



2020 CRUNCH OFF | **PRODUCER RESOURCE SHEET**

October is National Farm to School Month. It's an opportunity to educate Nebraskans on where our food comes from, and to get to know the farmers behind the produce. The 2nd annual *Mountain Plains Crunch Off* will bring students, teachers, farmers, parents, community members and local food enthusiasts together to celebrate local food on October 22. This competition awards the state with the most "crunches" per capita by biting into local, crunchy fruits and vegetables the winner. Let's help Nebraska defend the championship again this year!

Are you a producer interested in providing crunchable produce for the Crunch Off? Do you need to find a buyer?

TIP! Before making contacts, create a short farm bio about your business and create a product availability and pricing sheet. Include information about your food safety plans, insurance and/or certifications. Be sure to include information on how to best reach you.

TIP! Many schools experience success working with their existing suppliers and procurement framework to procure local foods. Before deciding to develop new relationships, contact local and broadline distributors and aggregators. To connect with a school in your area, contact the Nebraska Department of Education at nde.f2s@nebraska.gov or call 402-471-2488.

Be prepared to provide information about your farm + products:

- Create a product availability and pricing sheet that can be given to distributors and schools.
- Anticipated harvest date / delivery capacity
- If you have capabilities to process the ingredients, including chopping and packaging

What to ask the school food service director or food distributor?

- Where to deliver produce
- Insurance policies or certification requirements
- Packaging requirements

TIP! Follow up and follow through is key. You are a busy farmer, and schools are busy, too! Keep in contact to make your first sale, and keep in contact to continue future sales.

Why farm to school?

Share your updates on social media with the hashtags #F2SMonth and #farmtoschool

