

October Farm to School Month Social Media Toolkit

Apple of Our Eye



What is October Farm to School Month?

October Farm to School Month (OFTSM) is a nationwide celebration connecting kids with local food and the farmers who grow it. Each year at Georgia Organics, we coordinate a statewide campaign to highlight a Georgia-grown food in classrooms, cafeterias, and gardens. This year, we're celebrating "Apple of Our Eye" — a crisp, sweet reminder of the power of local food and the people who grow and serve it. Educators, school nutrition staff, students, and families are encouraged to take part through local procurement, taste tests, cooking lessons, garden activities, and community events.



Social Media Contest

Post your OFTSM activities and you could win! We want to see how YOU are celebrating apples this October — from taste tests to cafeteria creations, garden learning, or apple art. Your post could be featured by Georgia Organics and entered to win a prize!

To enter:

- Post on Instagram or Facebook
- Tag @georgiaorganics
- Use the hashtag #OctoberF2SMonth and #AppleOfOurEye



How to use this Toolkit

This is a flexible weekly guide for you to use throughout October. You'll find:



6 weekly themes



Sample captions you can customize



Hashtags + tags to include



Graphic ideas to customize by adding your own photos using Canva templates!

Create a free Canva account



Post as often as you'd like — once a week, all six themes, or combine them!

Tags & Hashtags

Tag: @georgiaorganics

Use hashtags:

#OctoberF2SMonth
#AppleOfOurEye
#FarmtoSchoolGA
#SupportLocal
#BigCrunch
#TasteTestTuesday
#CrunchWithUs
#GeorgiaGrown
#HealthyKids



 **GEORGIA ORGANICS**

farmtoschool.georgiaorganics.org

[#appleofoureye](https://www.instagram.com/appleofoureye)

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Weekly Themed Posts



THEME 1: Apples on the Menu (Cafeteria + ECE)

Sample Caption

Our School Nutrition team is going core crazy for apples this October! Cooking up [INSERT APPLE RECIPE NAME] at lunch, we're making local apples the **Apple of Our Eye** in the cafeteria. Because when it comes to fall flavors, apples are the MVP—Most Valuable Produce! #SchoolMeals #OctoberF2SMonth #FarmtoSchoolGA #AppleOfOurEye



Graphic Idea

[Click here](#) - "Today's Local Item" frame



THEME 2: The Big Crunch

Sample Caption

CRUNCH around the state!

We participated in the Great Apple Crunch — biting into fresh, Georgia-grown apples together as a school community.

Let's keep celebrating our local farmers and food with every crunch!

#BigCrunch #OctoberF2SMonth #AppleOfOurEye #FarmtoSchoolGA #CrunchWithUs



Graphic Idea

[Click here](#) - "I Crunched!" with Apple Crunch frame for classroom selfies



THEME 3: Apple Taste Test & Promotion

Sample Caption

Can you taste the difference?

We hosted an apple taste test — and our students got to explore flavor, texture, and nutrition while learning about local produce.

Our favorites? [INSERT TYPES OF APPLES RANKED]

#TasteTestTuesday #OctoberF2SMonth #FarmtoSchoolGA #AppleOfOurEye



Graphic Idea

[Click here](#) - "Apple Voting Results" template

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Weekly Themed Posts



THEME 4: Highlight a Local Farmer your District Sources From

Sample Caption

This October, we're celebrating Georgia's local farmers — the true Apples of Our Eye. Thank you [INSERT FARM NAME] for helping feed our students with fresh, local goodness. #AppleOfOurEye #OctoberF2SMonth #GeorgiaGrown #SupportLocal #FarmtoSchoolGA



Graphic Idea

[Click here](#) - Feature a Local Farmer frame



THEME 5: Apple Nutrition Education

Sample Caption

An apple a day — and a whole lot of learning! Did you know? [INSERT INTERESTING HEALTHY APPLE FACT]

Our students dove into apple facts, explored where they grow, and even learned about the vitamins in every crunchy bite.

#NutritionEducation #FarmtoSchoolGA #OctoberF2SMonth #AppleOfOurEye #HealthyKids



Graphic Idea

[Click here](#) - "Apple Fact of the Day" template or nutrition fun-fact



THEME 6: Why Farm to School and Eating Local Matters

Sample Caption

Why do we celebrate October Farm to School Month?

Because local food supports Georgia's farmers, strengthens our communities, and helps our students thrive. It's more than a meal — it's a movement!

#WhyWeF2S #SupportLocal #AppleOfOurEye #OctoberF2SMonth #FarmtoSchoolGA



Graphic Idea

[Click here](#) - "Why We Celebrate" quote frame or classroom group photo overlay

