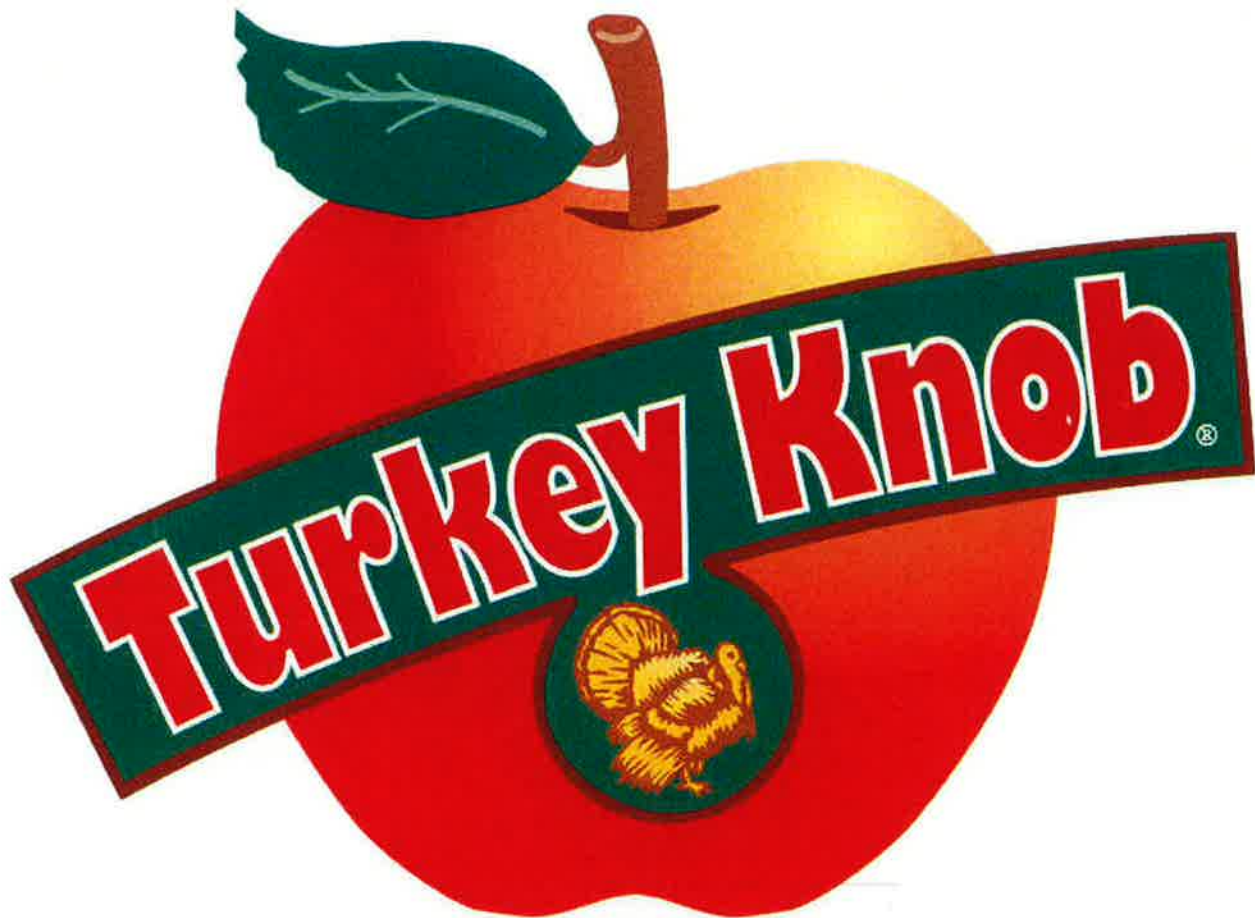


“Learning”  
&  
“Earning”

*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.

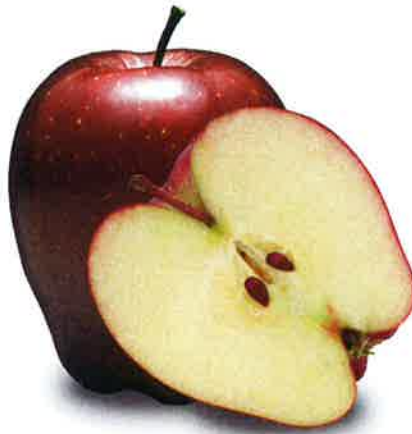
"People have had it with high-calorie and high-fat stuff," said Joan Lewis, director of marketing for Ready Fund Raising Co., which says it is the nation's oldest fund-raising company. "Some parents are sick of unhealthy candy."

"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.