

WISCONSIN CRUNCH GUIDE for K-12 SCHOOLS

The Great Apple Crunch is brought to you by the University of Wisconsin-Madison Division of Extension and the following partners



Extension

UNIVERSITY OF WISCONSIN-MADISON



NATIONAL
**FARM to
SCHOOL**
MONTH



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WHAT IS THE GREAT APPLE CRUNCH?

The Great Apple Crunch encourages healthy eating and supports farm to school and other local food purchasing initiatives throughout the state. It's also a fun way to connect food and agriculture to classroom curricula – from science to art & more!

Join Wisconsin in celebrating [National Farm to School Month](#) ➦ by crunching into locally and regionally grown apples at **NOON on the second Thursday in October**. Of course, if you are unable to participate at the exact date and time, we still encourage you to plan an Apple Crunch event anytime during October's National Farm to School Month.

Participants of all ages are invited to crunch!

For more information about the Great Apple Crunch visit the Apple Crunch website at healthyliving.extension.wisc.edu/events/apple-crunch ➦

Please note: This PDF includes clickable links to additional online resources. Clickable links are [blue](#) and followed by a blue arrow (➦) like the Apple Crunch website above.



HOW TO GET STARTED

→ REGISTER YOUR CRUNCH!

The best first step is to make your Crunch count. Be sure to register your Great Apple Crunch at healthyliving.extension.wisc.edu/events/apple-crunch

→ ASSEMBLE AN APPLE CRUNCH PLANNING TEAM

Invite teachers, food service staff, cooks, administrators, parents, and students to participate in the event planning process.

→ FIND YOUR APPLES

Review the "Find Your Local Apples" section for tips on finding local orchards to supply apples for your Crunch.

→ CHOOSE YOUR CRUNCH DAY ACTIVITIES

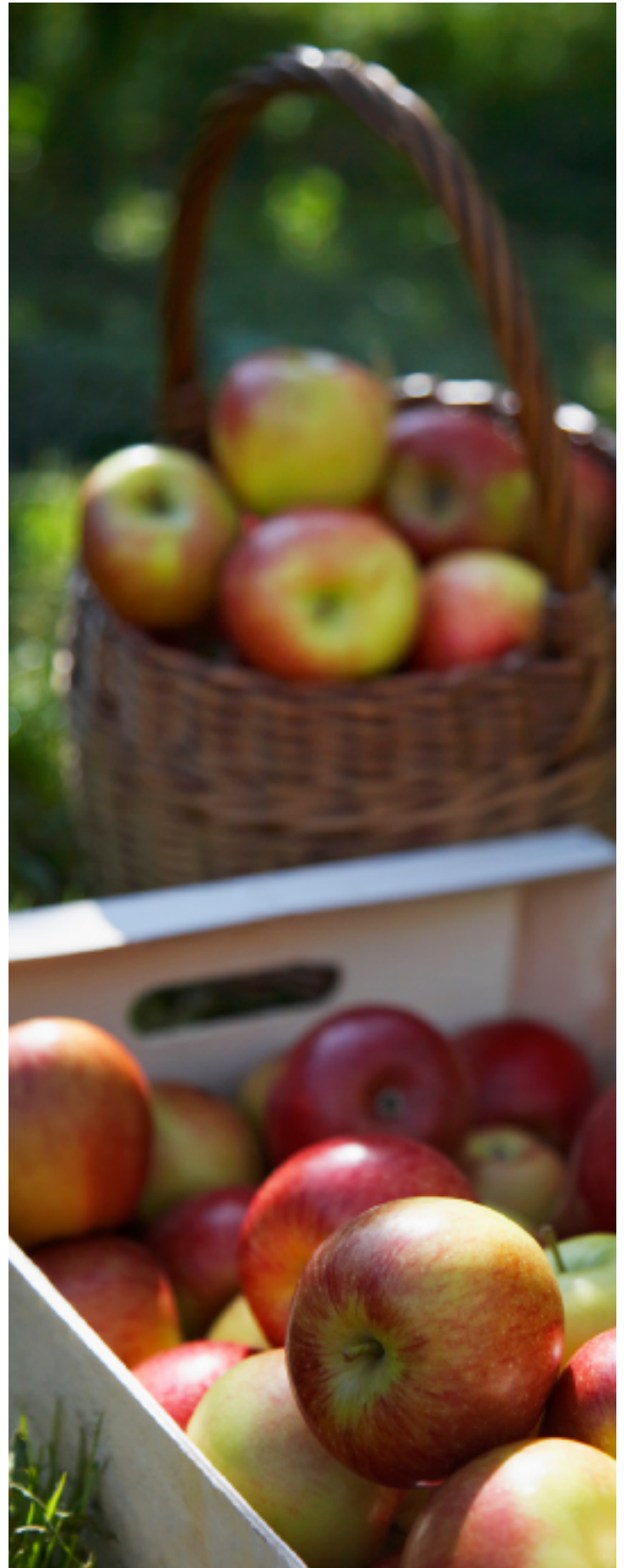
In addition to your Great Apple Crunch at noon, plan fun and engaging educational activities, lessons, field trips, or farmer visits to celebrate Crunch Day!

→ PREPARE YOUR COMMUNITY FOR THE CRUNCH

See "Promote Your Crunch" for tips to spread the word about your Crunch and build excitement, fundraise, or find volunteers for your event!

→ AMPLIFY YOUR CRUNCH

Read "Share Your Story" and learn to amplify your Crunch through photos, social media, TV, newspaper, and radio!



FIND YOUR LOCAL APPLES

Sources marked with the apple icon are great for ECE sites and others purchasing small volumes.



→ WISCONSIN APPLE GROWERS ASSOCIATION

Scan the grower list to find local orchard partners near you.

www.waga.org/Member-Orchards ↗



WISCONSIN FARMERS MARKET ASSOCIATION

Use this great online tool to find farmers' markets near you.

www.wifarmersmarkets.org ↗

→ WISCONSIN FARM FRESH ATLAS

Search this online tool by location or product to find an apple grower near you.

www.farmfreshatlas.org ↗



FAIRSHARE CSA COALITION FARM LIST

Find Community Supported Agriculture farms near you.

www.csacoalition.org/farm-search/ ↗

→ AMERICORPS FARM TO SCHOOL WISCONSIN LOCAL FOODS DATABASE

Explore a map and directory of farmers selling to schools and engaging with kids.

sites.google.com/dpi.wi.gov/wilfd/find-farmers ↗

→ SOMETHING SPECIAL FROM WISCONSIN

Browse this listing of farmers and vendors for apple items near you.

www.somethingspecialwi.com/map ↗

→ USDA ON-FARM MARKET DIRECTORY

All you need to know about purchasing local foods from on-farm sources.

www.ams.usda.gov/local-food-directories/onfarm ↗

Remember: The goal of the Crunch is to support our local farmers by purchasing the fruits of their labors! Always inquire about buying apples, but be open to donations if they are offered.



HOW TO PURCHASE & SERVE LOCAL APPLES

There are a variety of methods to purchase and use apples for Crunch Day. Here are ways to buy and serve your apples with a meal, as a snack, or for other times during the day.

→ BUY DIRECT FROM LOCAL ORCHARDS

Connect directly with apple growers! Ask about purchasing small apples, perfectly sized for younger students. Use the "Find Your Local Apples" section for orchards near you.

→ ASK YOUR CURRENT VENDORS

Ask your school's existing broadline or produce distributor to source farm-identified apples grown in Wisconsin.

→ MAKE IT A MICRO-PURCHASE!

The [micro-purchase procurement method](#) ➤ is perfect for Crunch purchases below \$10,000.

→ PURCHASE WITH DoD FRESH

Purchase local apples for reimbursable meals through the [USDA DoD Fresh Fruit and Vegetable Program](#) ➤ Look for items tagged 'local' in FFAVORS.

→ PARTNER FOR THE PURCHASE

Remember, the goal of the Crunch is to support local farmers by buying the fruits of their labors! Encourage community partners, PTA, & others to donate or raise funds to use for the purchase of apples for your Crunch. Ask local grocer or partners to discount or donate local apples they have already purchased from local orchards.

→ SERVE IT IN THE LUNCH LINE OR SALAD BAR

Include apples in the school lunch line or salad bar on the second Thursday in October. School food service staff can always offer a local apple for the Crunch as part of a reimbursable meal!

→ USE THE FFVP SNACK PROGRAM

Fresh Fruit and Vegetable Program (FFVP) participants - use grant funds to purchase Crunch day snacks! Apples purchased with FFVP funds must be offered during regular FFVP snack times. The official "Crunch" is at noon, but you can Crunch anytime in October.

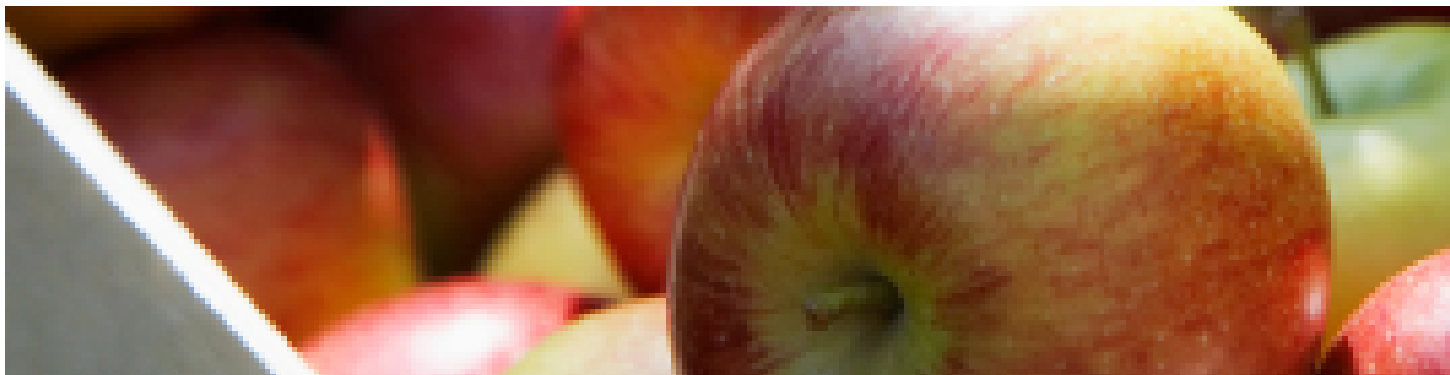
→ OFFER CLASSROOM TASTE TESTS & OTHER CLEVER CRUNCHES

Use school food service funds (Fund 50 in public schools) to buy local apples to Crunch outside reimbursable meals. Promote the apples as "purchased by school food service" with signs that read: "Crunch apples provided by BLANK food service department."

→ ACCESS THESE RESOURCES FOR MORE HELP...

The [Wisconsin Farm to School Toolkit for Child Nutrition Directors](#) ➤
The USDA's [Procuring Local Food for Child Nutrition Programs](#) ➤

RECIPES FOR K-12 SCHOOLS AND MORE



→ APPLE MUFFIN SQUARES

An easy-to-make breakfast or lunch item featuring local apples! Try different apples varieties for flavor.

[Recipe Here](#) ➤

→ CRAN-APPLE CORNBREAD MUFFINS

Sweet and tart, with cheddar cheese, these muffins are sure to please!

[Recipe Here](#) ➤

→ CRUNCHY APPLE SALAD

Crunchy, sweet and tart, this salad will brighten any menu or salad bar!

[Recipe Here](#) ➤

→ CHICKEN SALAD WITH APPLES, CRANBERRIES & WALNUTS

A quick cold chicken salad featuring USDA chicken, local apples, and regional cranberries!

[Recipe Here](#) ➤

→ APPLE CRANBERRY COLE SLAW

This is a superb autumn school food service recipe to feature local apples, cabbage, and honey!

[Recipe Here](#) ➤

→ FRESH APPLE CRISP

A quick, hot, and easy breakfast or lunch to feature local apples!

[Recipe Here](#) ➤

→ CUCUMBER & APPLE SALAD

A light and tangy salad with cucumbers, bell peppers, fresh herbs, and local apples!

[Recipe Here](#) ➤

→ FRESH KALE, APPLE & CRANBERRY FALL SALAD

A no cook recipe featuring leafy greens, regional cranberries, and delicious local apples!

[Recipe Here](#) ➤



→ CRUNCH TIME TIPS

- Consider cutting apples into halves or slices for younger students so everyone can enjoy the Crunch and apples don't go to waste.
- Make the Great Apple Crunch into a school-wide celebration by pairing older students and younger students together for crunch time.
- Don't forget to appoint a parent, teacher, student or community member to act as photographer or videographer and capture all the action of the Great Apple Crunch!
- Post photos to Facebook using [#GreatAppleCrunch](#) [#WIAppleCrunch](#) [#WIF2S](#) & [#F2SMonth](#)

→ KEEP THE CRUNCH GOING ALL DAY!

- Taste test multiple apple varieties and vote on your favorite.
- Feature a recipe with local apples in school breakfast or lunch throughout October.
- Invite a local farmer to the classroom or cafeteria to read a story book or join your Crunch!
- Arrange a field trip to a local orchard and Crunch under the trees.
- Lead a hands-on cooking class for students featuring a healthy apple recipe.
- Take a look at the apple-based learning ideas on the next two pages to connect your Crunch to the classroom.

CONNECT TO LEARNING

The Great Apple Crunch can be extended to apple-based learning activities for a creative way to meet learning requirements for language, math, science and more! Check out the resources below for apple-themed learning activities geared to different ages.

→ MIDDLE SCHOOL & HIGH SCHOOL

- [Apple Cider Lesson](#) ↗
The Edible Schoolyard Project
- [#AgCensus and MyPlate Maps](#) ↗
United States Department of Agriculture
- [F2S Youth Leadership Curriculum](#) ↗
Institute for Ag and Trade Policy
- [National Ag Literacy Curriculum](#) ↗
National Ag in the Classroom
- [Nourish Curriculum Guide](#) ↗
Center for Ecoliteracy



Make apple cider with students!

→ PRE-K AND ELEMENTARY LESSONS

- [Apple Taste Test For Young Children](#) ↗
Rooted
- [A Is For Apple](#) ↗
Utah Ag in the Classroom
- [Educational Resources for Teachers](#) ↗
Ohio Apples
- [Apple Lessons](#) ↗
Illinois Ag in the Classroom
- [Apples, A Class Act](#) ↗
US Apple Association
- [Food Fun: From Apples to Zucchini](#) ↗
University of Illinois Extension
- [Harvest of the Month, Apples](#) ↗
Groundwork Center
- [The Hayride, A Resource for Educational Farm Field Trips](#) ↗
Growing Minds

TEACHING FOOD JUSTICE THROUGH THE CRUNCH



The Apple Crunch gives a great introduction to discussing food in a classroom setting: who grows our food, family food traditions, and even who goes hungry. The following guide gives practical ways to introduce students to racial discrepancies in the food system, food justice, and ways to celebrate multicultural food traditions.

WHAT IS FOOD JUSTICE?

Food justice sees nutritious, affordable, and culturally appropriate food as a human right and addresses barriers to that right. Our current food system exists in a legacy of exploitation and racism - land stolen from Native people, a US agricultural empire built on the backs of enslaved Africans, today's farmworkers being predominantly underpaid immigrant and migrant Latinx workers, and many of the school food professionals that feed our kids being Women of Color who earn less than a living wage. Food Justice can include questions of land ownership, agricultural practices, distribution of technology and resources, workers' rights, and the historical injustices faced by communities of color by examining the structural roots of our food system.

FARM TO SCHOOL MONTH: OUR FOOD, OUR FUTURE

The 2021 National Farm to School Month campaign theme, "Our Food, Our Future," centered on empowering youth and young people to be the change makers of tomorrow and today. As National Farm to School Network continues the work of shifting power to cultivate a racially just food system, farm to school efforts strive to elevate and amplify the visions, stories, and dreams of the young people who are at the heart of why we do farm to school.



TEACHING FOOD JUSTICE THROUGH THE CRUNCH



RESOURCE TOOLKIT

Here are some excellent compiled resources to introduce food justice to your class.

- **NATIONAL FARM TO SCHOOL NETWORK**
Farm to school tailored food justice resources.
www.farmtoschool.org/about/equity ↗
- **SOUL FIRE FARM CURRICULUM**
Food justice lessons to connect kids to the land.
www.soulfirefarm.org/food-sovereignty%20-education/youth-program/ ↗
- **HUMAN RIGHTS EDUCATORS USA**
A library with higher level food justice lesson plans.
hreusa.org/hre-library/topics/food/lessons/ ↗



ACTIVITY IDEAS

Diverse flavors and stories help kids celebrate similarities and differences and open up larger empathetic conversations. Share the recipes and books below with your students.



CULTURALLY INCLUSIVE APPLE RECIPES

What does it mean to be "As American as apple pie"? Use recipes to celebrate the variety of ways American cultures and foodways use apples.

Apple Halwa

Indian dessert made with grated apples, sugar, and ghee!

<https://go.wisc.edu/67ecov> ↗

Apple Noodle Kugel

Sweet Jewish noodle dish traditionally served at Rosh Hashanah.

<https://go.wisc.edu/521bcl> ↗

Apple Empanadas

A sweet take on traditional South American empanadas.

<https://go.wisc.edu/d825h3> ↗



READ ALOUD BOOKS

Stories and books offer a view into new experiences or reflect your own culture.

Ghosts for Breakfast

Stanley Todd Terasaki & Shelly Shinjo

A not so scary ghost story about the son of Japanese American farm workers.

First Day in Grapes

L. King Pérez & Robert Castilla

A young farm worker navigates first day anxieties and pleasant surprises.

Apple Days

Allison Sarnoff Soffer & Bob McMahon

Katy bounces back from disappointment as her favorite Rosh Hashanah tradition gets interrupted.

PROMOTE YOUR CRUNCH

Once your planning team has established your Great Apple Crunch activities, share the word with the school community to let everyone know about the Crunch and build excitement. Here are some general promotion and outreach ideas:

- Announce the event in your school's newsletter or email system. Use this opportunity to ask for student, staff and community volunteers to lead classroom or cafeteria Apple Crunch activities.
- Promote the event through social media using the hashtags [#GreatAppleCrunch](#), [#WIAppleCrunch](#), [#F2SMonth](#), and [#WIF2S](#). On Facebook, repost the "We Registered" badge, and share the Crunch Countdown posts.
- Partner with FFA, 4-H, school gardens, the school library, FoodWise, PTO, scouts and other organizations to promote and support your Crunch!
- Encourage students to wear apple colors on Crunch day - like red, green, and yellow. Have different grades or classrooms choose different apple colors to wear.
- Present your idea at a school board meeting. Use the meeting to gather input or request funding for the Crunch and activities.
- Arrange a special Apple Crunch planning meeting open to the public. Be sure to find a time where most parents and teachers can join.
- Post Crunch posters around the school, cafeteria, and community. Use the Great Apple Crunch logo or host a contest for students to design a poster to promote your event!
- Do a "Crunch Countdown" over morning announcements for ten days before the Crunch.



SHARE YOUR STORY

It's not a Crunch heard 'round the region' unless you get the word out far and wide!

- Inform local newspapers and television reporters about your Apple Crunch. Send a press release or invitation to join your event. [Click here](#) ➤ for a template press release to customize for your outreach. Use the celebration as a way to share more about your farm to school activities, local food purchasing, and **National Farm to School Month**.
- Get out your camera, smartphone, or video devices and take a “crunch byte” to share through social media.
- Share your event widely through Facebook! Post to your page and with the Great Apple Crunch pages too!
Facebook: www.facebook.com/GreatLakesGreatAppleCrunch ➤
- Use the hashtags **#GreatAppleCrunch** **#F2SMonth** **#WIAppleCrunch** and **#WIF2S** to share your images on Facebook.

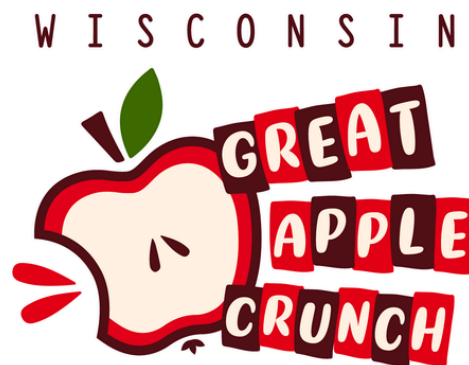


Important reminder:
Make sure you have
appropriate photo release
forms for youth featured in
your Great Apple Crunch
photos.

GREAT LAKES APPLE CRUNCH LOGO

Don't forget to download your copy of the Great Apple Crunch logo. Use the logo to promote the Great Apple Crunch around your community, on your website, and on social media.

Customize promotional items like posters, blog posts, and social media content with the Great Apple Crunch logo. Access [PDF](#) or [JPEG](#) files to download and add to your materials.



FOR MORE INFORMATION

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Register on our website:
healthyliving.extension.wisc.edu/events/apple-crunch/

Discover Farm to School Month:
www.farmtoschool.org/our-work/farm-to-school-month

Learn more about farm to early care and education in Wisconsin:
dpi.wi.gov/community-nutrition/cacfp/farm-2-ece

Dig into Wisconsin Farm to School:
dpi.wi.gov/school-nutrition/farm-to-school
datcp.wi.gov/Pages/Growing_WI/FarmToSchool.aspx