



NATIONAL  
FARM to SCHOOL  
NETWORK

# PUTTING THE CRUNCH IN FARM TO SCHOOL MONTH!

National Farm to School Month is 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 country. No matter where you are in the country, National Farm to School Month offers opportunities for everyone to share in the festivities in some way!

One way that many states and regions come together each year is by hosting “crunch” events. By encouraging schools throughout a state and region to crunch into a local food on a specific day, at a specified time, or even simply anytime during the month of October, crunch events create a unifying experience and a sense of camaraderie amongst National Farm to School Month celebrators. (Plus, it’s a tasty way to celebrate!)

## HOW DO YOU HOST A CRUNCH EVENT?

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### PICK YOUR PRODUCE

While apple crunches are most common, feel free to crunch into any local item you choose. Carrots and cucumbers are also great choices that give a great crunch sound!

### GET THE WHOLE SCHOOL INVOLVED

Make sure that your crunch event really celebrates all of your hard work in farm to school. Invite a local farmer, invite families to participate, celebrate your food service staff and administrators that make farm to school happen in your school. Everyone can be invited to enjoy the crunch of a fresh, local food!

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### SET A TIME FOR THE CRUNCH

One of the best things about a crunch event is the collective noise you can all make to celebrate farm to school. So whether you crunch to start out lunchtime or in some other way, setting a time is a way to truly make your crunch an event to remember!

### MAKE IT MORE THAN A CRUNCH

Incorporate your crunch item into a meal or taste test. Once you’ve crunched, keep the tasting going! Work with food service staff to bring that item into breakfast or lunch, or try a taste test of that food cooked in several different ways.

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### PRINT SOME STICKERS

Get students even more excited to crunch by giving them the opportunity to wear their tasting accomplishment with pride. Whether you want a National Farm to School Month sticker or a taste test specific sticker, we have a few to choose from [here](#).

### SPREAD THE WORD

A crunch event is a great opportunity to share your farm to school story with local media outlets. Download our [National Farm to School Month Celebration Toolkit](#) for media pitch ideas and suggestions for connecting with local reporters.

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### SHARE THE CELEBRATION!

No matter where or how or when you crunch, be sure to share it with the wider farm to school community by posting to social media with the hashtags #F2SMonth and #farmtoschool. Be sure to also tag us at @farmtoschool so we can reshare your crunch!