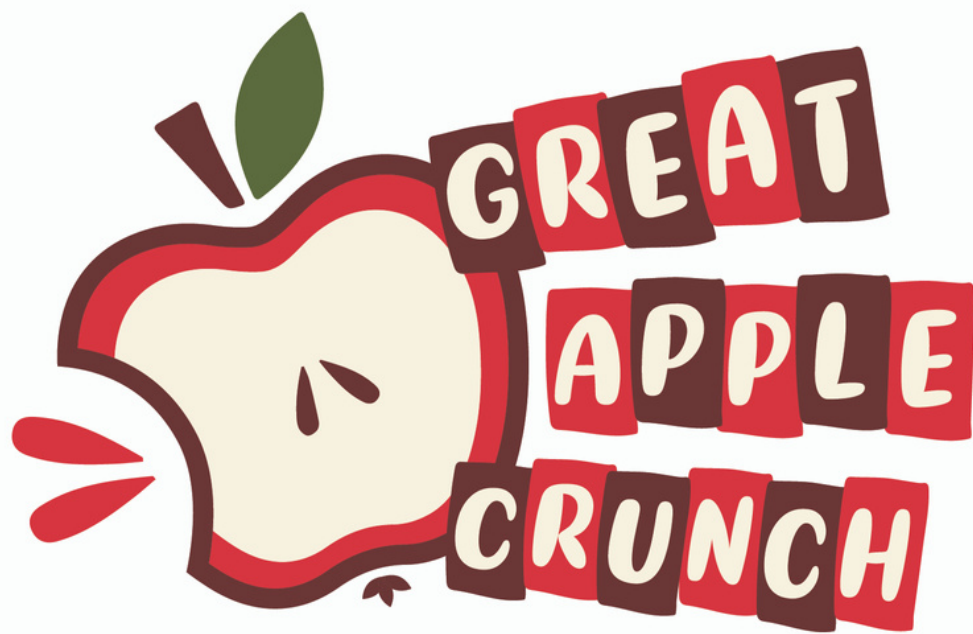




IOWA 2022 CRUNCH GUIDE for K-12 SCHOOLS

JOIN US AT NOON ON THURSDAY, OCTOBER 13

The Great Apple Crunch is brought to you by the Iowa Farm to School and Early Care Network and the following partners



CENTER for INTEGRATED
AGRICULTURAL SYSTEMS



IOWA STATE
UNIVERSITY
Extension and Outreach

WHAT IS THE GREAT APPLE CRUNCH?

The 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 classroom curricula – from science to art and more!

Join the Midwest states of Iowa, Minnesota, Wisconsin, Illinois, Indiana, Michigan and Ohio in celebrating [National Farm to School Month](#) ↗ by crunching into locally and regionally grown apples at NOON on **Thursday, October 13, 2022**. Of course, if you are unable to participate on October 13 or exactly at noon, we still encourage you to plan an Apple Crunch event anytime during October's National Farm to School Month.

Participants of all ages are invited to crunch!

For more information about the Great Apple Crunch visit the Apple Crunch website at cias.wisc.edu/our-events/applecrunch ↗

Please note: This PDF includes clickable links to additional online resources. Clickable links are [blue](#) and followed by a blue arrow (↗) like the Apple Crunch website above.



HOW TO GET STARTED

→ REGISTER YOUR CRUNCH!

The best first step is to make your Crunch count. Be sure to register your Great Apple Crunch at cias.wisc.edu/our-events/applecrunch ↗

→ ASSEMBLE AN APPLE CRUNCH PLANNING TEAM

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

→ FIND YOUR APPLES

Review the "Find Your Local Apples" section for tips on finding local orchards to supply apples for your Crunch.

→ CHOOSE YOUR CRUNCH DAY ACTIVITIES

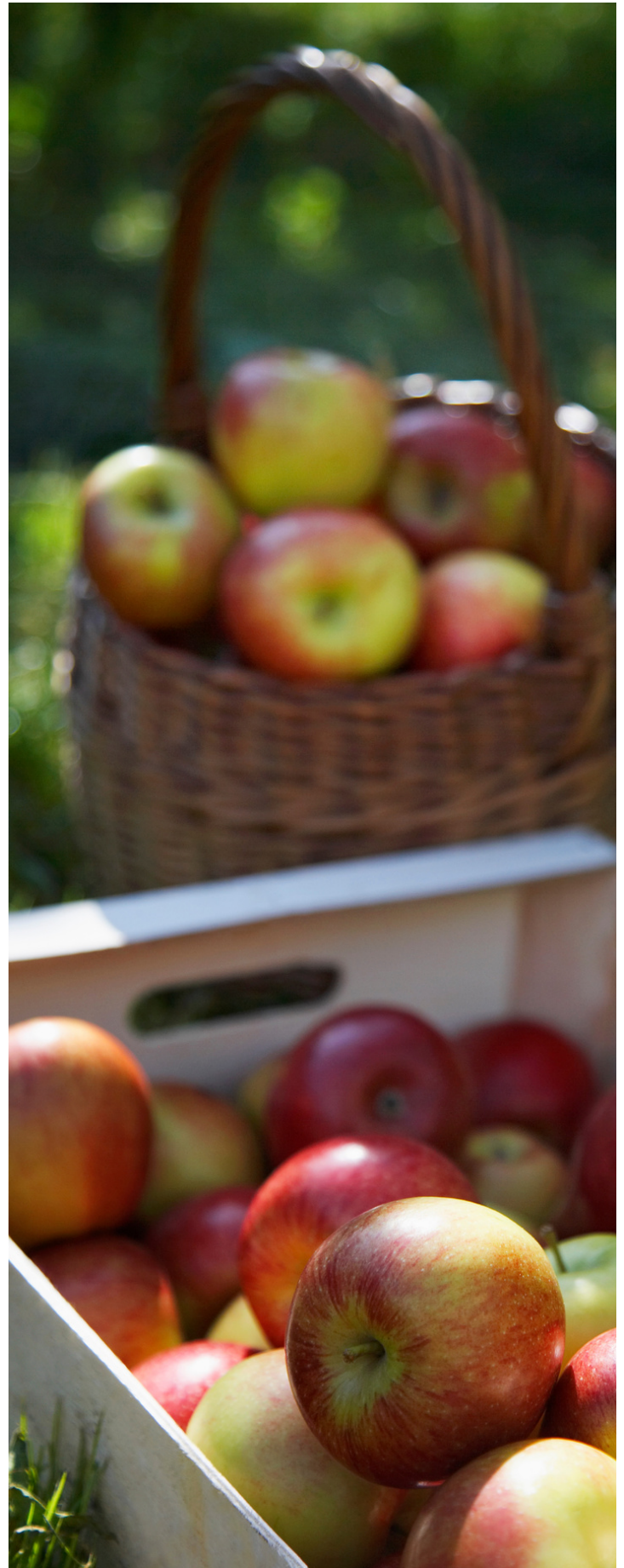
In addition to your Great Apple Crunch at noon, plan fun and engaging educational activities, lessons, field trips, or farmer visits to celebrate Crunch Day!

→ PREPARE YOUR COMMUNITY FOR THE CRUNCH

See "Promote Your Crunch" for tips to spread the word about your Crunch and build excitement, fundraise, or find volunteers for your event!

→ AMPLIFY YOUR CRUNCH

Read "Share Your Story" and learn to amplify your Crunch through photos, social media, TV, newspaper, and radio!



FIND YOUR LOCAL APPLES

Sources marked with the apple icon are great for ECE sites and others purchasing small volumes.



→ IOWA FARM TO SCHOOL PRODUCER DIRECTORY

Scan the grower list to find local orchard partners near you.

<https://data.iowaagriculture.gov/fts/> ↗



IOWA FARMERS MARKETS

Use this great online tool to find farmers' markets near you.

<https://iowaagriculture.gov/horticulture-and-farmers-markets> ↗

→ IOWA FOOD HUB DIRECTORY

Explore a map and directory of farmers selling to schools and engaging with kids.

<https://www.extension.iastate.edu/ffed/iowa-food-hub-directory/> ↗



IOWA CSA DIRECTORY

Find Community Supported Agriculture farms near you.

<https://www.extension.iastate.edu/ffed/iowa-csa-directory/> ↗

→ VISIT IOWA FARMS.ORG

Find a list of Iowa apple orchards.

<https://www.visitiowafarms.org/directory/279> ↗

→ USDA ON-FARM MARKET DIRECTORY

All you need to know about purchasing local foods from on-farm sources.

www.ams.usda.gov/local-food-directories/onfarm ↗

Remember: The goal of the Crunch is to support our local farmers by purchasing the fruits of their labors! Always inquire about buying apples, but be open to donations if they are offered.



HOW TO PURCHASE & SERVE LOCAL APPLES

There are a variety of methods to purchase and use apples for Crunch Day. Here are ways to buy and serve your apples with a meal, as a snack, or for other times during the day.

→ BUY DIRECT FROM LOCAL ORCHARDS

Connect directly with apple growers! Ask about purchasing small apples, perfectly sized for younger students. Use the "Find Your Local Apples" section for orchards near you.

→ ASK YOUR CURRENT VENDORS

Ask your school's existing broadline or produce distributor to source farm-identified apples grown in Iowa.

→ MAKE IT A MICRO-PURCHASE!

The [micro-purchase procurement method](#) ↗ is perfect for Crunch purchases below \$10,000.

→ PURCHASE WITH DoD FRESH

Purchase local apples for reimbursable meals through the [USDA DoD Fresh Fruit and Vegetable Program](#) ↗ Look for items tagged 'local' in FFAVORS.

→ PARTNER FOR THE PURCHASE

Remember, the goal of the Crunch is to support local farmers by buying the fruits of their labors! Encourage community partners, PTA, & others to donate or raise funds to use for the purchase of apples for your Crunch. Ask local grocer or partners to discount or donate apples they have already purchased from local orchards.

→ SERVE IT IN THE LUNCH LINE OR SALAD BAR

Include apples in the school lunch line or salad bar. School food service staff can always offer a local apple for the Crunch as part of a reimbursable meal!

→ USE THE FFVP SNACK PROGRAM

Fresh Fruit and Vegetable Program (FFVP) participants - use grant funds to purchase Crunch day snacks! Apples purchased with FFVP funds must be offered during regular FFVP snack times. The official "Crunch" is at noon, but you can Crunch anytime in October.

→ OFFER CLASSROOM TASTE TESTS & OTHER CLEVER CRUNCHES

Use school food service funds to buy local apples to Crunch outside reimbursable meals. Promote the apples as "purchased by school food service" with signs that read: "Crunch apples provided by BLANK food service department."

→ ACCESS THESE RESOURCES FOR MORE HELP...

The Iowa Local Food Buying Guide

The USDA's [Procuring Local Food for Child Nutrition Programs](#) ↗

RECIPES FOR K-12 SCHOOLS AND MORE



→ APPLE MUFFIN SQUARES

An easy-to-make breakfast or lunch item featuring local apples! Try different apples varieties for flavor.

[Recipe Here ↗](#)

→ APPLE CRANBERRY COLE SLAW

This is a superb autumn school food service recipe to feature local apples, cabbage, and honey!

[Recipe Here ↗](#)

→ CRAN-APPLE CORNBREAD MUFFINS

Sweet and tart, with cheddar cheese, these muffins are sure to please!

[Recipe Here ↗](#)

→ FRESH APPLE CRISP

A quick, hot, and easy breakfast or lunch to feature local apples!

[Recipe Here ↗](#)

→ CRUNCHY APPLE SALAD

Crunchy, sweet and tart, this salad will brighten any menu or salad bar!

[Recipe Here ↗](#)

→ CUCUMBER & APPLE SALAD

A light and tangy salad with cucumbers, bell peppers, fresh herbs, and local apples!

[Recipe Here ↗](#)

→ CHICKEN SALAD WITH APPLES, CRANBERRIES & WALNUTS

A quick cold chicken salad featuring USDA chicken, local apples, and regional cranberries!

[Recipe Here ↗](#)

→ FRESH KALE, APPLE & CRANBERRY FALL SALAD

A no cook recipe featuring leafy greens, regional cranberries, and delicious local apples!

[Recipe Here ↗](#)



→ CRUNCH TIME TIPS

- Consider cutting apples into halves or slices for younger students so everyone can enjoy the Crunch and apples don't go to waste.
- Make the 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 or videographer and capture all the action of the Great Apple Crunch!
- Post photos to Instagram, Facebook or Twitter using [#GreatAppleCrunch](#) [#IowaAppleCrunch](#) [#IAF2S](#) & [#F2SMonth](#)

→ KEEP THE CRUNCH GOING ALL DAY!

- Taste test multiple apple varieties and vote on your favorite.
- Feature a recipe with local apples in school breakfast or lunch throughout October.
- Invite a local farmer to the classroom or cafeteria to read a story book or join your Crunch!
- Arrange a field trip to a local orchard and Crunch under the trees.
- Lead a hands-on cooking class for students featuring a healthy apple recipe.
- Take a look at the apple-based learning ideas on the next two pages to connect your Crunch to the classroom.

CONNECT TO LEARNING

The Great 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 different ages.

→ MIDDLE SCHOOL & HIGH SCHOOL

- [Apple Cider Lesson ↗](#)
The Edible Schoolyard Project
- [Food Miles Lesson ↗](#)
Sustainable Schools Project
- [F2S Youth Leadership Curriculum ↗](#)
Institute for Ag and Trade Policy
- [National Ag Literacy Curriculum ↗](#)
National Ag in the Classroom
- [Nourish Curriculum Guide ↗](#)
Center for Ecoliteracy
- [#AgCensus and MyPlate Maps ↗](#)
United States Department of Agriculture

→ PRE-K AND ELEMENTARY LESSONS

- [Choose Iowa Food of the Month ↗](#)
Iowa Farm to School & Early Care
- [A Is For Apple ↗](#)
Utah Ag in the Classroom
- [Educational Resources for Teachers ↗](#)
Ohio Apples
- [An Apple A Day Lesson Plans ↗](#)
Illinois Ag in the Classroom
- [Apples, A Class Act ↗](#)
US Apple Association
- [Food Fun: From Apples to Zucchini ↗](#)
University of Illinois Extension
- [Harvest of the Month, Apples ↗](#)
Groundwork Center
- [Michigan Apples Educational Kit ↗](#)
Michigan Apple Committee
- [The Hayride, A Resource for Educational Farm Field Trips ↗](#)
Growing Minds
- [Apple Taste Test For Young Children ↗](#)
Rooted



Make apple cider with students!

PROMOTE YOUR CRUNCH

Once your planning team has established your Great Apple Crunch activities, share the word with the school community to let everyone know about the Crunch and build excitement. Here are some general promotion and outreach ideas:

- Announce the event in your school's newsletter or email system. Use this 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 [#GreatAppleCrunch](#), [#IowaAppleCrunch](#), [#F2SMonth](#), and [#IAF2S](#). On Facebook, repost the "We Registered" badge, and share the Crunch Countdown posts.
- Partner with FFA, 4-H, school gardens, the school library, PTO, scouts and other organizations to promote and support your Crunch!
- Encourage students to wear apple colors on Crunch day - like red, green, and yellow. Have different grades or classrooms choose different apple colors to wear.
- Present your idea at a school board meeting. Use the meeting to gather input or request funding for the Crunch and activities.
- Arrange a special Apple Crunch planning meeting open to the public. Be sure to find a time where most parents and teachers can join.
- Post Crunch posters around the school, cafeteria, and community. Use the Great Apple Crunch logo or host a contest for students to design a poster to promote your event!
- Do a "Crunch Countdown" over morning announcements for ten days before the Crunch.



Get everyone, fruits and vegetables included, in all your Crunch photos!

SHARE YOUR STORY

It's not a Crunch heard 'round the region' unless you get the word out far and wide!

- Inform local newspapers and television reporters about your Apple Crunch. Send a press release or invitation to join your event. [Click here ↗](#) for a template press release to customize for your outreach. Use the celebration as a way to share more about your farm to school activities, local food purchasing, and **National Farm to School Month**.
- Get out your camera, smartphone, or video devices and take a “crunch byte” to share through social media.

- Share your event widely through Facebook and other social media! Post to your page and with the Great Apple Crunch pages too!

Facebook: www.facebook.com/IowaFarmtoSchoolEarlyCare ↗

Instagram: [@GreatAppleCrunch](https://www.instagram.com/GreatAppleCrunch) ↗

Twitter: [@Gr8AppleCrunch](https://twitter.com/Gr8AppleCrunch) ↗

****Note:** any photos or videos posted to social media may be used in future Apple Crunch promo material.

- Use the hashtags **#GreatAppleCrunch** **#F2SMonth** **#IowaAppleCrunch** and **#IAF2S** to share your images on Twitter, Instagram and Facebook.



Important reminder:
Make sure you have
appropriate photo release
forms for youth featured in
your Great Apple Crunch
photos.

GREAT LAKES APPLE CRUNCH LOGO

Don't forget to download your copy of the Great Apple Crunch logo. Use the logo to promote the Great Apple Crunch around your community, on your website, and on social media.

You will find various public logo files for your state in the link below. Customize promotional items like posters, blog posts, and social media content.

Click this link to access the logo files:

<https://bit.ly/IowaAppleCrunch> ↗

Join us at noon on
Thursday, October 13, 2022

G R E A T L A K E S



Register at cias.wisc.edu/our-events/applecrunch/



CENTER for INTEGRATED
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NATIONAL
FARM to SCHOOL
NETWORK



FOR MORE INFORMATION

Register here:

cias.wisc.edu/our-events/applecrunch/ ↗

Discover Farm to School Month:

www.farmtoschool.org/our-work/farm-to-school-month ↗

Learn more about Iowa Farm to School and Early Care Network:

www.iowafarmtoschoolearlycare.org/ ↗