



Farm to School... To Market 2016



Last year we offered the first Iowa Farm to School Farmers Market Scavenger Hunt to help promote our local farmers markets and to educate students by keeping them engaged over the summer. The initiative was a great success. From the 100 applications submitted from students the following data was captured:

- For 15% of students completing FM scavenger hunt this was their 1st time EVER at a farmers market
- 30% of students completing scavenger hunt reported that this was their 1st time of visiting that particular market
- 51% of students saw a fruit/vegetable or herb they had never seen before
- 29% of student participants tried a specialty crop (fruit/vegetable/honey) they had never tried before
- Kohlrabi was listed as the most common fruit or vegetable they have never seen before
- Arugula was the most common fruit/vegetable they tried for the first time

This year we would like to build on that success by offering an initiative for classroom teachers as well as the scavenger hunt for students. Not all students will be able to attend a farmers market and we would like to allow classroom teachers the opportunity to bring the market to their students.

Recipients will be awarded funds to buy locally-grown produce from their local farmers market. In addition to receiving funds, teachers will also get classroom supplies. We would also encourage you to invite a grower to visit your classroom. Giving students the opportunity to meet a grower and sample local produce will make a more deep-seated impression.

Incentives for teachers/students:

- \$30 to purchase fresh produce from a local farmers market
- Supplies for your classroom (books, bulletin board supplies....)
- Help support the local food movement and raise awareness of healthy, local food

Participation Rules:

Teachers who wish to participate in the “Farm to School to Market” Initiative **must agree to purchase produce from a local farmers market for your students.** Priority will be given to teachers that will serve the produce in conjunction with an educational lesson. 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. Please also encourage your students to participate in the Farmers Market Scavenger Hunt at participating farmers markets this summer.

To participate in the “Farm to School to Market” Initiative, please complete the attached form and return to us as soon as possible. **All participation forms must be completed and submitted by September 9, 2016.** 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 September 12, 2016. 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

