

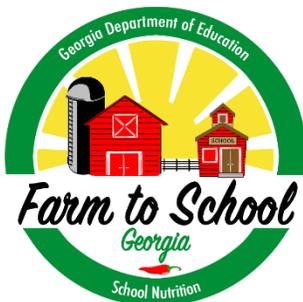


# GEORGIA APPLE DAY AND CRUNCH 4 LUNCH GUIDE

**Join us at noon on Tuesday, October 30, 2018!**

This guide was adapted from the 2018 Great Lakes Great Apple Crunch Guide for K12 Schools & Early Care and Education Sites, developed by the Center for Integrated Agricultural Systems, University of Wisconsin-Madison, 2018.

<https://www.cias.wisc.edu/applecrunch/>



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# 2018 Crunch Guide Index

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## Georgia Apple Day – October 30, 2018

**Tuesday, October 30<sup>th</sup> is Georgia Apple Day.** This is a statewide celebration of apples. Apples are an agricultural product of Georgia and in peak season from July through December. Apples are delicious and nutritious. Georgia’s apple industry is centered in North Georgia, with Ellijay in Gilmer County being known as the apple capital of the state.

Georgia Apple Day is about:

- Raising awareness of peak apple season and of the importance of farming.
- Inspiring Georgians to “eat local” by crunching into locally or regionally grown apples.
- Connecting food and agriculture to the classroom.
- Celebrating that October is National Apple Month and National Farm to School Month.
- Promoting healthy eating.

## What is the Georgia Crunch 4 Lunch?

Join in the Georgia statewide celebration of National Farm to School Month and National Apple Month by crunching into locally and regionally grown apples at **12:00** noon on **Tuesday, October 30, 2018**. Participants of all ages are invited to crunch!

The Georgia Crunch 4 Lunch encourages healthy eating and supports farm to school and local food purchasing initiatives. It is also a fun way to connect food and agriculture to all kinds of classroom curricula – from science to art! If you are unable to participate on October 30<sup>th</sup> or at the exact time of 12:00 noon, we still encourage you to plan an Apple Crunch 4 Lunch event anytime during October.

To access resources for Georgia Apple Day and Crunch 4 Lunch, please visit the webpage: <http://gafarmtoschool.org/2018-georgia-apple-day-and-crunch-4-lunch/> .

## How to Participate

Use this checklist to keep you on track:

### Register Your Crunch!

- The first step is to make your Crunch count! Be sure to register your Crunch 4 Lunch at this [link](#). Sign up and tell us your school district name and contact information, the estimated number of participants in your Crunch 4 Lunch, your source of local or regional apples, and your anticipated activities to celebrate.

### Assemble an Apple Crunch planning team.

- Invite teachers, school food service staff, administrators, parents and students to participate in the event planning process.

### Find a source for your apples.

- See the Get Your Apples section on page 5 for tips on finding local farmers and other sources for procuring your locally or regionally grown apples.

### Choose your Crunch Day activities.

- In addition to your Crunch 4 Lunch at 12:00 noon on October 30<sup>th</sup>, 2018, there are many other fun activities you can plan to accompany your crunch! Consider using some of the ideas on page 7.

### Promote your event.

- See the Outreach Ideas on page 7 for tips on spreading the word to build excitement.

### Share your story.

- Check out the Share Your Story section to get your crunch event out to the media.

## Source Your Apples

There are a variety of ways to source local or regional apples for the Apple Crunch 4 Lunch at your school:

- You can purchase and serve local or regional apples as part of your school lunch program. Apples can be offered as part of the reimbursable meal on October 30<sup>th</sup>, and students can use these apples for the Crunch.
- Source local or regional apples through your produce or broadline food distributor.
- Find apples by directly contacting local apple growers in your area. Having trouble finding a farm? Contact your [National Farm to School Network Core Partner](#) for help!
- Schools may source local or regional apples with funds from the USDA DoD Fresh Fruit and Vegetable Program if served as part of a reimbursable meal.
- Find apples from a regional produce aggregator or food hub (USDA Local [Food Hub Directory](#)).

**Reminder:** The goal of the Crunch 4 Lunch is to **support your local and regional farmers** by purchasing the fruits of their labor!

## More Resources for Finding Local Apples

Check out these links:

- [Find Apples](#): Search for apples from Georgia Grown farmers on the Georgia Grown website.
- [September 2018 Georgia grown vendor contact list](#): A list of farmers and vendors that have sold Georgia grown products to Georgia school nutrition programs.
- [Georgia MarketMaker](#): An online database designed to link willing markets and qualify sources of food from farms and fisheries in Georgia, created by the University of Georgia Cooperative Extension.
- [Georgia Farm to School Toolkit](#): Find a list of resources to help you find Georgia farmers.

## Apple Crunch 4 Lunch Event

Be sure students and staff know that October 30, 2018 is the Crunch 4 Lunch activity. Advertise the upcoming event in school announcements, on the school's website, and through social media. On Crunch 4 Lunch day, be sure to announce the event in the cafeteria.

### SAMPLE ANNOUNCEMENT:

“Don't eat your apples yet. Today is Georgia Apple Day and we are celebrating with a Crunch 4 Lunch! We are going to Crunch into our apples together with students across the state. It will be the 'crunch heard round the state! The apples today are from (enter name of) local or regional farm. Apples are crisp, sweet and delicious, and in peak season right now. Get ready to make some noise! It's apple crunch time. We'll count down from five. Ready? 5-4-3-2-1-CRUNCH!”

#### In the cafeteria:

Student can select an apple as part of their reimbursable meal and use it for the Crunch.

#### In the classroom:

Provide students a fresh, whole, locally or regionally grown apple for the Crunch.

### Crunch Time Tips

Use these tips to make your event a success:

- Announce the Crunch in the morning and during lunch.
- Display a promotional sign in the cafeteria.
- Display the name of the apple farm on the serving line.
- Share fun facts about apples.
- To ensure everyone can enjoy the Crunch and that apples don't go to waste, consider **cutting apples into halves or slices** for younger students.
- Make the Crunch 4 Lunch 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 or videographer** and capture all the action of the Crunch 4 Lunch!

## Other Apple Day Activities

In addition to the Crunch 4 Lunch activity, here are some other ideas for celebrating Georgia Apple Day:

- Taste test multiple apple varieties and vote on your favorite variety.
- Invite a local farmer to the classroom or cafeteria to participate in the event.
- Arrange a field trip to a local orchard to accompany the Crunch.
- Create an apple themed photobooth. Share your pictures on social media, #GACrunch4Lunch, #ShakeItUpGA, #GeorgiaGrown.
- **Connect to the classroom** with the ideas in the next section.

Visit the [Georgia Apple Day webpage](#) for information and activity resources.

## CONNECT TO THE CLASSROOM

The Crunch 4 Lunch and Apple Day can be celebrated with apple-based learning activities for a creative way to meet learning requirements for language, math, science, art, and more! Check out the following resources for apple-themed learning activities:

- [“Apples” Getting to the Core](#): from the Georgia Department of Education School Nutrition Program.
- [Apple Tree Math Activity](#)
- Apple Coloring [Page 1](#) and [Page 2](#)
- Classroom resources from the Georgia Department of Agriculture can be found at [feedmyschool.org](#).

## Apple Day and Crunch 4 Lunch Outreach and Promotion

Once you have established your Apple Day 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 Apple Crunch activities. Promote the event through **social media** using the hashtags #GACrunch4Lunch, #ShakeItUpGA, #GeorgiaGrown and #F2SMonth.
- Present your idea at a **school board meeting** to solicit input or find help with funding the event.
- Arrange a special **Apple Crunch planning meeting** that’s open to the public—be sure to find a time where most parents and teachers can join.

- **Create flyers** to post around the school and community to advertise or create a contest for kids to design one for your event!
- Make a **morning announcement** over the school PA system.

## Share Your Story

It's not a crunch heard 'round the state unless you get the word out far and wide!

- Be sure to let **local newspaper and television reporters** know about your Apple 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 through Facebook and other social media platforms. ([SIU Facebook page](#)) *Please note that any photos posted to the Facebook page may be used in future Crunch 4 Lunch promotional material.*
- Use the hashtags **#GACrunch4Lunch**, **#ShakeItUpGA**, **#GeorgiaGrown** 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 Crunch 4 Lunch photos.

## For More Information

*Laura Tanase*, Farm to School Specialist  
 Georgia Department of Education School Nutrition Program  
 404-519-9210 / [ltanase@doe.k12.ga.us](mailto:ltanase@doe.k12.ga.us)

- **Read more about farm to school in your state at:** <http://www.farmentoschool.org/our-network>
- **Find resources for Georgia Apple Day and Crunch 4 Lunch:** <http://gafarmentoschool.org/2018-georgia-apple-day-and-crunch-4-lunch/>
- **Find National Farm to School Network Resources:** [www.farmentoschool.org](http://www.farmentoschool.org)
- **Discover Farm to School Month:** <http://www.farmentoschool.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 30<sup>th</sup>, 2018**

### **It's Georgia Crunch 4 Lunch Time, {TOWN/SCHOOL NAME}**

{TOWN/SCHOOL NAME} is joining schools across the state of Georgia in celebrating National Farm to School Month and National Apple Month by crunching into {CHOOSE: LOCALLY, REGIONALLY, ETC.} apples in celebration of the first annual Georgia Crunch 4 Lunch 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 Georgia. {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 Georgia Crunch 4 Lunch, visit <http://gafarmtoschool.org/2018-georgia-apple-day-and-crunch-4-lunch/> .

**-end-**

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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) email: [program.intake@usda.gov](mailto:program.intake@usda.gov).

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