



Farm to School NEBRASKA

Harvest of the Month

COMMUNICATIONS TOOLKIT



Download and print items from the Harvest of the Month toolkit at:
www.education.ne.gov/ns/farm-to-school/harvest-of-the-month

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INTRODUCTION

Welcome to Nebraska Harvest of the Month, a statewide program for schools that highlights seasonal Nebraska-grown products throughout the year! In this farm to school effort, one local “harvest” item is promoted each month at your school. The local harvest item can be served in meals and snacks, used for taste tests, featured in education, and highlighted in the community.

This toolkit was developed to provide resources to successfully promote Harvest of Month in schools and the community. The outreach tools can be used to reach students, staff, parents, and the community by leveraging website, social media, local media, and other communication outlets. Harvest of the Month is a great program to build connections with agriculture in your community and educate students on healthier eating choices. Let’s celebrate the bounty of Nebraska’s harvests together!



HARVEST OF THE MONTH INDIGENOUS FOODS

Many foods we eat today have existed in North America for years and have been essential for Native American Tribes across the country. Indigenous Harvest of the Month highlights some of these items. Each tribe was unique and what they ate varied according to the area, tribe, and traditions and can be appreciated on its own merits.

The Native American facts in this toolkit cannot be taken to describe every tribe. The reader should understand that this toolkit includes general descriptions that varied with different tribes. Traditional Native American food is different in the midwestern United States than in the Northeast or Central America simply because different plants and animals grew and lived in those areas. The major ways they got food in Native American history were by hunting and gathering, agriculture, and trading. The Native American diet was different depending on which method was used to obtain their food.

The Indigenous Harvest of the Month program was developed in partnership with the Center for Rural Affairs.



CENTER *for*
RURAL AFFAIRS


Land Acknowledgement

Nebraska resides on the past, present, and future homelands of the Pawnee, Ponca, Oto-Missouria, Umo'ho", Dakota, Lakota, Arapaho, Cheyenne, and Kaw Peoples, as well as the relocated Ho Chunk (Winnebago), Iowa, and Sac and Fox Peoples.

This land acknowledgement will allow learners the opportunity to understand impacts of colonization on tribes who occupied what is now Nebraska. Please take a moment to consider the legacies of more than 150 years of displacement, violence, settlement, and survival that bring us together here today. Harvest of the Month allows us to respect and seek out inclusion of differences, realizing we can learn from each other, and build long-lasting relationships.

Reference native-land.ca to learn about native nations, languages, or treaties of specific lands.

Program Key

Throughout this guide, you will notice the  symbol. This symbol indicates that an item is featured as an indigenous food.

OTHER FARM TO SCHOOL PROGRAMS IN NEBRASKA

Nebraska Thursdays

Nebraska Thursdays is a statewide campaign to promote a Nebraska-sourced meal served in the cafeteria on Thursdays throughout the school year. Learn more and download free promotional materials at: www.education.ne.gov/NEThursdays.

Farm to Early Care and Education

Farm to Early Care and Education (Farm to ECE) offers increased access to the same three core elements that are the focus of Farm to School: local food sourcing, school gardens, and food and agriculture education to enhance the quality of the educational experience in all types of ECE settings. Farm to ECE offers benefits that parallel the goals and priorities of the early care and education community including emphasis on experiential learning opportunities, parent and community engagement and life-long health and wellness for children, families and caregivers.

For more information, go to www.education.ne.gov/ns/cacfp/farm-to-preschool and www.farmtoschool.org/our-work/early-care-and-education.

Greenhouse to Cafeteria in Nebraska

The Center for Rural Affairs' *From Greenhouse to Cafeteria Toolkit*, provides information on building teams, goals, community collaboration and includes examples of production plans. In addition, the Center hosts the annual Greenhouse to Cafeteria Award which recognizes one school excelling in school greenhouse food production. Learn more at:

www.cfra.org/sites/default/files/publications/greenhouse-to-cafeteria.pdf.

Mountain Plains Crunch Off

To celebrate Farm to School month in October, states in the Mountain Plains region hold a friendly competition to see which State can get the most "crunches" into a local apple, or other local produce, per capita. Learn more at: www.education.ne.gov/ns/farm-to-school/mountain-plains-crunch.

HOW TO CONNECT WITH US:

Nebraska Department of Education Farm to School www.education.ne.gov/ns/farm-to-school

National Farm to School www.farmtoschool.org

Buy Fresh Buy Local Nebraska www.buylocalnebraska.org

Center for Rural Affairs www.cfra.org

USDA Farm to School www.fns.usda.gov/f2s/farm-to-school



SEASONALITY CHART

This chart describes in general when Harvest of the Month items are available to purchase from local sources in Nebraska. Some items like leafy greens or asparagus can't be stored long term, but items like apples, cabbage, sweet potatoes and winter squash can be harvested and stored for longer periods of time. Local availability varies across the state and depends on many factors including:

- Amount and type of products grown
- Season extension practices like greenhouses and high tunnels
- Local weather events
- Storage capacity

Take potatoes as an example: Potatoes can begin to be harvested around July in Nebraska for small “new potatoes,” with continued harvests of fully grown potatoes until the late fall. If the farmer has space and a sales outlet, harvested potatoes can be stored for months. Some farmers grow enough potatoes to sell right away and will not have items in storage, while others may grow enough to store and sell throughout the winter and into spring.

	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL
MELONS												
CORN ⊕			△	△	△	△	△	△	△	△	△	
SUMMER SQUASH ⊕												
ARONIA BERRIES			▲	▲	▲	▲	▲	▲	▲	▲	▲	▲
CABBAGE												
APPLES												
TURNIPS												
WINTER SQUASH ⊕						●	●					
SWEET POTATOES						●	●					
POTATOES						●	●					
CARROTS												
LEAFY GREENS												
ASPARAGUS												
RHUBARB	●	▲	▲	▲	▲	▲	▲	▲	●			
* DRY BEANS ⊕												
BISON ⊕	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲
BEEF	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲
NATIVE HERBS ⊕			△	△	△	△	△	△	△			

Availability Key: ■ Generally available fresh from a local grower ● It's possible to find fresh from a local grower
▲ Generally available frozen from a local grower △ Generally available dried from a local grower

Child Nutrition Program Meal Component Key: Meat/Meat Alternate, Vegetable, Fruit, Grain, Other (no meal pattern credit)

* Dried beans may be credited as a meat/meat alternate or as a vegetable, but not as both in the same meal.

SOCIAL MEDIA POSTS

General Social Media Posts

- This year, our school is participating in #Nebraska #HarvestoftheMonth, a program that helps us bring fresh local foods to our school lunch program. Each month we'll be bringing in a different Nebraska product to try from a local farmer! Can't wait to try out the Nebraska #[product name] this week!
- [School name] supports Nebraska farmers! We are participating in #Nebraska #HarvestoftheMonth farm to school program to source local foods from local farmers in our school meals. This month, we'll be sampling [insert dish name] made with local [insert product name].
- #Nebraska #HarvestoftheMonth [is/was] [insert product] from [a local farm or name of farm]!
- Happy #HarvestoftheMonth [insert day of the week]! Today we are serving [name of featured product] from [farm name or location] in [our salad bar, or as a side dish, or as a main entree] during lunch. Delicious & nutritious!
- Local foods in school lunch is good for kids, good for farmers, and good for community! On [day of week], we'll be serving local [name of product] in our school meals for #Nebraska #Harvestofthemonth.
- Join your child for lunch on [day of week] for our monthly #Nebraska #Harvestofthemonth meal! We'll be having local [harvest of the month item] from [name of farm] in [name of recipe].

Hashtags:

#FarmtoSchool #F2SMonth #Nebraska
#Harvestofthemonth #IndigenousHOM

Facebook:

www.facebook.com/NDENutrition
www.facebook.com/BuyLocalNebraska

General Indigenous Foods Harvest of the Month Social Media Posts

- Indigenous foods became important to the entire world, as Samuel Beck said, "the American Indian's greatest contribution to our civilization is, in the eyes of many experts, the patient cultivation from their original wild state of the food plants which are now more than half of our agricultural wealth." #Nebraska #Harvestofthemonth #IndigenousHOM
- All the flowers of all the tomorrows are in the seeds of today. Treat the earth well: it was not given to you by your parents, it was loaned to you by your children. We do not inherit the Earth from our Ancestors, we borrow it from our Children. -Native American Proverb #Nebraska #Harvestofthemonth #IndigenousHOM

Melons

- Did you know watermelons are 92% water? Our students will be enjoying the refreshing taste of Nebraska-grown watermelon this week as part of Nebraska Harvest of the Month! #Nebraska #FarmtoSchool

Corn

- How did corn grow in the 3 Sisters model? Corn stalks also provided a pole for beans to climb and the shade from the corn benefited squash that grew under the leaves. #IndigenousHOM #Nebraska #Harvestofthemonth
- How did the garden grow? Early Native Americans did not divide their gardens into sections of just one plant as is typical on today's farms, but used companion planting in rows of mounds about 30 cm high in which they would plant the corn, beans, and squash or other garden plants together. #IndigenousHOM #Nebraska #Harvestofthemonth



Summer Squash ⊕

- How did squash get its name? “Squash” comes from the Narragansett Native American word askutasquash, which means “eaten raw or uncooked.”
- Do squash all look the same? Squashes come in many different shapes and colors including tan, orange, and blue.

Aronia Berries

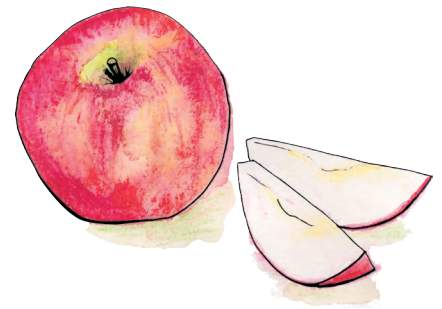
- Don't choke- explore your daring side by trying a chokeberry (AKA aronia berry) dish this week in celebration of #Nebraska #Harvestofthemoth! #FarmtoSchool

Cabbage

- Got cabbage? We do! Students will be trying [insert name of dish] at school lunch [today, tomorrow, day of the week] for #Nebraska #Harvestofthemoth. Cabbage is a nutritional powerhouse that is an excellent source of manganese, vitamin B6, and folate; and a good source of thiamin, riboflavin, calcium, potassium, vitamin A, tryptophan, protein and magnesium.

Apples

- Apples are our Nebraska Harvest of the Month item this week! Did you know that most fiber and antioxidants in apples are found in the peel? We'll be crunching into local apples this week from [insert name of farm / origin location] #harvestofthemoth #Nebraska

**Turnips**

- Nebraska Harvest of the Month this week is turnips! Did you know that the original Halloween jack -o'-lanterns were made out of turnips instead of pumpkins? #Nebraska #Harvestofthemoth #FarmtoSchool

Winter Squash ⊕

- [Name of recipe] with local winter squash will be served at lunch this week as part of #Nebraska #Harvestofthemoth! Did you know winter squash is a good source of beta-carotene, Vitamin C, potassium, and fiber. The seeds are a great snack and good source of protein and magnesium.
- Where can you find squash in North America? Squash and pumpkins are native to many parts of the North American, Central American and South American regions. #IndigenousHOM #Nebraska #Harvestofthemoth
- What can squash be used for? The vegetable can be made into soups, breads, desserts, stuffings, storage containers, musical instruments, utensils, etc. #IndigenousHOM #Nebraska #Harvestofthemoth

Sweet Potatoes

- Looking for a great way to boost your immune system? Try eating sweet potatoes. Sweet potatoes are an excellent source of vitamins A and C. This week we'll have [insert recipe or taste test] for students to try in the cafeteria. #Nebraska #harvestofthemoth #FarmtoSchool

Potatoes

- This week the featured Harvest of the Month vegetable is the potato. Potatoes are an excellent storage crop, harvested in Nebraska from July through October, they can last all the way until the end of winter if properly cured! We'll be serving up local potatoes in [name of dish] from [name of farm]. #Nebraska #harvestofthemoth #FarmtoSchool

**Carrots**

- Did you know carrots come in a rainbow of colors? White, yellow, purple, orange, red and black carrots all have high levels of Vitamin A and fiber! Try this colorful #nebraskaharvestofthemoth vegetable - we'll be serving up [insert recipe name] this week!



Leafy Greens

- Eat your GREENS! This [day of week] students will be served fresh local [name of leafy green] from [name of farm] as part of Nebraska Harvest of the Month.

Asparagus

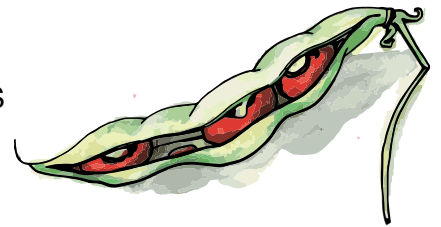
- Did you know asparagus is an excellent source of fiber, folate and vitamins A and K? Whether nutrition is on your mind or not, you can't beat the taste of fresh asparagus in the spring! This [day of week], students can try [name of farm] local asparagus in our [salad bar, side dish, taste test]!

Rhubarb

- Some call it a vegetable, others call it a fruit. Its leaves are poisonous, but its stalks are safe to eat. Come taste this controversial food and decide for yourself if it's worth the fuss! We'll be serving up [dish name] during [lunch/breakfast] this [day of week]!

Dry Beans

- Did you know that Nebraska is the third largest producer of dry beans in the U.S.? From great northern beans to kidney, pinto, navy and garbanzo, most of Nebraska's beans are grown in the western part of the state. This [day of week], students can try out [name of bean] in [name of recipe/dish]! #Nebraska #Harvestofthemonth
- How many beans are in the U.S.? There are over 4,000 varieties in the US alone. #IndigenousHOM #Nebraska #Harvestofthemonth
- Do beans grow in a bush or on a vine? BOTH! #IndigenousHOM #Nebraska #Harvestofthemonth



Bison

- How big are bison? Bison are North America's largest land animals. Mature bulls weigh up to 2,000 pounds and mature cows as much as 1,000 pounds. #IndigenousHOM #Nebraska #Harvestofthemonth
- How long have bison lived in North America? Fossils and accounts from early travelers show that Yellowstone National Park is the only place in the U.S. where bison have lived continuously since prehistoric times. #IndigenousHOM #Nebraska #Harvestofthemonth

Beef

- Help us live up to our "Beef State" name by chomping into [recipe name] made with beef from nearby [farm name] at [breakfast/lunch] today!

Native Herbs

- Besides using sage to eat or drink, what was it also used for medicinally? Healing traditions across the region hold that white sage is an effective treatment for cold and flu symptoms, tooth aches and bad breath, soreness and pain, and bladder issues. #IndigenousHOM #Nebraska #Harvestofthemonth

TIPS & IDEAS FOR COMMUNITY OUTREACH & INVOLVEMENT

- Indicate Harvest of the Month items in your school menu.
- Involve parent-teacher organizations or associations asking for their support in promoting the program.
- Send out communication about volunteer opportunities to parent-teacher organizations to help your cafeteria on Nebraska Harvest of the Month days or taste tests.
- Inform school staff on dates for Nebraska Harvest of the Month items. School staff may be able to tie in classroom activities related to the local food being served in the cafeteria that week. For example:
 - » Drawing or painting the featured product in art class
 - » A lesson on our five senses when tasting new foods in science class
 - » Discussion on the health benefits of the food item in physical education/health class
 - » Preparing the featured food item in family consumer science classes
- Invite local government officials or community leaders to dine at the school on Nebraska Harvest of the Month days.
- Make an intercom announcement the week of Harvest of the Month to remind staff and students.
- Local farmers providing food for the school can also promote the program in the community.
- Include a recipe or announcement in a school newsletter (see newsletter template provided in this toolkit).
- Send a press release to your newspaper (example on page 13) seeking potential farmers in your community that could source Harvest of the Month products for your school.
- Host a “Taste Test Night” and invite families. This could even make a nice addition to a Parent-Teacher Conference Day!
- Get students involved by integrating activities with extra-curricular clubs like FFA Chapters or Science Club

Send ideas or requests for engagement guidance to NDE.F2S@nebraska.gov

TEMPLATE FOR SCHOOL NEWSLETTER



SHORT VERSION

We have something special being prepared in the school cafeteria this week! On [day of week/date], we'll be serving [name of recipe] with local [harvest of the month item] in our school lunch as part of the Nebraska Harvest of the Month program. We are happy to participate in this statewide campaign to promote a different Nebraska product each month of the year for students to try during lunch. [Optional text: Look for Harvest of the Month items on our lunch menus]. Want to get involved with Nebraska Harvest of the Month? [Insert best way for them to contact or volunteer].

LONG VERSION

We have something special being prepared in the school cafeteria this week! On [day of week/date], we'll be serving [name of recipe] with local [harvest of the month item] in our school lunch as part of the Nebraska Harvest of the Month program. We are happy to participate in this statewide campaign to promote a different Nebraska product each month of the year for students to try during lunch. [Optional text: Look for Harvest of the Month items on our lunch menus].

Nebraska Harvest of the Month connects our school cafeterias and students with local foods and community farmers. Nebraska products we will be featuring through the program include [list of products you intend to source locally such as watermelon, cabbage, turnips, winter squash, sweet potatoes, potatoes, great northern beans, leafy greens and asparagus]. We will be preparing dishes with these local products like [name recipes you plan to serve]. We are looking forward to celebrating local agriculture with our students by serving Nebraska-grown products!

Want to get involved with Nebraska Harvest of the Month? [Insert best way for them to contact or volunteer]. [Another way to get involved is to eat lunch with your student on Harvest of the Month day! Harvest of the Month featured items will be identified on school menus.]

Short Version

We have something special being prepared in the school cafeteria this week! On [day of week/date], we'll be serving [name of recipe] with local [harvest of the month item] in our school lunch as part of the Nebraska Indigenous Harvest of the Month program. We are happy to participate in this statewide campaign to promote a different Indigenous crop each month of the year for students to try during lunch. [Optional text: Look for Harvest of the Month items on our lunch menus]. Want to get involved with Nebraska Indigenous Harvest of the Month? [Insert best way for them to contact or volunteer].

Long Version

We have something special being prepared in the school cafeteria this week! On [day of week/date], we'll be serving [name of recipe] with local [harvest of the month item] in our school lunch as part of the Nebraska Indigenous Harvest of the Month program. We are happy to participate in this statewide campaign to promote a different Nebraska crop each month of the year for students to try during lunch. [Optional text: Look for Harvest of the Month items on our lunch menus].

Nebraska Indigenous Harvest of the Month connects our school cafeterias and students with local foods and community farmers utilizing traditional Native American foods. Nebraska products we will be featuring through the program include [list of products you intend to source locally such as watermelon, cabbage, turnips, winter squash, sweet potatoes, potatoes, great northern beans, leafy greens and asparagus]. We will be preparing dishes with these local products like [name recipes you plan to serve]. We are looking forward to celebrating local agriculture with our students by serving historically Nebraska-grown produce!

Want to get involved with Nebraska Indigenous Harvest of the Month? [Insert best way for them to contact or volunteer]. [Another way to get involved is to eat lunch with your student on Harvest of the Month day! Harvest of the Month featured items will be identified on school menus.]

PUBLIC ADDRESS (PA) ANNOUNCEMENTS

General PA Announcements

- Thinking about what's for lunch already? Today in our cafeteria we have something special for students. We'll be serving local [Harvest of the Month item] in our [salad bar, name of menu item, etc]. The local [Harvest of the month item] comes from [name of farm] located just [number of miles] from our school. Don't forget to try some today!

General Indigenous Foods Harvest of the Month PA Announcements

- What Native Americans did eat depended on their geography and history. Traditional Native American food is different in the Southwestern United States than in the Northeast or Central America simply because different plants and animals grew and lived in those areas. The major ways they got food in Native American history were by hunting and gathering, agriculture, and trading. The Native American diet was different depending on which method was used to obtain their food.

Melons

- Today is Harvest of the Month [day of the week]! Want to eat a fruit that originated in the Kalahari Desert of Africa? Today, you can! We have local watermelon from [name of farm or location] in [name of food or where it can be found such as the salad bar].

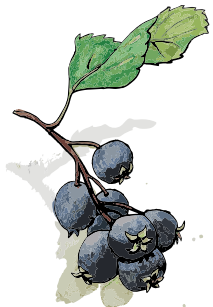


Corn

- Corn (Maize) is a domesticated plant of the Americas. Along with many other indigenous plants like beans, squash, melons, tobacco, and roots. European colonists in America quickly adopted maize agriculture from Native Americans. Crops developed by Native Americans quickly spread to other parts of the world as well.

Summer Squash

- Many varieties of squash, another member of the "Three Sisters," were grown by Native Americans, including acorn, zucchini, pumpkins and gourds. "Summer squash" is typically used to describe a yellow squash available during the summer months



Aronia Berries

- We're not choking folks - we're featuring chokeberries. on the [breakfast/lunch] menu this week! Chokeberries, also known as aronia berries, get their name from their astringency. While eating them raw may make your mouth pucker, processing as jams and jellies, baking with other ingredients, or freezing helps tame that "choking" effect! Want to learn more about this interesting food? Check out the posters in the cafeteria all month.

Cabbage

- Today we'll be serving up local cabbage from [name of farm or city] in our cafeteria for Nebraska Harvest of the Month. Cabbage is one of the oldest known vegetables on earth and has been planted and harvested for over 4,000 years. It is a dietary staple throughout the world and a nutritional powerhouse, but do you know what else it can be used for? Keeping cool in the heat! Did you know that Babe Ruth used to keep a chilled cabbage leaf under his baseball cap during games to keep cool? Try some [recipe] today in the cafeteria and next time you're out playing in the heat, bring a cabbage leaf! Look for trivia cards in the cafeteria to learn more about cabbage.



Apples

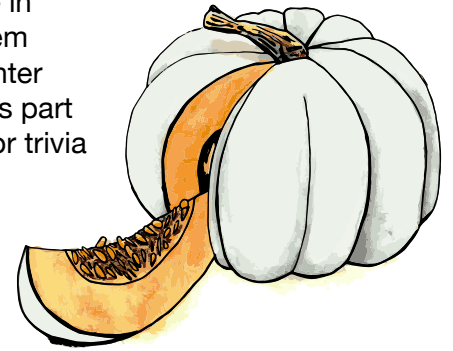
- It's Nebraska Harvest of the Month time! This week we are featuring apples. Apples and humans have a long history together! Did you know apples originated in a mountainous region of Central Asia some 10,000 years ago? Now there are about 7,500 different types of apples grown across the world in a rainbow of shades, sizes and flavors. Here in Nebraska our apples are harvested in orchards from August to November. We'll be serving local [insert variety name] apples grown by [insert local farmer name] at lunch on [insert day of week].

Turnips

- Today in our cafeteria, we'll be serving local [variety of turnip such as white or purple top] turnips as part of Nebraska Harvest of the Month. Did you know that turnips were the original pumpkins and were carved in Ireland to make jack-o-lanterns? Turnips were a staple in many parts of the world and both the roots and leaves are edible and delicious! Try turnips in our [name of dish or where to find them like the salad bar]. Look for trivia cards in the cafeteria to learn more about turnips.

Winter Squash

- Acorn, butternut, spaghetti, pumpkin, banana. What do these words have in common? They are all different types of winter squash! Have you tried them all? Today at lunch we'll have [name or recipe] featuring local [name of winter squash, such as 'acorn squash'] from [name of farm or location of farm] as part of Nebraska Harvest of the Month. Don't forget to try some today! Look for trivia cards in the cafeteria to learn more about winter squash.
- Many varieties of squash, another member of the "Three Sisters," were grown by Native Americans, including acorn, zucchini, pumpkins and gourds. Gourds have been cultivated for about 4,500 years. They were used long before the development of pottery as containers. Native Americans ate squash fresh and dried and stored it.



Sweet Potatoes

- Looking to boost your immune system? Eat some sweet potatoes! Sweet potatoes are an excellent source of vitamins A and C. [Day of the week] at lunch, we'll be serving [name of recipe] with local sweet potatoes as part of Nebraska Harvest of the Month. Don't forget to give them a try!

Potatoes

- Eat your spuds! Did you know that potatoes are the fourth largest food crop in the world after rice, wheat, and corn? This week we are serving up local potatoes from [name of farm] in the cafeteria as part of Nebraska Harvest of the Month.

Carrots

- Crunch into a carrot today in the cafeteria! We'll be serving up carrots from [insert local farm name or location] as a part of Nebraska Harvest of the Month. Remember that brightly colored carrots are full of antioxidants like beta-carotene, which helps support eye & skin health and boosts our immune system. Look for trivia cards in the cafeteria for more interesting info about carrots!

Leafy Greens

- Don't forget to eat your greens! Dark leafy greens are good sources of many vitamins and minerals, and brighten up all kinds of recipes. Did you know you can experiment with greens by adding them to soups, smoothies, and sauces? Today in the cafeteria we'll have local [name of leafy green] in [name of recipe] as part of Nebraska Harvest of the Month.

Asparagus

- You know it's spring time when you see fresh asparagus coming up in the garden! Asparagus is a perennial crop, which means it comes back year after year. Did you know that a healthy asparagus plot can keep growing for 10 years or more? Try local asparagus today in the cafeteria today with Nebraska Harvest of the Month.



Rhubarb

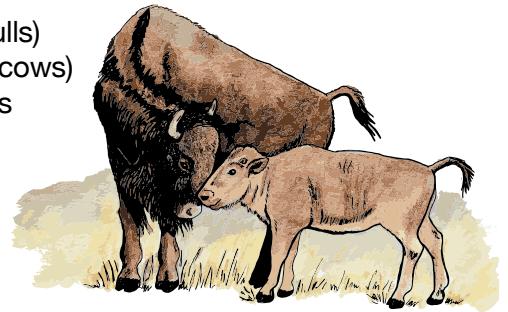
- Pop quiz! What food has poisonous leaves, grows up to three feet tall AND wide, and has roots that produce food for up to FIFTEEN years? That's right- rhubarb- and you can try it in the [recipe] on [service day]'s [breakfast/lunch] menu. While rhubarb's leaves are poisonous, its stalks are deliciously safe for consumption. In fact, rhubarb is high in vitamin C, vitamin K, fiber, and potassium yet low in carbohydrates making it a nutritious addition to our diets. Due to its low sugar content and tartness, rhubarb is often admired for enhancing the taste of sweeter foods like pies. Give it a try and decide for yourself!

Dry Beans ⊕

- Did you know that Nebraska is the third largest producer of dry edible beans in the U.S.? From great northern beans to kidney, pinto, navy and garbanzo, most of Nebraska's beans are grown in the western part of the state. Nebraska is the leader in great northern bean production, accounting for 86% of U.S. production. This [day of week], students can try out [name of bean] in [name of recipe/dish]!
- Beans are one of the traditional "Three Sisters" triad that were planted together in a mutually beneficial group, and were mainstays of the Native American diet after about 1300 AD. The protein food sources of the Old World were greatly improved when Native American beans were introduced, and Europeans eagerly adopted kidney beans, string beans, snap beans, butter beans, lima beans, navy beans, pole beans, etc.

Bison ⊕

- Bison are the largest mammal in North America. Male bison (called bulls) weigh up to 2,000 pounds and stand 6 feet tall, while females (called cows) weigh up to 1,000 pounds and reach a height of 4-5 feet. Bison calves weigh 30-70 pounds at birth. What's the difference between bison and buffalo? While bison and buffalo are used interchangeably, in North America the scientific name is bison. Bison have been integral to tribal culture, providing them with food, clothing, fuel, tools, shelter and spiritual value.

**Beef**

- There's a reason we're called the "Beef State" here in Nebraska--agriculture is Nebraska's top industry and cattle production represents the largest part of the industry. Nebraska is also regularly home to the top beef cow counties in the U.S.-- like Cherry, Custer, Holt and Lincoln counties. Cattle outnumber humans nearly 4 to 1 in Nebraska! Nebraska's unique mix of natural resources enable a thriving beef economy, like the water aquifers it sits upon and the more than one billion bushels of corn produced here each year, 40% of which is fed to livestock in the state. Support our beefiness this month by trying [recipe name(s)] during lunch- thanks to our local farmer [name]!

Native Herbs ⊕

- Sage has antibacterial, antiviral, and antifungal properties. Although sage has its many uses, it is often used in many dishes, beverages, and medicinally. Commodifying sage has led to poaching and overharvesting, which has a negative impact on how the plant is grown, harvested, and interacts with the environment.

TEMPLATE FOR PRESS RELEASE

For immediate release - [insert date]

Media Contact:

[Name], [Email], [Phone]

[Logo]

[School Name] celebrates local agriculture in school meals with Nebraska Harvest of the Month program.

[Location] - [School District Name] has joined the Nebraska Department of Education Nutrition Services and the University of Nebraska-Lincoln Buy Fresh Buy Local program in supporting local foods and healthy student meals by joining the Nebraska Harvest of the Month program. This statewide campaign highlights a different Nebraska product each month throughout the school year to be featured in school meals. Nebraska products that will be featured with the program include melons, aronia berries, cabbage, apples, turnips, winter squash, sweet potatoes, potatoes, carrots, leafy greens, asparagus, rhubarb, dry beans, bison and beef.

The school will kick off the program on [insert date] with [insert name of product] from [farm name]. Students will be able to eat [recipe name] with local [name of product] as a [side course, main course, taste test] at school lunch.

“Participating in Nebraska Harvest of the Month is an opportunity to connect students and school staff with local agriculture and celebrate the freshness of seasonal Nebraska foods,” says [media contact name or staff name]. “Through the program, we are fostering a relationship with local foods and community farmers for our students. They also get to try new and exciting dishes like [name of recipe or a couple recipes] that they can then try at home, too.”

If you’d like to be involved with Nebraska Harvest of the Month, [ideas: join your child in the lunchroom for Nebraska Harvest of the Month days, cook a meal with your child that includes the Harvest of the Month item, connect the school with a local farmer]. [Optional: We are looking for farmers to purchase local Harvest of the Month products! If you grow or raise any of the featured products, please contact Name, Phone, Email]

[Alternative quotes you can use: “Our school wanted to bring local foods into our school meals,” said [name]. “The Nebraska Harvest of the Month program helps us highlight seasonal Nebraska foods on our lunch menu and supports the community by purchasing produce from local farms.”]

Nebraska Harvest of the Month is sponsored by the Nebraska Department of Education with partner organization Buy Fresh Buy Local Nebraska of the University of Nebraska-Lincoln. To learn more about the statewide campaign, visit the website www.education.ne.gov/ns/farm-to-school.

BRANDING

LOGOS & HOW TO USE LOGOS



The Farm to School logo has two logo variations; one logo variation has a Nebraska icon with text below, and the other logo variation is a text-only logo. The logo with the Nebraska icon would work well on title pages of text documents, website headers, and promotional material where it stands alone, and doesn't distract from other information.

On cases where the complexity of the Nebraska icon would be distracting, the text-only logo should be used. The text-only version would work well on anything, especially on posters that are full of other graphics or instances where the Nebraska icon would be too small to distinguish the pictures inside.

Program Names and Logos

Program names are separate from logo, but in same font to show that they are related to Farm to School.

Harvest of the Month

Usage Guidelines

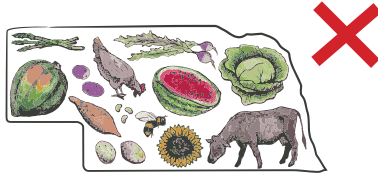
1. Enlarge or scale the logo proportionately.



2. Leave adequate amount of space around the logo.



3. Do NOT crop the logo.



4. Do NOT alter the logo in any way. Do not add text, change font, add drop shadows, or add additional graphics.



COLORS

Logo Colors



FARM TO SCHOOL GREY
#393C38



NEBRASKA RED
#C46F65

Secondary Colors



WATERMELON PINK
#E7786E



LEAFY GREEN
#76C371



TURNIP PURPLE
#8371B3



SQUASH YELLOW
#F2C859