



CENTER *for* RURAL AFFAIRS

CRUNCH WITH US AT NOON ON THURSDAY, OCT. 12, 2017!

2017 Crunch Guide Index

Use these quick links to easily navigate this document:

1. [What is the Midwest Apple Crunch?](#)
2. [Getting Started](#)
3. [Get Your Apples](#)
4. [Crunch Time Tips](#)
5. [Connect to the Classroom](#)
6. [Crunch Outreach](#)
7. [Share Your Story!](#)
8. [Midwest Apple Crunch Logo](#)
9. [Contact Information](#)
10. [Press Release Template](#)

Note: Please do not use the photos in this guide for other promotional materials.

What is the Midwest Great Apple Crunch?

Join in celebrating **National Farm to School Month** by crunching into locally and regionally grown apples at NOON on **Thursday, Oct. 12, 2017**. Participants of all ages are invited to join others around the Midwest in eating apples at exactly noon on Thursday, Oct. 12, from the comfort of your own schools.

The Midwest Great Apple Crunch encourages healthy eating and supports farm to school and other local food purchasing initiatives throughout the region. It's also a fun way to connect food and agriculture to all kinds of classroom curricula – from science to art. Of course, if you are unable to participate on Oct. 12, or exactly at noon, we encourage you to plan an Apple Crunch event anytime during October for National Farm to School Month.



Getting Started

Is this your first Crunch? Use this checklist to keep you on track:

Step 1: Assemble an Apple Crunch planning team.

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

Step 2: Find a source for your apples.

See the Get Your Apples section on page 4 for tips on finding local farmers to purchase your apples from.

Step 3: Choose your Crunch Day adventure!

In addition to planning your Great Apple Crunch time at noon, there are so many other fun activities you can plan to accompany your crunch! Consider using some of the event ideas in the box on page 5 or curricular extensions, pages 6-7.

Step 4: Promote your event to the community.

See the Outreach Ideas section on page 8 for tips on spreading the word to build excitement, fundraise, or find volunteers.

Step 5: Amplify your Crunch.

Check out the Press Release template on page 11 to get your crunch event out to the media.

Get Your Apples

There are a variety of ways you can source local apples for the Midwest Great Apple Crunch at your school:

Coordinate with **school food service staff** to include apples in the school lunch line or salad bar on Oct. 12. They may be able to source local apples with funds from the [DoD Fresh](#) program or [Fresh Fruit and Vegetable Program](#) (FFVP).

Ask the school's **food distributor** if they would be able to source local apples for you.

Find apples by directly contacting **local apple growers** in your area. Having trouble finding a farm? Be sure to reach out to your Farm to School State Lead for help!

For classroom taste tests, try reaching out to a **grocery store** that sources local apples; they may be willing to provide you with product at a discount.

A reminder that one of the benefits of the Great Apple Crunch is **supporting your local farmers' businesses**. Make sure the farmers are getting full compensation for their apples!



More Resources for Finding Local Apples

Check out these links from across the region:

- **Center for Rural Affairs Nebraska Find-A-Farmer Tool**
<http://www.cfra.org/findfarmer>
- **University of Nebraska Buy Fresh Buy Local Guide**
<http://food.unl.edu/online-food-guide>
- **Iowa Dept. of Agriculture Farm to School Directory**
<http://www.iowaagriculture.gov/AgDiversification/farmToSchoolProgram.asp>
- **Practical Farmers of Iowa Local Food Buying Guide**
<http://practicalfarmers.org/app/uploads/2013/10/Local-Food-Buying-Guide.pdf>
- **OPAA! Food Management, Missouri Farm to School**
<http://mofarmtoschool.missouri.edu/success/jones.html>
- **University of Missouri Extension Food Circles**
<http://foodcircles.missouri.edu/sources.htm>
- **USDA's Procuring Local Food for Child Nutrition Programs**
<http://www.fns.usda.gov/farmtoschool/procuring-local-foods>
- **South Dakota Local Foods Directory**
<http://www.sdlocalfood.org/>
- **Kansas City Food Circle**
<http://kcfoodcircle.org/business-directory/>
- **From the Land of Kansas**
<http://www.fromthelandofkansas.com/>
- **Oklahoma Farm to School Map**
<http://okfarmtoschool.com/schools/participating-schools/>
- **OK Kerr Center for Sustainable Ag**
<http://kerrcenter.com/sustainable-ag-food/find-local-foods/>
- **North Dakota Local Foods Directory**
<https://www.nd.gov/ndda/files/resource/2014LFDDirectoryWeb.pdf>

Crunch Time Tips

Use these tips to make your event a success:

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 Midwest Great Apple Crunch 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/videographer** and capture all the action of the Great Apple Crunch

Keep the Crunch going all day!

The fun doesn't have to stop at noon. Here are some ways to extend the crunch activities:

Have students taste test **multiple apple varieties** and vote on their favorite kind.

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.

Lead a **hands-on cooking class** for students featuring a healthy apple recipe.

Bring a **cider press** to school and teach students how apple cider is made.

Take a look at the **apple-based learning ideas** on the next two pages to connect your crunch to the classroom.

Connect to the Classroom

The Midwest Apple Crunch can be extended to **apple-based learning activities** for a creative way to meet learning requirements for language, math, science and more. Check out the resources below for apple-themed learning activities geared to all ages.

Pre-K and Elementary Students

- **Eat.Think.Grow. Apple Lessons**
<http://eatthinkgrow.org/wp-content/uploads/2012/04/KF41.pdf>
- **Edible Schoolyard Apple Harvest Activities**
<http://edibleschoolyard.org/node/5620>
- **Farm to Preschool Apple Packet**
http://www.ourcommunityourkids.org/media/2981/Farm%20to%20PreK_Sept09_Apples.pdf
- **Historic Kimmel Orchard varieties of Apples**
<http://www.kimmelorchard.org/kimmelorchard/orchard/apples/>
- **Oklahoma Ag in the Classroom: Apple A Day Activities**
<http://oklahoma4h.okstate.edu/aitc/lessons/apples.pdf>
- **Iowa *A is for Apple* Initiative**
<http://www.iowaagriculture.gov/AgDiversification/appleInitiative.asp>
- **Nebraska Dept of Education Farm to Pre-School resources**
<https://www.education.ne.gov/ns/CACFP/F2Preschool/index.html>
- **Earth as an Apple - MN Ag in the Classroom**
<http://maitcmath.wikispaces.com/file/view/Earth%20as%20an%20apple.pdf/357068132/Earth%20as%20an%20apple.pdf>

Middle School and High School Students

- **Institute for Agriculture & Trade Policy, Youth Leadership Curriculum**
<http://www.iatp.org/documents/farm-to-school-youth-leadership-curriculum-all-lessons-and-worksheets>
- **Leopold Center for Sustainable Agriculture, *How Far Does Your Food Travel?***
<http://ucanr.edu/datastoreFiles/608-319.pdf>
- **Center for Ecoliteracy, Nourish Curriculum**
<http://www.nourishlife.org/teach/curriculum/>
- **USDA, #AgCensus and MyPlate Maps**
<http://blogs.usda.gov/2014/08/05/agcensus-and-myplate-serve-up-lessons-in-math-nutrition-and-more/>
- **University of Nebraska National Apple Month Activities**
http://food.unl.edu/documents/Revised_October_AppleMonth_Webletter_09_26_2013.pdf
- **USDA Team Nutrition National Apple Month Activities**
<https://healthymeals.nal.usda.gov/features-month/october/national-apple-month>



Crunch Outreach

Once your planning team has established your Great Apple Crunch 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 #MidwestAppleCrunch 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—feel free to use the Midwest Apple Crunch logo to advertise, or create a contest for kids to design one for your event.
- Make a **morning announcement** over the school PA system.

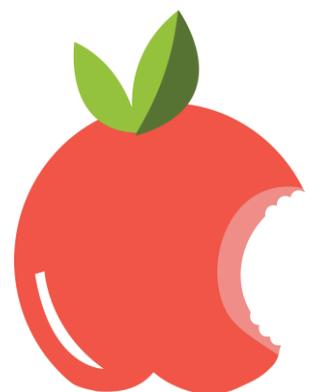
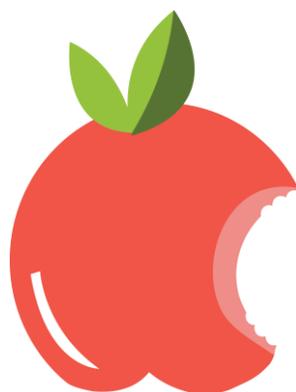
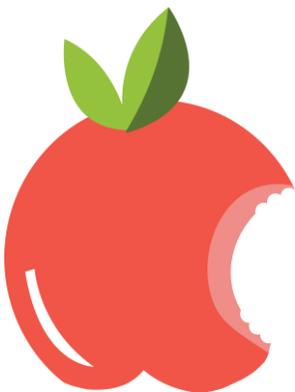


Share Your Story

It's not a crunch heard 'round the region 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 with the entire Midwest Region through Facebook and other social media platforms.
- *Please note that any photos posted to the Facebook page may be used in future Midwest Apple Crunch promotional material.*
- Use the hashtags **#MidwestAppleCrunch** 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 Great Apple Crunch photos.



Midwest Apple Crunch Logo

Don't forget to download your copy of the **Midwest Great Apple Crunch Logo!** Use the logo when promoting your Great Apple Crunch around school, within the community, and on your website or Facebook page.



You can access image versions in JPG, PNG and PDF format.

Click [this link](#) to access the logo files.

For More Information

- **Read more about farm to school in your state at:** <http://www.farmentoschool.org/our-network>
- **Find National Farm to School Network Resources:** 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.

FOR IMMEDIATE RELEASE

CONTACT:

{NAME}

{SCHOOL/ORGANIZATION}

{PHONE}

{EMAIL OR OTHER CONTACT}

Oct. 12, 2017

It's Midwest Great Apple Crunch Time, {TOWN/SCHOOL NAME}

{TOWN/SCHOOL NAME} is joining schools, preschools, colleges and individuals across the Midwest Region states of Iowa, Kansas, Missouri, Nebraska, North Dakota, Oklahoma and South Dakota and crunching into {CHOOSE: LOCALLY, REGIONALLY, ETC.} apples in celebration of the third annual Midwest Great Apple Crunch at NOON on Oct. 12, 2017. October is National Farm to School Month.

{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 the Midwest Region. {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 Midwest Great Apple Crunch, visit cfra.org/f2smoth

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