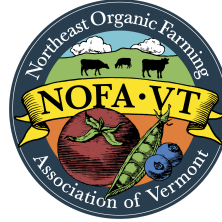


Shelburne Farms
**Institute for
Sustainable
Schools**



Spread the Word!

A Media Kit for Northeast Farm to School Institute Teams

Congratulations on being selected for the 2023–2024 Northeast Farm to School Institute! As new Institute participants, your team will be helping to lead this important national movement, and join the growing number of Northeast schools engaging in farm to school activities.

We're sharing some tips to help you spread the word about your school's plans, activities, and your selection for the Institute. Publicizing your participation through local press, social media, and other communications channels will help build support for your food, farm, and nutrition work — now and long-term.

For content inspiration, follow Vermont FEED on social media where we'll be posting about the importance of farm to school and the Institute's role in this movement.

[Facebook](#) • [Instagram](#) • [Twitter](#)

Below, you'll find tips for media outreach, social media, and a press release template. Please use and adapt them as you need.

Announcing Your Selection for the Northeast Farm to School Institute

Throughout this year, you'll learn skills and practices that will help your students make healthier choices, increase local foods in the cafeteria, and draw innovative connections between classrooms, the cafeteria, and the community. We also want to help you grow your communications capacity, which is a critical part of successful programs. Publicity helps keep the community involved and informed, and media coverage demonstrates support for your project, key pieces of getting broad-based community support and future funding.

Consider announcing your news in the following ways:

1. Send a press release to your local media outlets (see following template)
2. Share the news on Facebook, Twitter, Instagram and/or other social media channels used by your audiences
3. Place an announcement in a community or school newsletter

Tips for Getting Your News Picked Up

Know Your Local Press.

Find out who covers the news for your town on topics including education, agriculture, and reach out with an email or phone call. Offer to send them information, or invite them to come to your school to see your team in action. Offer them a tour of the garden or lunch at school. Make yourself available to answer questions.

The media plans their calendar in advance (often one to two weeks!). If you get press coverage, please contact us (info@vtfeed.org) so we can spread the news.

Offer Great Content.

Reach out with great stories or events, and include a “hook” to draw in the reader. The media likes a good visual, especially events, so if your students are going to be planting a garden, building a chicken coop, or another action-oriented project, reach out to the media a week in advance and invite them to attend. Share photography and video. Send copies of posters, fliers, and other materials. Develop an elevator pitch and arm yourself with great stories about impact and results.

Send a Letter to the Editor.

Make it easy for the media to cover your project by submitting a letter to the editor about your project, why it's important, your goals etc. Include photographs, logo, and contact information.

Share the Love.

Share your news and ask others to spread the word. Have students, community members, and project participants write stories or editorials and contact the paper. Tell the world about the coverage you've received! Join your state Farm to School listservs to post events. (Vermont schools can go to vermontfarmtoschool.org/get-involved. Look for similar lists in your state.)

We'll help spread
the word!

Use the hashtag #NEFTSI on Facebook, Twitter, and Instagram to share information about the 2023–24 Institute. Example posts:

Twitter: Exciting news! We're selected as a @VT_FEED 2023–24 NE #FarmToSchool Institute team! Learn more at: vtfeed.org/neftsi #NEFTSI

Facebook & Instagram: We've been selected as a 2023–24 Vermont FEED (Food Education Every Day) Northeast Farm to School Institute team! We're excited to expand our work connecting students to local agriculture and the food they eat. #NEFTSI

Mention or tag us, and we'll share information about your project.

Press Release Template

The Vermont FEED media relations team have crafted a template press release for you to adapt and send to your local papers to announce your participation in this year's Institute.

If you would like support in preparing and sending this out, please contact Elizabeth Davis at edavis@boardmandavis.com.

Update the highlighted information.

FOR IMMEDIATE RELEASE

School Name Selected by Vermont FEED for the 2023–24 Northeast Farm to School Institute

Your Town Name, State Month, 2023 — **School Name** is excited to announce their selection as one of nine teams to participate in [Vermont FEED's 2023–43 Northeast Farm to School Institute](#). The Institute is a unique, year-long professional learning program designed to support schools in building strong and lasting farm to school and early childhood initiatives. Since 2010, it has helped over 100 schools and early childhood programs design and implement projects and programs that connect the cafeteria, classroom, and community.

“Farm to school initiatives create a culture of wellness in our schools, benefiting students while supporting our local farmers. Kids are well nourished with local foods, farmers can serve their local communities, and those communities can build stronger connections to the schools with place-based learning,” says Vermont FEED Project Director Betsy Rosenbluth. The strategies to achieve this shift are: serving fresh, local food in schools, providing hands-on food systems learning opportunities, and developing meaningful relationships between community partners, schools, and students.

According to **Spokesperson's Name, School Name**, Insert quote here. **Sample quote: “We are thrilled to have been selected to participate in the Northeast Farm to School Institute this year as we look to continue growing our program. We know that farm to school and early childhood programs support youth in connecting the dots of where their food comes from and how their food choices impact their bodies, the environment, and their communities at large.”**

Add paragraph here about what initiatives your school plans to focus on with your participation in the program.

[Vermont FEED](#) is a farm to school partnership project of [Shelburne Farms Institute for Sustainable Schools](#) and the [Northeast Organic Farming Association of Vermont \(NOFA-VT\)](#).

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[Insert general information about your school or organization]

[Shelburne Farms](#) is an education nonprofit on a mission to inspire and cultivate learning for a sustainable future through its programs, place, and products. We offer transformative learning experiences to help educators, students, and visitors create a more thriving world. Home to the [Institute for Sustainable Schools](#), our historic campus is a 1,400-acre diversified farm located on the homelands of the Winooskik band of the Abenaki.

[The Northeast Organic Farming Association of Vermont \(NOFA-VT\)](#) is an association of farmers, gardeners, and consumers promoting an economically viable, ecologically sound, and socially just Vermont food system that benefits all living things.

[National Farm to School Census Data](#)

- **65.4%** of school food authorities reported participating in farm to school activities in the 2018–2019 school year.
- **42.8M** students attended school food authorities that participated in farm to school activities in the 2018–2019 school year.
- **67,369** schools are featuring local foods on the menu or educating students.

Media Contacts:

[Insert your name, email, and phone number for media to reach you]

Betsy Rosenbluth, Vermont FEED, brosenbluth@shelburnefarms.org, 802-985-6336