# SNP Memo #2019-2020-35


**COMMONWEALTH of VIRGINIA
Department of Education**

DATE: March 20, 2020

TO: Summer Food Service Program Non-School Sponsors

FROM: Sandra C. Curwood, PhD, RDN, ***Sandy***

## SUBJECT: Virginia Harvest of the Month Campaign

The Virginia Department of Education, Office of School Nutrition Programs (VDOE-SNP), is pleased to provide Virginia Harvest of the Month (VA HOM) Toolkits to sponsoring organizations of the Summer Food Service Program (SFSP). These materials will be mailed to all SFSP non-school sponsoring organizations the week of April 27-May 1, 2020. The quantity of Toolkits each non-school sponsoring organization receives is based on the number of sponsored summer feeding sites in 2019.

The VDOE-SNP recommends distributing the Toolkits to summer feeding sites during SFSP annual training, at pre-operational visits, or during first week visits.

The Toolkits include: a set of three posters featuring the VA HOM item, reusable point-of-sale signage to highlight the farm of origin, the Virginia Harvest Map from Virginia Agriculture in the Classroom, and a User Guide.

The objective of the VA HOM campaign is to increase children’s consumption and knowledge of Virginia’s seasonal agricultural products. The campaign provides resources to enrich summer feeding programs with local food features, gardening ideas, and summer learning opportunities. Additionally, the User Guide, found as Attachment A and printed in the mailed Toolkits, assists with menu planning, procuring, and promoting local foods during your summer feeding program.

VA HOM features seasonal vegetables and fruits for each month of the summer. The posters include related books to link learning opportunities to the featured items. Additionally, Virginia Agriculture in the Classroom has compiled [VA HOM lesson plans](https://agclassroom.org/va/teachers/harvest.cfm) to assist in providing enrichment activities at your summer feeding sites.

If you have questions, please contact your assigned CNP Regional Specialist or Trista Grigsby, VDOE-SNP Farm to School Specialist, at (804) 225-2331 or by email at trista.grigsby@doe.virginia.gov.

SCC/MVP/TG/cc

**Attachment**

A: Virginia Harvest of the Month User Guide