The Great Apple Crunch is brought to you by the University of Wisconsin-Madison Division of Extension and the following partners.
WHAT IS THE GREAT APPLE CRUNCH?

The Great Apple Crunch encourages healthy eating and supports farm to school and other local food purchasing initiatives throughout the region. It’s also a fun way to connect food and agriculture to classroom curricula – from science to art & more!

Join the Midwestern states of Minnesota, Wisconsin, Illinois, Indiana, Michigan, Iowa, and Ohio in celebrating National Farm to School Month by crunching into locally and regionally grown apples at NOON on the second Thursday in October. Of course, if you are unable to participate at the exact date and time, we still encourage you to plan an Apple Crunch event anytime during October’s National Farm to School Month.

Participants of all ages are invited to crunch!

For more information about the Great Apple Crunch visit the Apple Crunch website at healthyliving.extension.wisc.edu/events/apple-crunch

Please note: This PDF includes clickable links to additional online resources. Clickable links are blue and followed by a blue arrow (►) like the Apple Crunch website above.
## How to Get Started

### Register Your Crunch!
The best first step is to make your Crunch count. Be sure to register your Great Apple Crunch at [healthyliving.extension.wisc.edu/events/apple-crunch](http://healthyliving.extension.wisc.edu/events/apple-crunch)

### Assemble an Apple Crunch Planning Team
 Invite teachers, food service staff, cooks, administrators, parents, and students to participate in the event planning process.

### Find Your Apples
Review the “Find Your Local Apples” section for tips on finding local orchards to supply apples for your Crunch.

### Choose Your Crunch Day Activities
In addition to your Great Apple Crunch at noon, plan fun and engaging educational activities, lessons, field trips, or farmer visits to celebrate Crunch Day!

### Prepare Your Community for the Crunch
See “Promote Your Crunch” for tips to spread the word about your Crunch and build excitement, fundraise, or find volunteers for your event!

### Amplify Your Crunch
Read “Share Your Story” and learn to amplify your Crunch through photos, social media, TV, newspaper, and radio!
Remember: The goal of the Crunch is to support our local farmers by purchasing the fruits of their labors! Always inquire about buying apples, but be open to donations if they are offered.
APPLE MUFFIN SQUARES
An easy-to-make breakfast or lunch item featuring local apples! Try different apples varieties for flavor.
Recipe Here

CRAN-APPLE CORNBREAD MUFFINS
Sweet and tart, with cheddar cheese, these muffins are sure to please!
Recipe Here

CRUNCHY APPLE SALAD
Crunchy, sweet and tart, this salad will brighten any menu or salad bar!
Recipe Here

CHICKEN SALAD WITH APPLES, CRANBERRIES & WALNUTS
A quick cold chicken salad featuring USDA chicken, local apples, and regional cranberries!
Recipe Here

APPLE CRANBERRY COLE SLAW
This is a superb autumn school food service recipe to feature local apples, cabbage, and honey!
Recipe Here

FRESH APPLE CRISP
A quick, hot, and easy breakfast or lunch to feature local apples!
Recipe Here

CUCUMBER & APPLE SALAD
A light and tangy salad with cucumbers, bell peppers, fresh herbs, and local apples!
Recipe Here

FRESH KALE, APPLE & CRANBERRY FALL SALAD
A no cook recipe featuring leafy greens, regional cranberries, and delicious local apples!
Recipe Here
APPLE SALAD
A tangy take on yogurt parfait, with a million ways to make it local.
Recipe Here

GOLDEN RAYS
A warm and delicious twist on traditional oatmeal!
Recipe Here

BOOKWORM APPLE BARK
Local apple slices topped with peanut butter & dried fruit for a perfect snack.
Recipe Here

BAKED BATATAS & APPLES
The perfect treat - sweet potatoes and apples that credit for veggies and fruit!
Recipe Here

APPLE JACKED PANCAKES
Try purchasing locally grown whole grains for this fun breakfast recipe.
Recipe Here

BERRY BONANZA
A unique, no-cook yogurt and oatmeal breakfast featuring seasonal fruits.
Recipe Here

CELEBRATING SEASONALITY
Use the new Wisconsin Farm to ECE recipe guide to find your perfect meal!

Visit www.RootedWI.org/Recipes
A conference, staff meeting, or all-business event is perfect for a Crunch because everyone is already in the same place.

Make the Great Apple Crunch into a celebration to raise awareness! Invite your organization’s leaders to your Crunch.

Don’t forget to appoint a photographer or videographer to capture all the action of the Great Apple Crunch!

The Crunch makes a great fundraiser! Provide locally-sourced apples, and ask participants to make a donation for their apple.

Post photos to Facebook using #GreatAppleCrunch #WIAappleCrunch #WIF2S & #F2SMonth

Keep the Crunch going all day!

Taste test multiple apple varieties and vote on your favorite.

Feature a local apple recipe in your cafeteria or catering on Crunch day.

Invite a local farmer to join your Crunch.

Arrange an event to a local orchard. Pick your own apples and Crunch under an apple tree.

Lead a hands-on cooking class for staff featuring a fresh, healthy apple recipe.

Ask all staff to dress in the color of their favorite apple!

Bring fresh-pressed apple cider, or warm mulled cider in a crock pot.
Once your planning team has established your Great Apple Crunch activities, share the word with your entire community, office, agency, and partners to build the excitement and increase participation. Here are some general outreach ideas:

- Announce the event in your staff, office, or community newsletter or e-newsletter. Use this as an opportunity to invite volunteers to lead Apple Crunch activities, find local apples, or invite a local farmer to come visit.

- Promote the event through social media using the hashtags #GreatAppleCrunch #WIAppleCrunch and #F2SMonth. On Facebook, repost the "We Registered" badge, and share the Crunch Countdown posts.

- Arrange a special Apple Crunch planning meeting that's open to the public—be sure to find a time where many community members can join.

- Create flyers or posters to hang around your office, business campus, or eating space. Use the Great Apple Crunch logo to advertise, or create your own design.

- Talk to the chef or cafeteria staff about including a local apple dish on the Crunch Day menu, or purchasing local apples for your Crunch. Put the Crunch on the office menu, and highlight your local farmer.
It's not a Crunch heard 'round the region' unless you get the word out far and wide!

- Inform local newspapers and television reporters about your Apple Crunch. Send a press release or invitation to join your event. Click here for a template press release to customize for your outreach. Use the celebration as a way to share more about your farm to school activities, local food purchasing, and National Farm to School Month.

- Get out your camera, smartphone, or video devices and take a “crunch byte” to share through social media.

- Share your event widely through Facebook! Post to your page and with the Great Apple Crunch pages too! Facebook: www.facebook.com/GreatLakesGreatAppleCrunch

- Use the hashtags #GreatAppleCrunch #F2SMonth #WIAppleCrunch and #WIF2S to share your images on Facebook.

Important reminder:
Make sure you have appropriate photo release forms for youth featured in your Great Apple Crunch photos.
Don't forget to download your copy of the Great Apple Crunch logo. Use the logo to promote the Great Apple Crunch around your community, on your website, and on social media.

Customize promotional items like posters, blog posts, and social media content with the Great Apple Crunch logo. Access PDF or JPEG files to download and add to your materials.

FOR MORE INFORMATION
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Register on our website:
healthyliving.extension.wisc.edu/events/apple-crunch/

Discover Farm to School Month:
www.farmtoschool.org/our-work/farm-to-school-month

Learn more about farm to early care and education in Wisconsin:
dpi.wi.gov/community-nutrition/cacfp/farm-2-ece

dig into Wisconsin Farm to School:
dpi.wi.gov/school-nutrition/farm-to-school
datcp.wi.gov/Pages/Growing_WI/FarmToSchool.aspx