Southeast Crunch

Join us at noon on Friday October 21, 2016
2016 Crunch Guide Index

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What is the Southeast Crunch?

Join the Southeast states of North Carolina, South Carolina, Georgia, Florida, Kentucky, and Tennessee in celebrating National Farm to School Month by crunching into a locally grown item at NOON on Friday October 21, 2016. Participants of all ages are invited to crunch!

Each state in the Southeast region will be crunching a fruit or veggie that is available from local farms in October. This event is about celebrating the region’s diversity and wide variety of products grown by local farmers!

North Carolina - Apples
South Carolina - Cucumbers
Georgia - Spinach
Florida - Cucumbers
Tennessee - Apples
Kentucky - Apples

The Southeast Crunch encourages healthy eating and supports farm to school and other local food purchasing initiatives throughout the region. It’s also a fun way to connect food and agriculture to all kinds of classroom curricula – from science to art! Of course, if you are unable to participate on October 21 or exactly at noon, we still encourage you to plan a Crunch event anytime during October’s National Farm to School Month festivities.
Getting Started
Is this your first Crunch? Use this checklist to keep you on track:

✓ **Step 1: Assemble a Crunch planning team.** Invite teachers, food service staff, administrators, parents, and students to participate in the event planning process.

✓ **Step 2: Find a source for your product.**
   See the *Get Your Product* section on page 4 for tips on finding local farmers to purchase your state’s designated product from.

✓ **Step 3: Choose your Crunch Day adventure!**
   In addition to planning your Crunch time at noon, there are so many other fun activities you can plan to accompany your crunch! Consider using some of the event ideas in the box on page 6 or curricular extensions, page 7.

✓ **Step 4: Promote your event to the community.**
   See the *Outreach Ideas* section on page 8 for tips on spreading the word to build excitement, fundraise, or find volunteers.

✓ **Step 5: Amplify your Crunch.**
   Check out the *Share Your Story* section to get your crunch event out to the media.
Get Your Product

There are a variety of ways you can source local product for the Southeast Crunch at your school:

- Coordinate with school food service staff to include your product in the school lunch line or salad bar on October 21st. They may be able to source local product with funds from the DoD Fresh program or Fresh Fruit and Vegetable Program (FFVP).
- Ask the school’s food distributor if they would be able to source local product for you.
- Find your product by directly contacting local farmers in your area. Having trouble finding a farm? Be sure to reach out to your Farm to School State Lead for help!
- Visit a farmers market in your community and purchase directly from a farmer.
- For classroom taste tests, try reaching out to a grocery store that sources local product; they may be willing to provide you with product at a discount.
- A reminder that one of the benefits of the Southeast Crunch is supporting your local farmer’s business. Make sure the farmers are getting full compensation for their product!
More Resources for Finding Local Products

Check out these links from across the region:

- NCDA Grower / Shipper directory (NC / school systems)
  www.ncfreshlink.com/shipperdirectory/welcome.htm
- NC Farm Fresh (NC / smaller purchases)
  www.ncfarmfresh.com/index.asp
- ASAP’s Local Food Guide (Western NC / smaller purchases)
  www.appalachiangrown.org
- Certified SC Grown (SC / any size purchase)
  www.certifiedscgrown.com
- SC Fruit and Vegetable Outlet Inventory (SC / smaller purchases)
  scfarmtoinstitution.com/farm-to-institution/resources/
- Florida Community Farmers Market directory (FL / smaller purchases)
  www.freshfromflorida.com (click on Food and Nutrition, then Buy Fresh from Florida)
- Georgia Grown (GA / any size purchase)
  www.georgiagrown.com
- Georgia Organics’ Good Food Guide (GA / organic products)
  goodfoodguide.georgiaorganics.org
- Pick Tennessee searchable database (TN / any size purchase)
  www.picktnproducts.org
- Kentucky Proud searchable database (KY / any size purchase)
  www.kyproud.com
Crunch Time Tips

Use these tips to make your event a success:

- To ensure everyone can enjoy the crunch and that product doesn’t go to waste, consider cutting larger items like apples into halves or slices for younger students.
- Make the Southeast Crunch into a school-wide celebration by pairing older students and younger students together for crunch time.
- Don’t forget to appoint a parent, teacher, student or community member to act as photographer/videographer and capture all the action of the Southeast Crunch!

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Keep the Crunch Going All Day!

The fun doesn’t have to stop at noon! Here are some ways to extend the crunch activities:

- Have students taste test multiple varieties of the same product and vote on their favorite kind.
- Invite a local farmer to the classroom or cafeteria to participate in the event!
- Arrange a field trip to a local farm to accompany the Crunch.
- Lead a hands-on cooking class for students featuring a healthy recipe featuring local ingredients.
- Take a look at the learning ideas on the next two pages to connect your crunch to the classroom.
Connect to the Classroom

The Southeast Crunch can be extended to learning activities for a creative way to meet learning requirements for language, math, science and more! Check out the resources below for learning activities geared to all ages.

Pre-K and Elementary Students

- Apple Exploration and Apple Market lesson plan
  http://growing-minds.org/lesson-plans/apple-exploration/
- Apple resources from Growing Minds
  http://growing-minds.org/tag/apples
- Spinach resources from Georgia Organics
  http://georgiaorganics.org/for-schools/leafittospinach
- Cucumber Exploration lesson plan
  http://growing-minds.org/lesson-plans/cucumber-exploration/
- Cucumber resources from Growing Minds
  http://growing-minds.org/tag/cucumbers

Middle School and High School Students

- Institute for Agriculture & Trade Policy, Youth Leadership Curriculum
- Leopold Center for Sustainable Agriculture, How Far Does Your Food Travel?
  http://ucanr.edu/datastoreFiles/608-319.pdf
- Center for Ecoliteracy, Nourish Curriculum
  http://www.nourishlife.org/teach/curriculum/
- Shelburne Farms, Food Miles Lesson
  http://sustainableschoolsproject.org/curricula/food-miles-lesson
Crunch Outreach

Once your planning team has established your Southeast Crunch activities, make sure you share the word with the school community to reach volunteers and build the excitement. Here are some general outreach ideas:

- Announce the event in your school’s newsletter or email system. Use this as an opportunity to ask for student, staff and community volunteers to lead classroom or cafeteria crunch activities. Promote the event through social media using the hashtags #SEcrunch, #{your state}crunch (ex: #KYcrunch) and #F2Smonth.
- Present your idea at a school board meeting to solicit input or find help with funding the event.
- Arrange a special crunch planning meeting that’s open to the public—be sure to find a time where most parents and teachers can join.
- Make a morning announcement over the school PA system.
Share Your Story

It’s not a crunch heard ‘round the region unless you get the word out far and wide!

- Be sure to let local newspaper and television reporters know about your crunch by sending a press release or invitation to join your event. Use the celebration as a way to share more about your farm to school programs and National Farm to School Month!
- Get out your cameras, smartphones, or video devices and take a “crunch byte” to share through social media! Share your event with the entire Southeast Region through Facebook and other social media platforms.
- Use the hashtags #SECrunch and #F2SMonth to share your images on Twitter, Instagram and Facebook.

Important reminder: Make sure to have appropriate school photo release forms for any students featured in your Southeast Crunch photos.
For More Information

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- Read more about farm to school in your state at:  
  www.farmtoschool.org/our-network
- Find National Farm to School Network Resources:  
  www.farmtoschool.org
- Discover Farm to School Month:  
  www.farmtoschool.org/our-work/farm-to-school-month
Press Release Template

Copy and paste this press release template into a new document. Then personalize all of the portions in {BRACKETS}, add any content specific to your event, and send it out to your local media and news outlets.

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FOR IMMEDIATE RELEASE

CONTACT:
{NAME}
{SCHOOL/ORGANIZATION}
{PHONE}
{EMAIL OR OTHER CONTACT}

October 21, 2016

It’s Southeast Crunch Time, {TOWN/SCHOOL NAME}

{TOWN/SCHOOL NAME} is joining schools, preschools, colleges and individuals across the Southeast Region states of North Carolina, South Carolina, Georgia, Tennessee, Kentucky, and Florida in celebrating National Farm to School Month by crunching into {CHOOSE: LOCALLY, REGIONALLY, ETC. YOUR STATE’S PRODUCT} in celebration of the Southeast Crunch at NOON local time!

{PROVIDE A BRIEF DESCRIPTION OF YOUR EVENT, ACTIVITIES, LOGISTICS, HOW PARENTS/COMMUNITY CAN BE INVOLVED}

This collective crunch encourages healthy eating and supports farm to school and local food initiatives throughout the Southeast Region. {DESCRIBE HOW IT CONNECTS LEARNING OR OTHER RELATED EFFORTS AT YOUR SCHOOL}.

For more information, or to crunch with us, please contact {CONTACT NAME} at {CONTACT PHONE}

For more information about the Southeast Crunch, visit www.growing-minds.org

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