

Promote your program



Miss Onalaska helps promote an elementary school's local foods tasting day

Make sure others know about your farm to school efforts. Informing your school's students, parents and staff, and the broader community, about your farm to school program will keep current supporters engaged, energize new advocates and increase the popularity of local menu items. Here are a few possible opportunities to communicate and promote farm to school with your audiences:

Create your own promotional materials. Take lots of pictures! Promote your program to your school community, and the broader community, with photos of happy kids eating Wisconsin-grown foods. Make flyers, share stories in the school newsletter or post images to social media.

Post signs at the point of service and other lunchroom locations to inform students and staff of new foods and the farms where they are grown. The **sample flyer** shows just how simple promotional materials can be. Use the **template flyer** by inserting photos of the farm and food you're buying. Be sure to include a few interesting facts about that food. You can also show where the farm is located on the map.



Tool

Sample flyer—Where does your food come from?



Tool

Template flyer—Where does your food come from?

Send letters to staff and parents encouraging them to engage students in conversations about their food and where it comes from. Parents and teachers can reinforce your educational messages and extend your farm to school program outside of the cafeteria.



Tool

Sample promotion letter for staff and parents

Communicate your farm to school program through menus. Menus can be used effectively to promote local foods and special cafeteria activities associated with farm to school programs, such as tastings, but can also help to build in needed flexibility when purchasing locally. Many schools will simply write “seasonal vegetable” on their menus, giving themselves options to use what’s in season from local growers.

If you are using Harvest of the Month, make sure the specific month's item is highlighted on the menu. Simple **sample school menus promoting local food or harvest of the month** are included as a tool below. Highlight Harvest of the Month in cafeteria posters or other point-of-service signage, or create take-home materials to reach as many students and parents as possible. Consider including community

Promote your program

partners like grocery stores, retailers and restaurants as promotional partners in your Harvest of the Month campaign. School and community partners can hold concurrent promotional events or share educational materials like recipes, fun facts or farm information.

The Wisconsin DPI offers a seasonal menu planning resource: <https://dpi.wi.gov/school-nutrition/national-school-lunch-program/menu-planning/cycle-menu/home-grown>.

Minnesota's farm to school website has many promotional materials available for free as well as information on a range of foods that could be highlighted through Harvest of the Month: www.extension.umn.edu/food/farm-to-school/.



Tool

Sample school menus promoting local food and/or Harvest of the Month

Publish farm to school information in newsletters, on your school's website and through local media outlets. Submit a letter to the editor or a press release to your local newspaper. Read **Throw a Winning Pitch** at www.farmtoschool.org/Resources/Media%20Tip%20Sheet.pdf for advocacy resources you can use when working with the media.

Plan healthy school lunch cooking contests. Involve students in recipe development with healthy school lunch cooking contests. These contests challenge students to come up with school meals that meet USDA nutrition requirements, fit the school district's budget, incorporate local product and taste great. The winning menu can be incorporated into the school menu rotation.

The Viroqua Area School District's Harvest Challenge is one example of a healthy school lunch cooking contest: http://lacrossetribune.com/vernonbroadcaster/lifestyles/area-schools-participate-in-harvest-challenge/article_a4b25976-faad-50ca-a416-4a96191aea8e.htm. The **Youth Get Active with School Lunch success story** describes how participation in the Harvest Challenge and Cooking Up Change, a national healthy school meal cooking contest, was a life-changing experience for Vernon County students.



Tool

Wisconsin Farm to School Success Story: Youth Get Active with School Lunch

For more information on Cooking up Change, see www.healthyschoolscampaign.org/programs/cooking-up-change/.



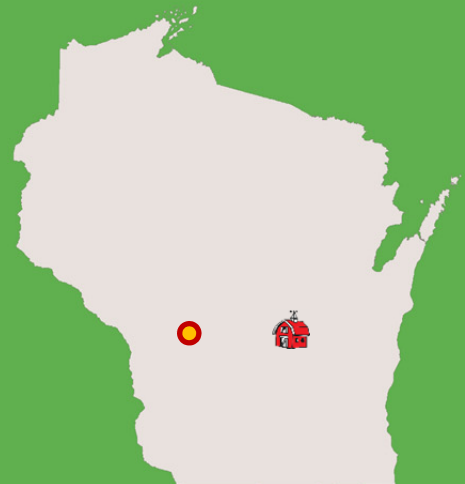
Laurel High School (Viroqua) Harvest Challenge team

WHERE DOES YOUR FOOD COME FROM?







- Carrots originate from Afghanistan. They were purple, red, white, and yellow, but never orange.
- Carrots taste sweet and have lots of vitamins.
- Charlie has been growing carrots for 20 years.
- The longest carrot ever recorded was nearly 17 feet long.
- During the reign of Queen Elizabeth I, ladies would use carrot tops to decorate their hats.

Charlie's Carrot Farm
Somewhere-good, WI
25 miles from Learner
Elementary School.



Holmen School District–High School Lunch Menu November 2013

	 <p>Harvest of the Month Locally grown Leeks on our salad bars and other special purchases as available during November. For more information go to our web site and click on Harvest of the Month!</p>	<p>IRON CHEF HOLMEN The winning recipe from Emily Armstrong who won Iron Chef Holmen 2013, Cock-A-Leeky Soup, will be featured in our schools on Tuesday November 19th! Make sure to try some!</p>	 <p>Did You Know..... That all of our Whole Wheat Sub Buns come from The Brick Oven Bakery in Onalaska Wisconsin! BUY LOCAL!</p>	<p>Fri 1</p> <ol style="list-style-type: none"> 1) Cheese Enchiladas 2) Hot & Spicy Chicken Sand. 3) Cobblestone Market Deli Peas & Carrots <p>Wedge Cut French Fries Vegetable based Salad Bar Fresh and Cupped Fruit Bar</p>
<p>Mon 4 No School</p>  <p>SLEEP IN!!!!</p>	<p>Tues 5 TACO/NACHO DAY</p> <ol style="list-style-type: none"> 1) Beef Taco/Nachos 2) Chicken Fajita 3) Cobblestone Market Deli Refried Beans <p>Spanish Rice Vegetable based Salad Bar Fresh and Cupped Fruit Bar</p>	<p>Wed 6</p> <ol style="list-style-type: none"> 1) Lings Sweet & Sour or Teriyaki Chicken/Rice 2) Mr. Ribb Sandwich/bun 3) Cobblestone Market Deli Oriental Blend Vegetable <p>Brown Rice Vegetable based Salad Bar Fresh and Cupped Fruit Bar</p>	<p>Thurs 7</p> <ol style="list-style-type: none"> 1) Chicken Sandwich/Bun 2) Cheese filled Bread Stick/Sauce 3) Cobblestone Market Deli Broccoli <p>Baked KK French Fries Vegetable based Salad Bar Fresh and Cupped Fruit Bar</p>	<p>Fri 8</p> <ol style="list-style-type: none"> 1) Fish Nuggets 2) Mini Corn Dogs 3) Cobblestone Market Deli Roasted Red Cabbage <p>Dinner Roll Vegetable based Salad Bar Fresh and Cupped Fruit Bar</p>
<p>Mon 11</p> <ol style="list-style-type: none"> 1) Italian Chicken/Bun 2) Mac & Cheese w/dinner roll 3) Cobblestone Market Deli 5-way Mixed Vegetable <p>Wedge Cut Fries Vegetable based Salad Bar Fresh and Cupped Fruit Bar</p>	<p>Tues 12</p> <ol style="list-style-type: none"> 1) Orange Chicken/brown rice 2) Popcorn chicken/brown rice 3) Cobblestone Market Deli Stir Fry Vegetable <p>Mini Egg Roll Vegetable based Salad Bar Fresh and Cupped Fruit Bar</p>	<p>Wed 13 Early Release</p> <ol style="list-style-type: none"> 1) Garlic Cheese Bread/Sauce 2) Cheeseburger/ww bun 3) Cobblestone Market Deli Sugar Snap Peas <p>Baked KK French Fries Vegetable Based Salad Bar Fresh and Cupped Fruit Bar</p>	<p>Thurs 14</p> <ol style="list-style-type: none"> 1) PASTA BAR Whole Grain Pasta 2) Cobblestone Market Deli Broccoli 3) Garlic Bread <p>Vegetable based Salad Bar Fresh and Cupped Fruit Bar</p>	<p>Fri 15</p> <ol style="list-style-type: none"> 1) Cheese Pizza 2) Pepperoni Pizza 3) Chef T's F2s Pizza w/ Leeks 4) Cobblestone Market Deli Green Beans <p>Roasted Vegetable Rice Pilaf Vegetable based Salad Bar Fresh and Cupped Fruit Bar</p>
<p>Mon 18 Holiday Meal</p> <ol style="list-style-type: none"> 1) Diced Turkey in Gravy/Roll 2) Mini Corn Dogs 3) Cobblestone Market Deli Roasted Asparagus <p>Mashed potatoes Vegetable based Salad Bar Fresh and Cupped Fruit Bar Cranberries</p>	<p>Tues 19</p> <ol style="list-style-type: none"> 1) Taco Triangles (3) 2) Hot Dog (2) 3) Cobblestone Market Deli California Blend <p>Baked Beans Vegetable based Salad Bar Fresh and Cupped Fruit Bar Cock-A-Leeky Soup!</p>	<p>Wed 20 BURRITO DAY!</p> <ol style="list-style-type: none"> 1) Beef 2) Chicken Fajita 3) Pork Carnita 4) Cobblestone Market Deli Refried Beans/Black Beans <p>Spanish Rice Vegetable based Salad Bar Fresh and Cupped Fruit Bar</p>	<p>Thurs 21 PIZZERIA PIZZA DAY</p> <ol style="list-style-type: none"> 1) Cheese or Pepperoni 2) Variety of Flavors 3) Cobblestone Market Deli Corn <p>Vegetable Rice Pilaf Vegetable based Salad Bar Fresh and Cupped Fruit Bar</p>	<p>Fri 22</p> <ol style="list-style-type: none"> 1) Fish Sandwich 2) Meatball Sub 3) Cobblestone Market Deli Roasted Cauliflower <p>Waffle French Fries Vegetable based Salad Bar Fresh and Cupped Fruit Bar</p>
<p>Mon 25</p> <ol style="list-style-type: none"> 1) Mushroom Swiss Burger 2) Chicken Quesadilla 3) Cobblestone Market Deli Carrots <p>Baked KK French Fries Vegetable based Salad Bar Fresh and Cupped Fruit Bar</p>	<p>Tues 26 TACO/NACHO DAY</p> <ol style="list-style-type: none"> 1) Beef Tacos/Beef Nachos 2) Chicken Fajitas 3) Cobblestone Market Deli Refried Beans <p>Spanish rice Vegetable based Salad Bar Fresh and Cupped Fruit Bar</p>	<p>Wed 30 No School</p> 		

All Meals are served with Milk

This Institution is an equal opportunity provider

October 2013—Farm to School Month—K-5



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WG=Whole Grain Bold =Vegetarian <u>Underline</u> =Local or Farm Fresh *Salad bar is available in all schools daily *Local salad bar items are labeled	1 Cheese Quesadilla Baked Tortilla Chips w/Salsa Steamed Corn Mandarin Oranges	2 WG Chicken Nuggets <u>Steamed Local Carrots</u> Pineapple WG Dinner Roll	3 French Toast Sticks & Hard Boiled Egg Hashbrown Sticks Strawberries Applesauce	4 Mini Corn Dogs Baked Beans <u>Gala Apple from Munchkey Apples</u>
7 Early Release Deli Turkey Roll-Up <u>Fresh Apple Slices</u> Baked Chips Pudding Cup	8 Chicken Breast Bites Brown Rice <u>Steamed Local Carrots</u> 100% Fruit Juice Slushy Rainbow Bar (a variety of colorful produce)	9 Beef Taco Steamed Corn Refried Beans Chilled Peaches Goldfish	10 Hot Dog on a WG Bun Baked Beans Chilled Pineapple Baked Chips	11 WG Chicken Strips Mashed Potatoes <u>Macintosh Apple from Appleberry Farm</u> 100% Fruit Juice Slushy
14 Hamburger/Cheeseburger on a WG Bun Steamed Peas Fresh Fruit Baked Chips	15 Personal Cheese Pizza Steamed Broccoli Applesauce Animal Crackers	16 WG Popcorn Chicken Sweet Potato Bites Chilled Pears 100% Fruit Juice Slushy	17 WG Pasta w/Meat Sauce Green Beans Peaches WG Cheesy Breadstick	18 WG Breaded Chicken on a WG Bun Baked Fries Baked Chips <u>Fresh Apple from Munchkey Apples</u>
21 WG Chicken Strips Deli Roaster Potato Bites Fresh Apple Slices 100% Fruit Juice Slushy	22 Soft Shell Beef Taco Steamed Corn Chilled Peaches	23 WG Popcorn Chicken WG Seasoned Rice Baked Beans Chilled Pears	24 Cheese or Chicken Quesadilla Baked Tortilla Chips w/Salsa Steamed Broccoli Mandarin Oranges	25 Grilled Cheese Sweet Potato Bites Pudding Cup <u>Fresh Apple from Munchkey Orchard</u>
28 Cheese Pizza Green Beans <u>Fresh Apple Slices</u>	29 Chicken Teriyaki Bites Brown Rice Stir Fry Veggies Chilled Applesauce	30 Hamburger/Cheeseburger on a WG Bun Baked Fries Fresh Fruit	31 Halloween! Mini Corn Dogs <u>Steamed, Local Carrots</u> Mandarin Oranges Scooby Snacks	October 14-18 is National School Lunch Week October 8 is Take Your Parents to Lunch Day!! All parents are invited to join us at lunch, but please call the school office to notify us prior. Thank you!

Fruit & Vegetable of the Month

Each month we will be featuring a different fruit and vegetable at lunch. Visit the produce department at Miller and Sons to purchase the featured items and pick up more information to share with your family. Our goal is to provide consistent health messages in school and in the community to increase fruit and vegetable consumption!!

Apples

Apples are very good for us due to their high fiber content. The fiber and the nutrients within it help keep our circulatory and digestive systems healthy. Apples are a good source of Vitamin C, potassium, and antioxidants. The sugars in apples also help regulate our blood sugar.

Every Friday we will be featuring a different variety of apple from a local orchard. Please see them listed on the menu.

Carrots

Carrots are loaded with vitamin A, beta carotene and other nutrients our bodies need. Vitamin A keeps our eyes and skin healthy and helps us avoid sickness. Just one medium carrot gives your body twice the Vitamin A it needs in a day!

Our local carrots will be purchased processed and frozen so that we can enjoy them all school year long!

For more information visit:

www.fruitsandveggiesmatter.gov

Remember to make half your plate fruits and vegetables in a variety of colors to reach your daily needs!!

In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, or disability. To file a complaint of discrimination, write USDA, Director, Office of Civil Rights (Office of Adjudication), 1400 Independence Avenue, SW, Washington, D.C. 20250-9410 or call toll free (866) 632-9992 (Voice). TDD users can contact USDA through local relay or the Federal Relay at (800) 877-8339 (TDD) or (866) 377-8642 (relay voice users). USDA is an equal opportunity provider and employer.

For more information, please contact Michelle Denk, Food Service Director 608-437-2400 ext 1222

For lunch account information, please contact Lori Martin 608-437-2400 ext 2119

November 2013—ELC, PC, IC



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WG=Whole Grain Bold =Vegetarian <u>Underline</u> =Local or Farm Fresh *Salad bar is available in all schools daily	Please send payments to: Mt. Horeb Child Nutrition 305 S Eighth Street Mt. Horeb, WI 53572 You can pay online at www.myschoolbucks.com	<u>Harvest Medley Blend</u> Locally grown sweet potatoes, parsnips, and carrots seasoned and roasted.	**Menu subject to change based on product availability	1 WG Pasta w/Meatballs and Sauce Steamed Broccoli Cheesy Bread Stick <u>Pears from Tippy Top</u> <u>Organic Fruit, Dodgeville</u>
4 WG Chicken Strips Mashed Potatoes Fresh Fruit WG Goldfish Crackers	5 Grilled Cheese Tomato Soup w/Crackers Pudding Cup <u>Pears from Tippy Top</u> <u>Organic Fruit, Dodgeville</u>	6 Beef Nachos Steamed Corn Chilled Peaches 100% Fruit Bar	7 Hot Dog on a WG Bun Baked Beans Chilled Pineapple	8 French Toast w/Syrup Hashbrown Sticks Strawberries Applesauce
11 Early Release Deli Turkey Sub <u>Fresh Apple Slices</u> Baby Carrots Baked Chips Pudding Cup	12 Mini Corn Dogs Green Beans Fresh Fruit Dinner Roll	13 WG Popcorn Chicken <u>Harvest Medley Blend</u> Chilled Peaches 100% Fruit Juice Slushy	14 Cheese Pizza Steamed Corn Peaches Animal Crackers	15 Breaded Chicken Patty on a WG Bun Baked Fries Baked Chips Fresh Fruit
18 Hamburger/Cheeseburger on a WG Bun Baby Bakers Fresh Fruit	19 WG Chicken Strips Steamed Carrots Applesauce WG Goldfish Crackers	20 Beef Taco Steamed Corn Chilled Peaches WG Scooby Grahams	21 Turkey & Gravy Mashed Potatoes Fresh Fruit Dinner Roll Pumpkin Pudding	22 WG Chicken Nuggets Steamed Broccoli Chilled Peaches 100% Fruit Juice Slushy WG Bread
25 Cheese Pizza Green Beans <u>Fresh Apple Slices</u> WG Dinner Roll	26 WG Popcorn Chicken <u>Harvest Medley Blend</u> Baked Beans Mandarin Oranges	27 <p style="text-align: center;">NO SCHOOL</p>	28 <p style="text-align: center;">HAPPY</p>	29 <p style="text-align: center;">THANKSGIVING!!</p>

Fruit & Vegetable of the Month

Each month we will be featuring a different fruit and vegetable at lunch. Visit the produce department at Miller and Sons to purchase the featured items to eat with your family. Our goal is to increase fruit and vegetable consumption at home and at school!!

Pears

-1/2 cup of sliced pears are an excellent source of fiber and a good source of vitamin C at only 100 calories/serving .
 -Pears are one of the leading fruit sources of fiber at 6 gm/medium pear. Most of the fiber is found in the skin..
 -There are more than 3,000 varieties of pears worldwide and it is a fruit tree that is very easy to grow in Wisconsin.

-The fresh pears on our menu come from Tippy Top Organic Fruit in Dodgeville, WI.

Sweet Potatoes

-1/2 cup of sweet potatoes is an excellent source of vitamin A and a very good source of vitamin C and B6.

-Sweet potatoes are tropical vegetables, grown mostly in California and southern states. However, they can be grown wherever there are 150 frost free days to develop.

-The Center for Science in the Public Interest (CSPI) ranks the sweet potato as the #1 most nutritious vegetable.

-Yams differ from sweet potatoes in that their skin is scaly and rough, they are dry and starchy, and are very low in nutrients.

For more information visit:

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Remember to make half your plate fruits and vegetables in a variety of colors to reach your daily needs!!

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Wisconsin Farm to School success stories

Vernon County:

Youth get active with school lunch



October, 2014

As farm to school grows in both popularity and maturity in Wisconsin, schools are looking for ways to develop increasingly comprehensive programs that will thrive for years to come. In order to accomplish this goal, student involvement and community engagement are essential. When students take leadership in farm to school programs, peer education and reaching out to families becomes a priority. Involving youth and families in farm to school leads to the community as a whole feeling pride, ownership and a sense of responsibility for maintaining its farm to school program. Community members recognize the many benefits of farm to school for the youth and the community as a whole. This is a story about the farm to school experience in one Wisconsin county.

In 2009, the Vernon County Farm to School initiative created the “Harvest Challenge,” a menu planning and cooking contest for high school students highlighting the many benefits of including fresh, nutritious and locally grown foods in school lunch programs. The Harvest Challenge team guidelines are that lunch menus must meet all National School Lunch Program regulations, utilize local products, show culinary and aesthetic sophistication, and taste delicious—all at a cost of under \$1.00 per meal! This is no easy task, even for those familiar with school kitchens. In the words of a Kickapoo School District Harvest Challenge student team member, “I never knew how much preparation went into making our school’s lunch. I now appreciate the lunch program and our cooks so much more.”

In the first year of the Harvest Challenge, four Vernon County high school cooking teams joined the pioneering experience and spent weeks preparing their menus, conducting nutritional analyses and going “back to the drawing board,” with the support of volunteer community chef mentors. Final menus were served to a panel of eight local celebrity judges, approximately 200 attendees and their own student peers at the Harvest Challenge Gala. Students presented themselves and their menus professionally, and the judges labored over nuances between the stellar entries. Three awards were given out that first year: one each from the panel of judges, students and the community. The students and community were encouraged to cast a “popular” vote for their favorite menu after receiving samples from all competing teams. The judging panel scored according to professional criteria (provided to teams ahead of time) and received a private presentation and tasting from each team. During this time the judges were allowed to ask questions to challenge the depth of the students’ knowledge. “I was so impressed. The students reveled in the challenge. It really showed in their presentations and the meals they created were excellent beyond my expectations” – Tim Eddy, Harvest Challenge judge 2013, WVRQ radio programmer.



“The Harvest Challenge is the heart of our county’s farm to school program — we keep it going every year and it keeps us going ALL year!”

– Diane Chapeta, Fifth Season Cooperative and Vernon County Farm to School Coalition member

The first year of the cooking contest helped promote and initiate community support for the county's fledgling farm to school program. The Harvest Challenge succeeding in pulling together all aspects of community involvement; from local politicians as speakers, to community businesses as financial sponsors, parents as volunteers, school food service personnel and local chefs as mentors, farmers as heroes, and of course students as leaders and competitors! In the first and in following years, the Harvest Challenge has also found success as a fundraiser. Generous community donations fuel the event and proceeds from a large silent auction help fund the recurring AmeriCorp Farm to School position that provides coordination support to the Vernon County Farm to School Program. Funds raised also contribute to Harvest of the Month nutrition education tasting activities that take place throughout the county, where young students learn about and sample at least one Wisconsin and locally produced food each month.



The Harvest Challenge has grown into a highly anticipated county-wide annual event, bringing together up to six area high schools and their communities to compete, learn, grow and eat together. Attendance has topped 300, cash and in-kind sponsors have grown to include over 75 local businesses, and event revenue has doubled since the first year. Over 35 local personalities and experts have had the honor of serving on the distinguished judging panel, and over 50 volunteers have worked behind the scenes over the years to ensure a smooth, memorable and successful event. But perhaps the most important growth figure is the over 100 high students who have now taken up the Challenge, some more than once,



Viroqua's Laurel High School Harvest Challenge team entered a national healthy school meal cooking contest, Cooking Up Change. From a field of 13 teams nationally, they were selected to compete against two other winning teams in the final competition.

Hosted by the National Farm to Cafeteria Conference in Detroit, Michigan in May of 2010, the three teams competed in a cook-off and presentation for a distinguished panel of 21 judges. Although the Laurel team did not take first place, all of the competing students were winners to have been offered the opportunity to attend a national conference, have over 600 people fed from their winning menus, speak in front of a large crowd, and receive a standing ovation for providing leadership in their communities.

“It was an incredible experience to be in front of everyone at the conference, but it was also a great chance to thank them for caring about what kids across this country eat every day. Kids are learning to care too, and that is the most important aspect to change.”

**- Laurel High School team member
Anders Lewis**

to work side by side with professional chefs and teammates as they contend for one or more of the three annual awards, and the judges top award of the traveling trophy. Future plans include the addition of a cash prize for the top award, to give students even more of an incentive to strive for excellence and bring youth-driven resources to their school's farm to school program.