## Farm Fresh Challenge Template Press Release

###### **{insert District logo}**

For Immediate Release:
{insert date here}

{Insert program name here} BRINGING MORE LOCAL FOODS TO STUDENTS DURING TEXAS DEPARTMENT OF AGRICULTURE FARM FRESH CHALLENGE

**{insert city location here}** — Texas Agriculture Commissioner Sid Miller recognized {insert district or charter name here} for working to support homegrown and healthy kids with the Texas Department of Agriculture (TDA) Farm Fresh Challenge. The {program name} nutrition team has pledged to serve more Texas products, offer agricultural learning activities, and share their Farm Fresh efforts on social media. The Farm Fresh Challenge for the National School Lunch Program is part of Commissioner Miller’s Texas Farm Fresh Initiative.

“Every year, Texas schools have a great opportunity to help kids learn about healthy eating with the Farm Fresh Challenge,” Commissioner Miller said. “Texas agriculture offers everything schools need to serve something local for any meal or menu. I encourage our partners to serve Texas products in October, so students learn about the benefits of eating fresh, nutritious food.”

By participating in the Farm Fresh Challenge, {program name} supports local agricultural communities by keeping their considerable buying power close to home. The Farm Fresh Challenge also helps schools connect with agricultural producers while ensuring students learn about the hardworking men and women who produce their food. These experiences can translate into a life-long and community-wide appreciation for healthy lifestyles and buying local.

“{insert quote},” said {district name} {insert Superintendent name}.

{option: insert additional paragraph with local information, including details about special events that would be relevant to members of the press such as a taste testing event or meet the farmer day.}

*This institution is an equal opportunity provider.*

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Media Contact:
{insert district communications/media contact name and phone number}