

Georgia Organics Farm to School Month Naming Campaign

Each year Georgia Organics coordinates a statewide campaign to get students across Georgia eating, growing, and learning about a new fruit or vegetable during October Farm to School Month. Georgia Organics creates an online toolkit around the fruit or veggie of choice filled with themed curriculum linked lessons, easy activities, kid friendly recipes, and more. You can view all of our previous year's campaigns [here](#).

This year we'll be celebrating.....**KALE!**

Since 2016, FCCLA students have helped Georgia Organics promote and celebrate October F2S Month by incorporating the featured item in competitions and creating resources. This year, we'd like to tap into the creative genius of FCCLA members to help us name the campaign. Please help us by coming up with a catchy tag line to promote kale.

In years past, our catchy campaign names have been:

- Make Room for Legumes!
- Rooting for Carrots
- Leaf it to Spinach
- Grow Radish Grow!

Georgia Organics will accept **ONE ENTRY PER FCCLA CHAPTER** through February 1, 2018. Please email kimberly@georgiaorganics.org with. Georgia Organics staff will judge the submissions and choose a winner by February 15, 2018.

Georgia Organics will offer a \$150 FCCLA State Conference Scholarship to the winner. Prize will be awarded to the FCCLA Chapter Adviser and may be used for conference registration and travel expenses.

If FCCLA Chapter leaders or students are interested, there are additional opportunities for FCCLA involvement. Students are welcome to create kale-themed resources for our toolkit like:

- Quick, easy, kale themed activities
- Recipes
- Videos
- Bulletin board graphics
- Social studies curriculum lessons

- Any other creative ideas...we've had some really fun music video submissions!

Some items that FCCLA members have created in the past include videos, memes and recipes.

Here are examples of past Farm to School Month resources to inspire thought:

- o [Video: How to Grow and Harvest Spinach](#)
- o [Video and Recipe: Spinach Hummus](#)

If FCCLA board members, teachers, leaders or students are interested, you are welcome to create resources anytime between now and the end of June. This opportunity is optional, but another fun way to seed a competition and raise awareness of FCCLA activities during October Farm to School Month. It's also a great way for students to build their resume as a creator of Farm to School resources that are used nationally! Please let me know if you're interested in creating resources and if you have any questions. Kimberly's cell phone number is [646 541-0952](tel:6465410952)



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