



I Know Why It's Yum, Mum!

Dear teachers and parents,

Our mission at **I Know Why It's Yum, Mum!** is to get children eating more fruit and vegetables. We believe that to convince the savvy kids of today's generation to do anything by choice, you have to convince them it is in their own interests first. So we tell them WHY fruit and vegetables, cereals, seeds and water are SO good for their bodies. In as fun and imaginative (AND accurate) a way as we can think of!

Our show

Today your children watched a musical show called **Dr FREG and the FRUIT AND VEGETABLE MYSTERIES**. During Ben's action packed adventure, he and the audience discovered one or two amazing nutritional benefits of a dozen really healthy fruit and veg, cereals and seeds- some of them known as 'superfoods'. The slightly misguided but lovable superhero is Dr FREG (pronounced Fredge, for FRuit and vEG), whose favourite vegetable is garlic, because it can attack those beastly germs in our bodies! With the help of 5 specially designed Top Trumps cards, your children learnt numerous facts that they didn't know before, which were repeated and reinforced during the workshops if they attended them. We hope that the information they have learnt will help them to be wiser and more informed 'consumers'-at the lunchtime school dinner queue and beyond.

Our Little Table of Great Goodness

To further build on this, we are providing you with a summary of the food referred to in the show and some key nutritional benefits of each. Also, to help your children and pupils to remember what these facts were, we have provided a 'memory jog' column (*Give me a clue..*), based on how they came up during the show.

Our Limited Edition I Know Why It's Yum, Mum! Top Trumps cards

Due to popular demand, we have created a genuine, complete set of fruit, veg, cereals and seeds Top Trumps cards, made by the makers of this popular game. These are ONLY available to order through your school. Please see our website page for a sneak preview or the sample pack left with your school.

Natasha Gavin
Director

We are a not-for profit social enterprise. If you are curious about what we do please see our website for more information.



www.iknowhyitsyum.com

