



HEALTH AMBASSADORS
FOR A READY TEXAS

- Farm Fresh Challenge
- Health Ambassadors for a Ready Texas (HART)
- E-Harvest

Megan Steele, Program Engagement Specialist



TEXAS DEPARTMENT OF AGRICULTURE
COMMISSIONER SID MILLER

Fraud Hotline: 1-866-5-FRAUD-4 or 1-866-537-2834 | P.O. Box 12847 | Austin, TX 78711
Toll Free: (877) TEX-MEAL | For the hearing impaired: (800) 735-2989 (TTY)

This product was funded by USDA.
This institution is an equal opportunity provider.



Food and Nutrition Division
Nutrition Assistance Programs



Updated 8/2/2024
www.SquareMeals.org

Farm Fresh Challenge

- Third tier added
 - Cream of the Crop
- New resources - all new resources will be posted on SquareMeals.org/FarmFreshChallenge/Resources when the pledge opens
 - Success guide
 - New flashcards
 - Word games
 - Tracking tool
- Pledge dates
 - 8/5 for MegaCon/TASN attendees who filled out Intent to Pledge
 - Will receive new resources w/email containing full pledge form
 - 8/12 for everyone else
 - watch SquareMeals.org/FarmFreshChallenge and newsletters
 - Promotional items
 - Order via pledge form until 9/13
 - Pledge form will remain open until 10/31
 - No promotional items after 9/13

Complete the Challenge

Eat Local. Teach Local. Be Social.

Eat Local

<p>Beginner Tier: Prime Participant What to Serve: 3 local foods, representing 3 different meal components How Often: once for the entire month</p>	<p>Intermediate Tier: Best of the Bunch What to serve: 3 different local foods, representing 3 different meal components How Often: each week of the challenge</p>
--	---

***NEW* Expert Tier:** Cream of the Crop
What to serve: 6 different local foods, representing 3 different meal components
How Often: a minimum of two products served each week of the challenge

Teach Local

<p>Beginner/Intermediate Tiers: Host at least one educational activity during each full week of the challenge</p>	<p>Expert Tier: Same frequency of educational activities, but must meet additional requirements for two weeks</p>
--	--

Be Social – use tags #FarmFreshTexas or #FarmFreshChallenge

<p>Beginner/Intermediate Tiers: Share at least one social media post during the challenge Post: Facebook, Instagram, and/or X for the largest audience</p>	<p>Expert Tier: Share at least two social media posts during the challenge Post: Facebook, Instagram, and/or X for the largest audience</p>
---	--



Farm Fresh Challenge

Success Guide
 Instructions, Tips, and Resources to help you achieve Farm Fresh Challenge Recognition





HART Calendar 2024-2025

- * Visit is a possibility
- ** October participation is mandatory for recognition
- Meet with your advisor every month
- Turn in progress reports after every project

SEPTEMBER – TDA call

- Prepare for first call – bring any questions and ideas to share
- Review your first monthly newsletter and welcome materials
- Taste test a local product

OCTOBER ** – TDA visit *

- All month:** Farm Fresh Challenge
- All month:** Farm to School Month
- October 14-18:** National School Lunch Week
- Choose your own activity for any event

NOVEMBER – TDA Call

- Producer profile

DECEMBER – TDA visit *

- Create flyers for two local items
- Consult w/advisor about using school social media sites or creating HART social media for your campus
- Have a wonderful winter break!

JANUARY – TDA call

- Happy New Year!
- Create a poster promoting school meals

FEBRUARY - TDA visit *

- Plant seeds
- Create informational flyer about seeds
- Use "found items" as pot/planter

MARCH – TDA call

- All Month:** National Nutrition Month
- March 3-7:** School Breakfast Week
- Choose your own activity for School Breakfast Week

APRIL – TDA visit *

- HART applications for next year open
- Prepare for School Lunch Hero Day
- April 4:** Texas Fruit and Vegetable Day

MAY

- May 2:** Celebrate School Lunch Hero Day
- Recruit peers for next year's HART cohort
- Congratulate yourselves on successfully completing this year's recognition requirements
- Check in the office for your recognition materials

HART Applications Open Now

HART has been revamped this year

More support from TDA

More guidance from TDA

Templates for student projects

Benefits for ISDs

1. Increased meal counts
2. Students can help achieve Cream of the Crop status in the Farm Fresh Challenge
3. Direct feedback from students

<https://www.jotform.com/240305341001131>



E-Harvest

Your Farm to School Newsletter

- A. Recipes
- B. Funding opportunities
- C. Teaching resources
- D. Learning opportunities
- E. Successful Farm to School and ECE profiles
- F. Farm Fresh Back to Basics
- G. Information on upcoming celebrations

