

2019

# Farm Fresh Initiative

Texas Department of Agriculture | Commissioner Sid Miller

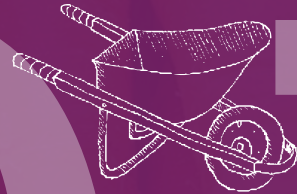


## The 2019 Farm Fresh Challenge

Emilee Case







# 2019 Farm Fresh Challenge

# The 2019 Farm Fresh Challenge

Registration opening soon!

TDA's Local Products Challenge is now the **Farm Fresh Challenge.**



**3**

## ***Eat Local.***

Serve Texas products during October.



**2**

## ***Teach Local.***

Host Farm Fresh focused educational activities.



**1**

## ***Be Social.***

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



# Farm Fresh Challenge Tiers

*Eat local. Teach local. Be social.*



***Tier 1: Best  
of the Bunch***



***Tier 2: Prime  
Participant***





# Farm Fresh Challenge Tiers

*Eat local. Teach local. Be social.*

First Tier: Best of the Bunch	Second Tier: Prime Participant
<p><i>Eat Local.</i></p> <p><b>What to Serve:</b> 3 or more Texas Foods representing 3 unique meal components.</p> <p><b>How Often:</b> A minimum of once a week every full week in October</p>	<p><i>Eat Local.</i></p> <p><b>What to Serve:</b> 3 or more Texas Foods representing 3 different meal components</p> <p><b>How Often:</b> Throughout the challenge period.</p>
<p><i>Teach Local.</i> Host at least <b>two</b> educational opportunity during the month of October</p>	
<p><i>Be Social.</i> Share at least one social media post on Facebook, Instagram, or Twitter using #FarmFreshTexas or #FarmFreshChallenge</p>	







# Two Tiers for Participation in 2019

Participation levels let schools choose the challenge level



## More chances to **Teach Local**

This year, Best of the Bunch participants will provide a minimum of 2 opportunities for students to experience nutrition education. Visit [squaremeals.org](http://squaremeals.org) to discover more resources to help you reach this goal.



## We're Still **Social**

#FarmFreshTexas

Work with your communication department to tell the community about your efforts and celebrate on social media!



# Printable Resources for 2019

www.Squaremeals.org/FarmFreshChallenge

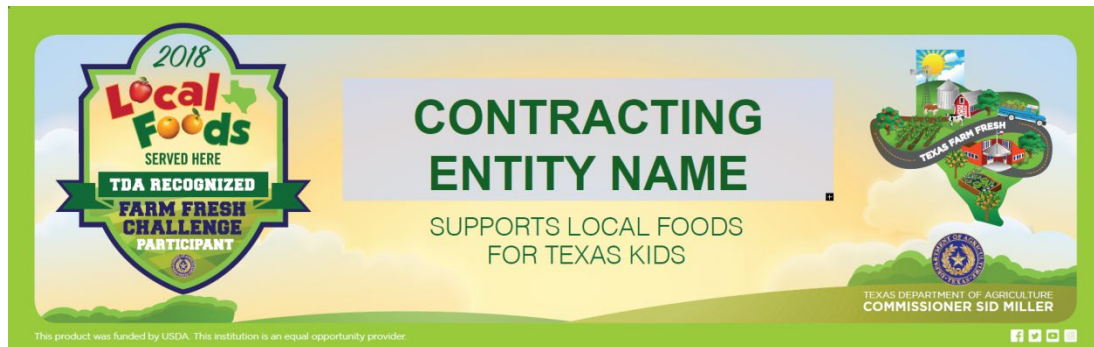
## Fillable Resources: Bookmarks & Banners

## Social Media Support

## Web Badge



Bookmark



Banner

### Farm Fresh Challenge October 2018 Social Media Support Sheet

The Texas Department of Agriculture Farm Fresh Challenge has three requirements - *Eat Local*, *Teach Local*, and *Be Social*.

This *Social Media Support Sheet* provides sample posts and best practices to help you and your schools *Be Social*. Share at least one social media post on Facebook, Instagram or Twitter using #FarmFreshChallenge to meet the Farm Fresh Challenge *Be Social* requirement.

Instructions: Copy and paste any post onto the social platform of your choice. Be sure to remove the text italicized in parentheses and fill in the appropriate information. Also add a comment or two to personalize your posts!

Target Audience: Families of school age children

English*	Spanish*	Sample Image
(School or district name) joined the Farm Fresh Challenge. We partner with (farm name) to serve more locally sourced food in October. Our students will be enjoying fresh foods and learning about Texas agriculture all month! #FarmFreshTexas	(School or district name) se unió con @TexasDepartmentofAgriculture para el Farm Fresh Challenge. En octubre, nos asociamos con (farm name) para obtener ingredientes locales. Los estudiantes disfrutarán comida fresca y aprenderán acerca de la agricultura tejana todo el mes! #FarmFreshTexas	
(School or district name) pledged to serve more local foods for TDA's Farm Fresh Challenge throughout October! #FarmFreshTexas	(School or district name) se comprometió a servir alimentos locales para el Farm Fresh Challenge 2018 de TDA en el mes de octubre! #FarmFreshTexas	
Fresh food should be integral to a child's meal. We took the Farm Fresh Challenge to show our commitment to serving local ingredients in our cafeterias #FarmFreshTexas	La comida fresca debería ser una parte integral de la comida de un niño, así que tomamos el Farm Fresh Challenge para servir ingredientes locales en nuestras cafeterías #FarmFreshTexas	
We serve local, (Farm name and/or ingredient) from (City), Texas #FarmFreshTexas	Servimos local de (Farm name) en (City), Texas #FarmFreshTexas	Share a Farm Fresh meal!
As part of the Farm Fresh Challenge, students learned about (fill in detail of farm fresh educational activity) #FarmFreshTexas	Como parte del Farm Fresh Challenge, (los estudiantes aprendieron (detalles de actividad educativa)) #FarmFreshTexas	Share a picture that highlights your educational activity.

\*All posts are designed to be used on Facebook, Instagram and Twitter.

**Practices**

ocial media, officials and e and make sure the message

@ key on any of the three Re to add your post to its its stability and longevity. radio stations, and/or mayors.

f Agriculture

ossible. Facebook Video, ang after fun ways to add f keep videos under two.

to release farm and is

ived to fit Facebook id these to your web pages

Forms is at least 00x000 100x100 for Instagram, and

if your school is open and or activity. Also consider the

**Each Platform:**

Instagram

- 4 pm - 8:45 am and 5 pm Monday and Thursday for images
- 9 pm - 2 am Monday-Sunday for videos

Room 3 pm Saturday and Sunday

TEXAS DEPARTMENT OF AGRICULTURE  
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This product was funded by USDA. This institution is an equal opportunity provider.





# Eat Local.

Find local foods. With just a few clicks.

The image shows a map of Texas with numerous red location pins indicating local food sources. A pop-up window for Fisher Farm and Ranch, LLC is visible, providing contact information and a table of available products.

**Fisher Farm and Ranch, LLC, David Fisher | Fruitvale, TX**

1101 VZCR 1129  
Fruitvale, TX 75127  
Phone: 903-275-1811  
Email: David@fisherfarmandranch.com  
Website: http://www.fisherfarmandranch.com  
Distribution Area: 101-250 Miles

Product	Available
Beans, fresh	June, July, August, September, October, November
Beets	January, February, March, April, May, November, December
Broccoli	January, February, March, April, May, October, November, December
Cabbage	January, February, March, April, May, October, November, December
Cantaloupe	June, July, August, September, October, November
Cauliflower	January, February, March, April, May, October, November, December



# Teach Local.

Resources to make learning fun, engaging and simple.



TDA Food & Nutrition



**i tried local!**  
TASTE TESTING TOOLKIT

- Increase participation in meal programs.
- Improve students' nutrition knowledge and preference for healthy foods.
- Build awareness and knowledge of Texas products.
- Offer a fun and tasty educational opportunity for students.

**Why do taste tests?**

At a school full of adventurous eaters? High rates of exposure get you there. Taste tests are one fun way to meet these goals:

- Introduce new Texas-sourced menu items that you know students will enjoy.
- Educate the educational community behind nutrition and help children learn more about healthful eating and the benefits of trying new foods grown and raised in Texas.
- Be creative and try new menu items- the flexibility of a taste test helps to gather valuable feedback from kids and staff before adding new items to the menu.

5

**on-demand print files**

Files available online at: [SquareMeals.org/FarmFreshMenuPlanning](http://SquareMeals.org/FarmFreshMenuPlanning)



Announcement Poster

Editable Award Certificate

Voting Ballot

Community Newsletter!

Email Header Graphic

Digital Wrap Pencil Graphic

Table Text Announcement

Sticker

Editable Tablecloth



Resources File 1

Resources File 2

Click on the links above to download resources to support taste tests





# TASTE TESTING



<https://youtu.be/s88FHEg3rL8>



# Teach Local.

Resources to make learning fun, engaging and simple.



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





# Be Social.

Post, retweet, and share with ease.



- Sample posts for Facebook, Instagram and Twitter
- Content for blogs, newsletters and handouts
- High resolution images
- Easy to use format





Q&A

Questions  
and Answers



# Contact Us



1700 Congress Avenue  
Austin, TX 78701



[squaremeals.org](http://squaremeals.org)



TEXAS DEPARTMENT OF AGRICULTURE  
**COMMISSIONER SID MILLER**





## TEXAS DEPARTMENT OF AGRICULTURE COMMISSIONER SID MILLER

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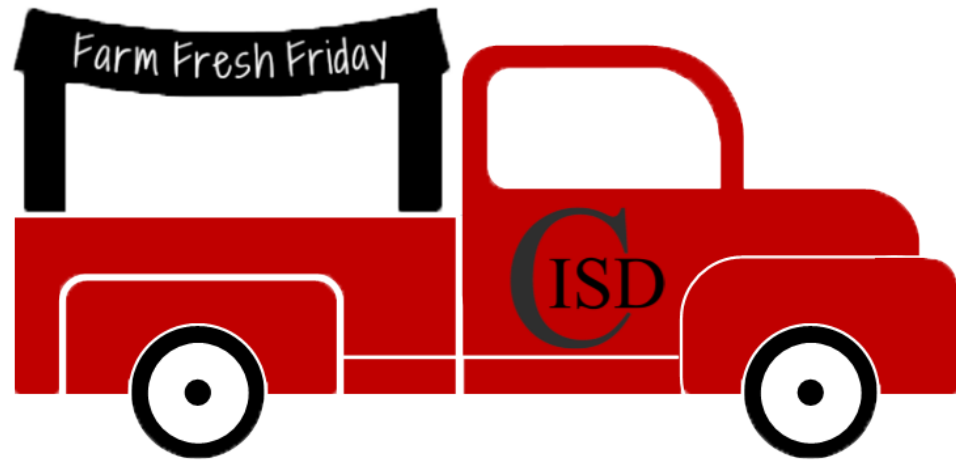
1. **Mail:** U.S. Department of Agriculture  
Office of the Assistant Secretary for Civil Rights  
1400 Independence Avenue, SW  
Washington, D.C. 20250-9410;
2. **Fax:** (202) 690-7442; or
3. **E-Mail:** [program.intake@usda.gov](mailto:program.intake@usda.gov).

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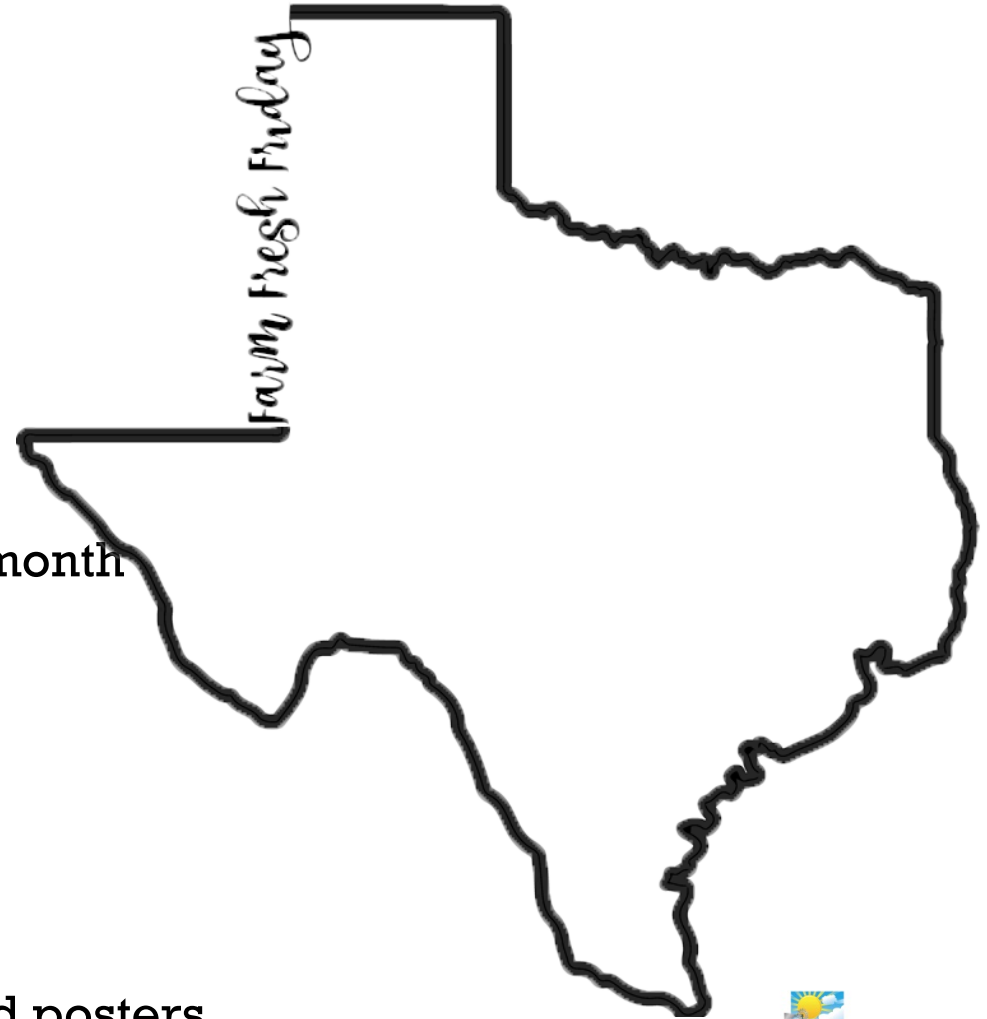


# Coppell ISD Farm Fresh Challenge



# Planning

- **Planning starts in the spring**
  - Which products do we feature?
    - What's coming from DoD
    - What Texas-Grown items can we get this month from our produce company
    - What's growing in the garden
  - How do we menu these items?
    - Chef creates new recipes
    - Dietitian adds them to the menu
  - How do we promote these items?
  - What educational activities should we do?
    - Dietitian creates educational handouts and posters





# Farm Fresh Menus

- Current menus already feature Texas-grown & produced items.
- Menus change slightly to highlight these items. We do this by:
  - Ensuring we serve locally grown items from at least 3 different components in the same week.
    - We use National School Lunch Week as a jumping point
  - Renaming locally grown items to make them more exciting.
    - Ex: Orange Smiles
  - Creating signs & educational materials
  - Sending emails to principals with sample morning announcements



# Educational Opportunities

- **Monthly Farm Fresh Friday**

- Using Texas-Grown or School Garden-Grown items and sampling them to our students.
- Posters in the cafeteria highlighting these items
- Trading Cards for every student featuring the month's Farm Fresh fruit or vegetable
- Educational Materials sent to teachers to use in class and posted to the district's Child Nutrition page for parents to print out at home.



**What are they?**  
Gala apples are a kind of apple that has thin yellow to orange-red skin.

**Did you know?**

- The first Gala apple tree was grown in New Zealand!
- Gala apples rank 2nd on the list of top 10 apples in the U.S.!
- Gala apples are smaller than other apples due to their early harvest date. This means they're perfect for kid hands!

**Apple Phrases & Their Meanings**

*"An apple a day keeps the doctor away."*  
Apples are good for you! To avoid the doctor, you should eat healthy foods like fruits and vegetables.

*"One bad apple spoils the whole bunch."*  
This means that one bad person influences everyone around them and can make others act badly, too.

*"It's like comparing apples and oranges."*  
When someone is talking about two different items, but trying to compare them as though they are the same.

*"You are the apple of my eye."*  
This is a way of referring to a favorite or beloved person!

**Chef's Corner**

**SOACING LIQUID**  
2 cups Apple Juice, unsweetened (1 1/4 quarts)  
1 each Cinnamon Sticks  
Combine apple juice and cinnamon in a 2 qt. pot. Bring to a boil.

**PREPARING APPLES**  
2 each Apples, Gala, small  
Working quickly, cut the apple halves into thin regular slices.

**COOKING APPLES**  
Carefully, put the apples into hot apple juice. Cover the slices with a clean cloth towel. The towel keeps the apples from turning brown. Cook the apples for about 3-4 minutes. The apples will be a very light gold color & still feel raw.

**DRYING THE APPLE SLICES**  
Lower the oven temperature to 220°. Using baking parchment, press gently down on the apple slices. Cover with another pan & flip the slices onto the new pan. (It works & it's fun!)

Remove the paper towels & put the apple slices into the oven. Cook for 50 minutes, at 220°. It may take longer than 50 minutes in your oven.

When the apples come out of the oven, they will be almost dry to the touch & stiff but not hard. Let the apple slices cool on the sheet pan. Store cool, dry apple slices in an airtight container for 2-3 days.

Gently remove the apples & arrange in 1 layer on paper towel lined cookie pan. Pat slices dry.

**Cinnamon Apple Crisps**





# Getting Social

- Promoting on Social Media
  - Facebook: @CISDChildNutrition
  - Twitter: @CISDNutrition
  - Instagram: @CISDChildNutrition
- Utilizing hashtags
- E-mailing Principals
- Working with Technology Department to add in district newsletters



**Coppell ISD Child Nutrition** @CISDNutrition · May 22  
We served Green Smoothies today @gowilsonrangers using fresh kale from the #SchoolGarden! 🥬 What a fun treat on the second to last day of school! The students loved it! #CISDSchoolGardens #SchoolGardens #RealSchoolGarden #EatLocal #CISDOurStory



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# Celebrate Year-Round

- Continue serving Texas-grown items on our menus
- Monthly Farm Fresh Friday samples for everyone
- School Garden activities
  - Samples
  - Featured in the salad bar
  - Served as menu item
  - Farmers Market







Farm Fresh  
Friday  
GARDEN  
PEPPERS

SMITHVILLE ISD



THANK YOU BUNCHES FOR  
OUR LUNCHES AND  
FOR COOKING UP A  
PARTY!



# SOME OF OUR FAVORITE ACTIVITIES

- HANDOUTS OF INFORMATION ABOUT THE PROMOTED ITEM
  - DISPLAY THE PRODUCE FRESH FROM GARDEN
  - DISPLAY NEW FORMS OF GROWING PRODUCE
    - GAMES
    - STICKERS
  - COOKING DEMOS WITH THE STUDENTS







## **Students learning about Aquaponics at the Elementary & Jr High Schools**





**GETTING OUR**



**HANDS  
DIRTY  
IN THE  
GARDEN**



**GAME AT THE PRIMARY...  
ANIMAL IN THE PRODUCE**

**FIND THE**









When the sign is displayed the students try to figure out which item is being promoted that day...





**STICKERS FOR ALL THAT TRY  
THE ITEM OF THE DAY....**



**WHEN DO YOU START  
PLANNING?**

**AT THE BEGINNING OF THE  
SCHOOL YEAR**

**but**

**HONESTLY IT OFTEN  
HAPPENS WHEN THE  
PRODUCE COMES IN  
THE DOOR.....**





# How do your menus change?





# How do you get the whole school involved ?



**PROMOTE- PROMOTE- PROMOTE**





# STAFF INVOLVEMENT



# DID YOU KNOW THESE ARE LOCAL PRODUCTS????





# WHY SIGN UP FOR THE FARM FRESH CHALLENGE?

- IT'S EASY
- YOU ARE ALREADY SERVING LOCAL PRODUCTS
- IT LOOKS GOOD TO THE SCHOOL BOARD AND PARENTS WHEN YOU SHOW OFF THAT AWARD

