



HEALTH AMBASSADORS
FOR A READY TEXAS

- Farm Fresh Challenge
- Health Ambassadors for a Ready Texas (HART)
- E-Harvest

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TEXAS DEPARTMENT OF AGRICULTURE
COMMISSIONER SID MILLER

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Food and Nutrition Division
Nutrition Assistance Programs



Updated 8/2/2024
www.SquareMeals.org

Farm Fresh Challenge

- Third tier added
 - Cream of the Crop
- New resources - all new resources will be posted on SquareMeals.org/FarmFreshChallenge/Resources when the pledge opens
 - Success guide
 - New flashcards
 - Word games
 - Tracking tool
- Pledge dates
 - 8/5 for MegaCon/TASN attendees who filled out Intent to Pledge
 - Will receive new resources w/email containing full pledge form
 - 8/12 for everyone else
 - watch SquareMeals.org/FarmFreshChallenge and newsletters
 - Promotional items
 - Order via pledge form until 9/13
 - Pledge form will remain open until 10/31
 - No promotional items after 9/13

Complete the Challenge

Eat Local. Teach Local. Be Social.

Eat Local

Beginner Tier: Prime Participant

What to Serve: 3 local foods, representing 3 different meal components

How Often: once for the entire month

Intermediate Tier: Best of the Bunch

What to serve: 3 different local foods, representing 3 different meal components

How Often: each week of the challenge

NEW Expert Tier: Cream of the Crop

What to serve: 6 different local foods, representing 3 different meal components

How Often: a minimum of two products served each week of the challenge

Teach Local

Beginner/Intermediate Tiers:

Host at least one educational activity during each full week of the challenge

Expert Tier:

Same frequency of educational activities, but must meet additional requirements for two weeks

Be Social – use tags #FarmFreshTexas or #FarmFreshChallenge

Beginner/Intermediate Tiers:

Share at least one social media post during the challenge

Post: Facebook, Instagram, and/or X for the largest audience

Expert Tier: Share at least two social media posts during the challenge

Post: Facebook, Instagram, and/or X for the largest audience



Farm Fresh Challenge

Success Guide

Instructions, Tips, and Resources to help you achieve Farm Fresh Challenge Recognition



HART Calendar



HART Calendar 2024-2025

- * Visit is a possibility
- ** October participation is mandatory for recognition
- Meet with your advisor every month
- Turn in progress reports after every project

SEPTEMBER – TDA call	FEBRUARY – TDA visit *
☐ Prepare for first call – bring any questions and ideas to share ☐ Review your first monthly newsletter and welcome materials ☐ Taste test a local product	☐ Plant seeds ☐ Create informational flyer about seeds ☐ Use “found items” as pot/planter
OCTOBER ** – TDA visit *	MARCH – TDA call
☐ All month: Farm Fresh Challenge ☐ All month: Farm to School Month ☐ October 14-18: National School Lunch Week ☐ Choose your own activity for any event	☐ All Month: National Nutrition Month ☐ March 3-7: School Breakfast Week ☐ Choose your own activity for School Breakfast Week
NOVEMBER – TDA Call	APRIL – TDA visit *
☐ Producer profile	☐ HART applications for next year open ☐ Prepare for School Lunch Hero Day ☐ April 4: Texas Fruit and Vegetable Day
DECEMBER – TDA visit *	MAY
☐ Create flyers for two local items ☐ Consult w/advisor about using school social media sites or creating HART social media for your campus ☐ Have a wonderful winter break!	☐ May 2: Celebrate School Lunch Hero Day ☐ Recruit peers for next year’s HART cohort ☐ Congratulate yourselves on successfully completing this year’s recognition requirements ☐ Check in the office for your recognition materials
JANUARY – TDA call	
☐ Happy New Year! ☐ Create a poster promoting school meals	

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HART Applications Open Now

HART has been revamped this year

More support from TDA

More guidance from TDA

Templates for student projects

Benefits for ISDs

1. Increased meal counts
2. Students can help achieve Cream of the Crop status in the Farm Fresh Challenge
3. Direct feedback from students

<https://www.jotform.com/240305341001131>



E-Harvest

Your Farm to School Newsletter

- A. Recipes
- B. Funding opportunities
- C. Teaching resources
- D. Learning opportunities
- E. Successful Farm to School and ECE profiles
- F. Farm Fresh Back to Basics
- G. Information on upcoming celebrations

