



SUMMER MEALS NEWSLETTER

AUGUST 2017 • SPONSORS

Upcoming USDA and Partner Event

August 8, 2:00 PM EDT |
Partnering for More Successful Summers: Bringing Together Summer Meals, SNAP-Ed, and Local Farmers to Better Serve Communities
| USDA FNS

What's New

The Turnip the Beet Website is Now Live!

The **Turnip the Beet Awards** recognize outstanding Summer Meal Program sponsors across the nation who work hard to offer high quality meals that are appetizing, appealing, and nutritious during the summer months.

Check with your State agency to see if they are participating this year. You can learn more about the Turnip the Beet program and find resources for serving high quality meals on the new webpage located [here](#). Quick facts about the awards can be found on the one-pager, located [here](#).



August 6-12, 2017 National Farmers Market Week

During National Farmers Market Week, organize a site field trip to a local farmers market or invite a local farmer to visit a site and teach the kids all about local produce!

Farm to Summer initiatives, like involving farmers markets in programming, can attract children and teens to summer meal sites, but require thoughtful planning and strategic partnerships. Discover how program operators are enhancing their programs through partnerships with SNAP-educators and farmers during the Farm to Summer webinar, "Partnering for More Successful Summers." Register [here](#).

Check out the farmers market [Summer Meals Toolkit page](#) for more ideas on how to utilize farmers markets in your summer Programs.

WRAPPING UP SUMMER 2017

Congratulations on a successful summer so far! We know that you've dedicated this summer to serving healthy meals to kids and we hope that you will return next summer! Below are some tips for wrapping up operations and preparing for a successful summer 2018!

Planning for success:

**Start early,
Plan often**



- Ensure that all claims for reimbursement have been filed
- Consolidate meal counts and submit reimbursement claims
- Take time to reflect on the summer with site administrators—what can be improved or what worked?
- Reflect on service provided by your vendor if you used one. Did the children like and eat the food served? Was the food fresh and high quality?
- Review unserved and under-served areas near current sites. See if there are opportunities to serve these communities
- Analyze participation throughout the summer. Are some days or weeks more popular? Finding participation patterns can help plan for next year including meal ordering, outreach strategies and site logistics
- Consider providing nonmonetary awards to recognize sites that excelled during the summer
- Set participation goals for next summer
- Be on the look out for mandatory sponsor training from your State agency
- Considering sponsoring an At-Risk Afterschool site through the Child and Adult Care Food Program. For more information, check out this helpful one-pager [here](#).