



Colorado School's Harvest of the Month

Purpose:

To support Colorado School District Wellness Policies through “marketing” for School Food & Nutrition Services that emphasizes fresh produce (Colorado Grown whenever possible) and communicates a good message about Nutrition and Physical Activity.

All elements of the program are totally optional that function together as a comprehensive program or as separate “stand alone” pieces - whatever the budget can afford!

CDE’s Nutrition Unit has indicated that they will continue to financially support this worthwhile program. Their support’s financial impact is unknown at this point, but will be greatly appreciated.



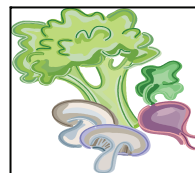
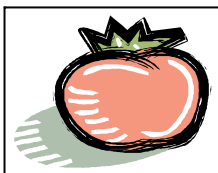
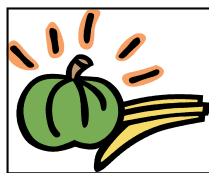
07/08/09

www.d11.org/fns/harvest.htm

The Harvest "Tool Kit"

- **Menu Shells** feature the monthly harvest printed in beautiful "4-color." Facts about the "harvest" item, Nutrition Information, and Physical Activity Information are inserted in the menu template for school districts already! This MS Word file is totally customizable; districts may modify any or all of the provided information. Districts may choose from either "specialty menu paper" or "full service printing" through Colorado Springs School District 11 Production Printing department.
- **Posters** feature a picture of "real students" (considering diversity), Harvest of the Month theme, nutrition information, etc. These colorful posters are available through the Adams 12 Five Star School District Printing Services.
- **Poster Cover:** Hang-Ups Unlimited (www.hangups.com) sells reusable heavy plastic covers to keep these posters looking "fresh" from year to year.
- **Press Release** to publicize the monthly "harvest" in area school meal programs.
- **Monthly Harvest Recipe Cards** (1 kid-friendly, 1 adult-friendly) can be used in parent newsletter
- **Parent newsletter piece** with nutrition and/or physical activity information with Harvest of the Month featured item
- **Harvest Promotions:** sources for giveaways and promotional items having to do with the monthly Harvest theme. We are also working with Mello Smello to develop a special promotional package again for Colorado School's Harvest of the Month program for School Year 2010! Check out the web site for more details!

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A Testimonial...

"Recently I received a flyer from a company who charged roughly TRIPLE for an 8.5"x11" color menu that isn't "tied" to a complete program with other resources like Colorado School's Harvest of the Month. I've received TONS of "kudos" from parents, teachers, administrators, and school board members on the content and quality of this program and its tools (menus, posters, promotions, and public service announcements.)"

Rick Hughes, Director of Food & Nutrition Services,
Colorado Springs School District #11

Here are some other points to consider when making this decision:

- ✦ In CSSD11, we've developed elementary promotions around the monthly harvest and try to feature the harvest item at least once a week on our menus.
- ✦ We've tried to feature fresh produce at a time when it is available from "Colorado Growers," making it truly, "Colorado School's Harvest of the Month."
- ✦ While we want to feature more fresh produce on our menus, we all understand the volatility of "fresh" produce. If something isn't available "fresh" as a "good value" (considering quality and price), we will substitute a "canned" or "frozen" product in its place.
- ✦ We feature the Harvest of the Month with all its "bells and whistles" at the first school board meeting of every month as a way to show our board the great things that we're doing for students in their Food & Nutrition Services Department.

The bottom line is that we're teaching our school communities about overall nutrition, the value of eating fruits and vegetables (grown in Colorado whenever possible), while also communicating information about the importance of physical activity.



Colorado School's Harvest of the Month Featured Produce

revised 04/27/09



Month	Cycle I August 2009 — July 2010	Cycle II August 2010 — July 2011	Cycle III August 2011 — July 2012
August	<i>Peaches (Colorado)</i>	<i>Plums (Colorado)</i>	<i>Corn (Popcorn, Sweet)</i>
August/ September Combo Menu	<i>Watermelon (Colorado)</i>	<i>Pears (Colorado)</i>	<i>Tomatoes (Colorado)</i>
September	<i>Watermelon (Colorado)</i>	<i>Pears (Colorado)</i>	<i>Tomatoes (Colorado)</i>
October	<i>Spinach (Colorado)</i>	<i>Green Beans (Colorado)</i>	<i>Cucumbers (Colorado)</i>
November	<i>Carrots (Colorado)</i>	<i>Mushrooms (Colorado)</i>	<i>Pumpkins (Colorado)</i>
December	<i>Winter Squashes (Colorado)</i>	Eggplant (California)	<i>Apples (Colorado)</i>
January	<i>Onions (Colorado)</i>	Citrus (California)	<i>Potatoes (Colorado)</i>
February	Broccoli (California)	Cauliflower (California)	Avocado (California)
March	Cabbage (California)	Grapes (California)	Herbs (California)
April	Beets (California)	<i>Dry Beans (Colorado)</i>	Celery (California)
May	Strawberries (California)	<i>Asparagus (Colorado)</i>	Peas (California)
June	<i>Salad Greens (Colorado)</i>	<i>Rhubarb (Colorado)</i>	<i>Cherries (Colorado)</i>
July	<i>Peppers (Chili, Bell)</i>	<i>Summer Squashes (Colorado)</i>	<i>Apricots (Colorado)</i>



*Colorado Grown fresh produce
is indicated in red italics!
(Future year's cycles may change)*

