

“Learning”  
&  
“Earning”

*WITH*



# RAISE FUNDS WITH VIRGINIA APPLES



**Earn High Profits for Your School, Club, Church  
or Organization Selling  
Delicious, Healthy, Turkey Knob Apples**



**Red  
Delicious**

- 10 lbs. Perfect Apples Per Box
- Sturdy, Attractive Gift /Display
- Convenient
- Easy to Transport and Deliver
- Packed on Protective Trays
- Fresh, Local Seasonal Product



**Golden  
Delicious**

Your Fund Raiser can promote health awareness.  
Sell an item which is of benefit to everyone.  
Show that your school or organization cares.  
Take Advantage of National Health Marketing Trends  
Promote Healthy Habits

**“Learning & Earning”**  
with

**Turkey Knob**

**APPLES**



[www.turkeyknobapples.com](http://www.turkeyknobapples.com)

PHONE: 1 800 296 2775 or 540 8963079

**Make Your Fund Raising Project Profitable, Health-Wise and Practical**



# “Learning and Earning” with TURKEY KNOB APPLES

The Apple has long served as a symbol for the teacher and the classroom. No other image is better suited. The Turkey Knob Apple program as your fall Fund Raising project is the perfect pairing of **Learning and Earning**.

Select two weeks during September, October or November for your program and sales effort. During this period, as the “**Learning**” portion, the whole concept of the apples, nutrition and value can be emphasized by teachers in the classroom on an “Apple Day”. Teachers can build the theme into their SOL curriculum, and students can learn about apples in Math, History, Science, Language and Art. We would be happy to help source these educational aids, as well as helping to organize, in-class horticultural discussions as well as conducting in-school apple tasting sessions.

For the “**Earning**” portion, the student “sales-persons”, collect orders for the apples. We will supply the Turkey Knob, 10 lbs Gift box. It is a sturdy, attractive gift / display box, and it will hold about 20 US Extra Fancy grade Apples. After an order is placed, the apples will be hand packed into the gift box with the greatest of care to assure that they reach the customer in perfect condition. Typically we have used Golden Delicious or Red Delicious apples.

Another option is to have students, (with teacher supervision), conduct in-school fruit “markets”. This is typically fruit which is packaged, loosely in bushel boxes and is sold individually. It is an opportunity for students to count money, make change and raise awareness of inventory control and profit.

With both options we supply the fruit and the school adds its “mark-up” which is its **profit**. Orders are packed at our Packing facility right here in Timberville, Rockingham County. We can deliver smaller orders fairly quickly and larger orders will need a week or so to be packed.

Please feel free to call me to discuss any of the above mentioned details, or even to comment or make suggestions. Prices and payments can be discussed if you are interested in following our program.

Thank you for reviewing our materials.

**Paul Gabb**

Telephone : (540 – 8963079)

E-mail : [pgabb@turkeyknobapples.com](mailto:pgabb@turkeyknobapples.com)



# The Profitable, Healthy & Educational Fund-Raiser

Turkey Knob Apples® Learning & Earning Program

## The Best School Fund Raisers

There was a time when the best school fund-raisers were the ones that dealt with candy. These fund-raisers worked because they capitalized on the sweet tooth in all of us.

In today's health conscious society, candy bars are no longer the leader. While many supporters will still purchase the candy from smiling students as a means of support, it's not something they really want to buy or eat.

Traditional fund-raising ideas are now outdated. With the current child obesity crisis in the country, schools would be remiss to encourage unhealthy food as a fund-raiser.

Apples are the perfect alternative. There is no debating their healthy reputation. A medium apple has 60 to 100 calories, no fat, no sodium, and carries 5 grams of fiber.

Apple research brings nothing but good news. Scientists have determined that apples in one way or another are good for just about anything that ails us, including high cholesterol, lung and colon cancer, Alzheimer's disease, tooth decay, gum disease, urinary tract infections, stroke, birth defects, and heart disease.

Apples and schools have long been paired, and for good reason. Apples can relate to every phase of the curriculum from math to nutrition to history.

## Fresh with Success

*Based on an article in The Ventura County Star*



The founders of FreshSuccess of Oxnard, CA, began selling premium, ready-to-eat fruit to fund-raising groups and to companies looking for business gifts in 2000.

Flory School in Moorpark, CA, was one of the first schools to decide to give FreshSuccess a try. The elementary students sold locally grown Mineola tangelos to raise money for a new drum for the music department.

"We had set a goal to raise \$800 and we doubled it," said Cynthia Coler, vice principal at Flory, who was in charge of the fund-raiser.

Flory students participating in the FreshSuccess fund-raiser sold more than 200 boxes of tangelos to raise \$1600. Jordan Tyler, 10, a fifth grader, sold 16 boxes of tangelos and raised the most money, earning movie tickets as well as the honorary title of "Principal for the Day."

"It was a very easy fund-raiser," Coler said. "We didn't have to sort a lot of different products and put names on them, like with gift wrapping. And we didn't have to worry about freezing anything, which can be a problem with cookie dough."

"I really wanted to try something healthy for a change," she said. Coler, a Camarillo resident, is a mother of two elementary-school-age children. "We've got to promote healthy eating to our kids and until now schools haven't been doing it."

"I think it's a neat idea to use fresh produce as a fund-raiser. There's some great quality produce out there. But any kind of produce is still better than chocolate," said Jim Churchill, a California tangerine and avocado grower. "And it's good for farmers as well."

## Planning Your Turkey Knob® Fund-Raiser

Organization is the key to successful school fund-raising. One way to insure success is having and adhering to a timeline of about two weeks for order taking. A time table longer than two weeks could translate into disinterest on the part of your young sales reps, as well as an increased wait time for your customers to receive ordered products. If you are the primary fund-raising organizer, it is important to have assistance with distributing order forms to students, keeping good records and copies of all order forms, and distributing product once it arrives.

[www.turkeyknobapples.com](http://www.turkeyknobapples.com)

# School fund-raisers take healthier approach

*From The Philadelphia Inquirer*

*March 4, 2007*

*Marian Uhlman*

Candy is dandy, but when it comes to fund-raising, wouldn't a healthy treat be just as sweet?

Concerned about useless calories, some school and community groups are eschewing traditional candy sales as a way to raise money, opting instead to sell fruit, low-fat cookies or candles. Others are conducting walkathons and art projects.

Amid a national epidemic of obesity, fund-raisers are being scrutinized as part of a more significant problem: how to reduce America's fixation on food, especially food with little nutritional value.

"We don't want kids to be peddlers of obesity," said Harold Goldstein, executive director of the California Center for Public Health.

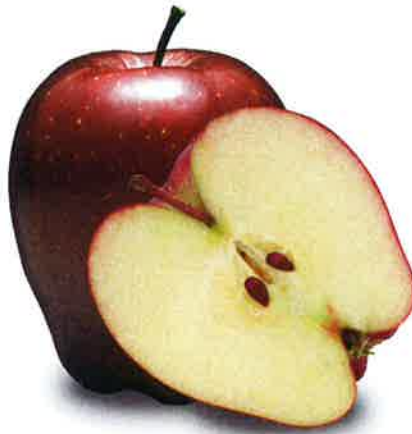
"People have had it with high-calorie and high-fat stuff," said Joan Lewis, director of marketing for Ready Fund Raising Co., which says it is the nation's oldest fund-raising company. "Some parents are sick of unhealthy candy."

"While we realize that candy brings in big and easy money to schools that desperately need the income to provide many of the 'extras,' we are committed to educating our students about more healthy and delicious food choices through example," said Jill Saull, former co-president of Jenks Home and School Association.

"Some schools have already changed to healthier fund-raisers," said Margo Wooton, director of nutrition policy at the Center for Science in the Public Interest. "Many other schools are just in the beginning stages of thinking about how they can raise money without undermining the children's health. It is something that par-

ents are raising at PTA meetings. It is being raised to school boards."

Fund-raisers are the lifeblood of many youth groups, where every penny counts. And food sells. As groups have proliferated in recent years, so have the number and variety of products. Once it was just the annual Girl Scout cookie sale. Now cookies can be purchased in all flavors and sizes - baked and ready-to-bake - at any



time of the year.

The issues of fund-raising and food aren't restricted to sales outside of schools. Much of the rethinking about fund-raisers has centered on school food - especially what's stocked in vending machines. Many schools view vending revenues as fund-raisers to benefit athletic programs, music programs and field trips. In Southern California, the Vista Unified School District two years ago moved to healthier choices in one if its high school's vending machines - granola bars, Caesar salads, milk, and tuna - and profits for the school more than doubled to an estimated \$20,000 a year.

Pennsylvania and New Jersey plan to promote "healthy" fund-raisers as part of comprehensive

efforts to improve school nutrition.

The fund-raising industry generates an estimated product sales of \$4 billion a year, according to the Association of Fund-Raising Distributors and Suppliers.

About half that amount goes into the kitties of schools, youth leagues, scout organizations and other community groups.

Although candy and other food treats remain strong sellers, groups have started to assess products based on health concerns, said Lewis, the marketing director for Ready-Fund Raising. That doesn't mean that people don't sell food - rather, more are thinking about the food they sell.

Lewis says her firm offers a gourmet cookie dough that is lower in fat and preservatives than other brands. Soup and coffee are emerging as food alternatives.

Diana Polack, president of Artware By You in Montclair, NJ, attributes her firm's growth to the "grassroots movement to think about better, healthier fund-raising."

Her firm offers art-based fund-raisers where children can have the artwork transferred to T-shirts, mugs, aprons, or other gift items.

At Jenks, food is still part of fund-raising efforts, Saull said.

Because parents are so pressed for time, the school opted to use a professional fund-raising company this year that offered some candy and chocolate amid an array of gift items such as dried fruit, nuts, pretzels, candles, stationery, mugs, and wrapping paper, she said.



**Choose a project that is profitable, educational and beneficial to your students. Tie the fund raiser into classroom units on apples, exercise and nutrition. Everybody profits from this project!**

**Obesity** in kids is now epidemic in the United States. The number of children who are overweight has doubled in the last two to three decades; currently one child in five is overweight. The increase is in both children and adolescents, and in all age, race and gender groups.

Obese children and adolescents have shown an alarming increase in type 2 diabetes, which used to occur only in adults.

Many obese children have high cholesterol and blood pressure problems. There are many causes of obesity. While there's no doubt genetics play a role, genes alone can't account for the huge increase in rates over the past few

decades. The main culprits are the same as those for adult obesity: eating too much and moving around too little.

An increasing number of schools are also encouraging healthy lifestyle behaviors. More nutritious choices in cafeterias and vending machines encourage kids to try items other than sodas, candy bars and French fries.

Parents and PTAs are encouraged to get involved by making sure schools have healthy food options.

*National Institutes of Health*



- **A medium apple has about 80 calories**
- **Apples contain no fat**
- **Apples are low in sodium**
- **Apples are cholesterol free**
- **Apples supply Vitamin A**
- **Apples are naturally sweet**
- **Apple pectin can reduce cholesterol**
- **Apple fiber aids digestion**
- **Apple carbohydrates may lower cancer risks**
- **Apple potassium may reduce blood pressure**
- **Apples help build strong bones and teeth**
- **Apple nutrients improve memory and learning**

**Virginia Considers Fitness 'Report Cards' At Schools**

**RICHMOND** - State education and health officials will consider a report this fall that recommends Virginia public school students be graded on their physical fitness.

The "report cards" are intended to help children maintain healthy weights and exercise habits.

Virginia, like other states, is trying to do something about the growing girth of schoolchildren by improving school food choices and encouraging physical activity. A joint committee made up of members of the Virginia Board of Education and the Virginia Board of Health released a working draft of its recommendations this week.

They include school vending machines with healthier choices, ending the practice of rewarding students with food, and requiring minimum nutritional standards for home-cooked foods brought to school for activities such as birthday parties.

What to do about vending machines in schools has been a source of contention. Local school systems make a lot of

money off vending-machine sales, and that revenue helps pay for field trips, supplies and other things.

"We don't want to take this revenue away from the schools," said Catherine Digilio-Grimes, director of school nutrition for the state Department of Education.

Instead, committee members talked about making vending-machine choices meet minimum nutritional standards.

Healthier choices are already available, said Jeff D. Smith, lobbyist for the Virginia Automatic Merchandising Association Inc. They just do not sell as well as other items in vending machines, he said.

"The Nutri-Grain bars will sit there," Smith said, and eventually have to be thrown away. "The pack of Nabs will sell."

Dick Pulley, lobbyist for the Virginia School Boards Association, said the committee also needed to take a look at school lunch menus, which could also be making kids gain weight.

*Associated Press June 22, 2007*



# Learning & Earning

## Turkey Knob Apples visits Schools and Pre-Schools in our community.

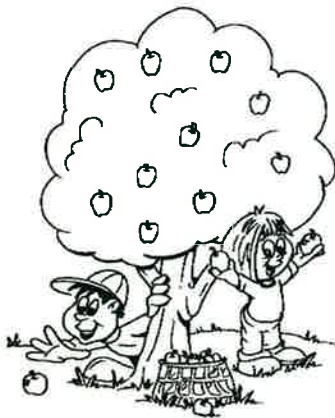


Each Fall, most schools do a standard block, with the theme of Apples & Nutrition. As another part of the Turkey Knob Apples, outreach program, staff have also been visiting schools and pre-schools to educate and create awareness amongst children of the importance of healthy eating habits.

“I have visited Discovery Land Pre-School, Plains Elementary School, Fulks Run Elementary School, Spotswood Elementary School and John C. Meyers Elementary School just in the last 3 weeks” says Business Manager, Paul Gabb. “I give the children a power point presentation, featuring the Production Cycle of apples, from pruning the trees in Winter through to harvesting and packing the fruit in the Fall.” Regardless of their ages, there are always many interesting questions, and they often return afterwards to “discuss” their version of the Production Cycle. “Often it is like seeing little lights switch on as I mention something that they did not know, and are now proud to fully understand.”

# Learning

## “APPLE DAY” at SCHOOL.



Schools build “Apples” as a theme into their S.O.L’s for an “Apple Day”. Apples are worked into Math, Science, History, Language and Art. Students get an opportunity to discuss and ask questions about Apples. Questions range from geographical and horticultural to biological and nature related. (We help teachers, to source materials for their classes.)



# “Learning and Earning”

## **APPLE RELATED RESOURCES FOR TEACHERS.**

### General information:

- [www.stemilt.com](http://www.stemilt.com) Largest apple grower in the United States. Good virtual tour of a packing house. (see “tools” for a good glossary of fruit terms.)
- [www.usapple.org](http://www.usapple.org) See the “kid’s page” as well as current media releases and nutrition information.

### Apple Facts:

- [www.turkeyknobapples.com](http://www.turkeyknobapples.com) Facts about different varieties, apple packing process, recipes.
- [www.vegparadise.com/highestperch39.html](http://www.vegparadise.com/highestperch39.html) Very interesting apple facts and historical information.
- [www.appleofyourpie.com](http://www.appleofyourpie.com) History of apples.
- [www.thevirtualvine.com/apples.html](http://www.thevirtualvine.com/apples.html) A total apple resource. Be sure to click “apples for teachers” just to see what the cursor does.

## Nutrition:

- [www.5aday.com](http://www.5aday.com) Good info about nutritional values.
- [www.healthychoices.org](http://www.healthychoices.org) Apple recipes and tips.
- [www.whatscookingamerica.net](http://www.whatscookingamerica.net) History. Good apple nutritional square to print out.

## Educational information:

- [www.kinderkorner.com/apple.html](http://www.kinderkorner.com/apple.html) Interesting list of apple activities, good list of books and many other ideas.
- [www.nyapplecountry.com](http://www.nyapplecountry.com) Very good kid's page. Lots of resources by grade level and curriculum. Good "teacher" kit to download.
- [www.virginiaapples.org](http://www.virginiaapples.org) Nice kid's corner.
- [www.applejuice.org](http://www.applejuice.org) Fun site. AJ and the Juicers. On line coloring book and games.
- [www.niehs.nih.gov/kids/apples.html](http://www.niehs.nih.gov/kids/apples.html) Cute picture of Johnny Appleseed to color on line.
- [www.webtech.kennesaw.edu/jcheek3/appleseed.html](http://www.webtech.kennesaw.edu/jcheek3/appleseed.html) Many links to apple thematic units.
- [www.kinderart.com](http://www.kinderart.com) Type "apple" into search.
- [www.superkidz.com/apples.html](http://www.superkidz.com/apples.html) Worksheets and activities. (Look at "healthy choices" activities.)
- [www.americanfolklore.net](http://www.americanfolklore.net) History and story of Johnny Appleseed.
- [www.dole5aday.com/teachers/tindex.jsp](http://www.dole5aday.com/teachers/tindex.jsp) Very informative site.
- [www.education-world.com/a\\_lesson/lesson077.shtml](http://www.education-world.com/a_lesson/lesson077.shtml) Excellent site for sourcing apple information, relating to many different subjects. (math, nutrition, history, art, language arts, science.)

# Learning

## “APPLE DAY” at SCHOOL.

### “Apple Tasting”



? TEXTURE COLOR ?

? TEXTURE ?  
COLOR ? TASTE ?



Students get to taste three different varieties of Apples. Each variety is graded by them, for a score. The different grading criteria, are Texture, Color and Taste. They then use this data to determine favorites.

This exercise is very helpful in developing the students abilities to differentiate between items, and using that data to rationalize and make decisions.




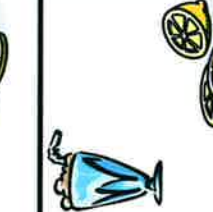

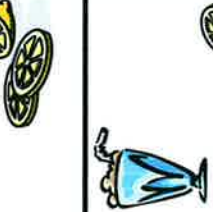

The data can be used in S.O.L subjects, by teachers. In Math for example, the data can be used to plot graph's, and determine averages, as well as doing fraction (apple slices) problems.



# Turkey Knob Apples

## Apple Tasting Worksheet:

Name: \_\_\_\_\_

	<b>Color</b> Red, Green, Yellow or mixed ?	<b>Taste</b> Sweet or sour ?	<b>Texture</b> Crisp or soft ?	<b>Ranking</b> 1, 2, 3 (# 1 is your favorite)
<b>Red Delicious</b>	R G Y mix			1 2 3 3
<b>Ginger Gold</b>	R G Y mix			1 2 3 3
<b>Gala</b>	R G Y mix			1 2 3 3

# Earning

Student “sales-persons” collect orders for Turkey Knob Gift boxes. Turkey Knob Apples supplies the Gift Boxes at a very competitive price, and the school adds their “mark-up” which is their profit.

VIRGINIA APPLES  
THE PERFECT FOOD  
THE PERFECT GIFT



## Turkey Knob Gift Boxes

10 lb. US Grade A Fancy Apples

**Red or Golden Delicious, York, Stayman, Rome, Pink Lady**

Available August - February

Delivered to Your Home or Business

Or Shipped to Your Client List

(Shipping cost varies)

**[www.turkeyknobapples.com](http://www.turkeyknobapples.com)**

Ph: 1-800 296 2775

# In School Apple Markets



Both Ashby Lee Elementary in Mt. Jackson, Sandy Hook Elementary in Strasburg and W. W. Robinson Elementary in Woodstock operated an In-School Apple Market in conjunction with their sales campaign. For about an hour before school each morning, students sold fresh apples for 25¢ each.

They bought a bushel of 100 to 125 apples for \$12 and sold it for \$25, earning \$13 per bushel. In two weeks' time, each school sold about 40 bushels, so they were already \$500 ahead on their earnings.

Everyone was delighted to see students lining up to buy a healthy snack. The students running the "store" had practice making change. Other students made Point-of-Sale marketing signs. Then they honed their money counting skills and kept track of their costs and profits each day.