



2023 Oregon Farm to School CRUNCH Toolkit



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What is the Farm to School Crunch?

In October 2023 Oregon is hosting its first ever statewide CRUNCH event! CRUNCH events have been taking place in many other states for years as a great way to celebrate Farm to School. October is National Farm to School Month — a time when schools, farms, and communities come together to share and celebrate the fantastic work being done to build farm to school throughout the state.

One way schools and communities across the state can participate is by hosting their own CRUNCH event. By crunching into an Oregon-grown fruit or vegetable on a specific day, at a specified time, or even simply anytime during the month of October, the Oregon CRUNCH will create a unifying experience and a sense of camaraderie amongst Oregon Farm to School Month celebrators.

How can my school/ organization participate?

1. [Register!](#) This lets the OFSSGN know who is participating! Then, we can offer you support, amplify your event and send you stickers to use at your CRUNCH!
2. Decide what you will crunch and where you will get it from (resources on local procurement included below). Popular choices include carrots and apples, as they are in season (crunchy) and relatively easy to find- but feel free to get creative and make culturally appropriate choices for your community.
3. Create your CRUNCH plan! Decide where and when the CRUNCH will take place. For example, 1:30pm on Thursday October 5th, or in the first 5 minutes of every lunch period. We're encouraging everyone to crunch on **October 5th**, but if that doesn't work for you, feel free to pick a different day during October. Coordinate who will prepare and distribute the chosen CRUNCH item (consider different eaters - will you cut the fruit/ veggie smaller for littles?), and how the CRUNCH time will be communicated.
4. Promote your CRUNCH event! Share your event on social media, print media, school announcements, newsletters, etc. There is a press releases template, social media posts and printable/ emailable flyers at the end of this guide for your use.

How can I find Oregon grown fruits and vegetables?

The OFSSGN hosts many resources about procuring Oregon grown products on [our website](#). [The Oregon Harvest For Schools Directory](#) is a great place to start — this directory was created in partnership with the Oregon Department of Education, Oregon Department of Agriculture, and Ecotrust. Consider the resources already in your community - can you ask your Nutrition Services department if they have connections to local farmers? Do you know any local farmers in your area?

At schools, the Oregon Farm to CNP Reimbursement Grant and the Fresh Fruit and Vegetable Program (FFVP) can be used to purchase local produce!

Tips for Success

1. **Spread the word!** Once you have determined your CRUNCH details, tell everyone, and tell them early! Get students, parents, nutrition service staff, teachers, administrators and community members excited about your CRUNCH event via social media, newsletters, press releases, PTA announcements and any other way you typically interact with the community.

2. **Be conscious of waste!** For younger audiences, consider cutting up the chosen fruit/ vegetable to reduce the amount of delicious local food that is wasted. Having an idea of how many people are participating will help you procure the right amount of produce. Have compost available so food doesn't end up in the trash!

3. **Consider incorporating lessons and hands-on experiences!** Consider incorporating lessons on farming, soil, nutrition, the water cycle, photosynthesis, or other relevant topics into the curriculum during the week or day of your CRUNCH. The OFSSGN has extensive curriculum resources on [our website](#). This can provide context for students and get them excited about trying local produce beyond the CRUNCH event.

4. **Consider a field trip!** Farm field trips are a great way to help students get excited about local produce, learn more about the food system, and have a

successful CRUNCH! Check out the OFSSGN's [Farm Field Trip Toolkit](#) for how to organize a farm field trip. If a field trip isn't feasible, consider inviting farmers to your school/ organization to speak at an assembly or in classrooms.

5. Determine how much you plan to spend

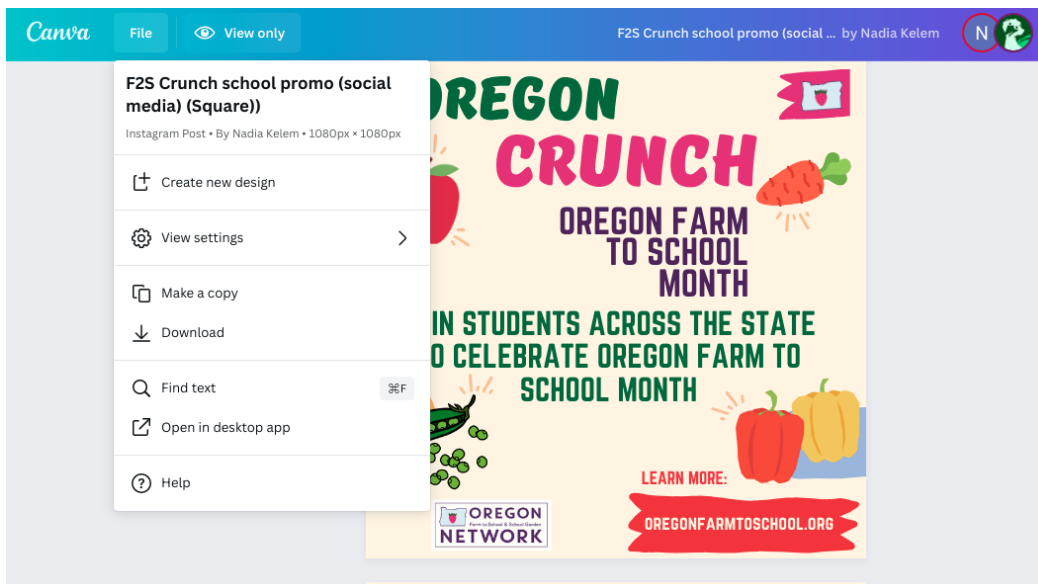
If you are spending less than the applicable micropurchase threshold of \$10,000, you do not need to obtain quotes to purchase your crunchy items. If you are spending an amount between your small purchase and micropurchase thresholds, small purchase rules apply (obtain three quotes, and document them). Have questions about what this means? [Contact your Regional Hub Coordinator!](#)

6. **Share your success!** Consider inviting local media or local legislators. Plan to have someone capture (in photos and/or videos) and share the event on social media and other outlets.

Visual Communication/ Social Media Resources

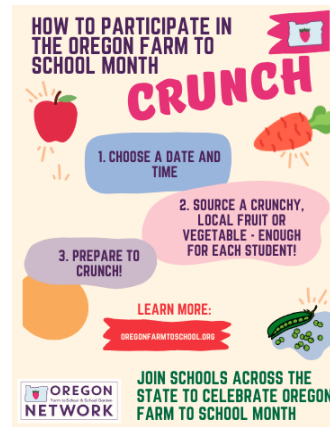
Here are some promotional tools that can be individualized with your location, date/time, etc.

*Note, you will need to download or "Make a copy" to access and edit graphics. We recommend having Canva for the easiest editing experience. See bottom of this document if you've never used Canva before.

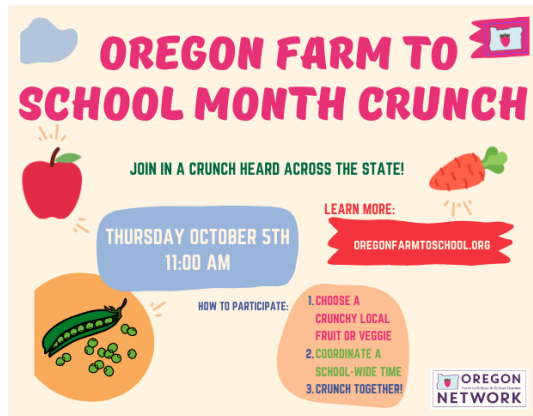


Printable/ emailable flyers (available for download + customizable)

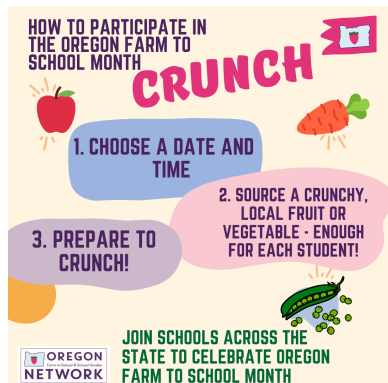
Vertical



Horizontal



Social Media Posts - if you need support with customizing social media posts please reach out to nadia@oregonfarmtoschool.org.



Social Media sample captions:

•“Your school/ org name” will be participating in the Oregon Farm to School CRUNCH on “your CRUNCH date + time”. Students will be crunching carrots from “local farm here” to celebrate Oregon Farm to School Month!

•One week until “your school”'s Oregon Farm to School CRUNCH! Thank you to “local farm” for supplying the “fruit/veggie” for students to crunch on!

Feel free to use these hashtags: #OregonFarmToSchool
#OregonFarmToSchoolMonth #OFSSGN #FarmtoSchoolMonth

And @ us:

@OregonFarmtoSchoolandSchoolGardenNetwork on Facebook

@OregonFarmToSchool on Instagram

Press Release Template

{NAME + TITLE}

{SCHOOL/ORGANIZATION}

{PHONE}

{EMAIL}

{DATE}

{SCHOOL/ORGANIZATION} is joining the Oregon Farm to School & School Garden Network’s (OFSSGN’s) statewide Farm to School CRUNCH! In October 2023, schools, preschools, nonprofits and local farms across the state of Oregon will unite in celebrating Oregon’s Farm to School Month by crunching into an Oregon grown fruit or vegetable!

{INCLUDE SPECIFICS ON YOUR EVENT AND HOW TO BE INVOLVED}

This CRUNCH event encourages healthy eating, supports local agriculture and helps students and community members gain a deeper understanding of the food system. {INCLUDE DETAILS ON ACTIVITIES YOU ARE DOING FOR THE CRUNCH}

Join {SCHOOL/ORG} in celebrating Oregon Farm to School month by joining our Crunch event! For more information, or to participate in the Crunch, please contact {CONTACT NAME} at {PHONE} or {EMAIL}.

Other Ideas for creating a great CRUNCH event

What's exciting about the CRUNCH event is it can be stand-alone, or a pathway to more farm to school activities! Consider..

- Featuring the CRUNCH fruit/ veggie in your school meals
- Growing the CRUNCH fruit/ veggie in your school garden
 - *Don't yet have a school garden? Consider starting one! [Our website](#) is a great place to start looking for resources!
- Invite a farmer to your school, or take a field trip to visit a farm!
- Coordinate with different classes to incorporate the CRUNCH fruit/veggie into their lesson plans!
- Do a taste test with the CRUNCH fruit/veggie prior to the CRUNCH

Need help getting started with Canva?

1. If you haven't used Canva before you'll need to [create a new account](#). It's free, and there is a pro version that is also free for nonprofits (but you have to apply for it)!
2. To edit designs after downloading or copying them, simply click the text box you'd like to edit and make your changes. The design automatically saves.
3. To download your design, click "share" in the top right corner, "download", and then you can select which pages you'd like to download.
4. OFSSGN is here to help if you need assistance customizing your designs! Just contact nadia@oregonfarmtoschool.org