

LOCAL FOOD FOR LOCAL SCHOOLS

REIMBURSEMENT PILOT PROGRAM

MESSAGING TOOLKIT

In support of the Local Food for Local Schools Reimbursement Pilot program legislation, 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 Pilot Program bill will fund a pilot 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?

Interested schools will apply to participate in the pilot program and, if selected, will be reimbursed for all qualifying food purchases at the following rate: \$1 for every \$3 spent on New Hampshire grown, caught, or produced foods and \$1 for every \$6 spent on New England grown, caught, or produced foods up to a predetermined dollar amount based on the school's enrollment.

Locally grown, caught, and produced foods eligible for reimbursement include processed dairy, fish, pork, beef, poultry, eggs, fruits, vegetables, cider, and maple syrup. Minimally processed proteins and minimally processed produce are also included. Fluid milk is not a qualifying food for this program. Qualifying foods can be purchased from a variety of sources, including food hubs, direct purchases from farms, and purchases 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 \$241,000 to support reimbursements beginning with the 2024-2025 school year.

WHAT ARE THE EXPECTED IMPACTS OF THE BILL?

The NH Farm to School Network estimates the Local Food for Local Schools Reimbursement Pilot Program will annually inject \$420,000 federal and state funds directly into New Hampshire's farm and food economy.

Additionally, through the reimbursement pilot program, farm to school advocates, parents, teachers, farmers, and community members believe it will:

- Foster school-farmer relationships, lessening supply chain disruptions and increasing food security
- Increase educational opportunities and awareness for careers in agriculture and the hospitality industry
- Increase profitability for New Hampshire farmers, fishermen, and food producers



**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 Pilot 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 Pilot Program because it provides additional opportunities for New Hampshire 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 COMMUNITY MEMBERS

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

FOR FARM TO SCHOOL ORGANIZATIONS & ADVOCATES

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

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

FOR SCHOOLS, EDUCATORS, & OTHER EDUCATION-RELATED ORGANIZATIONS

[INSERT ORGANIZATION OR PRONOUN] supports the Local Food for Local Schools Reimbursement Pilot Program because we see the importance of providing our students with fresh, local, nutrient-dense food grown in New Hampshire. We also see this program 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 NH Department of Agriculture, Markets, & Food

 @governorchrissununu  @NHDeptAgriculture

 @chrissununu  @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

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#schoolfoodservice



MEET THE NETWORK



[CLICK HERE](#) for more about the Local Food for Local Schools Reimbursement Pilot Program and bill and the NH Farm to School Network