



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.

→ NORTHWOODS' CRUNCH SUCCESS!

Northwoods Orchard and Farm Market in Mauston, WI sells apples to their local schools for the Crunch, and that's just the beginning of their Crunch successes. Through connections established by the Crunch sales, Northwoods developed purchasing agreements with the schools as reliable, season-long institutional buyers. This institutional sales channel allows Northwoods to extend their apple sales beyond their pick-your-own and on-farm market season and even into the spring following harvest.

Northwoods also uses the Crunch as a promotional tool. "When schools share Crunch pictures on facebook and tag their orchard, the posts tend to get good interaction and provide positive exposure to the orchard across the schools' large facebook following," says Northwoods' co-owner Elizabeth Kent.

→ WHAT CAN OTHERS LEARN FROM THE CRUNCH?

Kent shares that farms can use the Crunch as a tool to make community connections and support all your farm has to offer. While the Crunch gets kids excited about eating apples in their school, Northwoods also engages with schools through farm tours. "Having a connection with the schools, and getting kids excited about the orchard brings families out to the farms on weekends." For Northwoods, the Crunch is "a really good, positive promotional event."

→ FAVORITE MOMENT

One favorite moment for Northwoods Orchard owners is when they pass through the cafeteria while delivering apples to the schools. Students often recognize one owner of the farm who hosts Northwoods' on-orchard tours. The students get excited to see the "apple guy" on deliveries, and have even on occasion cheered with shouts of "I love you, apple guy!"

→ LEARN MORE

Want to know more about Northwoods Orchard and Farm Market? Visit: facebook.com/NorthwoodsOrchard



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