

The School Market:

A “healthy” fund-raiser for your school or organization



What is the School Market?

The School Market is an innovative new project where students create, own, and operate fruit and vegetable stands for fellow students, teachers, parents, and administrators in their school, for a profit. The project improves children’s eating habits, teaches them good nutrition, and provides hands-on learning experience in entrepreneurship.

History of school markets

School Markets have generated outstanding results in Pennsylvania, where they have operated since 1996, dramatically increasing fresh produce consumption, improving diets,

decreasing absenteeism, and engaging children in learning about healthy eating.

School markets address key problems affecting youth today, including

- over-consumption of junk food
- under-consumption of fresh fruits and vegetables
- childhood obesity and
- high rates of adult-onset diabetes.

The time is ripe to expand School Markets for all its benefits, and to fund well-needed extra-curricular activities in private and catholic schools. The sky is the limit!

Why start a school market?

Students aren’t eating healthy. Three out of four American high school students do not eat the recommended five or more servings of fruits and vegetables each day. Why is this important? Poor nutrition can lead to poor school performance, and is linked to long-term



diseases, including diabetes. Rates of Type II diabetes among youth, formerly an adult-onset disease, have risen dramatically.

School markets offer a unique hands-on learning experience around nutrition and entrepreneurship, by increasing children’s consumption of healthy foods while developing their business skills.

Children who participate in school markets:

- Eat more fruits and vegetables
- Attend school more regularly, and
- Learn how to run a business.

Role of the LYFVE organization

LYFVE will show catholic schools, private schools, youth groups, community and church groups how to create an organization-based, small-scale food market that offers fresh and healthy foods. The market can be operated by students ages five through eighteen. Special education students can also operate the market.



We provide:

- Coaching
- Supplies
- Produce
- Snack menus
- Preparation Instruction
- Market and Bookkeeping Forms
- Market paraphernalia and more...

Creating Entrepreneurs

The School Market Program is creating a new generation of entrepreneurs who will be responsive to the needs of their peers and the community in general. Our goal is to create student-managed food markets in schools to empower students, improve their diets, concentration and health, build their self-esteem, equip them with employable skills, and educate them about nutrition.



In its simplest form, this school-based food market is based on a 'lemonade stand' model, where children sell fresh fruits and vegetables to their friends, teachers, parents and neighbors. Students:

- Own and operate the business
- Make all the decisions
- Learn about nutrition, agriculture, food and business

In the classroom, students learn from a proven curriculum that inspires budding entrepreneurs, increases knowledge about the food system from production to consumption, teaches good nutrition, and gives practical business experience in a student-run, for-profit fresh food market.

By providing hands-on training to utilize nutrition and health as a marketing strategy, students learn how to change their own diets, creating long-term improvements in their health and powers of concentration.

The Program builds the capacity of youth as potential entrepreneurs through academic learning, hands on experience, and both peer and adult support.

At schools that operate healthy food markets, teachers appreciate the opportunity to teach math skills in the context of operating a for-profit business, and parents are overjoyed that their kids are eating healthy foods in school.

Overall goal

The overall goal of the School Market is to



increase the amount of fruits, vegetables, and other healthy foods eaten by students and school staff.

Step by step Guide to starting a Healthy Food Market

The LYFVE organization will partner with you and your school or organization to step thru the school market set-up process. We provide coaching and most of the supplies and resources (including produce) in an attempt to make the process as smooth and worry-free as possible. Our start-up kit provides assistance and direction in the following steps:

Step 1. > Gain support for your market

Step 2. > Acquire startup funds

Step 3. > Assess your time

Step 4. > Choose what to sell

Step 5. > Survey your customers

Step 6. > Price your product

Step 7. > Find a vendor

Step 8. > Purchase supplies

Step 9. > Name the market

Step 10.> Find a location

Step 11.> Select your staff

Step 12.> Promote your market

Step 13.> Open your market

Step 14.> Close the market at year end

Get started today and create an avenue for your kids to develop great eating habits while honing entrepreneurial skills.

Request a free startup kit from our website at www.lyfve.com . Follow the "fundraising" link.