

2015 “A is for Apple” &



The popularity of the “A is for Apple” Initiative has grown each year. Over 14,000 Iowa students have participated in “A is for Apple” since 2008. This year, we’d like to expand that reach and join thousands of students across the Midwest in celebrating food and the local growers producing it.

To reach this goal, we are asking schools to take part in the Midwest Great Apple Crunch on October 22 by joining students from other states by taking a bite out of an apple at noon central standard time.

The Iowa Department of Agriculture and Land Stewardship is offering funding to schools to purchase locally grown apples for this event. In addition to fresh apples *now*, we will offer schools books for their classroom or an apple corer plus funds to buy frozen Iowa-grown apples to share with students *later*.

To take part in “A is for Apple,” complete the application and submit it by October 1, 2015. To measure the impact and reach of this event, we also ask that you register your participation by going to <http://bit.ly/MidwestAppleCrunch>.

As a bonus incentive, one school participating in “A is for Apple” and the Midwest Great Apple Crunch will win an apple sampling by Iowa Choice Harvest for their entire school. A winner will be drawn from those participating in “A is for Apple” and the Midwest Great Apple Crunch that submits a photo of their apple event.

Incentives for teachers/students:

- \$30 to purchase fresh, locally grown apples
- An additional \$10 for you to purchase Iowa Choice Harvest Apples. Each 1# package contains frozen slices of up to 21 apple varieties, including some heirloom varieties.
- Supplies for your classroom or an apple corer
- Help support the local food movement and raise awareness of healthy, local food
- Iowa Choice Harvest will visit one lucky school for an apple sampling for the whole school

Participation Rules:

Teachers who wish to participate in the “A is for Apple” Initiative **must agree to procure apples from a local Iowa orchard for your students. Funds will also be included to procure Iowa-grown frozen apples from your local retailer. \$40 will be awarded to selected recipients.** Priority will be given to teachers that will serve apples in conjunction with an educational lesson and plan to participate in the Midwest Apple Crunch. An invoice of the purchase will need to be submitted along with a Performance Report (which will be provided under separate cover to the selected schools). Any unused funds will need to be returned to IDALS.

To participate in the “A is for Apple” Initiative, please complete the attached form and return to us as soon as possible. **All participation forms must be completed and submitted by October 1, 2015.** This initiative is open to all grades. Don’t delay, only 40 applicants will be awarded funding. No more than 3 applicants per school will be approved. Award notifications will be made by October 5, 2015. Please be aware that the payment must be issued to a school or organization and the W-9 form must be completed accordingly.

If you have any questions regarding this initiative or the Farm to School Program contact:

- Tammy Stotts by phone, 515-281-7657, or email: tammy.stotts@iowaagriculture.gov

