

Product of the Year Resources

Each year the Country Kitchens team develops a suite of resources to promote the QCWA Primary Product through the lens of the Country Kitchens 5 key messages.

To help you promote the primary product pineapple in your branch and community, we have four resources including: (1) Pineapple Community Activity Guidelines; (2) Pineapple Recipe Booklet; (3) Pineapple Fun Facts Flip Cards and (4) Pineapple Fun Facts Poster.



Pineapple Community Activity Guidelines

The Pineapple Community Activity Guidelines provide background information on the primary product of the year and highlight some of the nutritional benefits of this delicious fruit. The guidelines also list three potential activities that you or your branch could be involved in, that support Levels 2 and 3 of the Country Kitchens PATHway, in the context of the primary product.

The activities are set out in a similar way to the activities in our Facilitator Guidelines training booklets and consist of a resource guide, event checklist and session plan template to help you undertake the activities. Use the community activity guidelines in combination with the Pineapple Recipe Booklet and Pineapple Fun Facts Flip Cards and Poster.

ACTIVITY 1: Pineapple Recipe Promotion

- Choose from our collection of recipes in the Pineapple Recipe Booklet resource. There are eight recipes to choose from, all great for completing a recipe promotion at your branch or community events.
- Complete this activity to promote the key messages 'cook at home' and 'get more fruit and veg into your meals'.

ACTIVITY 2: Stuffed Felt Pineapple

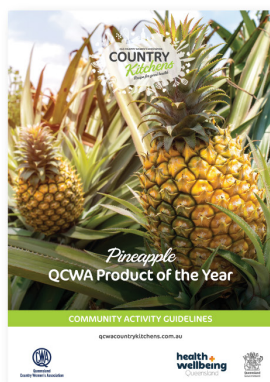
- Get crafty with our fun stuffed pineapple activity, perfect to incorporate into your next craft day! The stuffed pineapple also makes a great addition to a showcase display.
- Complete this activity to promote the key message 'get more fruit and veg into your meals'.



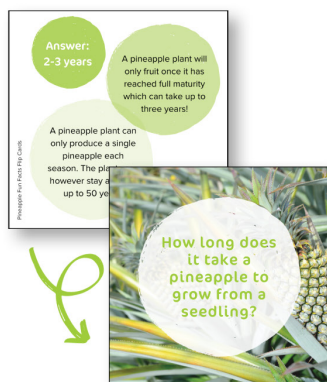
Product of the Year Resources continued...

ACTIVITY 3: Pineapple Showcase

- Give your next showcase a pineapple theme by following the tips outlined in this section. Make some pineapple bunting, prepare a pineapple recipe as taste testers and make use of the various resources we have available to highlight this year's primary product.
- Complete this activity to promote all 5 of our key messages.



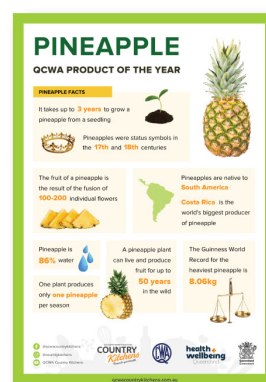
Community Activity Guidelines



Fun facts flip cards



Pineapple recipe booklet



Pineapple poster

Using the Product of the Year Resources

Each branch will receive a free pineapple resource pack consisting of a copy of the Community Activity Guidelines, Fun Fact Flip Cards, Poster and the Pineapple Recipe Booklet. For branches with a CK facilitator, these packs will be sent either by post or delivered by your CK buddy at your next event.

To order more copies of the Pineapple Recipe Booklet, get in touch with your Country Kitchen's buddy. Alternatively, you can download a digital copy of the resources from our website by [clicking here](#).