



# Harvest of the Month Campaign Overview

## Farm to School and Harvest of the Month

Farm to School is a program that connects schools and local products, helps students learn about the path of food from farm to fork, and supports local farmers. Harvest of the Month is the Georgia Department of Education School Nutrition Program's farm to school campaign to promote a different local, seasonal fruit or vegetable each month.

## Harvest of the Month Goals

- Feature and promote a locally grown fruit or vegetable (“harvest”) on the school cafeteria menu each month.
- Encourage healthy choices and consumption of fruits and vegetables.
- Increase students’ access and exposure to local and seasonal produce.
- Educate students on nutrition, agriculture and healthy eating.
- Support local farmers and increase connections between schools and local producers.

## Reasons to Participate

Harvest of the Month allows you to begin a farm to school program or to grow your existing farm to school program. It is an opportunity to generate excitement in students to try a different local product each month in their school meal, and to encourage consumption of fruits and vegetables. The campaign encourages collaboration between school nutrition program staff, teachers, farmers, and the community.

## How to Participate in HOTM

- Purchase and serve the local produce item 1-2 times per month on the school menu or as a taste test. Menu ideas include:
  - Fresh, whole piece of fruit
  - As a vegetable choice
  - On a salad bar
  - Added to a recipe (i.e. salad, smoothie)
  - Taste test
- Promote the “harvest” item on your school menu, in the cafeteria, and throughout the school (i.e. morning announcement, bulletin board).
- Provide nutrition education (i.e. bulletin board promotion, fact sheet provided to students).
- Share resources with classroom teachers to encourage integration of nutrition education as part of classroom lessons.

## How to Purchase HOTM Produce Items

- Through the DoD Fresh Fruit and Vegetable Program, vendor Royal Food Service
- Through a local farmer –
  - Georgia Grown: <https://www.georgiagrown.com/find/fruits-vegetables/peaches>
  - Georgia MarketMaker: <https://ga.foodmarketmaker.com/>
- Through your local produce distributor.

## Resources

Each month resources and ideas will be available to promote the local produce item.

- HOTM produce fact sheet
- Recipe/menu ideas
- Morning announcement script
- Education activity ideas
- Links to MyPlate and Team Nutrition resources