Make sure others know about your farm to school efforts. Informing your school’s students, parents and staff, and the broader community, about your farm to school program will keep current supporters engaged, energize new advocates and increase the popularity of local menu items. Here are a few possible opportunities to communicate and promote farm to school with your audiences:

**Create your own promotional materials.** Take lots of pictures! Promote your program to your school community, and the broader community, with photos of happy kids eating Wisconsin-grown foods. Make flyers, share stories in the school newsletter or post images to social media.

**Post signs** at the point of service and other lunchroom locations to inform students and staff of new foods and the farms where they are grown. The sample flyer shows just how simple promotional materials can be. Use the template flyer by inserting photos of the farm and food you’re buying. Be sure to include a few interesting facts about that food. You can also show where the farm is located on the map.

**Send letters to staff and parents** encouraging them to engage students in conversations about their food and where it comes from. Parents and teachers can reinforce your educational messages and extend your farm to school program outside of the cafeteria.

**Communicate your farm to school program through menus.** Menus can be used effectively to promote local foods and special cafeteria activities associated with farm to school programs, such as tastings, but can also help to build in needed flexibility when purchasing locally. Many schools will simply write “seasonal vegetable” on their menus, giving themselves options to use what’s in season from local growers.

If you are using Harvest of the Month, make sure the specific month’s item is highlighted on the menu. Simple sample school menus promoting local food or harvest of the month are included as a tool below. Highlight Harvest of the Month in cafeteria posters or other point-of-service signage, or create take-home materials to reach as many students and parents as possible. Consider including community
partners like grocery stores, retailers and restaurants as promotional partners in your Harvest of the Month campaign. School and community partners can hold concurrent promotional events or share educational materials like recipes, fun facts or farm information.


Minnesota’s farm to school website has many promotional materials available for free as well as information on a range of foods that could be highlighted through Harvest of the Month: www.extension.umn.edu/food/farm-to-school/.

Sample school menus promoting local food and/or Harvest of the Month

Publish farm to school information in newsletters, on your school’s website and through local media outlets. Submit a letter to the editor or a press release to your local newspaper. Read Throw a Winning Pitch at www.farmtoschool.org/Resources/Media%20Tip%20Sheet.pdf for advocacy resources you can use when working with the media.

Plan healthy school lunch cooking contests. Involve students in recipe development with healthy school lunch cooking contests. These contests challenge students to come up with school meals that meet USDA nutrition requirements, fit the school district’s budget, incorporate local product and taste great. The winning menu can be incorporated into the school menu rotation.

The Viroqua Area School District’s Harvest Challenge is one example of a healthy school lunch cooking contest: http://lacrosetribune.com/vernonbroadcaster/lifestyles/area-schools-participate-in-harvest-challenge/article_a4b25976-faad-50ca-a416-4a96191aa8e.htm. The Youth Get Active with School Lunch success story describes how participation in the Harvest Challenge and Cooking Up Change, a national healthy school meal cooking contest, was a life-changing experience for Vernon County students.

Wisconsin Farm to School Success Story: Youth Get Active with School Lunch

For more information on Cooking up Change, see www.healthyschoolscampaign.org/programs/cooking-up-change/.
Carrots originate from Afghanistan. They were purple, red, white, and yellow, but never orange.

Carrots taste sweet and have lots of vitamins.

Charlie has been growing carrots for 20 years.

The longest carrot ever recorded was nearly 17 feet long.

During the reign of Queen Elizabeth I, ladies would use carrot tops to decorate their hats.

Charlie’s Carrot Farm
Somewhere-good, WI
25 miles from Learner Elementary School.
<table>
<thead>
<tr>
<th>Mon 4 No School</th>
<th>Tues 5 TACO/NACHO DAY</th>
<th>Wed 6</th>
<th>Thurs 7</th>
<th>Fri 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>SLEEP IN!!!!</td>
<td>1) Beef Taco/Nachos</td>
<td>1) Lings Sweet &amp; Sour or Teriyaki Chicken/Rice</td>
<td>1) Chicken Sandwich/Bun</td>
<td>1) Cheese Enchiladas</td>
</tr>
<tr>
<td></td>
<td>2) Chicken Fajita</td>
<td>2) Mr. Ribb Sandwich/bun</td>
<td>2) Cheese filled Bread Stick/Sauce</td>
<td>2) Hot &amp; Spicy Chicken Sand.</td>
</tr>
<tr>
<td></td>
<td>Spanish Rice</td>
<td>Vegetable based Salad Bar Fresh and Cupped Fruit Bar</td>
<td>Baked KK French Fries</td>
<td>Wedge Cut French Fries</td>
</tr>
<tr>
<td></td>
<td>Vegetable based Salad Bar</td>
<td>Fresh and Cupped Fruit Bar</td>
<td>Vegetable based Salad Bar</td>
<td>Vegetable based Salad Bar</td>
</tr>
<tr>
<td></td>
<td>Fresh and Cupped Fruit Bar</td>
<td>Fresh and Cupped Fruit Bar</td>
<td>Fresh and Cupped Fruit Bar</td>
<td>Fresh and Cupped Fruit Bar</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mon 11</th>
<th>Tues 12</th>
<th>Wed 13 Early Release</th>
<th>Thurs 14</th>
<th>Fri 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Italian Chicken/Bun</td>
<td>1) Orange Chicken/brown rice</td>
<td>1) Garlic Cheese Bread/Sauce</td>
<td>1) PASTA BAR</td>
<td>1) Cheese Pizza</td>
</tr>
<tr>
<td>2) Mac &amp; Cheese w/dinner roll</td>
<td>2) Popcorn chicken/brown rice</td>
<td>2) Cheeseburger/ww bun</td>
<td>Whole Grain Pasta</td>
<td>2) Pepperoni Pizza</td>
</tr>
<tr>
<td>Wedge Cut Fries</td>
<td>Mini Egg Roll</td>
<td>Baked KK French Fries</td>
<td>Garlic Bread</td>
<td>4) Cobblestone Market Deli Green Beans</td>
</tr>
<tr>
<td>Vegetable based Salad Bar</td>
<td>Vegetable based Salad Bar</td>
<td>Vegetable Based Salad Bar</td>
<td>Vegetable based Salad Bar</td>
<td>Roasted Vegetable Rice Pilaf</td>
</tr>
<tr>
<td>Fresh and Cupped Fruit Bar</td>
<td>Fresh and Cupped Fruit Bar</td>
<td>Fresh and Cupped Fruit Bar</td>
<td>Fresh and Cupped Fruit Bar</td>
<td>Vegetable based Salad Bar</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mon 18 Holiday Meal</th>
<th>Tues 19</th>
<th>Wed 20 BURRITO DAY!</th>
<th>Thurs 21 PIZZERIA PIZZA DAY</th>
<th>Fri 22</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Diced Turkey in Gravy/Roll</td>
<td>1) Taco Triangles (3)</td>
<td>1) Beef</td>
<td>1) Fish Sandwich</td>
<td></td>
</tr>
<tr>
<td>2) Mini Corn Dogs</td>
<td>2) Hot Dog (2)</td>
<td>2) Chicken Fajita</td>
<td>2) Meatball Sub</td>
<td></td>
</tr>
<tr>
<td>Vegetable based Salad Bar</td>
<td>Vegetable based Salad Bar</td>
<td>Spanish Rice</td>
<td>Vegetable Rice Pilaf</td>
<td>Vegetable based Salad Bar</td>
</tr>
<tr>
<td>Fresh and Cupped Fruit Bar Cranberries</td>
<td>Fresh and Cupped Fruit Bar</td>
<td>Vegetable based Salad Bar</td>
<td>Vegetable based Salad Bar</td>
<td>Fresh and Cupped Fruit Bar</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mon 25</th>
<th>Tues 26 TACO/NACHO DAY</th>
<th>Wed 30 No School</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Mushroom Swiss Burger</td>
<td>1) Beef Tacos/Beef Nachos</td>
<td>[Image] Happy Thanksgiving</td>
<td>This Institution is an equal opportunity provider</td>
<td></td>
</tr>
<tr>
<td>2) Chicken Quesadilla</td>
<td>2) Chicken Fajitas</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3) Cobblestone Market Deli Carrots</td>
<td>3) Cobblestone Market Deli Refried Beans Spanish rice</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baked KK French Fries</td>
<td>Vegetable based Salad Bar</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vegetable based Salad Bar</td>
<td>Fresh and Cupped Fruit Bar</td>
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</tbody>
</table>

All Meals are served with Milk

Did You Know………
That all of our Whole Wheat Sub Buns come from The Brick Oven Bakery in Onalaska Wisconsin!

BUY LOCAL!

The winning recipe from Emily Armstrong who won Iron Chef Holmen 2013, Cock-A-Leeky Soup, will be featured in our schools on Tuesday November 19th!
Make sure to try some!

Locally grown Harvest of the Month

- Leeks on our salad bars and other special purchases as available during November. For more information go to our web site and click on Harvest of the Month!

BUY LOCAL!

Did You Know………
That all of our Whole Wheat Sub Buns come from The Brick Oven Bakery in Onalaska Wisconsin!

BUY LOCAL!
### October 2013—Farm to School Month—K-5

<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
</tr>
</thead>
</table>
| *WG=Whole Grain*  
*Bold=Vegetarian*  
*Underline=Local or Farm*  
*Fresh*  
*Salad bar is available in all schools daily*  
*Local salad bar items are labeled*  
*Bold=Underline* | *Bold=Underline*  
*Local or Farm*  
*Salad bar is available in*  
*Bold=Underline* | *Bold=Underline*  
*Local or Farm*  
*Salad bar is available in*  
*Bold=Underline* | *Bold=Underline*  
*Local or Farm*  
*Salad bar is available in*  
*Bold=Underline* | *Bold=Underline*  
*Local or Farm*  
*Salad bar is available in*  
*Bold=Underline* |
| 7 Early Release  
Deli Turkey Roll-Up  
Fresh Apple Slices  
Baked Chips  
Pudding Cup | 8 Chicken Breast Bites  
Brown Rice  
Steamed Local Carrots  
100% Fruit Juice Slushy  
Rainbow Bar (a variety of colorful produce) | 9 Beef Taco  
Steamed Corn  
Refried Beans  
Chilled Peaches  
Goldfish | 10 Hot Dog on a WG Bun  
Baked Beans  
Chilled Pineapple  
Baked Chips | 11 WG Chicken Strips  
Mashed Potatoes  
Macintosh Apple from  
Appleberry Farm  
100% Fruit Juice Slushy |
| 14 Hamburger/Cheeseburger  
on a WG Bun  
Steamed Peas  
Fresh Fruit  
Baked Chips | 15 Personal Cheese Pizza  
Steamed Broccoli  
Applesauce  
Animal Crackers | 16 WG Popcorn Chicken  
Sweet Potato Bites  
Chilled Pears  
100% Fruit Juice Slushy | 17 WG Pasta w/Meat Sauce  
Green Beans  
Peaches  
WG Cheesy Breadstick | 18 WG Breaded Chicken on  
a WG Bun  
Baked Fries  
Baked Chips  
Fresh Apple from  
Munchkey Apples |
| 21 WG Chicken Strips  
Deli Roaster Potato Bites  
Fresh Apple Slices  
100% Fruit Juice Slushy | 22 Soft Shell Beef Taco  
Steamed Corn  
Chilled Peaches | 23 WG Popcorn Chicken  
WG Seasoned Rice  
Baked Beans  
Chilled Pears | 24 Cheese or Chicken  
Quesadilla  
Baked Tortilla Chips  
w/Salsa  
Steamed Broccoli  
Mandarin Oranges | 25 Grilled Cheese  
Sweet Potato Bites  
Pudding Cup  
Fresh Apple from  
Munchkey Orchard |
| 28 Cheese Pizza  
Green Beans  
Fresh Apple Slices | 29 Chicken Teriyaki Bites  
Brown Rice  
Stir Fry Veggies  
Chilled Applesauce | 30 Hamburger/Cheeseburger  
on a WG Bun  
Baked Fries  
Fresh Fruit | 31 Halloween!  
Mini Corn Dogs  
Steamed, Local Carrots  
Mandarin Oranges  
Scooby Snacks | October 14-18 is National School Lunch Week  
October 8 is Take Your Parents to Lunch Day!! All parents are invited to join us at lunch, but please call the school office to notify us prior. Thank you! |

### Fruit & Vegetable of the Month

Each month we will be featuring a different fruit and vegetable at lunch. Visit the produce department at Miller and Sons to purchase the featured items and pick up more information to share with your family. Our goal is to provide consistent health messages in school and in the community to increase fruit and vegetable consumption!

**Apples**

Apples are very good for us due to their high fiber content. The fiber and the nutrients within it help keep our circulatory and digestive systems healthy. Apples are a good source of Vitamin C, potassium, and antioxidants. The sugars in apples also help regulate our blood sugar.

Every Friday we will be featuring a different variety of apple from a local orchard. Please see them listed on the menu.

**Carrots**

Carrots are loaded with vitamin A, beta carotene and other nutrients our bodies need. Vitamin A keeps our eyes and skin healthy and helps us avoid sickness. Just one medium carrot gives your body twice the Vitamin A it needs in a day!

Our local carrots will be purchased processed and frozen so that we can enjoy them all school year long!

For more information visit: www.fruitsandveggiesmatter.gov

Remember to make half your plate fruits and vegetables in a variety of colors to reach your daily needs!!

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Fruit & Vegetable of the Month
Each month we will be featuring a different fruit and vegetable at lunch. Visit the produce department at Miller and Sons to purchase the featured items to eat with your family. Our goal is to increase fruit and vegetable consumption at home and at school!!

**Pears**
- 1/2 cup of sliced pears are an excellent source of fiber and a good source of vitamin C at only 100 calories/serving.
- Pears are one of the leading fruit sources of fiber at 6 gm/medium pear. Most of the fiber is found in the skin.
- There are more than 3,000 varieties of pears worldwide and it is a fruit tree that is very easy to grow in Wisconsin.
- The fresh pears on our menu come from Tippy Top Organic Fruit in Dodgeville, WI.

**Sweet Potatoes**
- 1/2 cup of sweet potatoes is an excellent source of vitamin A and a very good source of vitamin C and B6.
- Sweet potatoes are tropical vegetables, grown mostly in California and southern states. However, they can be grown wherever there are 150 frost free days to develop.
- The Center for Science in the Public Interest (CSPI) ranks the sweet potato as the #1 most nutritious vegetable.
- Yams differ from sweet potatoes in that their skin is scaly and rough, they are dry and starchy, and are very low in nutrients.

For more information visit: www.fruitsandveggiesmatter.gov
Remember to make half your plate fruits and vegetables in a variety of colors to reach your daily needs!!

<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>WG=Whole Grain</td>
<td>Please send payments to: Mt. Horeb Child Nutrition 305 S Eighth Street Mt. Horeb, WI 53572 You can pay online at <a href="http://www.myschoolbucks.com">www.myschoolbucks.com</a></td>
<td>Harvest Medley Blend Locally grown sweet potatoes, parsnips, and carrots seasoned and roasted. <strong>Menu subject to change based on product availability</strong></td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>WG Chicken Strips Mashed Potatoes Fresh Fruit WG Goldfish Crackers</td>
<td>5 Grilled Cheese Tomato Soup w/Crackers Pudding Cup Pears from Tippy Top Organic Fruit, Dodgeville</td>
<td>6</td>
<td>8 French Toast w/Syrup Hashbrown Sticks Strawberries Applesauce</td>
</tr>
<tr>
<td>11 Early Release</td>
<td>Deli Turkey Sub Fresh Apple Slices Baby Carrots Baked Chips Pudding Cup</td>
<td>12 Mini Corn Dogs Green Beans Fresh Fruit Dinner Roll</td>
<td>13</td>
<td>15 Breaded Chicken Patty on a WG Bun Baked Fries Baked Chips Fresh Fruit</td>
</tr>
<tr>
<td>18 Hamburger/Cheeseburger on a WG Bun Baby Bakers Fresh Fruit</td>
<td>19 WG Chicken Strips Steamed Carrots Applesauce WG Goldfish Crackers</td>
<td>20 Beef Taco Steamed Corn Chilled Peaches WG Scooby Grahams</td>
<td>21 Turkey &amp; Gravy Mashed Potatoes Fresh Fruit Dinner Roll Pumpkin Pudding</td>
<td>22 WG Chicken Nuggets Steamed Broccoli Chilled Pears 100% Fruit Juice Slushy WG Bread</td>
</tr>
<tr>
<td>25 Cheese Pizza Green Beans Fresh Apple Slices WG Dinner Roll</td>
<td>26 WG Popcorn Chicken Harvest Medley Blend Baked Beans Mandarin Oranges</td>
<td>27 NO SCHOOL</td>
<td>28 HAPPY</td>
<td>29 THANKSGIVING!!</td>
</tr>
</tbody>
</table>

For more information, please contact Michelle Denk, Food Service Director 608-437-2400 ext 1222
For lunch account information, please contact Lori Martin 608-437-2400 ext 2119

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As farm to school grows in both popularity and maturity in Wisconsin, schools are looking for ways to develop increasingly comprehensive programs that will thrive for years to come. In order to accomplish this goal, student involvement and community engagement are essential. When students take leadership in farm to school programs, peer education and reaching out to families becomes a priority. Involving youth and families in farm to school leads to the community as a whole feeling pride, ownership and a sense of responsibility for maintaining its farm to school program. Community members recognize the many benefits of farm to school for the youth and the community as a whole. This is a story about the farm to school experience in one Wisconsin county.

In 2009, the Vernon County Farm to School initiative created the “Harvest Challenge,” a menu planning and cooking contest for high school students highlighting the many benefits of including fresh, nutritious and locally grown foods in school lunch programs. The Harvest Challenge team guidelines are that lunch menus must meet all National School Lunch Program regulations, utilize local products, show culinary and aesthetic sophistication, and taste delicious—all at a cost of under $1.00 per meal! This is no easy task, even for those familiar with school kitchens. In the words of a Kickapoo School District Harvest Challenge student team member, “I never knew how much preparation went into making our school’s lunch. I now appreciate the lunch program and our cooks so much more.”

In the first year of the Harvest Challenge, four Vernon County high school cooking teams joined the pioneering experience and spent weeks preparing their menus, conducting nutritional analyses and going “back to the drawing board,” with the support of volunteer community chef mentors. Final menus were served to a panel of eight local celebrity judges, approximately 200 attendees and their own student peers at the Harvest Challenge Gala. Students presented themselves and their menus professionally, and the judges labored over nuances between the stellar entries. Three awards were given out that first year: one each from the panel of judges, students and the community. The students and community were encouraged to cast a “popular” vote for their favorite menu after receiving samples from all competing teams. The judging panel scored according to professional criteria (provided to teams ahead of time) and received a private presentation and tasting from each team. During this time the judges were allowed to ask questions to challenge the depth of the students’ knowledge. “I was so impressed. The students reveled in the challenge. It really showed in their presentations and the meals they created were excellent beyond my expectations” – Tim Eddy, Harvest Challenge judge 2013, WVRQ radio programmer.

“The Harvest Challenge is the heart of our county’s farm to school program — we keep it going every year and it keeps us going ALL year!”
– Diane Chapeta, Fifth Season Cooperative and Vernon County Farm to School Coalition member
The first year of the cooking contest helped promote and initiate community support for the county’s fledgling farm to school program. The Harvest Challenge succeeding in pulling together all aspects of community involvement; from local politicians as speakers, to community businesses as financial sponsors, parents as volunteers, school food service personnel and local chefs as mentors, farmers as heroes, and of course students as leaders and competitors! In the first and in following years, the Harvest Challenge has also found success as a fundraiser. Generous community donations fuel the event and proceeds from a large silent auction help fund the recurring AmeriCorp Farm to School position that provides coordination support to the Vernon County Farm to School Program. Funds raised also contribute to Harvest of the Month nutrition education tasting activities that take place throughout the county, where young students learn about and sample at least one Wisconsin and locally produced food each month.

The Harvest Challenge has grown into a highly anticipated county-wide annual event, bringing together up to six area high schools and their communities to compete, learn, grow and eat together. Attendance has topped 300, cash and in-kind sponsors have grown to include over 75 local businesses, and event revenue has doubled since the first year. Over 35 local personalities and experts have had the honor of serving on the distinguished judging panel, and over 50 volunteers have worked behind the scenes over the years to ensure a smooth, memorable and successful event. But perhaps the most important growth figure is the over 100 high students who have now taken up the Challenge, some more than once.

Viroqua’s Laurel High School Harvest Challenge team entered a national healthy school meal cooking contest, Cooking Up Change. From a field of 13 teams nationally, they were selected to compete against two other winning teams in the final competition. Hosted by the National Farm to Cafeteria Conference in Detroit, Michigan in May of 2010, the three teams competed in a cook-off and presentation for a distinguished panel of 21 judges. Although the Laurel team did not take first place, all of the competing students were winners to have been offered the opportunity to attend a national conference, have over 600 people fed from their winning menus, speak in front of a large crowd, and receive a standing ovation for providing leadership in their communities.

“It was an incredible experience to be in front of everyone at the conference, but it was also a great chance to thank them for caring about what kids across this country eat every day. Kids are learning to care too, and that is the most important aspect to change.”

– Laurel High School team member
Anders Lewis

to work side by side with professional chefs and teammates as they contend for one or more of the three annual awards, and the judges top award of the traveling trophy. Future plans include the addition of a cash prize for the top award, to give students even more of an incentive to strive for excellence and bring youth-driven resources to their school’s farm to school program.