

Promote Local Produce in Nebraska

Join the Crunch Off!



What is the Mountain Plains Crunch Off?

To celebrate Farm to School Month (October), States throughout the Mountain Plains Region (CO, MT, MO, KS, NE, ND, SD, WY) hold a friendly competition to see which State can get the most “crunches” into a local apple, or other local produce, per capita.

Crunch Off participants -- including students, teachers, farmers, parents, community members, and local food enthusiasts - bite into local produce together (virtually or in-person) to celebrate the wonderful fruits and vegetables grown in the Mountain Plains Region. Crunch Off events encourage healthy eating and support local agriculture while celebrating Farm to School Month and highlighting the strength a community gains from farmer-school food service partnerships.

When is the Crunch Off?

The Crunch Off takes place annually in October. Help Nebraska retain the championship for the fifth year in a row! Contact your State coordinator to join a local event or register to host your own event.

How can I participate?

Sell produce to local schools & support schools’ “Crunch” events. Contact local schools to support their Crunch events. At schools, crunchy produce can be incorporated into meals and snacks to help get students excited about trying local produce. Each state has their own rules/procedures so please be sure to reach out to Taylor Schorsch for more details. Bringing people together to crunch into local produce is a great way to add fun (and nutrients!) to gatherings that may occur at farms and gardens, or in schools and classrooms.

Offer field trips and/or educational activities to your local school(s) about farming, soil, the water cycle, photosynthesis, or other relevant topics during the week or day of the Crunch. Farm field trips are a great way to help students get excited about local produce, learn more about the food system, and have a successful Crunch! If a field trip isn’t feasible, consider visiting a school to speak at an assembly or conduct educational activities in school gardens or classrooms.

For more information, contact:

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Host a Crunch event! If you would like to host and market your own Crunch event, register your event here: [https://ksde.sjc1.qualtrics.com/jfe/form/](https://ksde.sjc1.qualtrics.com/jfe/form/SV_3Cw1w1Uz2WwKLOW)

SV_3Cw1w1Uz2WwKLOW [NOTE: Registration is private and solely for the purpose of counting “Crunch” events and the number of people crunching.]

Create a Crunch Team & get as many people involved as you can! Gather a group of individuals who are excited about Farm to School and local food. Consider including students, teachers, food service staff, administrators, the PTA, and community members to help you plan and promote your event. There’s a Crunch Guide to help you get started (available upon registration)!