



ARKANSAS DEPARTMENT OF AGRICULTURE

FARM TO SCHOOL AND EARLY CHILDHOOD EDUCATION PROGRAM

Arkansas Farm to School Month Promotion Toolkit

BACKGROUND

October is Arkansas Farm to School Month! This recognition is part of nationwide efforts to connect schools, early childhood education sites, and other educational organizations with local farms to bring fresh, local, and healthy food to children.

The National Farm to School Network began this trend in 2010 by having National Farm to School Month designated by Congress. Since then, more and more states have joined in celebrating Farm to School Month.

Arkansas has formally recognized Arkansas Farm to School Month since 2014, when then-governor Mike Beebe first proclaimed October as Arkansas Farm to School Month. Governor Asa Hutchinson has continued the tradition every year since.

This year, Arkansas Farm to School Month is themed **“Connecting Schools, Farms, and the Community to Local Food,”** and there are many ways to get involved!

HOW TO USE THE TOOLKIT

The resources, graphics, language, and examples throughout this toolkit are intended to help promote your Arkansas Farm to School activities. Everything included has a downloadable version for editing and customization.

The hashtag for Arkansas Farm to School Month is: **#ARF2SMonth**.

WHAT IS INCLUDED IN THIS TOOLKIT

1. Campaign Poster
2. Social Media Graphics and Language
3. Template Press Release
4. Template Public Service Announcement
5. Template Email Blast

[Download from Google Drive](#)

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SOCIAL MEDIA GRAPHICS AND LANGUAGE

[Download from Google Drive](#)

October is Arkansas Farm to School Month and there are many ways to get involved! More information about Arkansas Farm to School Month can be found at

arfarmtoschool.org/about/farm-to-school-month/. **#ARF2SMonth**

Did you know October is Arkansas Farm to School Month? Schools that have gardens or bought local food, as well as farms that sold food to local schools, can receive a FREE farm to school plaque if they create a listing on the new arfarmtoschool.org website before October 31, 2021. Learn more at

arfarmtoschool.org/about/farm-to-school-month/. **#ARF2SMonth**

Join other schools across the state in participating in the Great Farm to School Transformation during the 2021 Arkansas Farm to School Month. All schools who submit before and after photos will receive a 2021 certificate and be featured on the Arkansas Farm to School Facebook page. Six schools will be randomly selected to receive a 30 minute farm to school consultation with the **@Arkansas Department of Agriculture's** Farm to School Team in November. Learn more at

arfarmtoschool.org/about/farm-to-school-month/. **#ARF2SMonth**

Your classroom is invited to join a FREE live Virtual Farm Tour of Triple A Farms in Bentonville, Arkansas on Thursday, Oct. 14, 2021, 9:00-9:45 a.m. CST. This tour is brought to you by the **@Arkansas Department of Agriculture**, the **@Arkansas Farm to School Collaborative**, **@Midwest Dairy**, and **@Discover Dairy**. Learn more at arfarmtoschool.org/about/farm-to-school-month/.

#ARF2SMonth

October is a great time of the year to apply for grant funding to grow your farm to school activities in the school garden, classroom, or cafeteria. At the end of October the **@Arkansas Department of Agriculture** will open applications for their Arkansas School Garden Grant Program, as well as a new funding opportunity, the Arkansas Taste Test Grant Program. Learn more at

arfarmtoschool.org/about/farm-to-school-month/. **#ARF2SMonth**



TEMPLATE PRESS RELEASE

For Immediate Release: [MONTH, DAY, YEAR]

Media contact: [NAME, EMAIL, PHONE]

[YOUR ORGANIZATION] is Celebrating Local this October for Arkansas Farm to School Month

[CITY], AR – Governor Asa Hutchinson has proclaimed October as Arkansas Farm to School Month. This year, Arkansas Farm to School Month is themed “Connecting Schools, Farms, and the Community to Local Food,” and [YOUR ORGANIZATION] is participating too. Find the Governor’s Arkansas Farm to School Month proclamation [here](#).

At [ORGANIZATION] we are doing [ACTIVITY] on [DATE] for Arkansas Farm to School Month. [PARAGRAPH WITH SUCCINCT DETAILS ABOUT ACTIVITIES. EX: FARMS AND SCHOOLS PARTICIPATING, TYPES OF LOCAL FOOD IN SCHOOLS, DATE/TIME OF CELEBRATORY EVENT, INVOLVED ORGANIZATIONS, ETC.]

[“QUOTE ABOUT CONNECTING KIDS WITH PEOPLE WHO GROW THEIR FOOD OR OTHER BENEFITS OF FARM TO SCHOOL,” said FOOD SERVICE DIRECTOR / PRINCIPAL / OTHER.]

Every year in October we celebrate Arkansas Farm to School Month across the state. This recognition is part of nationwide efforts to connect schools, early childhood education sites, and other organizations with farms to bring local, healthy food to children. Arkansas has been formally recognizing Arkansas Farm to School Month since 2014, when then-governor Mike Beebe first proclaimed October as Arkansas Farm to School Month. Governor Asa Hutchinson has continued the tradition every year since.

“QUOTE FROM ORGANIZATION DIRECTOR”

More information about Arkansas Farm to School Month can be found at arfarmtoschool.org/about/farm-to-school-month/.

[YOUR ORGANIZATION’S MISSION]

[ATTACH PHOTOGRAPHS (OPTIONAL)]

TEMPLATE PUBLIC SERVICE ANNOUNCEMENT

Many radio stations run public service announcements (PSA) on their station, free of charge. Even if this isn't something you can do, sending a PSA and a press release will inform them about what you have planned for Farm to School Month, and this could help get an on-air interview. Sometimes, they will want to record you for the PSA. Other times, they might read it live into their own microphones. Reach out to your local radio stations for more information.

PSA: [YOUR ORGANIZATION] is Celebrating Arkansas Farm to School Month

(0:45-1:00 length)

This year, Arkansas Farm to School Month is themed "Connecting Schools, Farms, and the Community to Local Food," and [YOUR ORGANIZATION] is participating too.

At [ORGANIZATION] we are doing [ACTIVITY] on [DATE] for Arkansas Farm to School Month. [PARAGRAPH WITH SUCCINCT DETAILS ABOUT ACTIVITIES. EX: FARMS AND SCHOOLS PARTICIPATING, TYPES OF LOCAL FOOD IN SCHOOLS, DATE/TIME OF CELEBRATORY EVENT, INVOLVED ORGANIZATIONS, ETC.]

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We know that farm to school is a triple win for Arkansas! Student health improves when they eat more local and nutritious food, our farmers are supported from school cafeteria purchases, and our communities are strengthened!

More information about Arkansas Farm to School Month can be found at arfarmtoschool.org/about/farm-to-school-month/.

TEMPLATE EMAIL BLAST

Email is still the best way to reach people, despite the prevalence of social media, and still has a higher return on investment. We don't recommend that you avoid social media, but we also don't recommend that you invest your time and energy solely into social media. Sending out an email blast can be one of the most effective ways to inform people about your farm to school month plans. The following template can be helpful in crafting your blast.

Subject Line: [YOUR ORGANIZATION] is Celebrating Local this October for Arkansas Farm to School Month

This year, Arkansas Farm to School Month is themed "Connecting Schools, Farms, and the Community to Local Food," and [YOUR ORGANIZATION] is participating too.

At [ORGANIZATION] we are doing [ACTIVITY] on [DATE] for Arkansas Farm to School Month. [PARAGRAPH WITH SUCCINCT DETAILS ABOUT ACTIVITIES. EX: FARMS AND SCHOOLS PARTICIPATING, TYPES OF LOCAL FOOD IN SCHOOLS, DATE/TIME OF CELEBRATORY EVENT, INVOLVED ORGANIZATIONS, ETC.]

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For more information [CONTACT INFORMATION].

Please share this opportunity widely and forward to anyone you know who may be interested in participating.

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