

2019

Farm Fresh Initiative

Texas Department of Agriculture | Commissioner Sid Miller



Farm to CACFP

Emilee Case, Farm Fresh Specialist





Planting the Seeds for Childhood Achievement
in partnership with Texas Farmers and Ranchers



Activities include



Field Trips to
farms/ farmers
markets



Garden Based
Learning



Classroom
Activities



Growing Edible
Gardens



Activities include



Farm Fresh Fridays



Cooking
Demonstrations



Taste Tests



Local Foods in
Meals and Snacks





Who Benefits

Farm to CACFP has the power to impact entire communities. Small changes in operations have lasting impacts on the lives of the children and families you serve.



Kids Win

- Strong, positive connections to local, healthy food
- Self-efficacy to make healthy choices



Sites Win

- Boost nutrition and meal appeal
- Engage parents and staff
- Community connections



Farmers Win

- Reliable marketplace
- Stronger connection to the next generation

The 2019 CACFP Farm Fresh Challenge

March 2019!



TDA's **2019 CACFP**
Farm Fresh
Challenge
registration is
currently open!



3

Eat Local.

Serve Texas products
during March.



2

Teach Local.

Host Farm Fresh focused
educational activities.



1

Be Social.

Share on Facebook,
Instagram, and Twitter with
#FarmFreshFriday.

Learn more at [SquareMeals.org/FarmFreshChallengeCACFP!](https://SquareMeals.org/FarmFreshChallengeCACFP)



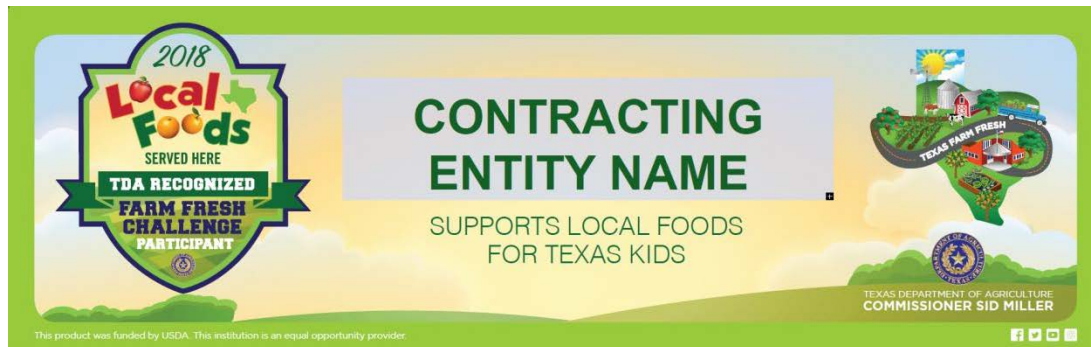
New Resources for 2018

www.Squaremeals.org/FarmFreshChallengeCACFP

Fillable Resources: Bookmarks & Banners

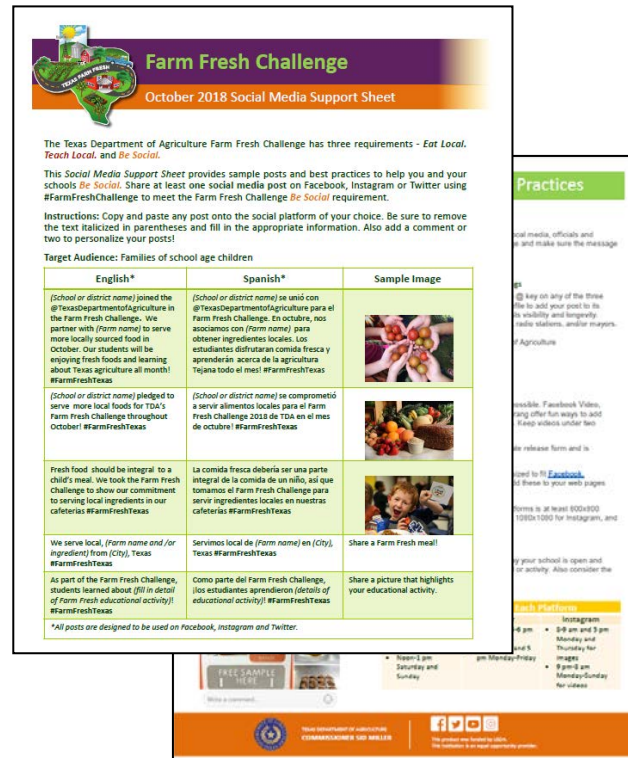


Bookmark



Banner

Social Media Support



Web Badge



SquareMeals.org/FarmFreshChallengeCACFP



FandN Resources > Texas Farm Fresh > Farm Fresh Challenge > Farm Fresh Challenge CACFP

Farm Fresh Challenge CACFP

Farm Fresh Challenge
SFSP/SSO

Farm Fresh Challenge
Resources

Take the CACFP Farm Fresh Challenge this March!

During the month of March 2019, the Texas Department of Agriculture (TDA) is hosting the first ever **Farm Fresh Challenge** for all TDA contracting entities (CE) in the Child and Adult Food Care Program (CACFP). The Challenge is a **fun and engaging way for nutrition professionals to gain recognition** for their efforts to bring local foods and garden-based learning activities to their sites.



Click the icon above to
download stickers,
buttons, banner,
bookmarks and static
clings

- See if your sponsor is participating
- Find supportive resources
- Learn more about challenge parameters and deadlines
- [Squaremeals.org/FarmFreshChallengeCACFP](https://squaremeals.org/FarmFreshChallengeCACFP)



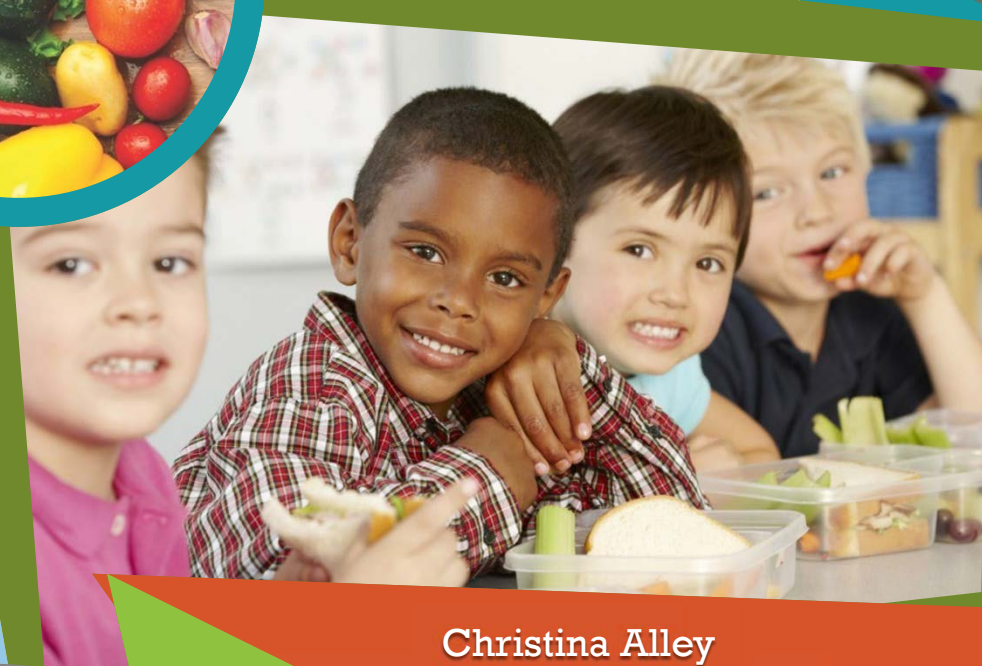
Farm Fresh Challenge

CACFP Pilot in ESC Region 4

Farm Fresh in Texas

More than 90K meals were served during the challenge pilot in October, serving an estimated 14K CACFP participants at 232 sites located throughout ESC region 4.





COMMUNITY NUTRITION conference

Christina Alley
Child Programs Senior Manager

Farm Fresh Challenge Houston Food Bank



TEXAS DEPARTMENT OF AGRICULTURE
COMMISSIONER SID MILLER



01

October Farm Fresh Challenge



October Farm Fresh

Getting Started



- ✓ **Choosing Sites**
- ✓ **Choosing local ingredients**
 - **Borden Milk**
 - **Ashcraft Cracked Wheat Buns 3"**
 - **Hardies Watermelon**
- ✓ **Nutrition Education**
 - **Talking points**
- ✓ **Social Media**



02

Nutrition Education





NUTRITION EDUCATIONS

“Remember that eating local foods like fruits and vegetables are not only good for the you and the environment but also help to support farmers that live nearby!”

“If you had to buy an apple that was grown 2 miles away or an apple that came from another continent like South America which would you choose? Why?”

- ✓ Collect waivers
- ✓ Develop talking points
- ✓ Take pictures
- ✓ Have fun

2 sites

21
students



03

Lessons Learned



Lessons Learned

- ✓ **More time needed to plan**
- ✓ **Menu adjustment to include more local produce**
- ✓ **Site competition for increased participation**
 - Social media**
 - Pictures**
 - Activities**



houstonfoodbank Eat Local. Teach Local.
We took the [#FarmFreshChallenge](#) with our... more



04

March Challenge Plans





March Goals



Local Ingredients:
More local Texas produce three times a week.



Nutrition Education:
Teach three classes a week at CACFP sites.



Social Media:
Houston Food Bank and CACFP sites posting Farm Fresh Challenges pictures throughout March.



01

Kids R Kids Stafford





02

Location



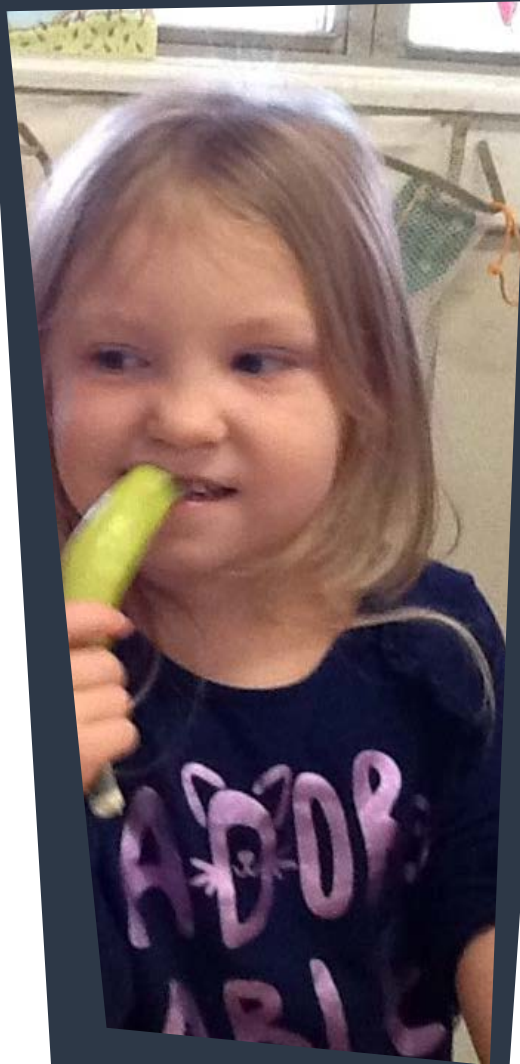


Pavlock Farms
Fresh Vegetable Market
Greg Pavlock
Hwy 36 North
210 Huntington Rd.
Rosenberg, TX 77471
281-633-2459
Mon-Fri-9:00am-5:30pm
Sat.9:00am-4:00pm
Sun-Closed
pavlockfarms@yahoo.com
www.pavlockfarms.com



Banana Peppers

- Did no change to them
- Served with ranch
- Mixed feelings
- Some just wanted the ranch



Watermelon seedless

- Everyone enjoyed
- It's been on our menu for awhile





WHAT WE LEARNED

The children and teachers enjoyed the trying new food. Time of year makes a difference and checking to be sure all is local.

- ✓ Banana peppers
- ✓ Frozen black eye peas
- ✓ Okra (steamed with sauce)
- ✓ watermelon



Q&A

Questions
and Answers