Event Overview Webinar
January 19, 2017

February 14, 2017

Visit www.micherryday.com to register!

CHERRYCAPITAL FOODS

cultivate MICHIGAN

MICHIGAN STATE UNIVERSITY | Center for Regional Food Systems

FARM to CAFETERIA

FARM TO FREEZER

WHAT'S ON THE MENU?

- What is the Michigan Cherry Slurp?
- How to get involved
- Planning your Slurp
- Questions?

What is the Michigan Cherry Slurp?

- February 14, 2017
- One day event highlighting Michigan tart cherries
- Who's involved?
  - Schools and early childhood programs
  - Hospitals
  - Colleges and universities
  - Long term care facilities
  - Businesses
  - Other organizations

Why February 14th?

- February is National Cherry Month
- Cultivate Michigan's 2016 winter featured food http://cultivatemichigan.org/cherries
- Healthier way to celebrate the holiday!

How to Get Involved

- Sign up at http://micherryday.com
- Organize an event
- Choose a treat
- Share your plans
- Follow us on facebook!
  https://www.facebook.com/MichiganCherrySlurp/

Resources

CHERRY SLURP SMOOTHIE RECIPES

Recipes provided by the United Dairy Industry of Michigan

Double Cherry Vanilla Smoothie

YIELD: 18 oz smoothie

- 1.5 cup (7.35 oz) whole sweet frozen cherries (provides 1 cup pureed fruit for School Meals)
- ¾ cup 100% cherry juice
- ½ cup (4 oz) low-fat vanilla yogurt
- ¾ cup 1% white milk

Combine all ingredients in a blender. Pulse until smooth. Pour into cups. Refrigerate until service. Hold for cold service at 41°F or below.

Provides 1¼ cup fruit juice, 1 oz meat alternate, and ¾ cup milk for the National School Lunch and Breakfast Programs.

QUANTITIES FOR GALLON BLENDER:

- 9 cups (44.1 oz) whole sweet frozen cherries
- 1⅝ cups 100% cherry juice
- 3 cups (12 oz) low-fat vanilla yogurt
- 1⅝ cups 1% white milk

Step 1: Choose your event

- **Slurp, munch, or chomp**
  - Cherry, yogurt and granola parfait
  - Dried cherries on a salad bar
  - Cherry muffins or bread
  - Cherry salsa
  - Cherry pie

Step 2: Find a Source

- Storage & Use Tips
- Sourcing information for broadline, specialty distributors and resources to connect with local farmers
- Recipes!

http://www.cultivatemichigan.org/

Step 2: Find a Source

CHERRY CAPITAL FOODS

Step 3: Promote Your Event

- Promote in your community
- Invite politicians and community leaders
- Invite parents
- Send a press release to local media outlets
- Social media posts
- https://www.facebook.com/M[illegible]rrySlurp/

I Registered!

Visit www.micherryday.com to register!

Step 3: Promote Your Event

PRESS RELEASE TEMPLATE

Copy and paste this press release template into a new document. Then personalize all of the portions in **{BRACKETS},** add any content specific to your event, and send it out to your local media and news outlets.

FOR IMMEDIATE RELEASE

CONTACT:
{NAME}
{SCHOOL/ORGANIZATION}
{PHONE}
{EMAIL OR OTHER CONTACT}

January 15, 2017

It's the first Michigan Cherry Slurp at **{TOWN/SCHOOL NAME}**!

{TOWN/SCHOOL NAME} is joining schools, preschools, colleges and individuals across Michigan in celebrating Michigan cherries by **{INSERT ACTIVITY}. {TOWN/SCHOOL NAME}** will be sourcing **{CHERRY PRODUCT}** from **{CHERRY SOURCE}** in celebration of the first Michigan Cherry Slurp on Feb. 14, 2017.

{PROVIDE A BRIEF DESCRIPTION OF YOUR EVENT, ACTIVITIES, LOGISTICS, HOW PARENTS/COMMUNITY CAN BE INVOLVED}.

This collective slurp encourages healthy eating and supports farm to school and local food initiatives throughout Michigan. **{DESCRIBE HOW IT CONNECTS LEARNING OR OTHER RELATED EFFORTS AT YOUR SCHOOL}.**

For more information, or to slurp with us, contact **{CONTACT NAME}** at **{CONTACT PHONE}.**

For more information about the Michigan Cherry Slurp, visit micherryday.com.

-end-

Step 4: Celebrate!

- Share your story with local media
- Write a story for your newsletter
- Share on facebook, twitter, instagram
- Take a video of the slurp

Step 4: Celebrate!

- Send photos and stories to art@cherrycapitalfoods.com
- Photos and videos to be shared on social media, photo montage, and other promotion
- What happens after?

Questions?

For questions about cherry sourcing

Kelly Lively
Kelly@cherrycapitalfoods.com

For questions about Cultivate Michigan or for support in planning your Slurp

Lindsey Scalera
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