The Fresh Fruit & Vegetable Program is a national program administered by the US Department of Agriculture's Food and Nutrition Service. Locally in Hawaii, it is administered via the National School Lunch Program, which is administered by the Department of Education’s Office of Hawaii Child Nutrition Programs (OHCNP). The Fresh Fruit & Vegetable Program aims to provide children in participating schools with a variety of fresh fruit & vegetable samples in an effort to:

- provide healthier food choices
- expand the variety of fruits & vegetables that children get to experience
- help increase their consumption of fruits & vegetables

Schools are encouraged to procure locally grown agricultural products and are to present the fruits and vegetables to the children in a way that it will be easily recognized, and minimally 'prepared.'

OHCNP collaborated with the University of Hawaii’s College of Tropical Agriculture and Human Resource’s Cooperative Extension Service’s Nutrition Education for Wellness Program (NEW) to create a quick and easy nutrition activity called, "It All Starts with Agriculture — Fruit & Veggie Matching Card Game."

This activity can be integrated in with the sampling of the fresh fruits and vegetables to help provide a ubiquitous learning experience for the children.

By reviewing the fruits and veggies with their matching plants, children will learn that the fruits and veggies they eat actually come from plants. It can help the children connect their experience of eating fruits & vegetables with the understanding that fruits & vegetables all start with agriculture and farming.

This matching card game was piloted in a few Department of Education Elementary School classrooms on Oahu during the fall of 2010. The students who participated in the pilot sessions ranged from grades three to six.

The matching cards and all supplementary materials can all be found on the NEW website for free downloads at:

http://www.ctahr.hawaii.edu/new/index.html