**Apples to Zucchini: Building Demand for Farm to School 101**

*Apples to Zucchini* is a Minnesota Department of Agriculture funded Specialty Crop Block Grant project aimed to increase the demand for MN specialty crops by school nutrition programs in MN. This project builds on a 2010-11 innovative pilot project that aimed to connect specialty crop producers to an emerging market of schools receiving funding through the federal USDA Fresh Fruit and Vegetable Program.

**Two Objectives:**

Objective 1: To connect MN specialty crop growers to school nutrition programs and assist both entities in working together to reduce barriers and increase the use of MN specialty crops in schools.

Objective 2: To increase the number of schools that participate in Farm to School educational opportunities

**Three-Pronged Approach:**

Prong 1: Reduce barriers

Prong 2: Educate consumers

Prong 3: Create incentives

**Four Methods:**

Method 1: Host 8 regional Farm to Cafeteria workshops which introduce farmers and school personnel to each other, build capacity for F2S and the USDA Fresh Fruit and Vegetable Program, and offer training on emerging issues.

Method 2: Systematically incorporate F2S into statewide UM Extension nutrition education programs with a focus on eating fresh, seasonal, locally-produced foods.

Method 3: Introduce and engage schools in F2S education, including the F2S Toolkit for School Foodservice.

Method 4: Encourage schools that receive FFVP funding to become involved with F2S by offering incentives through a competition to be held during F2S month, September 2013.