the school stance on environmental issues.'
Headteacher

Fruit as prizes

'Children can choose a piece of fruit from the shop as a reward for good work or behaviour.' PSHE Teacher

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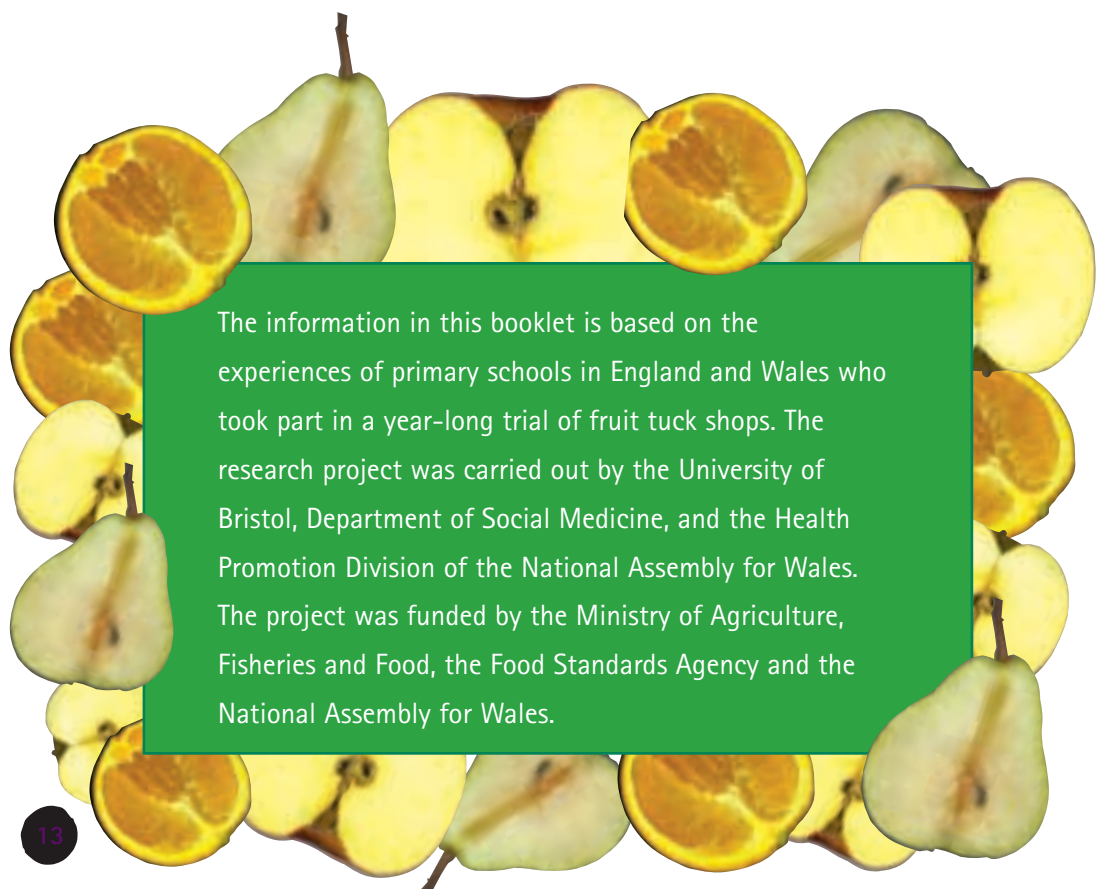
In summary

This booklet has described how to set up and run a school fruit tuck shop. It highlights the fact that there are several different ways to run a successful shop, and that these can be tailored to suit your school's individual requirements.

The key issues upon which success is dependent are the following:

- The commitment of one key adult
- Enthusiasm for the project from the school community
- A flexible approach
- Maintaining a high profile for the fruit tuck shop

There are now many successful fruit tuck shops operating in primary schools in England and Wales. We hope that the information contained in this booklet will help your school fruit tuck shop to be a success too.



The information in this booklet is based on the experiences of primary schools in England and Wales who took part in a year-long trial of fruit tuck shops. The research project was carried out by the University of Bristol, Department of Social Medicine, and the Health Promotion Division of the National Assembly for Wales. The project was funded by the Ministry of Agriculture, Fisheries and Food, the Food Standards Agency and the National Assembly for Wales.

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