



Farm to Child Care





Marketing Farm to Child Care and Engaging Families

April 28, 2015



Introductions

Divide into 2 Groups

- 1) If you have visited a farm before
- 2) If you have *not* visited a farm before

- Your name
- Your child care facility and what town it's in
- If have not visited a farm: name 1 expectation of what a farm in NC is like
- If have visited a farm: name 1 thing you liked most about it



Why This Training?

- Learn strategies to **distinguish** your center as a **local food provider**—create a niche for potential new families coming to your center!
- **Engage** and **encourage** your families to eat NC fresh fruits and vegetables at home



Goals for This Training

- Share methods of effectively communicating about F2CC at your center
- Provide tools for engaging families

Remember to add today's hand-outs to your Toolkit: Sharing with Families section

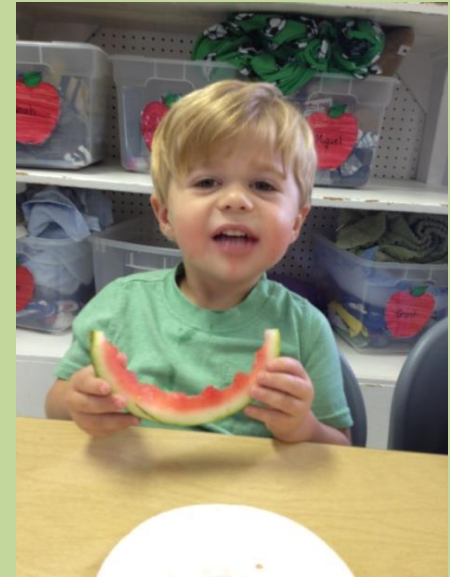


Communicate!

- Communicate!
- Communicate!
- Communicate!

- Often and in different ways

- Include pictures...worth a thousands words!





Tools

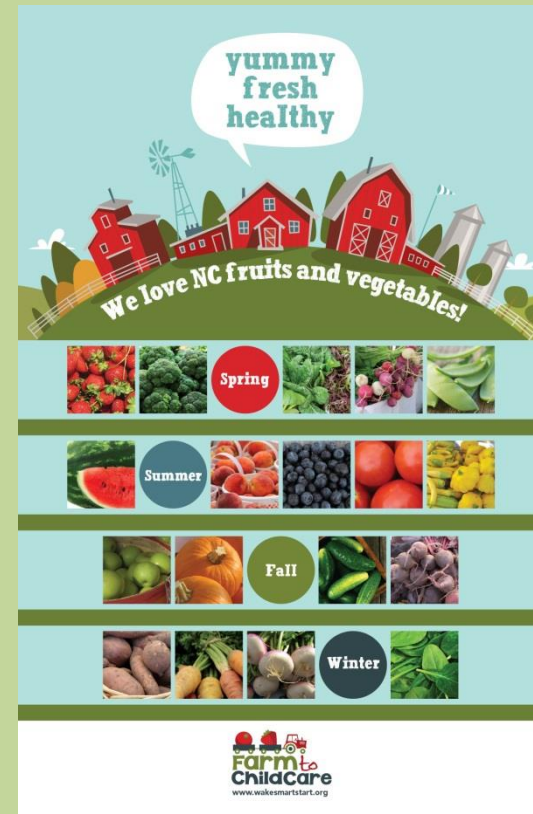
- Poster
- Letter to families
- Sticker
- Menu
- Website
- Newsletter/Email Blasts/Texts
- Daily Sheets
- Social Media
- F2CC Logo/Branding
- Engaging Families





Poster

- Display in a prominent place
 - If clear glass doors, on the inside of the front door for all to see
 - On wall or bulletin board at front entrance or wherever families are dropping off/picking up
- Visible!
Awesome marketing & educational tool!





Letter Home

- Use Letter to Families from Toolkit to tell them:
 - what F2CC is
 - why you are doing it and
 - who you are buying NC fruits and veggies from
- Send home 1-2 weeks before you are starting to serve NC produce
- Customize by adding your logo



Stickers

- Have kids wear stickers home same day letter goes home
- Explain F2CC to kids on this day as simply as you can
 - Starting to have yummy fruits and vegetables that farmers in North Carolina have grown for us at our meals and snacks
 - We will have some fruits like strawberries, blueberries, peaches, watermelon and some vegetables like corn, peas, tomatoes, squash, etc.
 - Ask them if they have been to a farm or farmers' market before, ask favorite fruit or veggie





Menu

- Modify menu to show NC produce items
- Include F2CC logo on the menu
- Use symbol like carrot or strawberry to indicate which items are NC grown.
- Put the symbol at bottom of page and state all items with the symbol were grown in NC
 - Use the same symbol every month so people are used to it.

Patty, Cheese, English Muffin, & Fruit	Cereal & Fruit	Muffin & Fruit	Fre
Shell Beef & Cheese with Fixings, Lettuce, Corn, Pineapple	Diced Ham and Au Gratin Potatoes, Broccoli, Pears, Bread	Grilled Chicken Patty on Bun, Beets, Peaches	Ma B
MultiGrain Bars	Orange Slices & Crackers	 Squash Muffins	Fr
19	20	21	
Pancakes & Fruit	Hot Cereal & Fruit	Egg Patty, Cheese, English Muffin & Fruit	
Pork or Chicken Sandwich on Bun, Chipped Apples	 Baked Squash Spaghetti with Meat Sauce, Green Beans, Peaches, Garlic Toast	Chicken & Gravy with Mashed Potatoes,  Roasted Squash & Veggies, Pears, Bread	
Veggies & Dip	Fruit & Yogurt	Crackers & Cheese	
26	27	28	



Website

- Add F2CC logo to home page
- Add text beneath logo:
 - We serve NC grown fruits and vegetables!
- Add “boilerplate” language from Branding & Logo Usage Guidelines





Website

- If can, add a new F2CC section to site
 - include short text about what F2CC is and why—take it from the Toolkit
 - include monthly menu or link to it
 - post NC Seasonality Chart
 - post Book List
 - post or link to recipes
 - add photos of children eating/prepping local produce
 - add photos of cook preparing local produce



Newsletter

- Add F2CC logo as permanent part of your newsletter
- In every newsletter, include something about F2CC; photos or info about:
 - kids sampling new foods—which foods
 - kids and/or cook prepping foods
 - farmer delivering foods
 - feature your farmer or your source for local produce (AHA and F2CC team can help with this)
 - if have a garden, what is growing now & how the kids enjoy



Newsletter

- In every newsletter, include something about F2CC; photos or info about:
 - local events like Farm Tour (F2CC team can forward to you)
 - remind of new resources added to F2CC on your website
 - pick a produce item in season and share the POP Market sheets/links about it
 - consider Cook's Corner with recipes from what cook has been making lately with the local produce
- What other ideas do you have for newsletter?



Email/Text Blast

- Email Blasts:
 - if use these, might want to link to F2CC page on your website
- Text Messages to parents via Remind or other tools:
 - because it's a text, need to keep it short
 - "Enjoyed our first NC tomatoes of the season today! Ask your child about it!"



Daily Sheets

- If your center uses these:
 - Great way to keep communications open about F2CC
 - Tasted strawberries today!
 - Talked about blueberries and how they grow.
 - Ask your child about the NC fruits we drew today.



Social Media

- Quick poll
 - Who is on what?
 - Personally or professionally?



- **2015 Social Media: who is using what?**

<http://www.pewinternet.org/2015/01/09/social-media-update-2014/>

- Info on demographics of who uses what



Instagram





Social Media

- **Facebook**

- networks people; way to share info and pictures (albums)

- **Twitter**

- networks ideas, “real time” info—very fleeting, 140 characters

- **Instagram**

- mobile photo and video sharing—can share on FB and Twitter from Instagram

- **Pinterest**

- users can upload, save and sort images & links on “pinboards”—pin something you like, follow WCSS



Branding & Logo

- Branding & Logo Usage Guidelines
 - add to Toolkit
- Think of the logo like “Good Housekeeping” seal
- Marketing benefit: people like the idea of Farm to Child Care
- Use it in the spirit in which it’s intended
- Approved boilerplate language provided



Branding & Logo

- Key Points:
 - The logo and branding should only be used by child care facilities that are prioritizing NC grown produce for snacks and meals, and serving NC produce at least three times per week.
 - Do NOT alter the logo.
 - Do NOT use the logo in relation to any produce not grown in NC



Branding & Logo



Stacked logo



Horizontal logo



JPG files



Engaging Families

- **Farmers' Market Bookmarks**

- List all farmers' markets in Wake County
- Send 1 home with each child



- **Communicate**

- Use newsletter, email, text or social media to point out that you are sending these home and that they list all the markets that accept EBT/SNAP
- Encourage families to take kids and give them a little \$ to shop



Engaging Families

- **Recipe Cards & Stickers**
 - Berries, Summer Squash, Sweet Potatoes
- **When you introduce one of these foods:**
 - Have each child wear the “I tried local berries” sticker home
 - Send the matching recipe card home too
- **Communicate**

Sending these home so parents can reinforce what kids are learning during the day, serve these foods at home, etc. Enjoy making the recipe with your child!



Engaging Families

- **Create a F2CC Display**
 - Poster
 - Photos of staff & children preparing & eating local produce
 - Photos of activities related to gardening, visiting farms, doing crafts related to NC produce
 - Seasonality Chart in color
 - **Display prominently so families see it often; change it seasonally**
 - **Take a picture of the display and put it on your website/newsletter/social media**



Engaging Families

- **Gardening/Garden Work Days**
 - Involve families at every step (planning, tilling, planting, watering, harvesting)
 - Provide refreshments
 - Make the environment fun



Ask families to commit to helping water the garden once each weekend. Invite them to include their children in the experience. This offers parents an opportunity to be involved, no matter how busy their schedule.



Engaging Families: Events

- **Host a F2CC Kick-off**
 - Director/Cook lead a cooking demo at pick-up time
 - Hand out samples (yogurt with local fruit), family-sized recipes
 - Meal packs-send home a recipe and the fresh produce featured in it



Engaging Families: Events

- **Host Family Dinners**

- Connect with parents in a relaxed environment
- Showcase locally-sourced menu items
- Perfect activity for any time of year

Keys to Success

- schedule at pick up time when everyone's hungry
- if possible make it free for everyone
- let parents know they don't need to bring anything
- serve 1 or 2 seasonal dishes from your lunch menu
- use as many local ingredients as you can
- hand out recipes
- have containers on hand to send home leftovers



Engaging Families: Events

- **Host Family Taste Tests**

- Provide seasonal fruits and veggies
- Good way to engage parents when introducing new food items to kids
- Schedule as often as you want
- Poster w/picture to vote

- **Keys to Success**
 - Be a role model
 - Kid-sized samples





Engaging Families: Events

- **Cooking Classes**

- Can involve parents and kids
- Classes show families how to use local foods (Create simple, delicious, healthy meals)
- Use community resources when possible

- **Story Time**

- Introduce new books about food or gardens to kids
- Invite parents to participate
- Include show and tell time





Engaging Families: Events

- October:
Farm to School Month
www.farmtopreschool.org
- October 15:
Farm to Preschool Day
Celebrate connections between locally grown fruits and Vegetable sand the children.



Field trip, visit from farmer, invite families...



Engaging Families: Events

- **CFSA Farm Tour (April and Sept.)**
www.carolinafarmstewards.org/farmtours
- **Got to Be NC Festival (May 15-17, 2015)**
www.gottobenfestival.com
- **National Farmers' Market Week (August 2-8, 2015)**
- **Food Day (Oct. 24, 2015)**
www.foodday.org





Other Ideas?

- Your Turn!
- Other ideas for communicating about F2CC?
- Other ideas for engaging families?



Questions?

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