



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.

→ DOOR CREEK'S CRUNCH SUCCESS!

Liz Griffith, owner and operator at **Door Creek Orchard** in Cottage Grove, WI, has hosted a Crunch every year since 2018. For Door Creek, the primary benefit of the Crunch is as a promotional tool to increase Door Creek Orchard's visibility through social media. Griffith knew she didn't want to develop wholesale institutional sales channels with the Crunch because that is not a good fit for her orchard. Griffith saw the Crunch as an opportunity to promote her farm, foster community, and support apple growers across Wisconsin. "Fostering a sense of community is very important to what we do as a business. This is an easy way to do that. You're lifting up the community as a whole - both your local community and the apple community." The Crunch prompts people to learn about the apple farms near them and incentivizes people to engage with those orchards.



Extension

UNIVERSITY OF WISCONSIN-MADISON

→ WHAT CAN OTHERS LEARN FROM THE CRUNCH?

Griffith wants small farms to know that the Crunch can be a great opportunity for them as a promotional and educational tool. "Being a part of the Crunch doesn't have to take a lot of your time, but the impacts can be really positive and snowball over the years."

Griffith's advice to those who are new to working with schools - don't be afraid to say "I won't give a donation" if you are asked to. "Schools are on the learning curve [of buying local] too, so don't be afraid to be honest with where you are."

→ FAVORITE MOMENT

Griffith loves that the Crunch is a celebration of apple season. Not only does Griffith enjoy seeing so many cute pictures of kids Crunching, but she also loves bringing together the Door Creek Orchard crew to contribute to the online Crunch celebration. Every year the orchard crew poses for a Crunch photo and posts it on Facebook. "It's just fun," says Griffith as she explains the crew's annual Crunch photo antics like jumping into the air while they Crunch.

→ LEARN MORE

Want to know more about Door Creek Orchard? Visit: doorcreekorchard.com

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