

# Farm Fresh Challenge

SUMMER 2024



## **PROMOTING LOCAL FOODS:**

Promoting local food use in schools highlights your efforts and connects the community to local growers. There are many benefits to promoting local foods, such as supporting local farmers and businesses and incorporating fresh and seasonal produce on your school menus. By sharing delicious recipes, farmer's market finds, and stories behind local food producers, you can create a stronger sense of connection and appreciation for the food served to your students and the people who grow it.

## **WHERE TO START:**

- Determine how you would like to promote your items on social media.
- Highlight local ingredients on the menu - you can use the name of the farm or farmer if you know it on the service line!
- Send newsletters to families or secure a feature in a local media outlet about local foods served.
- Use the following post topics as inspiration:
  - Using local ingredients
  - Incorporating agriculture-based education activities
  - Participating in gardening activities.
- Participate in Harvest of the Month and highlight a local fruit or vegetable for the month of June.

## **CONNECT CHALLENGE:**

**Promote** your challenge activities via a social media post, magazine feature, newspaper article. etc.

