



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

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 schools can bring the Gather & Grow theme to life at your school(s), including:

- 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

As a Farm to School partner and supporter, we hope you will help to promote Farm to School and Early Care Month within your networks and community! **This toolkit provides all the tools you need to share out Farm to School & Early Care Month messaging** – including social media posts, graphics, and e-newsletter copy. If you have any questions, please contact Kate Seybold ([kate.seybold@state.mn.us](mailto:kate.seybold@state.mn.us)) or Jayme Anderson ([jayme.anderson@state.mn.us](mailto:jayme.anderson@state.mn.us)).

Thank you for celebrating with us!

- *Minnesota Farm to School Leadership Team*

## Social Media

Below are social media posts to promote Farm to School Month to your followers. Feel free to adapt as needed for your organization. Remember to tag the Minnesota Department of Agriculture and Minnesota Department of Education, and use our hashtags:

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

**Hashtags to use:** #F2SMonth #MNFarmtoSchool #GatherandGrowMN

For Twitter: Have you heard? It's Farm to School Month! Gather & Grow with your community to celebrate fresh seasonal food that is grown locally. Join in on the fun and celebrate #F2SMonth! #GatherandGrowMN

For Instagram/Facebook: We can't wait to celebrate Farm to School Month with our community! We invite you to join us to *Gather & Grow* together. We believe that #F2SMonth allows us to explore our fresh seasonal foods and celebrate our local producers. Learn more about Farm to School Month here! [farmtoschoolmn.org/](http://farmtoschoolmn.org/) #GatherandGrowMN

Additionally, a number of additional posts have been drafted to help drum up excitement leading up to F2S Month, and to help promote a number of engaging activities during the month. Pick and choose which posts work best for you.

## Social Media Messages BEFORE October

1. Join us in October and celebrate all month long. Share your farm to school story, and *Gather and Grow* together. October is #F2SMonth! #GatherandGrowMN! [farmtoschoolmn.org/](http://farmtoschoolmn.org/)
2. October is #F2SMonth! Find resources & ideas for celebrating. [farmtoschoolmn.org/](http://farmtoschoolmn.org/)
3. Make some noise and CRUNCH with us this October to celebrate #F2SMonth! Share your celebration and #MNAppleCrunch at [farmtoschoolmn.org/](http://farmtoschoolmn.org/).
4. Add a local food to your menu this October to celebrate #F2SMonth! #GatherandGrowMN [farmtoschoolmn.org/](http://farmtoschoolmn.org/)
5. Interested in serving an all-local meal during #F2SMonth? Learn more about #MNThursdays at [farmtoschoolmn.org/](http://farmtoschoolmn.org/)

6. Celebrating #F2SMonth at home? Cook a meal together using local foods! Learn more at the [Harvest of the Month](#) website. #GatherandGrowMN
7. What's growing in your garden? Celebrate #F2SMonth by hosting an in-person or virtual garden harvest party in October. #GatherandGrowMN

## **Social Media Messages DURING October**

1. Join us in celebrating all month long, sharing your farm to school stories and thanking our school nutrition and farm heroes. Happy #F2SMonth! #GatherandGrowMN  
[farmtoschoolmn.org/](http://farmtoschoolmn.org/)
2. This month we celebrate #F2SMonth! Find resources & ideas for celebrating at [farmtoschoolmn.org/](http://farmtoschoolmn.org/) #GatherandGrowMN
3. Happy #F2SMonth! We're celebrating our healthy kids, our farm and school nutrition heroes & our vibrant community. Join us! #GatherandGrowMN
4. #MNFarmtoSchool connects kids to fresh food & supports local school nutrition departments and farmers. That's worth celebrating!
5. 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, @MNDeptEd and @GrownInMN why farm to school is important to you. #MNFarmtoSchool [farmtoschoolmn.org/](http://farmtoschoolmn.org/)
6. Are you celebrating #F2SMonth at home? Share your photos and videos using #MNFarmtoSchool #GatherandGrowMN

[NOTE: make sure to add link to bio, or change copy for post to reflect how you're encouraging the audience to sign up or learn more]

## Newsletter Information

We also recommend including information about Farm to School Month in any newsletter communications your organization sends out. Below are drafted statements for September and October.

### September Communication:

Celebrate Farm to School and Farm to Early Care Month in October! Next month is Farm to School and 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 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 at \_\_\_\_\_ (insert link to individual website)

### October Communication:

It's Farm to School and Farm to Early Care Month! Throughout October you can 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 on the [Farm to School Month webpage](#) and see how it is being celebrated at \_\_\_\_\_ (insert link to individual website) .

## Events & Resources

There are so many wonderful ways to celebrate Farm to School and Farm to Early Care month! Celebrations will look different for each school and community. Below are resources and ideas to get the conversation and planning started.

[Resources Folder](#): these items will help organizations plan and promote their celebration, share their story, and thank our Farm to School heroes.

## Websites

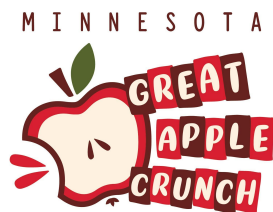
1. <https://www.farmtoschoolmn.org/>
2. <https://education.mn.gov/MDE/dse/FNS/SNP/gen/farm/>
3. [MN Farm to School Month Webpage](#)

### Other Resources:

1. [National Farm to School Benefits Fact Sheet](#)

## 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.



NATIONAL  
FARM to  
SCHOOL  
MONTH

