



WISCONSIN SUCCESS STORY

→ ABOUT THE CRUNCH

The [Great Apple Crunch](#) is an annual event that encourages healthy eating and supports farm to school and other local food purchasing initiatives. Every October during Farm to School month, over a million participants from Minnesota, Wisconsin, Illinois, Indiana, Michigan, Iowa and Ohio CRUNCH into local apples to celebrate.

→ APPLE BLOSSOM'S CRUNCH SUCCESS!

Apple Blossom Orchard and Market in Black Creek, WI provides apples for the Crunch annually. "We began in 2015 and have enthusiastically participated ever since," said Todd Hanson, Apple Blossom Orchard owner. Apple Blossom distributes local apples along with other locally grown produce to schools in Outagamie and Winnebago counties.

Since they began providing apples to schools for the Crunch, Apple Blossom has been invited to participate in Crunch day activities in various Northeastern WI schools. Schools host a "meet the farmer" event and Crunch into Apple Blossom apples during a school-wide countdown. "We love to provide healthy, delicious things that we grow and it's great to support schools with educational opportunities like this," said Hanson.

→ WHAT CAN OTHERS LEARN FROM THE CRUNCH?

Hanson thinks the Crunch is a great opportunity for farms that are set up to supply wholesale volumes. Apple Blossom works to ensure that they are equipped to meet the needs of food service. From how they pack, deliver, and invoice to their customer service, Apple Blossom has stepped forward to meet the needs of food service in WI schools. Hanson shares, "We are committed and support the whole [Farm to School] movement. We are passionate about youth, and this is a nice fit for our family and our company's core values."

→ FAVORITE MOMENT

Over the years, schools invite Apple Blossom Orchard to engage students through apple taste testing and "meet your farmer" activities in auditoriums filled with students. Todd says not a single Apple Crunch passes where he doesn't hear a student remark upon how the apple is the best they have ever eaten! This makes all the hard work worth it.

→ LEARN MORE

Want to know more about Apple Blossom Orchard's Crunch? Visit: appleblossom.farm/farmtoschool



Extension
UNIVERSITY OF WISCONSIN-MADISON

FOR MORE ABOUT THE CRUNCH GO TO:
HEALTHYLIVING.EXTENSION.WISC.EDU/EVENTS/APPLE-CRUNCH