

# **FarmOn!** **FOUNDATION**

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**BIG APPLE CRUNCH**

**October 21, 2021**



# FarmOn! Big Apple Crunch 2021

## WHAT is the Big Apple Crunch?



FarmOn! Big Apple Crunch October 21, 2021: Take the Challenge + PLEDGE TO EAT LOCAL NY

FarmOn! Foundation is proud to present the Big Apple Crunch 2021. In partnership with local farmers across the apple belt of New York, and our dedication to bringing children closer to food and farming with healthy fun, the FarmOn! Big Apple Crunch will host the 7<sup>th</sup> annual statewide coordinated CRUNCH to bring awareness during apple harvest and inspire us all to Eat Local with a pledge

Participants across the state will take the pledge online by registering to bite into a New York State grown apple with a coordinated “Crunch” on October 21<sup>st</sup> 2021. In effort to bring more awareness to the need to “Keep Farmers Farming” and inspire the community to Eat Local



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## HOW TO CRUNCH

- ☒ **TAKE** the Eat Local Pledge  
[www.farmonfoundation.org](http://www.farmonfoundation.org)
- ☐ **INVITE** friends, family, and your community to take the pledge too
- ☐ **BUY** locally grown NY apples from a farm or farm store near you
- ☐ **CRUNCH** on October 21<sup>st</sup> into your NYS apple to bring awareness to the importance of farming in your community and eating locally.
- ☐ **SHARE** @farmonfarmon your Crunch experience with a video, photo, quote, and commitment to New York State agriculture.
- ☐ **ENTER** to win \$1,000 for a Victory Garden at a school of your choice by posting your favorite apple photo or practice CRUNCH video NOW on social media with hashtag **#HowBigIsYourBite**



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## SHARE Your Crunch

- **TWITTER/IG:** @farmonfarmon
- **HASHTAG:** #BigAppleCrunch  
#FarmOnBite #HowBigIsYourBite
- **FACEBOOK:** FarmOn! Foundation
- **REGISTER:** [bigapplecrunch.com](http://bigapplecrunch.com) /  
[bigapplecrunch@gmail.com](mailto:bigapplecrunch@gmail.com)
- **WEB:** [farmonfoundation.org](http://farmonfoundation.org) /  
(<https://bigapplecrunch.squarespace.com/contributors/>)



# FarmOn! Big Apple Crunch 2021

## How Big is Your Bite Challenge

### ENTER TO WIN!

**YOU** can enter to win **\$1,000** for the build out of a FarmOn! Victory Garden at a school of your choice!

#### How to Enter

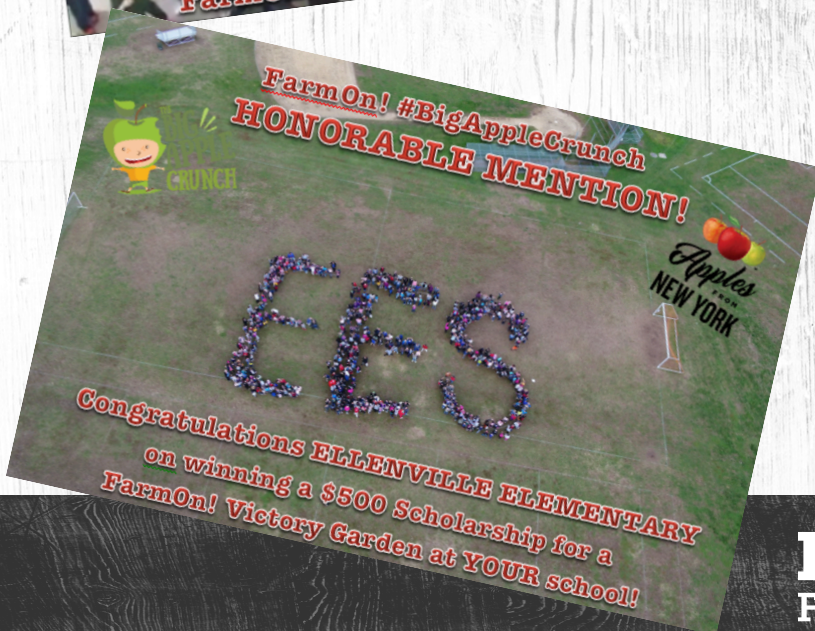
Make a video of yourself, your family, a friend, college, or group, announcing the challenge and taking the BIGGEST bite out of a local apple as you can then show the camera how big your bite is! The best video wins \$1,000 for a Victory Garden at a school of their choosing! All videos submitted on social media must have the one or more of these hashtags **#HowBigIsYourBite #BigAppleCrunch #FarmOnBite**.

Share your video now on any of your social media platforms such as Facebook, Twitter and Instagram



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## #BigAppleCrunch Winners 2019



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# FarmOn! Big Apple Crunch 2021

## Host Your Own Crunch!

**If you would like to register as a crunch location where other registrants may come to CRUNCH please inquire!**

- ☐ Determine where you will get your apples
- ☐ Make a media strategy
- ☐ What media outlets (TV, Radio, Print, other) might publicize the event or donate money towards the crunch?
- ☐ Think about how to share that you're a crunch location such as posters, handouts, and your website (we post it too)
- ☐ Encourage other businesses to host their own Crunch
- ☐ Encourage your participants to take the *How Big is Your Bite Challenge* for \$1,000 towards a Victory Garden at a school of their choice
- ☐ Take a bite with FarmOn! on October 21<sup>st</sup> and remember to document and spread the word on social media using hashtags **#HowBigIsYourBite #BigAppleCrunch #FarmOnBite**.



# FarmOn! Big Apple Crunch 2021

## Food Education

Get Food Education in Every School is a national initiative created by *Food Day* and the *Jamie Oliver Food Foundation* to raise awareness about the critical importance of food education in schools across America.

On average, children in the U.S. get just 3.4 hours of food and nutrition education per year. FarmOn! has made it its mission to help change that. Dedicated to connecting children to seed and soil, many of our programs include bringing agriculture to the classroom and healthier more nutritious food to the cafeteria.

**FarmOn! Milk Money:** Milk Money is a program that provides financial and technical assistance to schools interested in procuring local milk for their lunchrooms through a FarmOn! Foundation partnership with Hudson Valley Fresh Dairy Farms. Cow-to-Kid in 36 hours with quality fresh milk means nutrient dense consumption so that kids will focus on learning, not eating.

**FarmOn! Victory Gardens:** FarmOn! will come build a Victory Garden at your school with your students. We offer a comprehensive resource for schools to promote student wellness by encouraging the use of fresh, local farm produce in the cafeteria, as well as offering classroom-based cooking classes with nutrition and food system education.





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## Spread The Word!

Now that you have registered it's time to spread the word! Be sure to share that you've taken the pledge to Eat Local NY with the FarmOn! Big Apple Crunch on social media to encourage others to take the challenge with you!

Help FarmOn! make this the  
**CRUNCH** heard 'round the world!





# Big Apple Crunch History

The Big Apple Crunch originated in New York City in 2012. It was created by nonprofit GrowNYC in partnership with the NYC Office of Food Policy as NYC's way of celebrating Food Day. In its first year, approximately 400,000 New Yorkers bit into a locally grown New York State apple at the same time on Food Day, October 24<sup>th</sup>. In 2013, the Big Apple Crunch in New York City set a world record with 1,000,000 people participating. Since then, the activity has spread across the country, and thousands of locations participated in Apple Crunches on and around October 24<sup>th</sup> in celebration of National Food Day.

Last year, FarmOn! Foundation CRUSHED our goal of breaking the record of 2,000,000 crunchers with 2,300,000 CRUNCHERS!!! New Yorkers all across the state came together to take a bite out of a New York apple in a unifying action to raise awareness about the importance of supporting our local New York farmers, creating better access to fresh fruits and vegetables, and making it more affordable to eat fresh, local food for our health and for the environment.

Hundreds of thousands of students at schools and college campuses across New York State will crunch into an apple at lunch time, joined by hundreds of thousands of individuals in hospitals, nursing homes, prisons, state agencies, farmers markets, corporate cafeterias, and retail establishments, and **YOU!**

Help us break this record **AGAIN** this year! Spread the **#BigAppleCrunch** word!



# Big Apple Crunchers 2019



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• IF YOU ATE TODAY •

# FarmOn!

## FOUNDATION

• THANK A FARMER •



**CONTACT US:** FarmOn! Foundation [info@farmonfoundation.org](mailto:info@farmonfoundation.org) 518-329-FARM

**BE SOCIAL + SHARE:** Twitter/IG @farmonfarmon Facebook: FarmOn! Foundation  
#BigApple Crunch #ILoveNYFarmers #BiteMe #FarmOn