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Harvest of the Month
San Diego County Calendar

- Partners collaborated to develop a San Diego County specific calendar
- Highlights one fruit and one vegetable each month
- Encourage farmers, school districts, retailers, faith based organizations, worksites, etc. to follow the calendar and promote the featured produce for each month through a variety of ways
On the map

Collective Impact
- Programs
- Community
- Partners

Increase in consumption of fruits and veggies helps reduce health disparities

Economic Impact
- Farmers
- Retailers
- Consumers
  - Purchasing Power (WIC, CalFresh, Fresh Fund)

Only 47.1% of stores in San Diego County sell any fruit or vegetable

Independent stores $19+ billion annually (25% total domestic market)

For every $5 spent using CalFresh, nearly twice as much ($9.20) is generated in total community spending.

Increase in consumption of fruits and veggies helps reduce health disparities
Harvest of the Month & Farmers/ Growers

- Getting farmers involved in the conversation!
- Communicate to farmers what produce items will be in high demand each month based on Harvest of the Month calendar
- Working with partners to connect sites and farmers/growers/distributors to support local procurement
Harvest of the Month
Schools - Cafeteria

- 12 school districts in San Diego County are following the HOTM calendar and serving local produce in their cafeterias!

- *Harvest of the Month* produce is featured in the cafeteria at least once a week during the month in numerous ways (salad bars, hot food lines, entrees, etc.)
Harvest of the Month in the Classroom

- Link the classroom to the cafeteria
- In class taste tests of the *Harvest of the Month* item
- Curriculum aligned with common core
- Additional materials to support the taste test and learning experience (Educator Newsletter, Get Fit Activity, Tasting Trio Recipe, etc.)
Live Well @ Work Newsletter

Live Well @ Work is developed in-house by the NEOP Worksite Wellness Program, and sent out to local employers, public and private partners, school district staff, County HHSA staff, among others. Currently, it is also housed on the County's Live Well San Diego website for residents to access.

In each issue:

- Relevant health topic, local wellness champion highlight, swap in/swap out article, Harvest of the Month recipe links, and listing of free community events.
- Also, each month the newsletter provides employers with link(s) to tools and resources to create healthier workplace environments (i.e. Smoke-free Workplace Policy Toolkit; Establishing a Walking Club).
Harvest of the Month
Retail Sites

Merchandising Program

Promotions Partnership
Harvest of the Month
Farmers’ Market

Farm/Farmers’ Market to Store
Healthy Cocina Initiative: Supermercado Murphy’s Market Offers Oasis for Hungry Residents in Food Desert

The Healthy Cocina Initiative pilot has helped make the healthy choice the easy choice. The pilot project focuses on serving prepared meals which meet the USDA Dietary Guidelines for Americans at a low cost. This benefits both the consumers as well as the store’s bottom line and image for their dedication to the community. The project also integrates San Diego’s Harvest of the Month as the featured produce in the recipes. The meal includes an entrée plus a choice of two sides from rice (with mixed veggies), pinto beans (boiled with water and white onion), or pico de gallo fruit salad. The meal is sold to customers at a reduced price of $3.97 and to Murphy’s employees for only $2.97 and available in the market’s prepared food section called the “Cocina.”
San Diego Grown 365 is a Farm Bureau owned brand that gives San Diego producers an edge in the marketplace. It is a trademark that has been in use by San Diego farmers since its development in 2004. The mark is a magenta sunburst with white lettering spelling out San Diego Grown 365. The sunburst resembles a quality seal of approval with 365 referencing San Diego’s ideal year-round growing climate.
Faith Based Wellness Tool Kit Bulletin Board

This toolkit includes 12 months of valuable nutrition information in the form of handouts which include Harvest of the Month, healthy recipes, lesson handouts, Images, Month titles making it really easy for you to update the bulletin board at New Seasons once a month.

December – Family Fit Lifestyle Month
Lesson: Make Celebrations Fun Healthy and Active
1. Orange harvest of the Month – Newsletter
2. Greens Harvest of the Month - Newsletter
3. Orange image
4. Greens image
5. Breakfast Fruit Cup recipe – Get Fit Toolkit
6. Spinach Corn Casserole recipe -
7. Make Healthier Holiday Choices – USDA’s 10 Tips Nutrition Education Series
Harvest of the Month
Community Gardens

Get Fit Toolkit: Combining nutrition education and physical activity through Harvest of the Month programming

School Gardens
Community Gardens
Food Distribution
Farmers Markets
Retail Store Tours
Harvest of the Month

New Materials

Salad Bar Clings

Map of California and San Diego County

Tasting Trio Recipe Cards (ENG/SPAN)
Harvest of the Month
New Materials

Banner

Carrots

Shoppers Tips
• Look for smooth, firm carrots with an even color.
• A 1/2 cup of carrots (fresh or cooked) is an excellent source of Vitamin A. Vitamin A helps keep your skin healthy.
• Boil carrots with potatoes for a sweet twist on mashed potatoes.

Storage
• Put carrots in a plastic bag and keep in the refrigerator for up to two weeks.
• If you buy carrots with the green tops, cut off the tops before refrigerating.

Aprons

POP Signage
Integration Overview

Harvest of the Month™ is part of the San Diego community!

COMMUNITY GARDEN - Promoting interactive nutrition education.

FARMERS’ MARKET - Highlighting local farmers and their seasonal harvest.

RETAIL - Improving the economy through creative in-store promotions and merchandising.

SCHOOL – Linking the classroom to the cafeteria and increasing student’s knowledge of local, seasonal produce.

FAITH-BASED – Strengthening the connection between spirituality and nutrition.

WORKSITE – Encouraging employers to create healthy workplace environments supportive of local produce.

www.harvestofthemonthsandiego.ucsd.edu