

Promote Local Produce in SD

Join the Crunch Off!

What is the Mountain Plains Crunch Off?

To celebrate Farm to School Month (October), States throughout the Mountain Plains Region (CO, MT, MO, KS, NE, ND, SD, WY) hold a friendly competition to see which State can get the most “crunches” into local produce and other foods, per capita.

Crunch Off participants -- including students, teachers, farmers, parents, community members, and local food enthusiasts - bite into local produce together (virtually or in-person) to celebrate the wonderful fruits and vegetables grown in the Mountain Plains Region. Crunch Off events encourage healthy eating and support local agriculture while celebrating Farm to School Month and highlighting the strength a community gains from farmer-school food service partnerships.



When is the Crunch Off?

The Crunch Off takes place annually. SD Crunch Off is from Sept. 15-Oct. 12, 2024. Email Janelle.peterson@state.sd.us , or Anna.Tvedt@sdstate.edu to join a local event or register to host your own event.

How can I participate?

Register your “Crunch” event at extension.sdstate.edu/event/south-dakota-crunch. Email Anna.Tvedt@sdstate.edu for more details on registration and timing. Bringing people together to crunch into local produce is a great way to add fun (and nutrients!) to gatherings that may occur at farms and gardens, or in schools, daycares, and classrooms. Consider including students, teachers, food service staff, administrators, the PTA, and community members to help you plan and promote your event.

Source local food for your event. Reach out to your state F2S coordinator, [Janelle Peterson](mailto:Janelle.Peterson@state.sd.us) for ideas on how to get in touch with local producers. Visit [SD Specialty Producers webpage](#), see [South Dakota State University’s crunch off webpage](#), or contact [Anna Tvedt](mailto:Anna.Tvedt@sdstate.edu). Search for farmer’s markets in your area, or work with a local food hub.

Consider planning field trips and/or educational activities. There are lots of ways to include educational pieces about farming, soil, the water cycle, photosynthesis, or other relevant topics during the week or day of the Crunch. Farm field trips are a great way to help students get excited about local produce, learn more about the food system, and have a successful Crunch! If a field trip isn’t feasible, consider having a local producer come to visit your school or daycare to speak or conduct educational activities in school gardens or classrooms.

Take photos and be creative! The Crunch Off is a unique opportunity to partner with local producers, businesses, and others to make an event that the whole community will enjoy. Take pictures and spread the word about local food.

