## Farm Fresh Challenge Template Press Release

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

For Immediate Release:  
{insert date here}

TEXAS AGRICULTURE COMMISSIONER SID MILLER CONGRATULATES Insert program name here} FOR PLEDGING PARTICIPATION IN THE NATIONAL SCHOOL LUNCH PROGRAM FARM FRESH CHALLENGE

**{insert city location here}** — Texas Agriculture Commissioner Sid Miller recognized the {insert district or charter name here} for taking on the challenge to *Eat Local, Teach Local,* and *Be Social*, in the Texas Department of Agriculture (TDA) Farm Fresh Challenge this October. The {program name} nutrition team has pledged to serve more Texas products, provide agricultural learning activities, and share their efforts with the community on social media and in other media. The Farm Fresh Challenge for the National School Lunch Program is part of Commissioner Miller’s Texas Farm Fresh Initiative.

“The Farm Fresh Challenge continues to expand each year,” Commissioner Miller said. “This program does a fantastic job of connecting Texas school children with Texas agriculture, all while building excitement around eating healthy foods. Texas agriculture offers something local for any meal or menu and when our partners serve that food in the cafeteria, families are more likely to put it on the table at home.”

Commissioner Miller’s Farm Fresh Challenge and the Farm Fresh Initiative support local agricultural economies by encouraging nutrition-programs to keep their considerable buying power close to home. The Farm Fresh Challenge also helps schools and students connect with agricultural producers while providing nutrient-rich local foods in school meals and opportunities to learn more about Texas agriculture.

“{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.*

###

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