



P.A.C.K Week

P.A.C.K. stands for “Pack Assorted Colors for Kids” and encourages students to try a different color fruit or vegetable each day of the week whether they buy or pack their lunch. Each day of the week celebrates a different color:

Monday: Purple/blue

Tuesday: White/tan/brown

Wednesday: Red

Thursday: Yellow/orange

Friday: Green

P.A.C.K. Week can be celebrated anytime throughout the year.

Celebration ideas:

- Morning announcements
- Newsletter article or flyer for families with strategies
- Promote dressing in the color of that day’s celebrated produce
- Punch cards to track the number of colors eaten throughout the week
- Taste-tests or special cafeteria offerings of different colors

Resources:

- <http://www.fruitsandveggiesmorematters.org/pack-week>

