



Webinar Series

Go Local with the Summer Farm Fresh Challenge!

June 20, 2023

1:30 PM - 2:00 PM



Meet Your Host



Ashley Kennedy, SNS

Health and Nutrition Services

Specialist

Welcome!



upLIFT was created for you, the child nutrition professional, to provide you with materials to help you LEARN about nutrition, INSPIRE you on what to feed your participants, FEED your participants healthy meals, and TEACH others in your community about your programs!

This year, the monthly webinar series will focus on sharing relevant nutrition knowledge as well as standout stories from the field on successful service models, inspiring menu ideas, and tips and tricks to implement nutrition initiatives in schools! These webinars are intended to provide you with real, applicable, and helpful information that you can use to operate the best school food service program possible at your sites this year!

Overview

- 1. Summer 2023 Farm Fresh Challenge Overview**
- 2. Taste, Teach, and Connect Arizona!**
- 3. Strategies from the Field**

Poll Question

Are you familiar with the Farm Fresh Challenge?

- 1. Yes, it's awesome!**
- 2. Eh, kinda..**
- 3. No, what's that?**

Summer 2023 Farm Fresh Challenge Overview

What is the Summer 2023 Farm Fresh Challenge?

The Summer Farm Fresh Challenge is an Health and Nutrition Services initiative designed to **empower** Child Nutrition Program operators to **cultivate excitement** around fresh and locally sourced foods.

Participating operators must



Complete a series of challenges within a **one-week** period in the month of June.



Creatively promote **local food** items during meal service.



Satisfy **all three** taste, teach, and connect components.



Finalize all challenge components by **June 30th**.

How to participate?

Join the challenge!



Complete [Intent to Participate Survey](#).

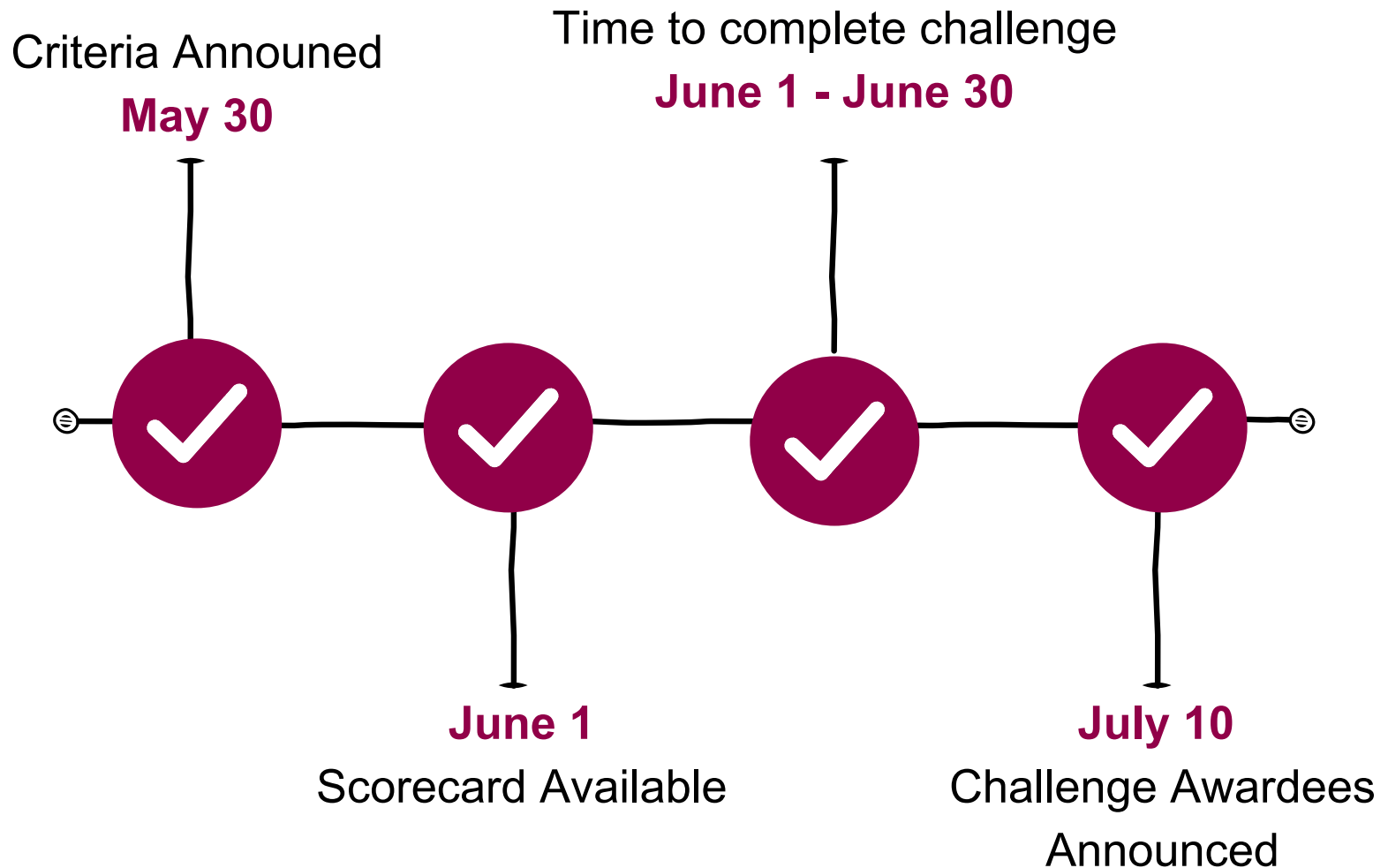


Complete challenge activities within one-week timeframe in June and document details on scorecard



Complete participation survey with scorecard information

Important Dates











Farm Fresh Challenge Scorecard

Farm Fresh Challenge

SUMMER 2023 SCORECARD

Operators participating in the **Summer 2023 Farm Fresh Challenge** may be eligible to receive a **Copper, Silver, or Gold** award depending on the **TEACH, CONNECT, and TASTE** activities they complete within a one-week timeframe in June.

INSTRUCTIONS: Use this scorecard to track your Farm Fresh Challenge participation progress by checking off activities once they're completed! The Arizona Department of Education Health and Nutrition Services will be sending a survey in July for operators to report completion of challenge activities.

TEACH Arizona	Host a minimum of two educational activities themed around Arizona local food and agriculture.	CONNECT Arizona	Promote your challenge activities via a social media post, magazine feature, newspaper article, etc.	
				
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
TASTE Arizona	Procure at least three* "easy to reach" local items (milk, fruit or vegetable) to receive a copper award. Serve one "hard to reach" local item (whole grain or meat/meat alternate) to be awarded silver, and two "hard to reach" local items to be awarded gold!			
				
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Teach, Connect, and 3 Easy to Reach: Copper Award		Copper Award + 1 Hard to Reach: Silver Award		Silver Award + 1 Hard to Reach: Gold Award

**Taste, Teach, and
Connect Arizona!**

Local Definition Review

Local Foods includes fruits, vegetables, beans, grains, meats, condiments, herbs, eggs, and dairy procured within a certain proximity. Important note, local is determined by the school district and/or state entity!

This can mean a farm located...



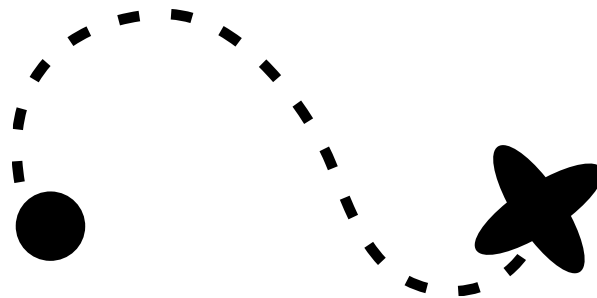
Within miles
from the entity



Within the
county



Within the
state



What does "Local" actually mean?

Sourcing Local Foods

An entity's decision to procure local products is individual and procurement may be achieved through a combination of the sources listed below.



Local Procurement Guide

USDA Food and Nutrition Service has updated and created the 'Procuring Local Foods For Child Nutrition Programs' [guide](#).



This guide highlights a collection of topics to help schools source and purchase local foods including:

- Menu Planning
- Procurement Methods
- Solicitation Practices and Geographical Preference
- Buying from School Gardens
- USDA Foods and DoD Fresh
- ...and MORE!

Local First Arizona

Good Food Finder

Local First Arizona sponsors the [Good Food Finder](#) initiative, which makes it easy to buy and support local food across Arizona. The website includes:

- Farmer's Market locations
- Community garden locations
- Local farmer and producer lists



Local First Arizona

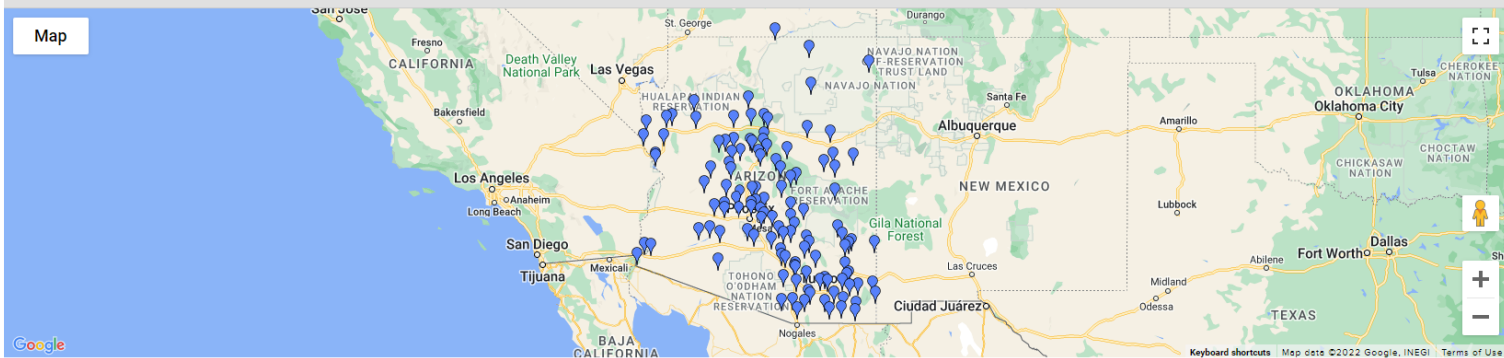
good food finder

Eat Grow Learn Food Business Agribusiness Events Blog [Directory](#)



Search for... [Search](#)

Searching Tips & Tricks ▾ Location ▾ Keywords ▾ Categories ▾ County ▾ Eat Local Region ▾



Silver Strike Winery

Our wonderful wines are made from grapes grown right here in Cochise County. Come visit our Silver Strike Winery in historic Tombstone and taste our great wines! W

Tortilleria Arevalo

Tortilleria Arevalo handcrafts local ingredients to produce healthy and delicious mesquite flour mixes, prickly pear cookies, gluten-free tortillas and much more.

Deseo Coffee

Inspire Farms

Organic chicken feed

Project Roots

Community Garden in South Phoenix

Out of the Way Farms

Cave Creek Beer

Rhiba Farms

Harris Heritage Growers

PRIKLY LLC

Arizona Farm Bureau

Fill Your Plate

This interactive tool was created by the Arizona Farm Bureau as part of the [Fill Your Plate](#) initiative makes it easy to locate farms and farmer's markets, find recipes, and even visit local farms!

The screenshot displays the Arizona Farm Bureau's 'Fill Your Plate' website. The header features the Arizona Farm Bureau logo, social media links for Facebook, Twitter, and Pinterest, and navigation links for 'About Us', 'Join AZFB', and 'Contact Us'. A main navigation bar includes links for 'HOME', 'RECIPES', 'NUTRITIOUS NEWS', 'CELEBRITY Q&A', 'ARIZONA PRODUCE IN SEASON', and 'FARMERS' MARKETS'. The central content area is divided into several sections: a 'FIND A FARM PRODUCT' search box, a 'FIND A FARMERS MARKET' search box, a 'VISIT A FARM' section with a 'NEW!' tag, and a 'FIND RECIPES' section. Below these is a 'Featured Recipe' section for 'Masala Chai Bites' with a list of ingredients and a 'read more' link. To the right, there is a 'Fill Your Plate Blog' section with a 'visit blog' link and a 'FRIDAY'S FOOD FACTS' section featuring the Arizona Farm Bureau and 99.9KEZ logos.

Arizona Farm Bureau

Recipe
Directions



Farm
Location



Carrot, Leek & Turnip Sauté

1 1/2 tbs olive oil
1 1/2 tbs unsalted butter
3 leeks, cut into 1/2 inch rings, separated
5 carrots, peeled and cut on the bias
2 tbs fresh parsley, chopped
a tbs fresh basil, chopped (or tarragon)

Directions
Melt olive oil and butter in a large skillet over medium-low heat. Stir in leeks, turnips, and carrots. Cook one minute then salt to taste. Cover. Cook on medium low heat for another 5 minutes, stirring occasionally. Uncover and continue cooking for 25 minutes. Vegetables will reduce and soften quite a bit. Reduce heat to low and continue to cook for 5 minutes. Remove from heat and stir in parsley, basil (or tarragon). Serve warm. Great reheated.
Provided by: Kelly Saver, Desert Roots Farm

Where You Can Buy Ingredients:

Farmers
Abraham's Faith Garden Concho, Arizona, 85924 View details
Agua Linda Farm Laurel Lees Amado, AZ, 85646 View details
Accesanti Organic Mayer, Arizona, 86333 View details
Arizona Microgreens Phoenix, Arizona View details
Bathtub Spring Farm Gary & Marilyn Hart Nutmeg, AZ, 85932 View details
Blue Sky Organic Farms David Vose Litchfield Park, AZ, 85340 View details
Cracked Carrot Farm Clark Purfong Queen Creek, AZ, 85242 View details
Desert Roots Farm Kelly Saver Queen Creek, AZ, 85242 View details
Double Z Gardens Amado, Arizona View details

FIND A FARMERS MARKET

Search for a market by city or state


VISIT A FARM

Travel Guide of Arizona Agriculture **NEW!**

FIND RECIPES

Browse hundreds of recipes in our catalog


Featured Recipe



Masala Chai Bites
1 tsp. Ground Cinnamon, 1/8 tsp. Cardamom, 1/4 tsp. Ground Ginger, 1/8 tsp. Ground Cloves, 1/8 tsp. Allspice, 1/8 tsp. Freshly Ground Nutmeg, 1/8 tsp. Black Pepper, 12 Pitted Medjool Dates, 1/4 cup Cashew Butter, 1/2 tsp Vanilla Bean Paste, 1/4 cup Cacao Nibs, 1/4 cup Coconut Shreds, 1 tsp. Salt, 2 Tbsp. Coconut Oil. Process & Blend until incorporated/can hold itself together. Roll into 1" balls & coat in extra coconut shreds.

[read more](#)
[Browse Recipes](#)

videos



[Browse Videos](#)

Poll Question

True or False?

Local is a term defined solely by the Federal government.

1. True
2. False

Poll Question

True or False?

Local is a term defined solely by the Federal government.

1. True

2. False

Local is determined by the school district and/or state entity!

Taste Arizona!

Taste Arizona

What is the criteria?

Procure at least three* "easy to reach" local items (milk, fruit or vegetable) to receive a **copper award**. Serve one "hard to reach" local item (whole grain or meat/meat alternate) to be awarded **silver**, and two "hard to reach" local items to be awarded **gold**!

** Fruits and vegetables can be counted more than once if more than one variety is served.*



Teach, Connect, and 3 Easy to Reach:
Copper Award



Copper Award + 1 Hard to Reach:
Silver Award



Silver Award + 1 Hard to Reach:
Gold Award

Taste Arizona

There are many ways to procure **local foods** in Arizona. Below are examples of different agencies that provide great **insight** and **resources** to procure local foods.

- Local Farmers
- Food Service Team Members
- U of A Cooperative Extension
- County Health Services
- Health and Nutrition Services Specialists
- AZ Farm to School Network



Teach Arizona!

Teach Arizona

What is the criteria?

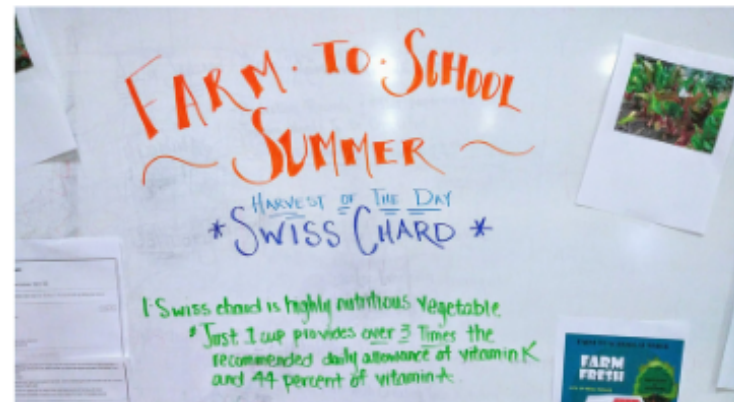
Teach Arizona is the educational component of all Farm Fresh Challenges. Participants must host a minimum of **two** educational activities themed around Arizona local food and agriculture.



Teach Arizona

Common Examples:

- Taste tests and surveys
- Field trips to farmer's markets
- Virtual farm tours
- Nutrition classes
- Garden workshops
- Infographics during meal service



Palominas Elementary School District
Farm Fresh Challenge '22

Connect Arizona!

Connect Arizona

What is the criteria?

Connect Arizona is the promotional component of all Farm Fresh Challenges. Participants must promote all challenge activities to the community.



Connect Arizona

Common Examples:

- Social media posts
 - Facebook, Instagram, Twitter
- Community magazine
- School announcements
- Newspaper articles
- Flyers
- Handouts



Concordia Charter School
Farm Fresh Challenge '18

Strategies from the Field

Taste Arizona

Concordia Charter School



Gold Awardee



Sourced from:

- Bonita Bean Co.
- Briggs & Eggers Orchard
- Aguiar Farm
- Shamrock Farms
- Stanfield



Taste Arizona

Palominas Elementary School District



Gold Awardee



Sourced from:

- Echoing Hope Ranch
- Cruz Farm
- Shamrock Dairy



Taste Arizona

Crane Elementary School District



Gold Awardee



Pre-portioned salads with local produce ingredients.



Teach Arizona

Humboldt Unified School District



Gold Awardee



Incorporated:

- Team Nutrition education materials
- Produce seeds and informational materials in goody bags



Teach Arizona

Concordia Charter School

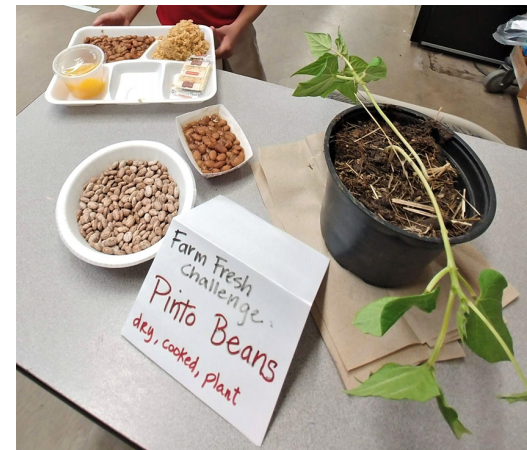


Gold Awardee



Incorporated:

- Service line signage
- Table tents on lunch tables
- Informational tables



Teach Arizona

Palominas Elementary School District



Gold Awardee



- Incorporated Farm Fresh Friday
- Taste tests
- Veggie Education Board with produce information



CELEBRATING LOCALLY GROWN PRODUCE IN OUR
SCHOOL MEALS ALL WEEK LONG
JUNE 20TH- JUNE 23RD

Teach Arizona

Crane Elementary School District



Gold Awardee




Colorful flyers with
produce nutrition facts

The flyer is divided into two sections. The top section features a red border and a light beige background. It includes the hashtag #wellnesswednesday, the word "OLIVES" in large blue letters, and the text "contain healthy fats that reduce the risk of heart disease." Below the text is a photograph of green and black olives. The bottom section also has a red border and a light beige background. It includes the hashtag #wellnesswednesday, the word "CANTALOUPE" in large red letters, and the text "contains Vitamin A, which is essential for eye health." Below the text is a photograph of sliced cantaloupe. In the bottom left corner of the flyer is the Crane Schools Nutrition Dept. logo, which consists of a red apple outline with a green leaf and the text "CRANE SCHOOLS NUTRITION DEPT. Let's Eat Smart! Help Us Thrive!". At the very bottom of the flyer, it says "This institution is an equal opportunity provider."

#wellnesswednesday
OLIVES
contain healthy fats that reduce
the risk of heart disease.

#wellnesswednesday
CANTALOUPE
contains Vitamin A, which is
essential for eye health.


This institution is an equal opportunity provider.

Connect Arizona

Humboldt Unified School District



Gold Awardee



Harvest of the Month
posters
Informational flyers for
the produce items

Harvest of the Month
Network for a Healthy California

The Harvest of the Month featured fruit is **strawberries**

Healthy Serving Ideas
Make a tasty topping for your pancakes. Just heat sliced strawberries with a small amount of orange juice or unsweetened applesauce in the microwave.

Shopper's Tips

- Look for plump strawberries with a natural sheen, rich red color, and sweet smell. The caps should be attached and look fresh.
- Keep strawberries in the refrigerator for up to three days.
- Wash strawberries just before eating.

Let's Get Physical!
Add walking and bicycling to your diet! Walk or ride to the grocery store, bike to work, or go for a long walk with your family on the weekends.

How Much Do I Need?
The amount of fruits and vegetables you need depends on your age, gender, and the amount of physical activity you get every day. A good tip to follow is:

- Make half your plate fruits and vegetables to reach your total daily needs!

Choose **MyPlate.gov**

For more recipes and tips, visit:
www.CaChampionsForChange.net

Health and Nutrition Go Hand-in-Hand
Make half your plate fruits and vegetables and be active every day. Drink water instead of sugary drinks. Sugary drinks are the largest single source of added sugar in the American diet. Doing these things may lower the risk of serious health problems like obesity, type 2 diabetes, heart disease, stroke, and some types of cancer.

A ½ cup of strawberries is an excellent source* of vitamin C. A ½ cup of strawberries is about four large berries. Vitamin C helps your body heal cuts and wounds and helps lower your risk of infection. Vitamin C also helps your body absorb the iron found in foods.

Blend strawberries, orange juice, and lowfat yogurt for a refreshing smoothie.

Mix strawberry halves with sliced melon, pineapple, and mango chunks. Sprinkle with lime juice and chili powder for a Mexican fruit salad!



Connect Arizona

Concordia Charter School



Gold Awardee



Social media posts with
hashtags

Released flyers



Connect Arizona

Palominas Elementary School District




Gold Awardee



Released informational
flyers along with taste
tests

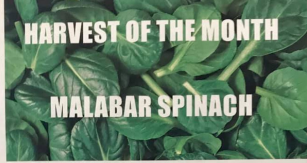
Utilized Facebook posts



ALLIGATOR MONSTER DIP

GARBANZO BEANS	16OZ.
GARLIC	3 CLOVES
RAW SPINACH	1 CUP
TAHINI	2 TBSP.
LEMON JUICE	2 TBSP.
OLIVE OIL	½ CUP
RICE VINEGAR	2 TBSP
SALT	TO TASTE

1. Blend all dip ingredients for about 2 minutes.
2. Place dip in a serving bowl.
3. Scoop dip with various vegetables.



HARVEST OF THE MONTH MALABAR SPINACH

FAST FACTS:

- Spinach is filled with iron, vitamin A, vitamin c, and calcium. Spinach also improves vision, enhances mental performance, and is heart healthy.
- Just a half a cup of raw spinach counts as 1 of 5 servings of fruits and vegetables you should eat daily.
- Spinach is also a great source of vitamin k, which helps stop cuts and scrapes from bleeding too much and helps the healing process. Vitamin K works with calcium to help build strong bones.

**FARM TO SCHOOL:
FEATURING ECHOING HOPE RANCH**

This year we are partnering with Echoing Hope Ranch to start our new Farm to School Program, featuring "Farm Fresh Fridays." Echoing Hope Ranch is a local operation that provides a safe and respectful home and community for adults with autism and other developmental disabilities. Buying local from them means the vegetables we provide our students taste better and connect the students to where food comes from. Our "Farm Fresh Fridays" will be a fun food experience for our students and staff. We also hope to bring more community awareness of the local offerings from Echoing Hope Ranch and their gardening program.



Connect Arizona

Crane Elementary School District



Gold Awardee



Incorporated
#wellnesswednesdays
as nutrition education
component

#WeStickTogether
at Crane Schools

Did you know that cactus is both a fruit and a vegetable? And you can eat these varieties of cacti!

- Prickly Pear Cactus
- Cholla Cactus
- Dragon Fruit Cactus
- Barrel Cactus
- Saguaro Cactus

#wellnesswednesday

FENNEL

is a good source of Fiber
which aids in digestion.

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Resources

Whole Food Profiles

Learn the basics to start cooking with these nutritious, whole foods!

Yellow Corn

Yellow corn is high in carbohydrates and packed with fiber, vitamins, and minerals. It's also relatively low in protein and fat. The average ear of yellow corn contains 800 kernels in 16 rows covered by pale-colored silks and a robust, green husk.



How to Select and Store:

Fresh - Selection
HEAVY WEIGHT Kernels BRIGHT Husk
Select yellow corn with bright green husks. Avoid tassels that are discolored and sticky; they should be pale and dry. The freshest yellow corn contains plump, firm, golden, and whole kernels.

Fresh - Storage
REFRIGERATOR CRISPER AT 40-45 DEGREES F
Yellow corn in the husk is best stored in the crisper drawer in the fridge. If shelled, corn can be held in an airtight container in the fridge for 3-5 days. When shelled and frozen, corn can last in a sealed, airtight container for up to 8-12 months.

Nutrition Facts	
Per 100g (3.5 oz)	
Total Fat	1.5g
Total Carbohydrate	21g
Fiber	2.1g
Sugars	0.5g
Protein	3.3g
Vitamin A	10%
Vitamin C	10%
Iron	10%
Calcium	10%

Tips for Preparing and Cooking:

Preparation
Prepare yellow corn by carefully removing the husks and silks, and wash thoroughly. The kernels can be removed and prepared separately or the whole ear may be prepared for consumption.

Try yellow corn...

Baked Try yellow corn boiled until the kernels are bright yellow, crisp, and tender - about four to five minutes. Add salt, pepper, and a square of butter.	Grilled Test out yellow corn husked, brushed with olive oil, garlic, salt, and pepper, and grill on medium heat. Cook until golden with a slight char and enjoy!	Milled An easy way to use yellow corn in desert recipes is to dry and grind it into cornmeal. It can be used in a crisp, cupcakes, muffins, and more!
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Did you know?
Corn is grown on every continent except Antarctica. More than 90 million acres on earth are dedicated to producing corn!

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Whole Food Profile


How to Use Whole Foods

Innovative ideas for using real, whole foods in delicious ways!

Yellow Corn

Yellow corn is a variety of sweet corn. It is vibrant in color and has a distinct sweet and succulent flavor. In Arizona, yellow corn is in season over the summer from May to July.

Examples:



Recipe from an AZ operator

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Tip!
Consider using canned corn (Corn, Whole Kernel, No Salt Added, Canned #100313) through USDA Foods!

How to Use Whole Foods

Research Rundown

Article: *Sustenance and Sustainability: Maximizing the Impact of School Gardens on Health Outcomes*

What did this study examine?
The objective of this study was to review published garden-based programs conducted in schools targeting dietary intake and/or determinants of dietary behavior in children and to identify the similarities in strategies and components used. The review included thirteen studies that examined the impact of garden-based programs conducted in school, either during school hours or in after-school settings, on dietary behaviors in children (kindergarten 8th grade students).

Key findings:
These reviewed studies did not have a comparison or control group and evaluated within-group changes after a garden intervention. None of the reviewed studies were randomized but were assigned based on the school's interest and the timing of new school gardens being built. Similar strategies most of the programs used included hands-on curriculum, cooking components, parental and stakeholder support, food provision, and using the garden as the focal point for media promotion.

- Out of the eleven programs that examined dietary intake:
 - six found that the program resulted in increased vegetable intake;
 - one and four showed no effect.
- Seven of the eight studies that measured preference found:
 - the programs resulted in increased preference for vegetables;
 - Gardening programs resulted in improved attitudes towards willingness to taste;
 - identification of fruit & vegetables;
 - and confidence to prepare fruit & vegetables.

In conclusion, some of the garden programs resulted in increased vegetable intake, which had positive implications for both environment sustainability and health-related outcomes. Further, the majority resulted in some improvement in behavior determinants more generally. However, more research is warranted to understand how to achieve long-term improvements in dietary behaviors and how to sustain the garden-based programs in schools.

Put it into practice!


- Aim to create a hands-on curriculum and incorporate fun easy recipes that include school garden-grown herbs and...
- Create and promote a culture of the gardening process and take a snapshot of your seed-to-table fruits and veggies to showcase your garden on social media.
- Get the community involved! Reach out to parents, guardians, and stakeholders for support and share the program's vision and benefits.

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Research Rundown

Comparing Potatoes

Potatoes are a type of root vegetable known as tubers. Learn about the different types of potatoes and how they differ nutritionally!




White potatoes

- Higher glycemic index
- Rich in vitamin C and potassium
- 3 grams of fiber per serving

Try it with: Rosemary, thyme, curry, turmeric, garlic.

VS.




Sweet potatoes

- Lower glycemic index
- Rich in vitamin A, vitamin C, and calcium
- 4 grams of fiber per serving

Try it with: Cayenne, paprika, cinnamon, nutmeg.

Other types:



Is one "healthier" than the other?
The short answer: no! All types of potatoes are rich in vitamins and nutrients, and can be part of a balanced diet. The main nutritional difference is found in how they are prepared. In most cases, it is best to bake, boil, or roast potatoes. Frying can add additional calories, as well as saturated and trans fat.

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Nutrition Knowledge Fact Sheet

<https://www.azed.gov/hns/nsip/uplift/>

Reminder!

Serve a Rainbow and showcase YOUR program!

Remember to submit photos of your produce via email to Ashley.Kennedy@azed.gov. Show off your **YELLOW** produce items and be featured in the monthly upLIFT newsletter!



Looking Ahead

Join us next month!

July upLIFT Webinar - Turnip Your Summer Program!

July 18, 2023

1:30 pm - 2:00 pm

Join Health and Nutrition Services July 18 as we dive deep into ways to enhance your summer menu and boost nutrition integrity! In this session we will go over resources available to operators to participate in the USDA's Summer Meals Award Program: Turnip the Beet. This program aims to recognize outstanding summer meal programs and provide a platform for operators who have gone above and beyond to ensure high-quality, nutritious and appetizing meals are served to participants. Listen as we share tactics from previous participants and guide you to create an appealing summer meal service worthy of praise from the community! Are you up for the challenge?



Thank you!

**Any questions?
Please type them into the Q&A now.**

If you are attending the live webinar, you will receive a link to complete the survey in EMS. After you complete the survey you can print a certificate of completion.

If you are watching the recorded webinar, you can access the survey link and certificate of completion at the end of the webinar slides.



Congratulations!

You have completed the [Go Local with the Summer Farm Fresh Challenge!](#)

To request a certificate, please go to the next slide.

In order to count this training toward your Professional Standards training hours, the training content must align with your job duties.

Information to include when documenting this training for Professional Standards:

- Training Title: [Recorded Webinar: Go Local with the Summer Farm Fresh Challenge!](#)
- Length: [0.5 hour](#)

Please Note:

- Attendees must document the amount of training hours indicated regardless of the amount of time it takes to complete it.

Congratulations!

Requesting a Training Certificate

Please click on the link below to complete a brief survey about this webinar. Once the survey is complete, you will be able to print your certificate of completion from Survey Monkey.

*This will not appear in your Event Management System (EMS) Account.

<https://www.surveymonkey.com/r/upliftrecordedwebinar>

The information below is for your reference when completing the survey:

- Training Title: [Recorded Webinar: Go Local with the Summer Farm Fresh Challenge!](#)