



Wisconsin Harvest of the Month is a statewide campaign that empowers students to eat more fruits and vegetables. Each month, schools showcase one seasonal, Wisconsin-grown fruit or vegetable and encourage students to taste, explore, and learn about the importance of eating fruits and vegetables. Harvest of the Month is easy to bring to your school because it provides a flexible framework and ready-to-use materials.

Research shows the benefits of Harvest of the Month include:

- Encouraging students to try new fruits and vegetables
- Increasing the amount of fruits and vegetables students eat
- Reducing food waste
- Growing school meal participation
- Supporting Wisconsin farmers and local economy

Participation in Harvest of the Month is as easy as...

- 1 Promoting the featured fruit or vegetable in the cafeteria**
Each month, serve the featured fruit or vegetable in at least one meal or snack, lead a taste test, and display promotional materials.
- 2 Expanding education about healthy eating**
Engage students in educational activities about the featured fruit or vegetable.
- 3 Reinforcing healthy eating in the home**
Share information about Harvest of the Month and healthy eating with families through school newsletters and social media posts.

School nutrition professionals, educators, family members, and peers all play a role in promoting healthy eating habits. Connecting the cafeteria with the classroom and the home leads to maximum impact.

Monthly Promotional Materials













- 🌿 Posters (3 sizes, English and Spanish)
- 🌿 Menu graphics
- 🌿 Activity guides
- 🌿 Digital graphics (English and Spanish)
- 🌿 Postcards for families (English and Spanish)



Participation in Harvest of the Month is flexible and customizable, allowing schools to tailor the program to meet local needs and goals. Harvest of the Month is administered through the University of Wisconsin-Madison Division of Extension FoodWise program.







FEATURED FRUITS & VEGGIES

<p>autumn</p>	<ul style="list-style-type: none"> • apples • winter squash • broccoli 			
<p>winter</p>	<ul style="list-style-type: none"> • carrots • sweet potatoes • cabbage 			
<p>spring</p>	<ul style="list-style-type: none"> • greens • asparagus • sweet peas 			
<p>summer</p>	<ul style="list-style-type: none"> • tomatoes • peppers • summer squash 			

* For flexibility, promotional materials are not branded with seasons or months.

Connect to more

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Nutrition Education - Harvest of the Month can be integrated into nutrition education taught by teachers, FoodWise Educators, or Farm to School AmeriCorps members.
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Wellness Policy - Harvest of the Month can support nutrition promotion and education goals included in the school wellness policy.
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Farm to School and Farm to ECE - Harvest of the Month is a perfect way to launch or grow Farm to School or Farm to ECE activities.
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School Gardens - Maximize learning potential by connecting Harvest of the Month to the school garden. Planting and harvesting information is included in the Activity Guides.

To learn more about Harvest of the Month and download promotional materials, visit <https://healthyliving.extension.wisc.edu/programs/harvest-of-the-month/>

For more information, contact: