## Farm Fresh Challenge Template Press Release

###### **{insert District logo}**

For Immediate Release:  
{insert date here}

{Insert program name here} SUPPORTS TEXAS AGRICULTURE AND NUTRITION EDUCATION DURING FARM FRESH CHALLENGE

**{insert city location here}** —Texas Agriculture Commissioner Sid Miller thanked {insert district/charter/childcare sponsor name here} for joining him in the the Texas Department of Agriculture (TDA) 2024 Farm Fresh Challenge. During the challenge, {insert program name}’s nutrition team will serve with more Texas products and provide opportunities to learn about local agriculture. These efforts will support hardworking Texas farmers and ranchers. The Farm Fresh Challenge is held in October of each year as part of Commissioner Miller’s Texas Farm Fresh Initiative.

“The Farm Fresh Challenge brings a healthy twist to the nutritious meals provided at schools and child care centers across the great state of Texas,” Commissioner Miller said. “By serving more Texas products our partners show children that good nutrition starts with food raised and grown close to home. These efforts build healthy habits that will last a lifetime.”

Farm Fresh Challenge participants like {program name} keep their purchasing power in Texas to help strengthen local agricultural economies. The Challenge increases community interest in local foods and how those purchases contribute to the local economy and healthy lifestyles.

“{insert quote},” said {district name} {insert Superintendent name}.

{option: insert additional paragraph with local information, including details about special events that would be relevant to members of the press such as a taste testing event or meet the farmer day.}

*This institution is an equal opportunity provider.*

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Media Contact:   
{insert district communications/media contact name and phone number}