Webinar: Pennsylvania Harvest of the Month

Pennsylvania Department of Education, Division of Food and Nutrition, in collaboration with Penn State University (Project PA)

June 10, 2020

http://www.paharvestofthemonth.org/

Webinar Presentations

PA Harvest of the Month - Background and Materials

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Webinar Presentations

PA Harvest of the Month - Pilot Site Experiences

E. Nichole Taylor
Food Service Director
Chichester School District

Brenda Zeiler, MS, RDN
Food Service Director
Wallenpaupack Area School District

Lindsay Radzvin, MS, RD
Director of Food Service
North Hills School District

PA Department of Health-Sponsored Chef Consultations

Deana Lacek Philpott
Pennsylvania School Wellness Consultant
Overview/Background

- Funded by a 2019 USDA Farm to School grant
- Being developed through a partnership between the Pennsylvania Department of Education and Penn State University (Project PA)

Aims:
- Promote the use of seasonally available PA products in schools, child-care centers, and summer feeding sites
- Highlight a PA product each month and develop promotional materials for each item
- Provide students with local and healthy products
- Support PA farmers and producers
Program Development

• Reviewed existing Harvest of the Month (HOM) websites/materials from other states
• Conference calls with 8 out-of-state and 5 in-state HOM programs
• Conference calls with 6 PA produce distributors and one producer, attended producer meeting
• Two Zoom meetings and one presentation/discussion to gather input from 50 school food service directors.
  • HOM items
  • HOM materials – type and style

Program Development

• Developed HOM calendar
• Developed HOM logo
• Conducted pilot test in February 2020 (North Hills SD, Chichester SD, & Wallenpaupack SD)
• Website and materials development is ongoing.

www.paharvestofthemonth.org

Month

<table>
<thead>
<tr>
<th>Month</th>
<th>Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Sweet Potatoes</td>
</tr>
<tr>
<td>February</td>
<td>Mushrooms</td>
</tr>
<tr>
<td>March</td>
<td>Dairy</td>
</tr>
<tr>
<td>April</td>
<td>Leafy Greens</td>
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<tr>
<td>May</td>
<td>Asparagus</td>
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<tr>
<td>June</td>
<td>Strawberries</td>
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<tr>
<td>July</td>
<td>Beets</td>
</tr>
<tr>
<td>August</td>
<td>Tomatoes</td>
</tr>
<tr>
<td>September</td>
<td>Peppers</td>
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<tr>
<td>October</td>
<td>Apples</td>
</tr>
<tr>
<td>November</td>
<td>Winter Squash</td>
</tr>
<tr>
<td>December</td>
<td>Cabbage</td>
</tr>
</tbody>
</table>

Alternate items: Potatoes, Eggs, Broccoli
Materials

- Posters
- Fact Sheets
- Family Newsletters
- Serving line signage
- Table tents
- Sample Social Media Posts
- Recipes

Next Steps

- Collaboration with School Nutrition Association of PA to promote PA HOM
- Complete program development. Roll-out for 2020-2021 School Year
- No “sign-up” or registration process
- Monthly e-newsletter sent to sponsor SFS contacts
- Collection of “Promising Practices”
- Mid-point and end of school year on-line evaluations with chance to win $500 that can be used to implement HOM
HARVEST OF THE MONTH

Chichester SD
Nichole Taylor – FSD

CHICHESTER SD DEMOGRAPHICS

- Location - Delaware County near the Delaware border
- Schools - 4 Elementary, 1 Middle School, and 1 High School
- Enrollment - 3400
- Free and Reduced - 64%

IMPLEMENTING HOM

- By - Food Service Team Members and District Administration
- Marketing and Advertising
- Menu Planning
• FS TEAM MEMBERS
  • All Sites
  • Breakfast and Lunch
  • Age-appropriate signage
  • Menu items
  • Familiar or easy to prepare

• District Administrators – Principals and
  Media Coordinators
  • Choreograph and upload HOM Parent
    Newsletter to website
  • Provide Elementary Principals with HOM
    announcement

• FS TEAM MEMBERS
  • All Sites
  • Breakfast and Lunch
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SIGNAGE AND MARKETING

Age Appropriate
Utilized the HOM Website - Tailored the first week for
our schools. This includes Parent newsletter
announcements and Art work
Internet – HOM Characters and additional information
such as fun facts and jokes
Utilized the gifts that team members have
Drew HOM characters on the glass

MENU

• Breakfast –
  • All Sites
  • Some items already heat and trees; other items
    heated
• Lunch items –
  • Differed Per Building Level
  • Recipes from HOM and Internet
  • Promoted HOM in the Café Social / Source (EVM)

6/8/20
THANK YOU

QUESTIONS???
PA Harvest of the Month

Presented By:
Brenda Zeiler
Wallenpaupack Area SD
zeilerbr@wallenpaupack.org

• Located in the Pocono Mountains
• in Northeastern PA
• in Wayne and Pike counties
• 3500 students in K-12
• 53% free/reduced eligibility
Andy Weist
Bus driver/farmer
drew up a
contact list of
local farmers

Local Sweet Potato Farmer: Dave Nonnenmacher

Dave’s spring sweet potato plantings
Arkansas Red
Carolina Ruby

Staff In-Service
- Short 15 minute training
- Create excitement and ownership
- Review monthly calendar
- Share download materials from www.paharvestofthemonth.com
- Research recipes
- Decorate

Staff displaying posters and serving line signage
Staff In-Service
HOM Posters  
Customize to the school building

HOM Posters  
Sweet Potato Joke

• Q: What did the sweet potato say to the yam?

• A: I yam what I yam

www.k12.wa.us/sites/childnutrition/programs/ffvp/pubdocs/jokes.pdf
Wallenpaupack Area Middle School February 2020 Menu

- Sweet Potato Fries
- Baked Sweet Potato
- Sweet Potato Souffle
- Roasted Sweet Potatoes

Connect with Students
guest speaker
Junior Seminar Classes

Student Feedback:
- Cheddar cheese and potato soup
- Sweet potato pierogies
- Chicken and cheese quesadilla
Thank You
PA HARVEST OF THE MONTH
NORTH HILLS SCHOOL
DISTRICT PILOT PROGRAM
IMPLEMENTATION

Presented by: Lindsay Radzvin,
RD, LDN

About North Hills School District:
- 6450 Students
- Free/Reduced Population: 25%
- Located in northern Pittsburgh suburbs (Allegheny County)

DISSEMINATION OF INFORMATION/MARKETING OF PROGRAM

- District Website
  - Created new page to share PA Harvest of the Month newsletter, pictures of students and other information on the programs
- Menus
  - Add a feature education piece each month on menus to help promote item of the month.
PA produce procurement and making connections with local vendors

- USDA DOD program and making contacts with local vendors
- Do make contact and let them know of your interest in PA produce!
- Many suppliers have weekly newsletters:
  - [http://www.paragonfresh.com/weekly](http://www.paragonfresh.com/weekly)

TASTE TESTING W/ DIETETIC INTERNS

- If possible, utilize student interns from local programs
- Share information about tasting and education materials in advance with faculty.

Taste Testing with Dietetic Interns

- Surveys and comparison of different recipes
- Stickers and Giveaways
- Branding of the PA Harvest of the Month program
Social Media and Promotion

- Utilize Food Service Facebook or IG account to promote PA Harvest of the Month.
- Share via district social media if possible for positive PR for your program!
Harvest of the Month
Implementation Opportunities

1

Culinary Consultation/ Training

- Free, virtual professional development with Chef Bill Scepansky
- Lessons on how to store and prepare Harvest of the Month items, knife skills, recipe-reading, culinary math, and cooking methods
- Consultation on your district’s current Food Service operations

2

Culinary Consultation/ Training

- Must be scheduled with Chef Bill for July or August 2020
- Applicant requirements
  ○ Self-operating
  ○ Ready to expand the district’s Farm to School program
- Attendance requirements
  ○ Food Service department staff
  ○ Administration or Board
- Data collection and evaluation requirements

3
Culinary Consultation/ Training

- Application can be found on the PA Harvest of the Month website
- Deadline: 11:59 pm, June 24th
- Three winners: one in Western PA, one in Central PA, and one in Eastern PA. Winners notified by July 1st.
- For technical assistance, contact Deanna Philpott at dphilpott@PASchoolWellness.com

Promotional Kits

- Designed to help schools promote Harvest of the Month to students
- Kits include items like taste test stickers, posters, banners, and buttons
- Application information
- Important dates
- Data collection and evaluation requirements