SCNP Memo #2023-2024-81

[](http://www.doe.virginia.gov/administrators/index.shtml)  
**COMMONWEALTH of VIRGINIA   
Department of Education**

DATE: June 6, 2024

TO: School Nutrition Directors, Supervisors, and Contact Persons (Addressed)

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

**SUBJECT: Fresh Fruit and Vegetable Program 2024–2025 School Year**

The purpose of this memorandum is to provide information to eligible schools on the Fresh Fruit and Vegetable Program (FFVP) application and procedures for the 2024–2025 school year (SY).

### Program Overview

Student access to fresh fruits and vegetables supports the development of healthy eating habits. Early nutrition education helps children learn to make nutritious food choices. Partnering experiential learning with a variety of fresh fruit and vegetables increases students’ willingness to sample and then integrate these foods into their diets.

Eligible schools participating in FFVP receive funding for free fresh fruit and vegetable snacks for students during the school day outside of regular meal service. Schools can serve the fresh fruit and vegetable snacks with culinary, agricultural, or nutrition education in the classroom, or with school garden lessons, or farm to school activities, for example. The program can be easily adapted to the unique needs of individual schools. Collaboration among school nutrition personnel, teachers, and school administrators is paramount to the successful operation of the FFVP program.

### Applying for the FFVP

Each public school food authority (SFA) with eligible elementary schools will be invited to apply for the FFVP in SY 2024–2025. Instructions for accessing the invited schools list is in attachment A. To be eligible to participate in the program schools must:

* be an elementary school;
* operate the National School Lunch Program (NSLP)/School Breakfast Program (SBP);
* meet the state threshold of **70 percent** free and reduced-price student eligibility; and
* complete a FFVP application and required Signature Pages in SNPWeb by **Friday, June 21, 2024.** See Attachment A for complete steps to apply.

### FFVP Implementation

Following the application process, the VDOE-SCNP will distribute the list of schools funded for SY 2024–2025 via a SCNP director’s memo. Schools with prior FFVP participation and full funding utilization will receive priority. Elementary schools funded to participate in the FFVP shall:

* Receive approximately $65–$75 per student based on the school’s enrollment in October 2024. No more than 10 percent of the allocation may be used for equipment and administrative expenses.
* Prepare a fresh fruit or vegetable snack for students three times a week.
* Begin no later than the **first full week** of the school year.
* Provide nutrition education alongside FFVP snacks.
* Submit **monthly** FFVP reimbursement claims in SNPWeb.

### Action Required

* Complete the FFVP application and required Signature Pages in SNPWeb by **Friday, June 21, 2024.**
* Schools funded for SY 2024-2025 must attend an orientation webinar on **Thursday, July 25, 2024, at 2:00 p.m**. [Please register](https://doe-virginia-gov.zoom.us/webinar/register/WN_CWwsX2m6T2uwzr4_SqaIJA) in advance for this webinar. The webinar recording will be available for later viewing.

### For more Information

If you have questions or need more information, please contact Katy Harbin, SCNP Nutrition and Wellness Specialist, via email at [Katy.Harbin@doe.virginia.gov](mailto:Katy.Harbin@doe.virginia.gov), or the SCNP regional specialist assigned to your school division.

SCC/KH/fd

### Attachment

1. Steps to Apply for the Fresh Fruit and Vegetable Program in 2024–2025