



Farm to Early Care Education

The 2018 Farm Fresh Challenge

During the month of October

This Farm to Early Care Education reference guide provides information about the Arizona Department of Education's (ADE) Farm Fresh Challenge taking place during the month of October 2018. On a mission to encourage fresh and healthy offerings in the Child and Adult Care Food Program (CACFP), the ADE invites Sponsors of CACFP and the partners that support them to participate in a month of celebration by supporting Arizona's farmers, ranchers, dairymen and gardeners through experience and education. Farm Fresh activities support three main objectives:

1. To serve more Arizona grown and raised products at meals served through the CACFP.
2. To encourage school garden celebrations in a fall garden, offer Garden to Café Programming as a component for CACFP or provide nutrition related activities that correlate to Arizona's vast seasonality.
3. To encourage educational activities related to Arizona's agriculture industry like taste testing local products, taking field trips to local farms or farmers markets, Meet the Farmer day, garden-based learning activities, or educational lessons focused on local food and agriculture. You may use one of ADE's resources such as *Harvest of the Season* or use one of your own marketing materials.

Celebrate the Farm Fresh Challenge

ADE will recognize all CACFP sponsors that complete the challenge and submit the registration form via Survey Monkey by September 28, 2018. The registration form collects information about local meal components served, dollars spent on local meal components, and details about educational opportunities provided. Link to registration:

<https://www.surveymonkey.com/r/SX35YFV>

Taste Arizona

Serve, at minimum, one local meal component (e.g., grain, dairy, fresh fruits or vegetables, eggs, or meat) during the month of October to encourage your community to eat Arizona grown, fresh and healthy

Teach Arizona

Host, at minimum, one educational activity during the month October. Educational activities that teach children about Arizona's rich agriculture scene and vast produce availability.

Connect Arizona

Share a minimum of one social media post on Facebook, Instagram or post to your website about your Farm Fresh Celebration(s). using the Hashtag #AZf2S, #AZf2ECE, #farmtoschool

Every site that participates will be recognized at the Annual CACFP Renewal Summit scheduled for Summer 2019. *Three sites* will be selected to receive a *Best of the Bunch Award*, reflecting the elevation in meals served and educational opportunities provided, encouraging children to experience Arizona agriculture.

Outreach Tools:

Help us engage with diverse audiences by keeping hunger at bay with farm fresh and healthy agriculture products available over the fall months! Simply plug these posts below into your social media platforms to help spread the word about the challenge. You also are encouraged to help incorporate these into articles into newsletters, blogs and listservs to help celebrate National Farm to Early Care Education Month!

- Taste, Teach, and Connect Arizona. We're celebrating Arizona agriculture this October, as National Farm to Early Care Education Month! #AZf2ECE
- Arizona's agriculture is a 23.3-billion-dollar industry! Let's celebrate Arizona's bounty for National Farm to Early Care Education Month! #AZf2ECE
- Arizona's fall harvest includes: winter squash, apples, carrots, melons, sweet corn, tomatoes, peppers and cucumbers. October never tasted so good! #AZf2ECE
- _____ is participating in National Farm to Early Care Education Month to show that fresh and healthy food is important to children across the state. #AZf2ECE
- Help us celebrate National Farm to Early Care Education through gardening, an important practice that teaches children where their food comes from! #AZf2ECE

If you would like to learn more about how you can help ADE celebrate, email

ArizonaFarmtoSchool@azed.gov.