



**FOOD  
WISE**

Healthy choices, healthy lives.

UW-MADISON EXTENSION



wisconsin  
**harvest**  
of the month





# Introductions

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Extension  
UNIVERSITY OF WISCONSIN-MADISON



# Agenda

- Harvest of the Month overview and materials
- How Extension can help support Harvest of the Month
- Harvest of the Month in Crawford, Richland, and Vernon Counties



# Harvest of the Month

Wisconsin Harvest of the Month is a **statewide campaign** that empowers students and families to eat more fruits and vegetables.

Each month, schools showcase one **seasonal, Wisconsin-grown fruit or vegetable** and encourage students to learn about the importance of eating fruits and vegetables.



# Benefits of Harvest of the Month:

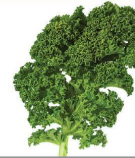
- Encouraging students to try new fruits and vegetables
- Increasing the amount of fruits and vegetables students eat
- Reducing food waste
- Growing school meal participation
- Supporting Wisconsin farmers and local economy

# Fruits and Vegetables

## FEATURED FRUITS & VEGGIES

autumn

- apples
- winter squash
- broccoli
- cranberries
- kale



winter

- carrots
- sweet potatoes
- cabbage
- potatoes
- beets



spring

- greens
- asparagus
- sweet peas
- lettuce
- radish



summer

- summer squash
- peppers
- tomatoes
- corn
- cucumber



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

# Collaborative Development



La cosecha del mes en Wisconsin

¡DULCES O PICOSOS,  
todos son  
SABROSOS!

#WIHarvestoftheMonth

**FOOD WISE** Extension UNIVERSITY OF WISCONSIN-MADISON

La educación FoodWise es financiada por el Supplemental Nutrition Assistance Program—SNAP de USDA. La University of Wisconsin-Madison Division of Extension es una institución que brinda igualdad de oportunidades en el empleo y acción afirmativa (EEO/AA, por sus siglas en inglés), y comprometida con la diversidad entre sus empleados y en sus programas.

wisconsin harvest of the month

PICK A PEPPER

#WIHarvestoftheMonth

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# Promotional Materials

Posters (3 sizes, English and Spanish)



**ASK FOR**  
**ASPARAGUS**

Nutritious · Delicious · Wisconsin!



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**GRAB**  
*your*  
**GREENS**



*Nutritious · Delicious · Wisconsin!*



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# Promotional Materials

Menu graphics



wisconsin  
**harvest**  
of the month



ASPARAGUS



wisconsin  
**harvest**  
of the month



CARROTS

# Promotional Materials

## Activity Guides



### ACTIVITY GUIDE SWEET POTATOES

#### LEARN



#### facts

- Spanish translation: *El camote* • Hmong translation: *Qos Liab*
- Sweet potatoes originated in the tropical regions of Central and South America.
- Sometimes people call sweet potatoes yams, but yams and sweet potatoes are different vegetables! Yams are large, starchy roots native to Africa and Asia.
- Sweet potatoes can be white, yellow, red, purple, or orange.
- Sweet potatoes are considered root vegetables because they are the part of the plant that grows into the earth and anchors the plant to the ground.



Jewel



Hannah



Garnet

#### EAT



#### nutrition & seasonality

- Key nutrients:**
  - Vitamin A - Keeps skin and bones healthy, resists and fights infection, and maintains good eyesight.
  - Vitamin C - Helps wounds heal, is important for the immune system, and is an antioxidant, which protects cells from damage.
  - Vitamin B6 - Important for immune system and brain function and helps you get energy from your food.
- Sweet potatoes are in season in Wisconsin from July through October.

#### TASTE



#### taste testing

The simpler the better! You can serve a sweet potato raw, cut into thin strips. You could also pair one slice of raw sweet potato and one slice of roasted sweet potato. Explain that the flavor changes depending on how you prepare the sweet potato. Tell kids not to give up if they try a vegetable and they do not like it. Instead, try it prepared another way because it may taste different and they might like it!

Nutritious,  
Delicious,  
Wisconsin!

Credits: Liliana D Ramirez, FoodWise Nutrition Educator and Sheena Cook-Fuglsang, FoodWise Coordinator

POWER UP  
WITH SWEET POTATO



### ACTIVITY GUIDE • SWEET POTATOES

#### FUN



#### activity: Grow Your Own Sweet Potato Vine

**Objective:** Kids will see how sweet potatoes grow.

**Supplies:** Sweet potato (unwashed with eyes), toothpicks, wooden skewers, or wooden craft sticks, clear quart-size jar or glass container with wide mouth, water (non-chlorinated), and sunlight.

**Procedure:** Stick 3-4 toothpicks around the middle of the potato and support them on the rim of a clear glass cup or jar with the plumper or rounded side facing up. Fill the glass jar with water so that the bottom of the potato is in water. Place the jar in moderate to full sunlight at room temperature. Change the water weekly and replenish what evaporates. The roots will develop on the tapered bottom end of the potato while the stem and leaf buds develop at the top. For the next three to six months, vines will grow from the sweet potato. Encourage kids to record their observations about the changes taking place. Ask them to identify the roots, stems, and leaves.

— Adopted from: Got Veggies? A Youth Garden-Based Nutrition Education Curriculum

This activity can be done in multiple settings: classroom, outdoors, garden, or virtual.

**Tips for adapting to virtual learning:** This activity is simple to do in a home environment if kids have access to a sweet potato. If this is not feasible, share a link to a video: <https://youtu.be/hXS5XP2Pv0>.

#### READ



#### books

- Little Sweet Potato* by Amy Beth Bloom
- Sweet Potato Pie* by Kathleen Lindsey
- Tops and Bottoms* by Janet Stevens
- Gigantic Sweet Potato* by Dianne De Las Casas



### GARDEN CONNECTION

#### planting

Sweet potatoes are started from plants called "slips" that grow from the eyes on the sweet potato. Transplant slips in the garden as soon as the soil warms and all danger of frost has passed. Sweet potatoes grow on trailing vines that quickly cover the soil, rooting at the nodes along the way.

#### harvesting

Dig the main crop of sweet potatoes around the time of the first frost in the fall. Sweet potato tubers will keep getting larger as long as the weather is warm enough. Cut back the top growth and carefully dig out the sweet potatoes to avoid bruising or damaging them.



# Promotional Materials

For Parents and Caregivers (English and Spanish)

- Facebook
  - 3 post graphics per fruit or veggie
  - Cover photo
  - Logo for profile picture
  - Social media toolkit



The image shows a white plate with several round zucchini mini pizzas. Each pizza is topped with melted cheese, pepperoni slices, and fresh herbs. A green garnish is placed on the side of the plate. The background is a light green gradient.



## ZUCCHINI MINI PIZZAS

- Slice zucchini into ¼ inch rounds and brush with olive oil
- Bake at 400°F for 5 minutes
- Top with sauce and your favorite pizza toppings
- Bake until zucchini is tender and cheese is melted, about 10 minutes



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# Promotional Materials

For Parents and Caregivers (English and Spanish)

- Newsletter graphic



**Select** – Choose tomatoes with bright skin and firm flesh.

**Store** – Keep at room temperature and away from sunlight for up to one week.

**Prepare** – Rinse under cool, running water and enjoy!

## Tomatoes are the Harvest of the Month!

### Add tomatoes to your favorite family meals:

- Add fresh tomato to salads or sandwiches.
- Cook down tomatoes for a fresh pasta sauce.
- Dice tomatoes with garlic, onions, peppers, and cilantro or basil for a fresh salsa.

*Make meals and memories together. It's a lesson kids will use for life.*

### Did you know?

There are many types of tomatoes, including cherry, grape, beefsteak, plum, slicing, and pear. Tomatoes also come in different colors, such as red, orange, yellow, green, pink, and purple!



Nutritious, Delicious, Wisconsin!  
#WIHarvestoftheMonth

# Promotional Materials

For Parents and Caregivers (English and Spanish)

- Postcards



wisconsin  
harvest  
of the month

**WARM UP**  
with **WINTER SQUASH**

NUTRITIOUS • DELICIOUS • WISCONSIN!

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harvest  
of the month

For more information,  
visit FoodWise at  
[go.wisc.edu/foodwise](http://go.wisc.edu/foodwise)

Facebook  
[@foodwiseUWEX](https://www.facebook.com/foodwiseUWEX)

Follow and share using  
[#WIHarvestoftheMonth](https://twitter.com/WIHarvestoftheMonth)

Warm up with winter squash at home!

## Kid Approved Spaghetti Squash with Basil & Parmesan

- Place 2 squash halves cut side down in a glass baking dish. Add about ¼ cup water and cover with plastic wrap.
- Microwave on high for 12 minutes or until soft when pressed. Let stand covered for 5 minutes.
- Scrape out squash with a fork.
- Toss squash with 1 Tbsp olive oil, 3 Tbsp parmesan cheese, 2 tsp dried basil, salt and pepper.

## Kids in the Kitchen!

Kids can help scrape out spaghetti squash. The long strands look like pasta! Kids like to try food they help make. It's a great way to encourage your child to eat fruits and vegetables.

*Make meals and memories together. It's a lesson kids will use for life.*



# Promotional Materials

## Outreach flyer (audience: school staff and administrators)



**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

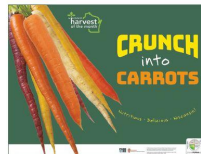
### Participation in Harvest of the Month is as easy as...

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



### FEATURED FRUITS & VEGGIES

autumn	<ul style="list-style-type: none"><li>* apples</li><li>* winter squash</li><li>* broccoli</li></ul>			
winter	<ul style="list-style-type: none"><li>* carrots</li><li>* sweet Potatoes</li><li>* cabbage</li></ul>			
spring	<ul style="list-style-type: none"><li>* greens</li><li>* asparagus</li><li>* sweet Peas</li></ul>			
summer	<ul style="list-style-type: none"><li>* tomatoes</li><li>* peppers</li><li>* summer squash</li></ul>			

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

### Connect to more

- **Nutrition Education** - Harvest of the Month can be integrated into nutrition education taught by teachers, FoodWise Educators, or Farm to School AmeriCorps members.
- **Wellness Policy** - Harvest of the Month can support nutrition promotion and education goals included in the school wellness policy.
- **Farm to School and Farm to ECE** - Harvest of the Month is a perfect way to launch or grow a Farm to School program.
- **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.

For more information, contact:



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# Promotional Materials

Participation Letter (audience: families; English and Spanish)



Greetings,

Our school is participating in [Wisconsin Harvest of the Month](#)! Harvest of the Month is a statewide campaign that encourages students to eat more fruits and vegetables. Each month, our school will feature one Wisconsin-grown fruit or vegetable that is seasonally available. We will encourage students to taste, explore, and learn about the importance of eating fruits and vegetables in the classroom and cafeteria.

Watch the school menu, newsletter, Facebook page, and postcards sent home with students for more information about the Harvest of the Month fruits and vegetables. We will feature fruits and veggies from this list:

harvest of the month		FEATURED FRUITS & VEGGIES	
autumn	<ul style="list-style-type: none"> <li>apples</li> <li>winter squash</li> <li>broccoli</li> <li>cranberries</li> <li>kale</li> </ul>		
winter	<ul style="list-style-type: none"> <li>carrots</li> <li>sweet potatoes</li> <li>cabbage</li> <li>potatoes</li> <li>beets</li> </ul>		
spring	<ul style="list-style-type: none"> <li>greens</li> <li>asparagus</li> <li>sweet peas</li> <li>lettuce</li> <li>radish</li> </ul>		
summer	<ul style="list-style-type: none"> <li>summer squash</li> <li>peppers</li> <li>tomatoes</li> <li>corn</li> <li>cucumber</li> </ul>		

Ask your child about Harvest of the Month foods and prepare these foods at home. Providing many opportunities for your child to try new foods is important for building healthy eating habits and adventurous eaters.

We hope you join us in this opportunity to promote eating fruits and vegetables!



# Download Materials for Free

<https://healthyliving.extension.wisc.edu/programs/harvest-of-the-month/>



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## Harvest of the Month







# Download Materials for Free

<https://healthyliving.extension.wisc.edu/programs/harvest-of-the-moon/>

## Harvest of the Moon



# HOM in Schools

Harvest of the Month may include:

- Cafeteria
  - Each month, serve the featured fruit or vegetable in at least one meal or snack and display promotional materials.
- Classroom, garden, or afterschool
  - Engage students in taste testing or educational activities about the featured fruit or vegetable.
- Home
  - Share information about Harvest of the Month and healthy eating with families through school newsletters, social media, and postcards.

# HOM in the Cafeteria



- HOM in the cafeteria may include:
  - Hanging posters
  - Adding menu graphic to printed or electronic school menu
  - Taste testing HOM products or recipes
  - Procuring local produce
  - Utilizing DPI Team Nutrition complementary materials:
    - Standardized recipes featuring five HOM foods
    - Lunchline cling
    - Videos for cafeteria TVs
    - And more!



# FoodWise Healthy Eating, Active Living Pograms

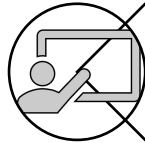


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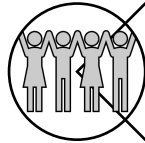
# Technical Assistance for Harvest of the Month



Planning for how to implement



Provide training on how to implement



Make connections to other resources or partnerships if available



Evaluate the success of Harvest of the Month



# New Foods for a Tough (sometimes) Crowd

## LFS Foods!

**WE GOT THE BEETS**

wisconsin harvest of the month

#WIHarvestoftheMonth

**FOOD WISE**  
Healthy choices. Healthy lives.

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**LET US EAT LETTUCE**

*Nutritious • Delicious • Wisconsin!*

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ChooseMyPlate.gov

## Donated Beets!




# The Farm and the Food- Connecting the Dots

Wisconsin harvest of the month

Homegrown Valley Fresh

## How it's Grown

**Hydroponics** vs **Aquaponics**

### Choose Leafy

*Did you know?*  
The four main types of lettuce include butterhead (Boston, bibb), crisphead (iceberg), looseleaf (red leaf, green leaf) and romaine. Lettuce leaves that are darker in color contain more vitamins and minerals than the paler color varieties.

### & Choose Local



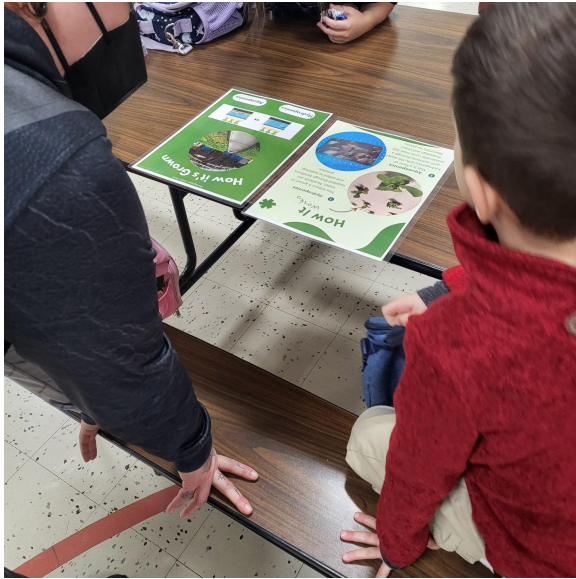
Wisconsin harvest of the month

## How It Works

- Hydroponics**  
This lettuce is grown in water. Nutrients are supplied through fertilizers and added in watering process.
- Aquaponics**  
This is a form of hydroponics only the water gets nutrients through a sustainable cycle from fish droppings and water filtration by plants.




# Engaging Students in Activities & Nutrition Education





# Nutrition Education & Student Empowerment

## WHY YOU SHOULD CHOOSE LEAFY GREENS

### Vitamin K

Helps your  
cuts heal



### Vitamin A

Keeps skin  
and bones  
healthy

Fights  
germs

Keeps  
eyes  
healthy



### Folate

Helps the  
cells in your  
body

Helps Babies  
grow

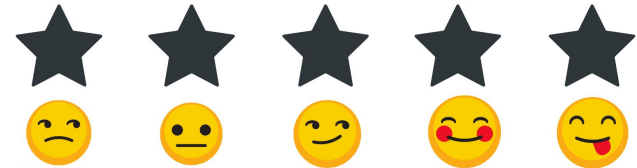


Today I tried:



I liked it this much:

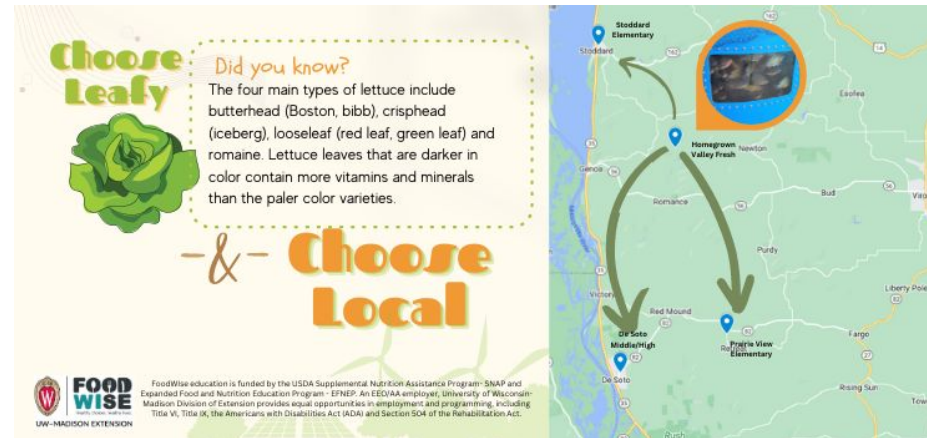
- 1 star - I didn't like it this time
- 2 stars - It wasn't horrible
- 3 stars - It was okay.
- 4 stars - It was good. I like it.
- 5 stars - I like it. Can I have more?



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# Decrease Food Waste: Help Nudge Students on Choices at the Salad Bar

- High School Students
- “Point of Decision” prompts on the salad bar



# Menuing: Opportunity to Try a New Item!



# Find Your Local Extension Educator

<https://healthyliving.extension.wisc.edu/people/foodwise/>

Look for your FoodWise or Health and Well-Being Educator





Development Specialist

Search the Extension Directory below to find local FoodWise Educators

Local Offices

Showing 1-50 of 114

Page 1 of 3 < >

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# Thank you!

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Emily Latham [emily.latham@wisc.edu](mailto:emily.latham@wisc.edu)



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