

Proexport launches the "Cultivate your imagination" contest to encourage schoolchildren to eat healthy



[Proexport](#) has organized the contest of inventions "Cultivate your imagination", aimed at promoting a healthy diet among children. This initiative is aimed at the 62,926 6 to 9 year olds from 423 schools participating in the [Program for the Consumption of Fruits and Vegetables in the Schools of the Region of Murcia](#). "Cultivate your imagination", which has the collaboration of the prestigious [Miba \(Museum of Ideas and Inventions of Barcelona\)](#), aims to stimulate students to transform their ideas into real inventions that promote the consumption of fruits and vegetables, as well as their conservation, cultivation and distribution.

As explained by the director of Proexport, Fernando P. Gómez Molina, "this activity, aimed especially at children, reinforces the actions of distribution of vegetables that we are carrying out in schools, fostering the imagination of our children and making them participants and protagonists of their diet. Through this playful activity they are more aware of the importance of including fruits and vegetables in their daily diet. "

Each student should translate his / her invention, explaining what it is called, what it is made of and what it is for. At the end of the course, Proexport will collect all the initiatives presented at the centers, which will decide which of them encourages better consumption of fruit and vegetables, helps us to be healthy or to take care of our crops

The winning invention of the contest will be awarded with the writing and presentation of the patent in the name of the student. In addition, the finalists of each center are rewarded with an entry to Terra Natura for four people and the rest of participants will receive a children's invitation to this same zoo.

The teachers are the fundamental piece for the accomplishment of this activity, that must be realized in the school scope. *To help them, Proexport has developed a "Guide for the teacher",*

with which to support their students and explain the purpose of these inventions. All information is also available at fruticoles.com

This action is financed by the [European Union](#), [Government of Spain](#) and [Region of Murcia](#) through the [Ministry of Water, Agriculture, Livestock and Fisheries](#).

Source: Proexport

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