

Fresh Food, Fresh Made, Fresh Minds

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Fuelled4life Fresh Made is a Heart Foundation nutrition service that supports food suppliers and operators to provide nutritious food within New Zealand's education settings. The service is based on the Ministry of Health's Food and Beverage Classification System (FBCS) and involves collaboration between the education, health, foodservice and food industry sectors.

An increasing trend is for schools and early learning services to outsource their lunch service through online ordering systems where food is prepared and delivered by local food operators. Fresh Made builds the capacity of local foodservices to serve healthier food by providing the tools and knowledge to meet nutritional requirements of the FBCS.

Since its launch in 2014, the service has continually evolved, extending its reach and promoting healthy food environments through multiple channels. In addition to supporting independent operators of online ordering systems, canteens and boarding school foodservices, there has been an increased demand for nutrition support at a national level. In 2018, Fresh Made connected with out-of-school care services, national food and beverage providers, food wholesalers and distributors to encourage healthier food provision within education settings.

Factors contributing to the success of Fresh Made:

- Collaboration has allowed differences to be explored and the needs of each sector to be accommodated with the focus on the common ground and solutions.
- Flexible approaches to the registration process and nutritional requirements of the FBCS has allowed the service to evolve and increase its reach.
- Tailoring the approach and speaking the language of clients and customers has been important for negotiating a win-win approach.