

LOCAL FOOD FOR LOCAL SCHOOLS REIMBURSEMENT PROGRAM

MESSAGING TOOLKIT

In support of the Local Food for Local Schools Reimbursement program and bill, the NH Farm to School Network has created this toolkit to provide information and sample messaging about the legislation for constituents, parents, educators, farm to school advocates, businesses, and organizations to demonstrate their support to their legislators and communities.

Included in this toolkit is sample messaging, links to images and graphics, including an infographic, and best practices for advocating and educating about the program and its bill across communications platforms.



For inquiries or questions, please
contact: NOFA-NH at info@nofanh.org



WHAT YOU NEED TO KNOW

WHAT WILL THE BILL AND PROGRAM DO?

The Local Food for Local Schools Reimbursement bill will fund a reimbursement program to incentivize New Hampshire school districts and food service directors to purchase locally grown and produced food for breakfast and lunch services.

HOW WILL THE PROGRAM WORK?

New Hampshire K-12 schools who participate in the National School Lunch Program, School Breakfast Program, or the Fresh Fruit and Vegetable program are eligible to be reimbursed under the Local Food for Local Schools Reimbursement Bill for the purchase of New Hampshire or New England grown and produced foods up to \$1,200 per year.

Participating schools will be reimbursed \$1 for every \$3 dollars spent on purchases from New Hampshire producers and fishers. Purchased foods must meet qualifying nutrition criteria in order to be eligible for reimbursement and must fall into the following categories: dairy, fruits, vegetables, beef, poultry and eggs, pork, sustainably-caught fish, cider, and maple syrup. Foods can be purchased directly from producers, from state or regional food hubs, or through conventional distributors.

HOW WILL THE REIMBURSEMENTS BE FUNDED?

In combination with federal funding, the NH Farm to School Network will utilize a state investment of \$600,000 to support school reimbursements beginning with the 2022-2023 school year.

WHAT ARE THE EXPECTED IMPACTS OF THE BILL?

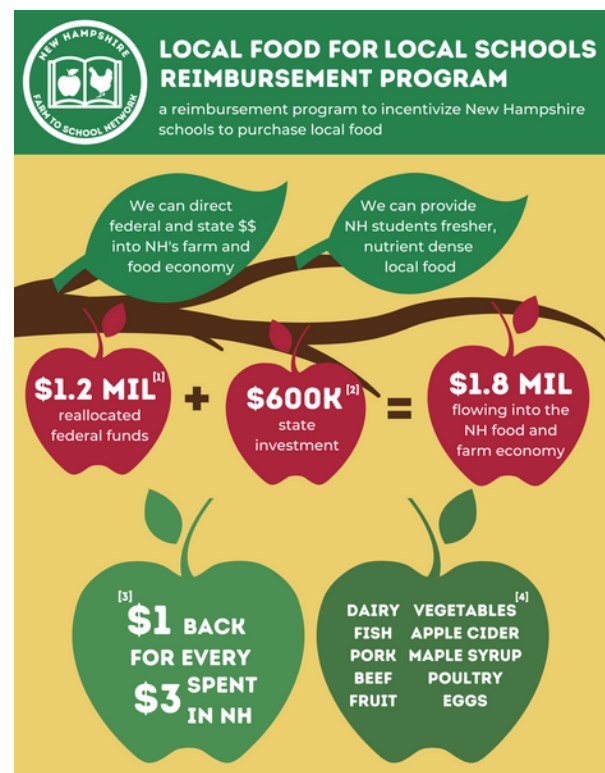
The Local Food for Local Schools Reimbursement Bill will create a 10% shift in local purchasing power, directing \$1.8 million dollars annually into the local food and farm economy with a state investment and federal funds available through the National School Lunch Program, the Fresh Fruit and Vegetable Program, and the School Breakfast Program.

TALKING POINTS

The Local Food for Local Schools Reimbursement program will boost youth health and wellness, as well as agricultural viability, but will specifically:

- Provide New Hampshire students access to fresher, nutrient dense local foods.
- Annually inject \$1.8mil federal and state funds directly into New Hampshire's farm and food economy.
- Educate New Hampshire students about the variety of fruits, vegetables, and other products grown and produced both locally and regionally.
- Showcase to students the economic and professional opportunities available in the food system.

Click here to
download the
What You Need to
Know INFOGRAPHIC



HOW TO SHARE & ADVOCATE



**SEND AN
EMAIL OR
LETTER
TO YOUR
LEGISLATOR**



**SIGN ON TO
A SUPPORT
LETTER**



**CONTACT
YOUR
SCHOOL
BOARD
AND STAFF**



**SHARE A
SUPPORT
MESSAGE**

CREATE A SUPPORT MESSAGE!

Use the sample messages and best practices below to effectively create a support message to share on social media and other platforms.



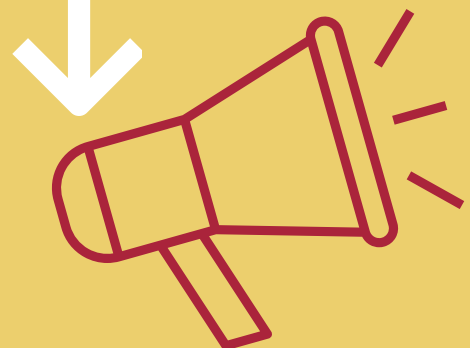
Start with an image
or graphic



Select a Sample
Support Message



Add details about yourself,
business, or organization



Add a call to action
& SHARE!

SAMPLE SUPPORT MESSAGES

FOR FARMERS & FOOD PRODUCERS

[INSERT FARM NAME] supports the Local Food for Local Schools Reimbursement program because it will provide another market for our products, an opportunity to promote our business, and the chance to provide New Hampshire's children with locally grown, fresh, nutrient dense food.

FOR FOOD ACCESS ORGANIZATIONS & ADVOCATES

[INSERT ORGANIZATION OR PRONOUN] supports the Local Food for Local Schools Reimbursement program because it provides additional opportunities for NH schools who participate in the National School Lunch Program, School Breakfast Program, and/or the Fresh Fruit and Vegetable program to bring more nutrient-dense local food into our children's cafeterias.

FOR PARENTS & OTHER INVESTED CONSTITUENTS

[INSERT I/WE/MY FAMILY] supports the Local Food for Local Schools Reimbursement program because we feel strongly that our children should have access to more healthy, local food at school and we are passionate about supporting the local food economy and our community.

FOR FARM TO SCHOOL ORGANIZATIONS & ADVOCATES

[INSERT ORGANIZATION OR PRONOUN] supports the Local Food for Local Schools Reimbursement program because it promotes our farm to school values: investing in local agriculture and instilling long term health and nutrition habits by incentivizing New Hampshire's schools to purchase food for their cafeterias from New Hampshire farmers.

With this policy in place, students will learn about and eat a variety of locally grown and produced products, while providing another market for NH farmers to sell their products.

FOR SCHOOLS, EDUCATORS, & OTHER EDUCATION-RELATED ORGANIZATIONS

[INSERT ORGANIZATION OR PRONOUN] supports the Local Food for Local Schools Reimbursement program because we see the importance of providing our students with fresh, local, nutrient-dense food grown in New Hampshire. We also see this bill as a learning opportunity for students to enrich their knowledge of how food is grown, as well as how they can participate in and contribute to their local economy and community.

CALL TO ACTION

A key part of your support message, the call to action tells your audience what action you would like them to take with the information you are providing them. Build your own call to action below, depending on your audience, outcome, and platform.

START WITH—

"Head to the link [below or in bio*] to..."

**use "below" for emails or Facebook and use "in bio" for Instagram*

ADD—

"... sign on to the bill's letter of support."

"... find out how to contact your legislator."

"... sign up to receive information about the bill."

AMPLIFY YOUR ADVOCACY

Help to spread your message of support by TAGGING legislators, media outlets, NH Farm to School Network organizations, and other stakeholders in your social media posts. And add be sure to add HASHTAGS to your posts!

NH FARM TO SCHOOL NETWORK

NH Farm to School

 @nhfarmtoschool

 @nhfarmtoschool

Food Connects

 @foodconnects

 @foodconnectsvt

NOFA-NH

 @NOFANewHampshire

 @nofanewhampshire

Oyster River Child Nutrition

 @oysterriverchildnutrition

NH Department of Education

 @nhdeptedu

Belknap County Conservation District

 @belknapcountyconservation

 @belknapccd

Retree US

 @retreeusinschools

 @retreeus

Cornucopia Project

 @cornucopiaproject


 @cornucopiaproject

Vital Communities

 @vitalcommunities

 @vitalcommunities

Androscoggin Valley Farm to School

 @AVFarmToSchool

 @androscogginvalleyfarmtoschool

LEGISLATORS & GOVERNMENT AGENCIES

Governor Chris Sununu

 @governorchrissununu

 @chrissununu

NH Department of Agriculture, Markets, & Food

 @NHDeptAgriculture

 @nhagriculture

NH Department of Health and Human Services

 @NHDepartmentOfHealthAndHumanServices

STATE & REGIONAL MEDIA

New Hampshire Magazine

 @NHMagazine

 @NHMagazine

Hippo Press

 @HippoPress

 @thehippo_nh

NH Chronicle

 @nhchronicle

 @nhchronicle

NH Public Radio

 @nhpublicradio

 @nhpublicradio

NH PBS

 @NHPTV

 @nhpbs

WMUR

 @wmur9

 @wmur9

NH Union Leader

 @unionleader

 @nhunionleader

Granite State News

 @granitestatenews

Concord Monitor

 @concordmonitor

 @concordmonitor

Seacoast Online

 @seacoastonline

 @seacoastonline


Keene Sentinel

 @thekeenesentinel

 @keene_sentinel

Laconia Daily Sun

 @TheLaconiaDailySun

 @laconiadailysun

The Conway Daily Sun

 @theconwaydailysun

 @theconwaydailysun

HASHTAGS

#localfoodforlocalschools

#nhfarmtoschool

#nhfarmtoschoolnetwork

#livefreeeatlocal

#nhfoodsystem

#nhgrown

#nhfarming

#newhampshirefarms

#nhagriculture

#nhfarmers

#newhampshirefood

#buylocalnh

#schoolfood

#schoolfoodservice

CONTENT PLANNING

Utilize the apps and platforms below to schedule and content plan, making your posts and communications about the bill simple and easy.

Later.com with Link in Bio— a scheduling tool for Instagram that connects to a free Link in Bio account for you to add links to your posts. *PRO TIP* save hashtags as saved captions for easy application!

Facebook's Schedule Post Interface— an absolutely FREE way to schedule Facebook posts, built directly into your business's or organization's page.

Hootsuite, Bustle, or other similar apps— these options combine scheduling across multiple social media platforms, some with costs associated.



MEET THE NETWORK



CLICK HERE for more about the Local Food for Local Schools Reimbursement program and bill and the NH Farm to School Network