

# Pennsylvania Harvest of the Month (PA HOM)



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<http://www.paharvestofthemonth.org/>



## Overview/Background

- Funding: Fiscal Year 2019 USDA Farm to School grant
- Development by 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

- Logo
- Calendar
- Pilot test February 2020 (North Hills SD, Chichester SD, & Wallenpaupack SD)
- Website and materials

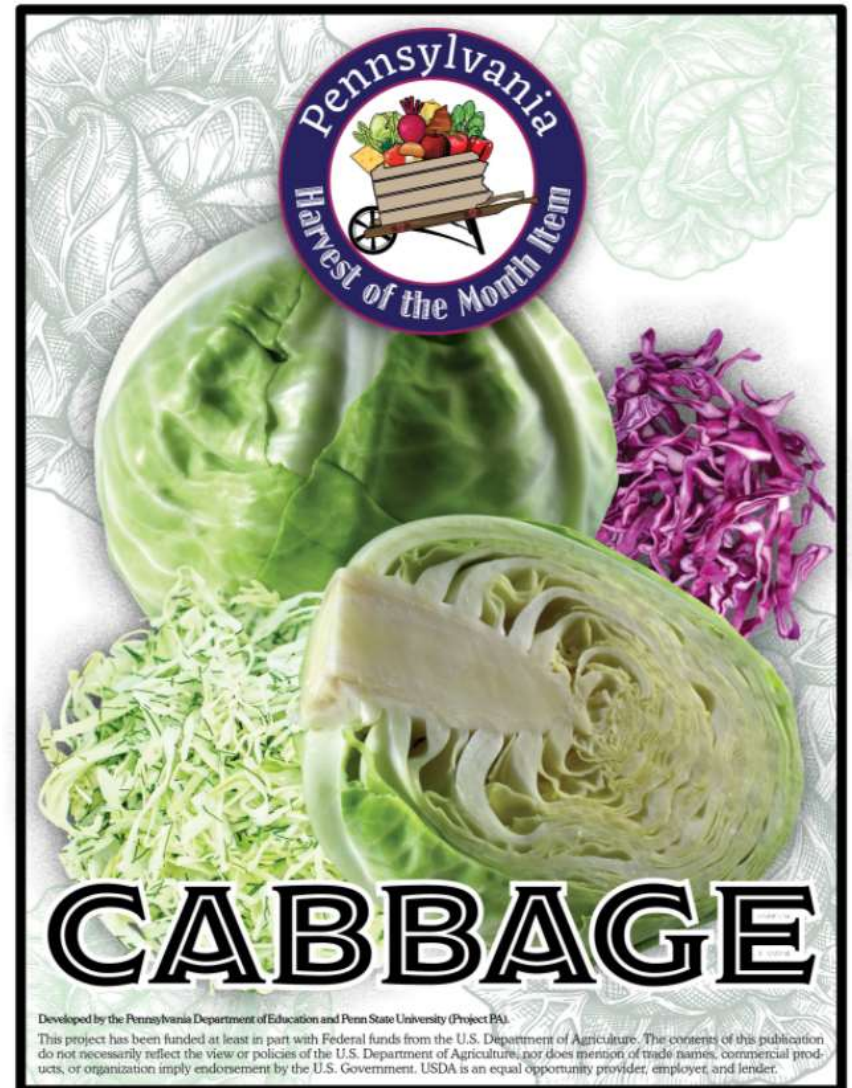
<b>Month</b>	<b>Item</b>
<b>January</b>	<b>Sweet Potatoes</b>
<b>February</b>	<b>Mushrooms</b>
<b>March</b>	<b>Dairy</b>
<b>April</b>	<b>Leafy Greens</b>
<b>May</b>	<b>Asparagus</b>
<b>June</b>	<b>Strawberries</b>
<b>July</b>	<b>Beets</b>
<b>August</b>	<b>Tomatoes</b>
<b>September</b>	<b>Peppers</b>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

*Alternate items: Potatoes, Eggs, Broccoli*



## Materials

- Posters
- Fact sheets
- Family newsletters
- Serving line signage
- Table tents
- Sample social media posts
- Recipes
- Image graphics





## Next Steps

- Continue collaboration with SNAPA to promote PA HOM
  - *Teaches Tuesdays* webinars December 8, January 12, March 16
  - SNAPA 2021 Conference
- Complete program development and roll-out for 2020-2021 School Year
- Monthly e-newsletter sent to sponsor school food service 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
- Development of preschool worksheets
- Recipe development...stay tuned!



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