

# PRESS RELEASE

A fun new way to help teach 5-a-day

April 2016



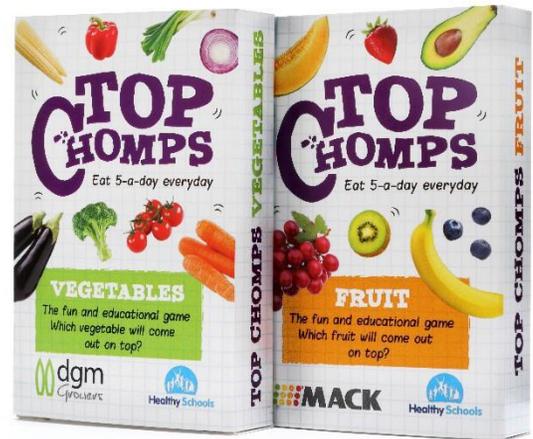
Mack and DGM Growers are the proud new sponsors of a fun set of Top Chomps cards for schools. Based on the popular Top Trumps concept, Top Chomps has been designed to help children learn more about fruit and vegetables through a playful, familiar format.

Young players learn about nutritional content and they encounter unusual and new fruits and vegetables. Each card has information about how the fruit or vegetable grows and what constitutes a child's portion. They even contain themed jokes to help the entertainment factor.

Developed by respected educational consultant Simon Squire and tested extensively in schools, the cards are designed to be used as classroom resources in conjunction with a website which provides additional teaching resources and classroom ideas. The packs are available for schools to purchase, with the online supporting resources then available free of charge.

This sponsorship is the latest initiative by fresh produce supply companies Mack and DGM Growers to help schools foster a lifelong love of fresh produce in their pupils. Seed funding was provided to help Top Chomps find its fresh, colourful look and to help bring the concept to life. Simon's company, Best Education, are now marketing the cards to schools and supporting their use.

Nigel Trood, managing director at Mack, is a keen supporter of educational initiatives. He said, 'Our people are really keen that we do what we can to reinforce the message about healthy eating with children. We're very pleased that we've been able to



support Simon in this venture; the cards are great fun to play and we wish him every success.'

Mack and DGM Growers have also gifted membership of the Jamie Oliver Kitchen Garden Project to local primary schools in a bid to help healthy eating become a greater part of classroom activities. Both Mack and DGM are key suppliers to the School Fruit & Vegetable Scheme, and additional fruit donations are also regularly made to local schools, particularly in the summer so that students can enjoy a tasty, healthy treat in the sunshine.

## **NOTES FOR EDITORS**

The mission for Mack is to be the best fresh produce supply company in the UK. Mack delivers for its customers, investing in technology, innovation and in efficiency solutions to help make sure that the very best fresh produce reaches our customer in the best condition possible, in the shortest time.

With people based in the UK and at source around the world, Mack is the go-to company with the right connections and an uncompromising approach to quality.

DGM Growers is a vegetable supply specialist, near Holbeach in Lincolnshire. The company is the UK's only commercial grower of chicory, with other niche and exotic vegetables such as fennel, celeriac and pak choi among its core products.

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