



**CONTACT:** Linda Wimmer, Regional Communications Coordinator  
P: (315)-736-3394 Ext. 116  
E-mail: [law287@cornell.edu](mailto:law287@cornell.edu)  
121 Second St. Oriskany, NY 13424

## **NORTH COUNTRY EAT SMART NY LAUNCHES HARVEST OF THE MONTH**

Oriskany, NY- North Country Eat Smart NY (NCESNY) is launching an innovative program that links the classroom, cafeteria, home and community. As part of a growing movement, the 10 county North Country region is collaborating with schools, local agencies and community organizations to launch Harvest of the Month.

The program features specific local produce each month, along with the education to motivate children and their families to make healthy choices by eating more fruits and vegetables and being more active. At a time when childhood obesity is at its highest rate, innovative programs like Harvest of the Month that connect the areas where children live, learn, and play can have a real impact on children's eating and physical activity habits.

It is no secret that children are not eating enough fruits and vegetables. For every ten kids, only three of them are eating the recommended amount of fruits and only one of them is eating the recommended amount of vegetables. In January 2011, the U.S. Departments of Agriculture and Health and Human Services released the *2010 Dietary Guidelines for Americans* with a new hallmark recommendation: [make half your plate fruits and vegetables](#).

Harvest of the Month educational tools allow opportunity for collaboration among educators, nutrition staff, school leaders, students, parents, farmers, and retail outlets while offering hands-on learning experiences in a variety of settings—from the classroom to the cafeteria, home, and the community.

Harvest of the Month resources include; monthly educator and community newsletters, school menu slicks, posters, tip sheets, recipes, and games that are easy to implement into school lessons. By incorporating different New York State grown produce into the curriculum, kids learn about the health benefits of eating fruits and vegetables, botanical information, New York's agriculture and farming industry, and more. Learning is enhanced with connections to the cafeteria and community through taste tests, recipes, Farm to School programs, school garden activities, and partnerships with retail stores.

NCESNY educators will be presenting Harvest of the Month programming in schools and the community. If you or someone you know would be interested in bringing an educator to your school, agency or organization contact North Country Eat Smart NY at 1-844-3MY-ESNY.



This material was funded by the USDA Supplemental Nutrition Assistance Program (SNAP). These institutions provide equal program and employment opportunities. Cornell Cooperative Extension is an employer and educator recognized for valuing AA/EEO, Protected Veterans, and individuals with Disabilities.