

PARTICIPATION GUIDE

QUEBEC'S GREAT BIG CRUNCH

Let's crunch together for
healthy school food!

THE COALITION
FOR HEALTHY SCHOOL FOOD



COLLECTIF
QC

2025 EDITION





Table of contents

- Who we are ?1
- What is the Great Big Crunch?.....2
- Why participate in the Quebec’s Great Big Crunch?.....3
- When and How?.....4
- Inspiring crunches.....5
- Supplying crunchy fruit and vegetable.....6
- Share your crunch!.....7





Who we are?

The **Collectif québécois** is the Quebec Chapter of the **Coalition for Healthy School Food** (The Coalition), the largest school food network in Canada, with more than 380 members organizations across the country advocating for the development of the National School Food Program into a universal program for Canada.



Our mission

The Quebec Chapter brings together more than 130 member and supporter organizations throughout Quebec to foster dialogue, share resources, and collectively advocate for investments from federal, provincial, and local governments in a universal school food program that meets the diverse needs of Quebec communities.

Our vision

That all schools provide affordable, healthy, and sustainable meals and snacks, along with quality food education, to all children from preschool through secondary school in Quebec's public system.



What is the Great Big Crunch?

The **Great Big Crunch** is an annual event that raises awareness of the importance of healthy school food and emphasizes the need for a universal healthy school food program and quality food education.

Each year, the Great Big Crunch - organised by the Coalition - brings together thousands of students, teachers, and partners in Canada to take a collective bite out of a crunchy apple or any other crunchy fruit or vegetable! ([Learn more about the Coalition's Great Big Crunch](#))

New for Quebec!

In October 2025, the Quebec Chapter is launching the **Quebec's Great Big Crunch**, the first edition aimed at engaging all schools including students, teachers, parents, organizations, and partners in Quebec.



© Le Dépôt CCA



Why Participate in Quebec's Great Big Crunch?



It's fun and brings people together!

By taking part in the Great Big Crunch, you'll be joining schools and communities across Quebec to celebrate healthy food in school. It's a great opportunity to crunch into an apple with your students - and hundreds of others doing the same!



It's apple season!

Launching this October, the Great Big Crunch will celebrate seasonal fruits and vegetables - especially Quebec apples. It's the perfect time to raise awareness about the importance of eating locally and savoring the rich harvest of our orchards.



A turnkey activity!

The activity toolkit offers ready-to-use teaching resources created by Quebec organizations specializing in food education. It's a great way to spark students' curiosity while helping them in making informed food choices.



A fun way to learn while you crunch!

It's a great opportunity to promote food literacy in the classroom by exploring topics such as nutrition, agriculture, the environment and food discovery.



When and How?

AND/OR

Join the virtual Great Big Crunch!

On **October 16, 2025 at 10:30 a.m.**, we invite schools, teachers, students, educators, and administrators to come together and crunch into a crunchy fruit or vegetable for the virtual Great Big Crunch!

How to join the virtual Great Big Crunch?

- 👉 Register your school for the online event here and receive the Zoom link.
- 👉 Plan your food preparation ahead of time: depending on the crunchy fruit or vegetable available (apple, carrot, pepper, etc.), allow time for washing (if needed) and distributing to students.
- 👉 Gather students in a common space - classroom, gym or library - and connect to the Zoom link. Make sure you have:
 - A screen or projector to follow the live event,
 - A camera ON if possible, so we can see the students crunch!
- 👉 During the event, there will be dynamic and sensory activities designed to get everyone moving and have fun!
- 🍏 Encourage students to wait before crunching into their fruit or vegetable! We know it's tempting (and there'll always be one who cracks), but hang in there - the last 5 minutes will be devoted to a simultaneous crunch with hundreds of participants!
- 📷 Don't forget to take a few photos or videos and share them with us!

Organize your own Great Big Crunch!

Can't join us on October 16? You can organize your **own Great Big Crunch with your students** and colleagues anytime in **September or October** during the harvest season.

How to organize your own Grande croquée?

- 👉 Plan your food preparation ahead of time: depending on the crunchy fruit or vegetable available (apple, carrot, pepper, etc.), allow time for washing (if necessary) and distribution to students.
- 👉 Gather students in the classroom, gymnasium or courtyard.
- 👉 Count down together (5...4...3...2...1...) then invite all students to crunch their crunchy fruit or vegetable simultaneously.
- 👉 Capture this fun and unifying moment with photos and videos—and share them with us!
- 👉 Use this opportunity to introduce food education with your students using one of the turnkey activities in the activity toolkit (available here for free).
- 🍏 No matter the date, what matters most is crunching together to celebrate the importance of healthy school food!

**Everyone
can participate!**



Inspiring crunches!





Supplying of crunchy fruit and vegetable

Use the fruits and vegetables already available!

If your school has a breakfast or snack program, **plan to distribute a crunchy fruit or vegetable received from the day, for the Great Big Crunch!**

It's easy, requires no extra logistics, and is perfect for participating in the virtual event or organizing your own crunch!

Complete the supplier interest form

Don't have a school food program in your school and would like to participate in the virtual event on October 16 at 10:30 a.m.?

Fill out our [supplier interest form here](#) to see if we can include your school in **the distribution of crunchy fruits or vegetables, in partnership with local producers.**

Please note: If a supply is available, it will be for the week of October 13-16, 2025 only. While we can't guarantee distribution to all schools, we'll do our best to include as many as possible!



© Le Dépôt CCA



Share your crunch!



Register your crunch:

- Whether you join the virtual event or organize your own Great Big Crunch at your school, we want to count every crunch! No matter the date or the fruit or vegetable you choose, every crunch counts!
- Fill out our online form to have your crunch included in the provincial total.
- And if you're able (with permission), don't forget to share your photos with us!

REGISTER MY CRUNCH!



Share on your social networks:

- Use the photos and videos taken at your school, or download logos and visuals available on our Drive here.
- Get inspired by the sample posts below - just copy and paste the suggested texts;
- To help your reach more people:
 - Use the official Hashtag: **#QuebecGreatBigCrunch**
 - You can also include the hashtags: **#SchoolFood**, **#FoodLitteracy**, **#PASUQ**
 - Tag us on Facebook (**CollectifQC**)

**We'd love to see and hear
you crunch!**



Share your crunch!

Sample posts

A crunch for all students in Quebec!

Our school is joining #QuebecGreatBigCrunch to support the implementation of a universal school food program in Quebec.

Because every child deserves access to healthy meals and quality food education at school!

We're crunching for our students' future!

Our school is proud to participate in #QuebecGreatBigCrunch to celebrate the importance of healthy food at school.

Join us for the virtual Great Big Crunch on October 16 at 10:30 a.m.!

Learn more about the event:

Together, let's crunch with Quebec's students!

Our school has joined forces the Quebec Great Big Crunch to highlight the importance of healthy school food.

When will your school crunch? Find out more:

Smiles, crunches, and a good times shared!

Today, our school joined #QuebecGreatBigCrunch to support the implementation of a universal school food program in Quebec.

Would you like to make some noise for healthy school food? There's still time to get involved!

Learn more here:



Collectif québécois pour une saine
alimentation scolaire

27 mai · 🌐



A Big crunch for all students in Quebec!

Our school is participating in #QuebecGreatBigCrunch to support the creation of a universal school food program in Quebec. Because every child should have access to healthy food and quality nutrition education at school!



👍❤️ 10

1 commentaire

👍 J'aime 💬 Commenter 💬 Envoyer ➦ Partager



Collectif québécois pour une saine alimentation scolaire

16 octobre 2025



Smiles, snacks, and a wonderful moment shared!

Today, our school participated in the #QuebecGreatBigCrunch to support the creation of a universal school food program in Quebec.

Would you like to make some noise for healthy school food too? There's still time to crunch!

For more information:



Commenter en tant que Collectif québécois pour une saine alimentat...



Thank you for using our
participation guide!



Questions or comments?

Contact danie@sainealimentationscolaire.ca