



DEMAND GROWS FOR FRUIT AND VEG CO-OP

The Christchurch Fruit and Vegetable Co-op supplies affordable fruit and vegetables to Christchurch households. The Co-op is a joint initiative between the Christchurch Cathedral and Community and Public Health, a division of the Canterbury District Health Board.

The programme focuses on Christchurch's lower decile areas where food security can be a significant problem. Canterbury's earthquakes have hit these communities particularly hard, and make the availability of affordable and healthy food even more important.

The Partners

The Cathedral provides vegetable buying expertise, volunteer packers and the use of an established distribution network.

Community and Public Health provides community networks, recipes, health resources, community support and training days for startup distribution centres.

Project Aims:

- To provide fresh fruit and vegetables on a weekly basis to individuals and families in the Eastern suburbs of Christchurch at wholesale prices or below.
- To provide information and support on healthy eating to families, individuals and communities.
- To share a theology of 'healthy eating', by providing recipes and helpful hints on meal preparation.
- To assist in the strengthening of community connectedness by bringing together members of the community to participate in this initiative.

How it Works:

The original Co-op was a packing hub for Bryndwr clients, and over time also packed fruit and vegetables for new hubs at Shirley and New Brighton. Uptake quickly grew to a level that made it impossible to transport packed orders across town. Another packing hub was therefore developed in New Brighton – elevating the existing distribution hub into a packing hub.

After eight months in operation there are now four packing hubs that service 1,000 customers from 14 distribution hubs.

Each member pays \$10 in advance. For this they get approximately \$25 of produce.

A volunteer takes on the responsibility of collecting money, tallying order numbers and liaising with the vegetable buyer.

Information is provided with each vegetable covering basic storage, preparation, cooking, recipe ideas and tips on adding them to other dishes.

To promote the Co-op several recipes were prepared at the Community hubs. This demonstrated the ease of preparation, gave tasting opportunities, and was an opportunity to encourage eating vegetables.

Public health information is provided on other relevant topics, for instance tips on how to keep your house warm over winter.

It is not compulsory to buy each week.

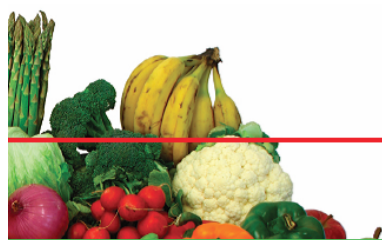
Community Hub Responsibilities:

- Promote the programme in their community.
- Collect orders and payment for fruit/vege packs on a weekly basis. The pay in advance system means that no vegetables go to waste.

Community Development:

- Packing hubs have developed into a centre of community participation.
- Hubs are becoming the centre of community focus, reducing social isolation and increasing connectedness.
- Volunteers come together to pack the vegetables and fruit and other volunteers provide soup or baking to support the packers.
- Any leftover vegetables and fruit are used to provide community lunches for others that use the facilities.
- Physical health is bolstered due to increased fruit and vegetable intake. 🍎

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ChristChurch
Cathedral

Canterbury
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Te Pōwhiri Hauora o Waitaha

Healthy Eating Co-op

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