

JERSEY FRESH

As Fresh As *Fresh* Gets

JERSEY FRESH FARM TO SCHOOL WEEK

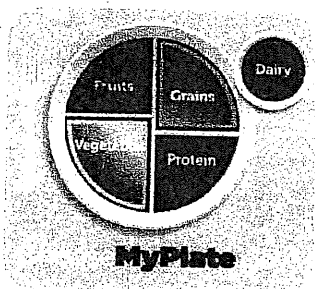
September 26 - September 30, 2011

Celebrate the abundance of *Jersey Fresh* farm products available: Apples, greens, carrots, eggplant, peppers, potatoes, tomatoes and more!

Plan school menus using *Jersey Fresh* products and highlight those items in your cafeterias.

Involve food service staff, teachers, administrators, parents and other staff to participate in Health & Nutrition oriented activities.

Send recipes, nutritional information and activities home with students:



Jersey Fresh: www.jerseyfresh.nj.gov

USDA Dietary Guidelines: www.choosemyplate.gov

NJ Farm to School Network: www.njfarmtoschool.org

Fruit & Veggie Color Champions: www.foodchamps.org

Team Nutrition: www.teamnutrition.usda.gov

National Fruit & Vegetable Program:
www.fruitsandveggiesmatter.org

Let NJ Department of Agriculture know how you plan to celebrate! We will share your events and activities with other schools. Activities may be included in NJDA press information. For help in promoting your Farm to School Events, access the NJDA Farm to School Week Toolkit: www.nj.gov/agriculture/divisions/fn/childadult/farm_to_school.html

A limited number of promotional materials (pencils, erasers, temporary tattoos, posters, availability charts) are available. Contact: Jacqueline Bricker, Marketing Specialist, (609) 984-0692 or jacqueline.bricker@ag.state.nj.us