



HEALTH AMBASSADORS  
FOR A READY TEXAS

- Farm Fresh Challenge
- Health Ambassadors for a Ready Texas (HART)
- E-Harvest

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TEXAS DEPARTMENT OF AGRICULTURE  
**COMMISSIONER SID MILLER**

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This product was funded by USDA.  
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Food and Nutrition Division  
Nutrition Assistance Programs



Updated 8/2/2024  
[www.SquareMeals.org](http://www.SquareMeals.org)

# Farm Fresh Challenge

- Third tier added
  - Cream of the Crop
- New resources - all new resources will be posted on [SquareMeals.org/FarmFreshChallenge/Resources](https://SquareMeals.org/FarmFreshChallenge/Resources) when the pledge opens
  - Success guide
  - New flashcards
  - Word games
  - Tracking tool
- Pledge dates
  - 8/5 for MegaCon/TASN attendees who filled out Intent to Pledge
    - Will receive new resources w/email containing full pledge form
  - 8/12 for everyone else
    - watch [SquareMeals.org/FarmFreshChallenge](https://SquareMeals.org/FarmFreshChallenge) and newsletters
  - Promotional items
    - Order via pledge form until 9/13
  - Pledge form will remain open until 10/31
    - No promotional items after 9/13

## Complete the Challenge

Eat Local. Teach Local. Be Social.

### Eat Local

#### Beginner Tier: Prime Participant

**What to Serve:** 3 local foods, representing 3 different meal components

**How Often:** once for the entire month

#### Intermediate Tier: Best of the Bunch

**What to serve:** 3 different local foods, representing 3 different meal components

**How Often:** each week of the challenge

#### **\*NEW\*** Expert Tier: Cream of the Crop

**What to serve:** 6 different local foods, representing 3 different meal components

**How Often:** a minimum of two products served each week of the challenge

### Teach Local

#### Beginner/Intermediate Tiers:

Host at least one educational activity during each full week of the challenge

#### Expert Tier:

Same frequency of educational activities, but must meet additional requirements for two weeks

Be Social – use tags #FarmFreshTexas or #FarmFreshChallenge

#### Beginner/Intermediate Tiers:

Share at least one social media post during the challenge

**Post:** Facebook, Instagram, and/or X for the largest audience

**Expert Tier:** Share at least two social media posts during the challenge

**Post:** Facebook, Instagram, and/or X for the largest audience




## Farm Fresh Challenge

### Success Guide

Instructions, Tips, and Resources to help you achieve Farm Fresh Challenge Recognition



HART Calendar



## HART Calendar 2024-2025

- \* Visit is a possibility
- \*\* October participation is mandatory for recognition
- Meet with your advisor every month
- Turn in progress reports after every project

<b>SEPTEMBER – TDA call</b>	<b>FEBRUARY – TDA visit *</b>
<input type="checkbox"/> Prepare for first call – bring any questions and ideas to share <input type="checkbox"/> Review your first monthly newsletter and welcome materials <input type="checkbox"/> Taste test a local product	<input type="checkbox"/> Plant seeds <input type="checkbox"/> Create informational flyer about seeds <input type="checkbox"/> Use “found items” as pot/planter
<b>OCTOBER ** – TDA visit *</b>	<b>MARCH – TDA call</b>
<input type="checkbox"/> <b>All month:</b> Farm Fresh Challenge <input type="checkbox"/> <b>All month:</b> Farm to School Month <input type="checkbox"/> <b>October 14-18:</b> National School Lunch Week <input type="checkbox"/> Choose your own activity for any event	<input type="checkbox"/> <b>All Month:</b> National Nutrition Month <input type="checkbox"/> <b>March 3-7:</b> School Breakfast Week <input type="checkbox"/> Choose your own activity for School Breakfast Week
<b>NOVEMBER – TDA Call</b>	<b>APRIL – TDA visit *</b>
<input type="checkbox"/> Producer profile	<input type="checkbox"/> HART applications for next year open <input type="checkbox"/> Prepare for School Lunch Hero Day <input type="checkbox"/> <b>April 4:</b> Texas Fruit and Vegetable Day
<b>DECEMBER – TDA visit *</b>	<b>MAY</b>
<input type="checkbox"/> Create flyers for two local items <input type="checkbox"/> Consult w/advisor about using school social media sites or creating HART social media for your campus <input type="checkbox"/> Have a wonderful winter break!	<input type="checkbox"/> <b>May 2:</b> Celebrate School Lunch Hero Day <input type="checkbox"/> Recruit peers for next year’s HART cohort <input type="checkbox"/> Congratulate yourselves on successfully completing this year’s recognition requirements <input type="checkbox"/> Check in the office for your recognition materials
<b>JANUARY – TDA call</b>	
<input type="checkbox"/> Happy New Year! <input type="checkbox"/> Create a poster promoting school meals	

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# HART Applications Open Now

HART has been revamped this year

More support from TDA

More guidance from TDA

Templates for student projects

Benefits for ISDs

1. Increased meal counts
2. Students can help achieve Cream of the Crop status in the Farm Fresh Challenge
3. Direct feedback from students

<https://www.jotform.com/240305341001131>





# E-Harvest

## Your Farm to School Newsletter

- A. Recipes
- B. Funding opportunities
- C. Teaching resources
- D. Learning opportunities
- E. Successful Farm to School and ECE profiles
- F. Farm Fresh Back to Basics
- G. Information on upcoming celebrations

