



2023 Minnesota Farm to School & Early Care Month Promotional and Social Media Toolkit for Schools

October is Farm to School and Early Care Month – a time to enjoy and celebrate local food in our schools and communities. It’s also a time to share gratitude with those who make Farm to School possible including farmers, educators, nutrition professionals, and community members.

This year’s theme for Farm to School Month in Minnesota is *GATHER & GROW*. Schools, students and families, and communities are invited to gather over local meals to taste the joy of local eating, build connections, and grow together. There are many ways that you can bring the Gather & Grow theme to life at your school(s) and there are resources to help you along the way. Here are a few ways to celebrate:

- Join in the Minnesota Great Apple Crunch on October 12
- Plan a Farm to School celebration meal, such as Minnesota Thursday lunch
- Participate in the Minnesota Grown Farm to School District of the Year
- Feature local foods on your menu throughout the month
- Incorporate local foods into classroom lessons

For more information about Minnesota Farm to School Month, please visit:

<https://www.farmtoschoolmn.org/f2smmonth>

This toolkit provides all the tools you need to promote Farm to School Month with your community – including social media posts, graphics, and e-newsletter copy. If you have any

questions, please contact Kate Seybold (kate.seybold@state.mn.us) or Jayme Anderson (jayme.anderson@state.mn.us).

Thank you for celebrating with us!

- *Minnesota Farm to School Leadership Team*

Social Media

Below are suggested social media posts to promote Farm to School Month to your followers. Feel free to adapt. Remember to tag the Minnesota Department of Agriculture and Minnesota Department of Education!

Social Media Messages before October

Join us in October and celebrate Farm to School all month long. Share your farm to school story, and *Gather and Grow* together. October is #F2SMonth!
#GatherandGrowMN! farmtoschoolmn.org/f2smonth

October is #F2SMonth! Find resources & ideas for how our school will celebrate.
farmtoschoolmn.org/f2smonth

Make some noise and CRUNCH at school this October to celebrate #F2SMonth!
#MNAppleCrunch

We added a local food to your school menu this October to celebrate #F2SMonth!
farmtoschoolmn.org/f2smonth

Interested in serving/eating an all-local meal during #F2SMonth? Learn more about #MNThursdays at farmtoschoolmn.org

We're celebrating #F2SMonth at school. Keep the celebration going at home and cook a fresh recipe using local foods! Learn more at: farmtoschoolmn.org/f2smonth

See what's growing in our garden! We celebrate #F2SMonth at school in October! Learn more at farmtoschoolmn.org.

Social Media Messages DURING October

Join us in celebrating Farm to School all month long. Share your farm to school stories and let's thank our school nutrition and farm heroes. Happy #F2SMonth!
farmtoschoolmn.org/f2smonth

We appreciate our farmers and school nutrition professionals! Thank you!
#MNFarmtoschool farmtoschoolmn.org/f2smoonth

This month we're celebrate #F2SMonth! Find out how we're celebrating.
farmtoschoolmn.org/f2smoonth

Happy #F2SMonth! We're celebrating our healthy kids, our farm and school nutrition heroes & our vibrant community. Join us! farmtoschoolmn.org/f2smoonth

#MNFarmtoschool connects kids to fresh food & supports local school nutrition departments and farmers. That's worth celebrating! farmtoschoolmn.org/f2smoonth

Every day this month is a chance to celebrate the value of Farm to School! Join us on social media, October 1 - 31. And share with us, @mfmaorg, @mnfarmersunion and @GrownInMN why farm to school is important to you. #MNFarmtoschool
farmtoschoolmn.org/f2smoonth

School nutrition professionals are essential. Farmers are essential. Local food is essential. Let's work together to provide essential, nutritious foods for our students.
#MNFarmtoschool

Get your crunch on! We're signed up to celebrating #F2SMonth by crunching into a local apple! Don't forget to thank your school nutrition and farm heroes!
farmtoschoolmn.org/f2smoonth

Local foods are on your menu this month to celebrate #F2SMonth! Share your photos and videos using #MNFarmtoSchool

We are celebrating #F2SMonth in our cafeteria! Share your photos and videos using #MNFarmtoSchool

Hashtags to use: #F2SMonth #MNFarmtoSchool #GatherandGrowMN

Accounts to Tag: @mnagriculture, @MNDeptEd, @MNAgintheClassroom

Newsletter Information

September Communication:

1. Celebrate Farm to School and Farm to Early Care Month in October! Next month is Farm to School and Farm to Early Care Education (ECE) Month in Minnesota and across the nation. It is a time to celebrate by inviting students, their families, and their communities to crunch into fresh seasonal food, grown on local farms. It's also a time to share gratitude with those who make Farm to School and Farm to ECE possible including farmers, educators, nutrition professionals and community connectors. There are many ways to celebrate in October, like the Minnesota Great Apple Crunch or serving a #MN Thursday, locally sourced meal or snack. Learn more and see how we are planning to celebrate on our website!

(Include link to organization site or social media outlet)

October Communication:

1. It's Farm to School and Farm to Early Care Month! Throughout October we will celebrate by inviting students, their families and community members to crunch into fresh, seasonal foods that are grown on local farms. Now is also a time to share gratitude with those who make Farm to School and Farm to Early Care possible including farmers, educators, care providers, nutrition professionals and community connectors. You can learn more and see how we are celebrating on our website.

(Include link to organization site or social media outlet)

Graphics

Please use the [National Farm to School logo](#), [Great Lakes Great Apple Crunch logos](#), the [Minnesota Thursdays logo](#) and of course, the Gather and Grow logo for consistency. See [National Farm to School Month Celebration Toolkit](#) for additional background information, activity ideas, communications tools, and a list of resources for implementing Farm to School Month celebrations in your community.

