

JERSEY FRESH RECIPE CONTEST

- ❖ Approach your local **community college culinary program** to see if they would be interested in assisting with a taste test and exhibition of local food used in school food preparation.
- ❖ Participants must:
 - Use local produce in the recipes chosen
 - Price it accordingly to meet budget restrictions
 - Make it adaptable to school food service meals
- ❖ Process:
 - Chefs will meet at chosen kitchen and prepare recipes
 - Elementary school students are preselected as “Student Ambassadors” prior to the day of the taste test to taste test items made for contest and rate the end products (can be used as a reward for students who fulfill certain tasks or have high grades etc)
 - Food service department purchased the product and advertised the event through all school channels including school announcements, online newsletters and alerts and sending home information in backpacks.
 - Chef biographies, along with recipes and nutritional information were available for those in attendance and on the school website.
 - Invitations: School Principal, School Board and Superintendent of District, School Nurse, all food service staff, teachers involved with school garden (if the school has one)
 - Media: send press release out three weeks ahead of time through school district or school principal to announce “Jersey Fresh Farm to School Week”
- ❖ Timeline:
 - Start in June with a planning meeting with the Department Heads and Principal.
 - Select date of event.
 - Discuss with chefs.
 - Schedule a follow-up in September.
 - Get recipes and background information by beginning of school year for printing and media.
 - MARKET, MARKET, MARKET, MARKET THE EVENT!!