

# WISCONSIN



## WISCONSIN CRUNCH GUIDE for APPLE GROWERS

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



# WHAT IS THE GREAT APPLE CRUNCH?

The Great Apple Crunch [↗](#) is an annual October event that promotes local food purchasing and encourages healthy eating during [National Farm to School Month](#) [↗](#). For this simple event schools, organizations, and households across the Midwest region commit to crunch into local apples in October.

During its biggest year so far, nearly two million participants crunched into locally procured apples across the Midwest region.

In Wisconsin, a primary goal of the Crunch is to encourage Wisconsin schools -- that spend around \$123 million dollars each year on food purchases -- and other institutions to increase local options in cafeterias and keep local dollars in the community and with YOU - our local apple producers.

For more information about the Great Apple Crunch visit the Apple Crunch website at [health.extension.wisc.edu/great-apple-crunch](http://health.extension.wisc.edu/great-apple-crunch) [↗](#).

For farmer specific Crunch resources visit [foodsystems.extension.wisc.edu/farmer-resources-for-the-great-apple-crunch](http://foodsystems.extension.wisc.edu/farmer-resources-for-the-great-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 websites above.



# WHY CRUNCH?

There are THREE main opportunities the Crunch provides for apple producers: sales to institutions, farm promotion, and as an educational opportunity to teach your community about your farming.

## → INCREASE YOUR SALES

The Crunch goal is to promote sales from orchards to schools and other institutions. Purchasing local foods is a growing priority for campuses across the state, and many institutions seek apples as their first local purchase. You can use the momentum of the Crunch to access new markets and build long-term relationships with institutional buyers.

## → PROMOTE YOUR BUSINESS

Share your farm with the hundreds of thousands of Crunchers as they celebrate local apples in Wisconsin by hosting your own Crunch event. Register your crunch [HERE](#) ↗ to receive planning tools to make planning and hosting your orchard's Crunch easy and simple.

## → TEACH YOUR COMMUNITY

Many schools combine their Crunch with educational activities. Farmers can use the Crunch to engage with schools to help your community understand what you do at your orchard.



Want to learn more about how to leverage the Apple Crunch as an apple grower?

[CHECK OUT THIS APPLE GROWER CRUNCH WEBINAR](#) ↗

# INCREASE YOUR SALES

The Crunch is all about celebrating purchasing from you, Wisconsin's apple growers. But purchasing relationships don't have to stop after Crunch Day. Institutions can provide consistent, stable, high-volume markets for your products. You can use the momentum of the Crunch to access new markets and build long-term relationships with institutional buyers.

## → SELL DIRECT TO SCHOOLS AND OTHER INSTITUTIONS

Reach out to your region's schools, early care sites, or other institutional buyers with your apple price and availability list. The goal of the Crunch is to encourage schools to practice purchasing local foods. This is not an event for schools to solicit apple donations, although you are welcome to donate if it is a good promotion strategy for you.

## → ATTEND DATCP MARKETPLACE MEETINGS TO CONNECT WITH BUYERS

[Marketplace Meetings](#) ↗ provide a venue where school nutrition menu planners and buyers, and Wisconsin food producers can build their networks, make procurement connections, and expand farm to school markets. Discussion is lead by participants sharing their own products, services and menu needs. For more information, contact April Yancer, DATCP Farm to School and Institution Program Specialist, at [april.yancer@wisconsin.gov](mailto:april.yancer@wisconsin.gov).

## → USE YOUR CRUNCH SALES TO INCREASE SALES THROUGH OTHER CHANNELS

Once your apples are in a cafeteria or classroom, everyone will want to know where they're from! [Customize this flyer template](#) ↗ with your farm information and share the flyer with your institutional buyers so that students and other eaters can learn about your farm while they Crunch. Include information about your on-orchard sales channels to promote your orchard and let Crunchers know how to buy your apples in the future.

## → SELL FOR THE CRUNCH THROUGH AGGREGATORS

Some schools look to purchase farm-identified apples grown in Wisconsin from their existing broadline or produce distributors. Consider sales to distributors for high-volume markets for your products for Crunch day and beyond.

## → INTERESTED AND WANT FURTHER ASSISTANCE?

Contact Cathryn Herlihey, UW-Extension Farm to Institution Specialist, at [cherlihey@wisc.edu](mailto:cherlihey@wisc.edu).



# HELP INSTITUTIONS FIND YOU

We know there are many places for you to advertise online. These listed below are provided to institutions when they register for the Apple Crunch to help them find apple growers near them.

## → WISCONSIN APPLE GROWERS ASSOCIATION

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

[waga.org/Member-Orchards](http://waga.org/Member-Orchards) ↗



## WISCONSIN FARMERS MARKET ASSOCIATION

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

[wifarmersmarkets.org](http://wifarmersmarkets.org) ↗

## → WISCONSIN FARM FRESH ATLAS

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

[farmfreshatlas.org](http://farmfreshatlas.org) ↗

## → 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](https://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.

[somethingspecialwi.com/map](http://somethingspecialwi.com/map) ↗

The goal of the Crunch is to support local farmers by **PURCHASING** the fruits of their labors! Let schools know your regular apple prices if you're approach to donate for the Crunch.



# PROMOTE YOUR FARM

Connect with the Crunch audience to promote your farm! Use these promotional tools to share information about your orchard.

## → CAFETERIA LINE FLYER

[Customize this flyer template](#) and share it with your buyers at institutions so Crunchers can celebrate their farm-identified apple from your Orchard at their Crunch. Make sure to include information about other sales channels so they can find your apple outside of the cafeteria line too!

## → FACEBOOK POSTS

Check out facebook posts available on the [Apple Crunch Farmer Resource webpage](#). You'll find facebook posts including a "We Registered Badge," registration is open announcement, and countdown posts. Use your own social media platform to promote your farm and connect with customers through the Crunch event!

## → FARMERS SUPPORT FARM TO SCHOOL POSTER

[Use this poster](#) at your farmers market, road side stand, or where ever else you want to share about the Crunch and promote your Crunch sales.

## → APPLE CRUNCH DESCRIPTIVE ONE-PAGER

[Here's a one-pager](#) that describes the Apple Crunch and introduces the benefits of Farm to School. Use it to invite your community to Crunch with your apples.





# HOST A CRUNCH

Promote your orchard by hosting a Crunch. The Crunch is a flexible event with a simple premise that you can leverage to meet your specific promotional capacity and needs. Your Crunch can be as simple as taking a selfie enjoying an apple on your orchard, or as big of a celebration as you want it to be! Here are some general outreach ideas:

- ➔ Get out your camera or smartphone, or video devices and take a “crunch byte” to share through social media. Share your event widely through Facebook using the hashtags #GreatAppleCrunch #WIAppleCrunch and #F2SMonth.

Facebook: [facebook.com/GreatLakesGreatAppleCrunch](https://facebook.com/GreatLakesGreatAppleCrunch) ➔

- ➔ Announce the event in your orchard's newsletter or e-newsletter.
- ➔ Use the [flyer template](#) ➔ to promote your farm, or add the Crunch [logo](#) ➔ to your own existing orchard promotional materials for the event.
- ➔ 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 orchard and your farm to school activities.



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

# TEACH ABOUT YOUR FARM

Many schools combine their Crunch with educational activities. Some farmers choose to use the Crunch to educate their communities too. As a grower, you may want to educate about your farm and growing practices in your own unique way; but if you're looking for easy-to-use existing education lessons, 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
- [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
- [#AgCensus and MyPlate Maps](#) ↗  
United States Department of Agriculture

## → PRE-K & ELEMENTARY LESSONS

- [Apple Taste Test For Young Children](#) ↗  
Rooted
- [A Is For Apple](#) ↗  
Utah Ag in the Classroom
- [Educational Resources for Teachers](#) ↗  
Ohio Apples
- [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





# MORE ABOUT FARM TO INSTITUTION

Farm to Institution connects regional farms and local cafeterias, building viable markets for regional farmers and supply chain partners and nutritious lunch trays for eaters.

Purchasing local foods is a growing priority for campuses and cafeterias across the state, and apples are a great fit for many institutions to purchase locally. Institutional sales can provide an opportunity for Wisconsin apple growers to build consistent, stable, high-volume markets for their products.

Farm to Institution is an encompassing term that refers to local purchasing efforts at institutions including schools, early childhood programs, hospitals, colleges, business campuses, and more. One active area of Farm to Institution work is Farm to School. Farm to School not only includes efforts to serve local foods in school settings, but also includes efforts to engage in food and nutrition education in the classroom and provide experiential education including school gardens.

Here you'll find resources designed for farmers who are interested in engaging with Farm to Institution and Farm to School. You'll see below that currently available resources focus on Farm to School efforts, but you'll find that these resources provide information and tools that can be applied to other institutional sales channels too:

## → WISCONSIN FARM TO SCHOOL TOOLKIT

This Wisconsin-specific resource provides context and tools to support Wisconsin farmers in farm to school sales. Both farmers who are new to Farm to School and farmers who are already engaged will find something helpful in this toolkit.

[www.foodsystems.extension.wisc.edu/farm-to-school-toolkits](http://www.foodsystems.extension.wisc.edu/farm-to-school-toolkits) ↗

## → NATIONAL FARM TO SCHOOL NETWORK PRODUCER RESOURCES

This extensive resource collection includes readings, video trainings, producer worksheets, and more that provide an in-depth understanding of farm to school and the opportunities it can bring farmers and their communities. [www.farmtoschool.org/our-work/bringing-the-farm-to-school-producer-resources](http://www.farmtoschool.org/our-work/bringing-the-farm-to-school-producer-resources) ↗

## → USDA FARM TO SCHOOL

This website provides a variety of quick fact sheets about specific Farm to School topics including grants and loans that support farm to school activities.

[www.fns.usda.gov/f2s/farmer-producer](http://www.fns.usda.gov/f2s/farmer-producer) ↗

# GREAT LAKES APPLE CRUNCH LOGO

Don't forget to download your copy of the Great Apple Crunch logo. You can use the logo to promote the Great Apple Crunch around your community, on your website, and on social media. You can also add it to your own posters, email communications, and social media content.

Click [HERE](#) ➔ to download the logo.



## FOR MORE INFORMATION

Emily Latham, MPH  
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[Emily.Latham@wisc.edu](mailto:Emily.Latham@wisc.edu)

Register on our website:  
[health.extension.wisc.edu/great-apple-crunch](http://health.extension.wisc.edu/great-apple-crunch) ➔

Discover Farm to School Month:  
[www.farmtoschool.org/our-work/farm-to-school-month](http://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](http://dpi.wi.gov/community-nutrition/cacfp/farm-2-ece) ➔

Dig into Wisconsin Farm to School:  
[dpi.wi.gov/school-nutrition/farm-to-school](http://dpi.wi.gov/school-nutrition/farm-to-school) ➔  
[datcp.wi.gov/Pages/Growing\\_WI/FarmToSchool.aspx](http://datcp.wi.gov/Pages/Growing_WI/FarmToSchool.aspx) ➔