Harvest of the Month Training

January 14, 2015

Presented by:

Allyson Conwell, GALEWiLL Design
In collaboration with the Public Health Institute

Welcome

- Trainer: Allyson Conwell
- Moderator: Keirsten Mihos
- Webinar Housekeeping
  - Mute
  - Polls
  - Asking questions
  - Survey evaluation

Course Overview

- What is Harvest of the Month
- Who uses Harvest of the Month
- Where to do Harvest of the Month
- How to Access Harvest of the Month
- A History of Harvest of the Month
- Why Harvest of the Month
- Best Practices
- Q&A (open-ended)

Training Objectives

- Provide an overview of Harvest of the Month (HOTM), including its history and evolution
- Understand the science and efficacy behind HOTM
- Describe the key HOTM resources
- List the audiences supported by HOTM
- Describe how HOTM can be used in various settings
- Provide examples of how HOTM has affected positive change and supports other nutrition education initiatives

POLL #1: How familiar are you with Harvest of the Month?

1. *I'm new at this – tell me everything!*
2. *I'm somewhat familiar with it, but a thorough explanation would be great.*
3. *I'm pretty familiar with it and have used it, but I want to learn how I can take it to the next level,*

What is Harvest of the Month

- **Harvest of the Month resources are designed to promote healthy lifestyle habits like eating fruits and vegetables and engaging in daily physical activity.**
- **Award-winning, ready-to-go resources are free, evidence-based, and versatile for use in any setting.**

“This has been one of the BEST programs we have had in all of the years that I have been in education (which is A LOT of years)!!!”

~ Martha Treadway, Teacher

Norwalk-La Mirada Unified School District

About the Monthly Elements

5 Key Elements

Educator Newsletters, Family Newsletters, Community Newsletters, Menus, Press Releases

108
Spanish Newsletters

252
Monthly Newsletters

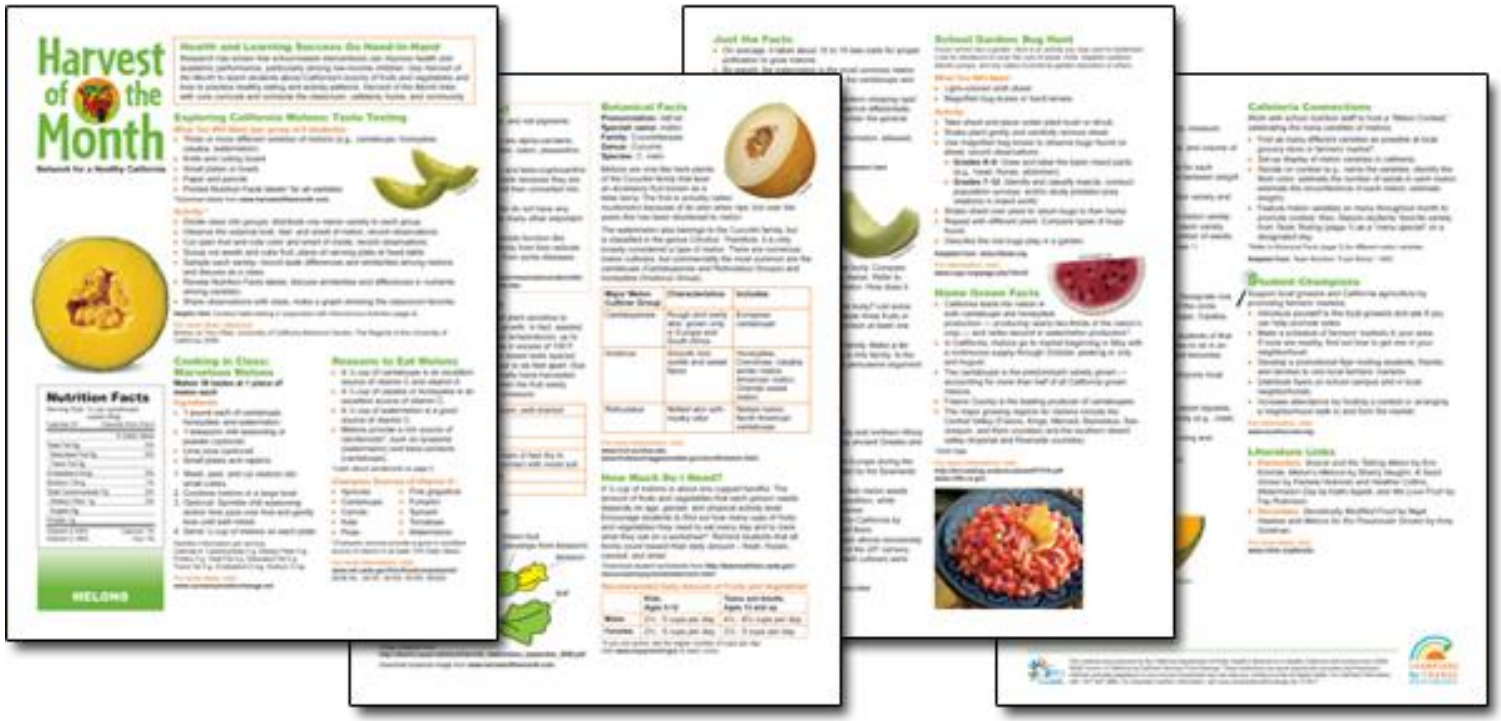
288
Recipes & Serving Ideas

100+
Customizable Tools, Calendars & Activities

Family Newsletters Available in
6 Languages
(English, Spanish, Chinese, Hmong, Vietnamese, Russian)

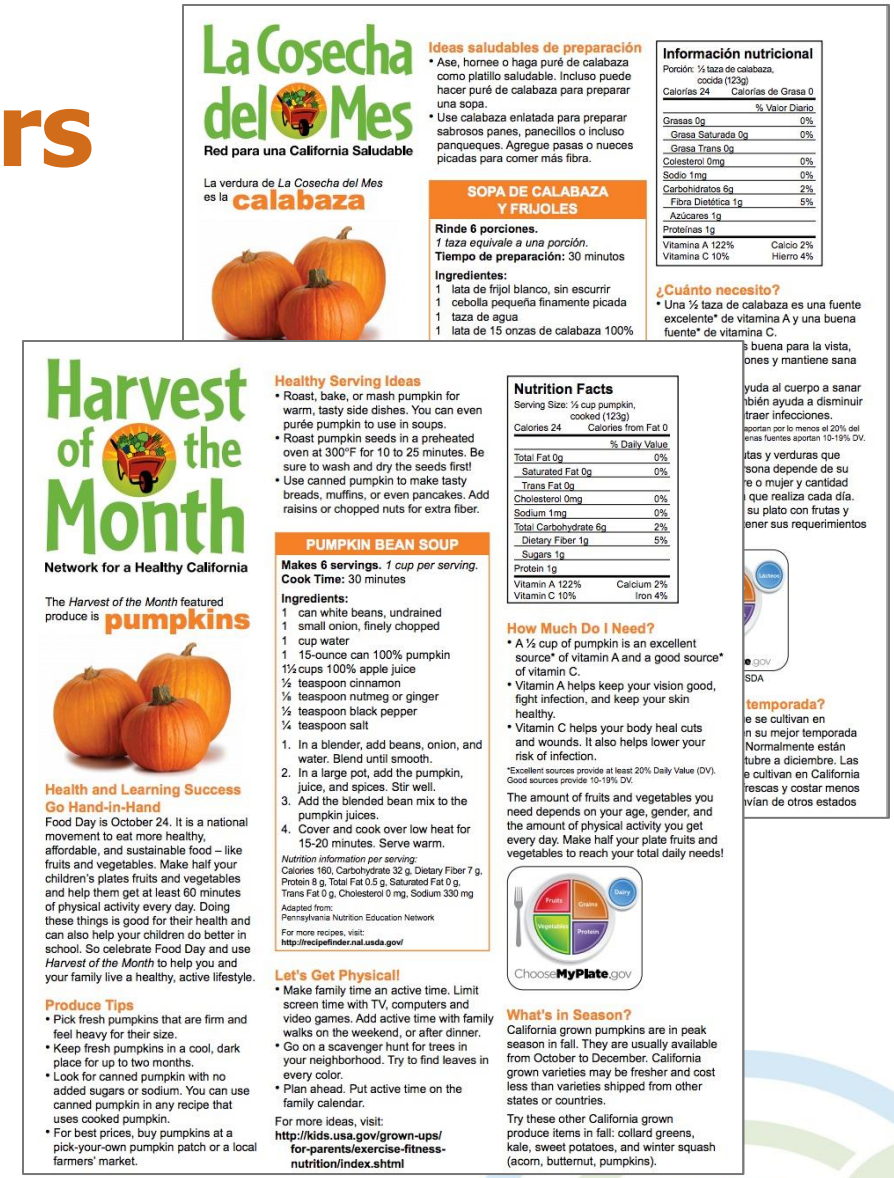
Educator Newsletters

- **4-pages provide hands-on activities, tools and ideas for open-ended exploration tied to the common core standards**



Family Newsletters

- 1-page provides nutrition information, healthy serving ideas, PA tips and more
- Available in English and Spanish, limited availability in Chinese, Hmong, Russian, and Vietnamese



La Cosecha del Mes

Red para una California Saludable

La verdura de *La Cosecha del Mes* es la **calabaza**

Ideas saludables de preparación

- Ase, hornee o haga puré de calabaza como platillo saludable. Incluso puede hacer puré de calabaza para preparar una sopa.
- Use calabaza enlatada para preparar sabrosos panes, panecillos o incluso panqueques. Agregue pasas o nueces picadas para comer más fibra.

SOPA DE CALABAZA Y FRIJOLES

Rinde 6 porciones.
1 taza equivale a una porción.
Tiempo de preparación: 30 minutos

Ingredientes:
1 lata de frijol blanco, sin escurrir
1 cebolla pequeña finamente picada
1 taza de agua
1 lata de 15 onzas de calabaza 100%

Información nutricional
Porción: ½ taza de calabaza, cocida (123g)
Calorías 24 Calorías de Grasa 0

	% Valor Diario
Grasas 0g	0%
Grasa Saturada 0g	0%
Grasa Trans 0g	
Colesterol 0mg	0%
Sodio 1mg	0%
Carbohidratos 6g	2%
Fibra Dietética 1g	5%
Azúcares 1g	
Proteínas 1g	
Vitamina A 122%	Calcio 2%
Vitamina C 10%	Hierro 4%

¿Cuánto necesito?

- Una ½ taza de calabaza es una fuente excelente* de vitamina A y una buena fuente* de vitamina C.

Harvest of the Month

Network for a Healthy California

The *Harvest of the Month* featured produce is **pumpkins**

Health and Learning Success Go Hand-in-Hand

Food Day is October 24. It is a national movement to eat more healthy, affordable, and sustainable food – like fruits and vegetables. Make half your children's plates fruits and vegetables and help them get at least 60 minutes of physical activity every day. Doing these things is good for their health and can also help your children do better in school. So celebrate Food Day and use *Harvest of the Month* to help you and your family live a healthy, active lifestyle.

Produce Tips

- Pick fresh pumpkins that are firm and feel heavy for their size.
- Keep fresh pumpkins in a cool, dark place for up to two months.
- Look for canned pumpkin with no added sugars or sodium. You can use canned pumpkin in any recipe that uses cooked pumpkin.
- For best prices, buy pumpkins at a pick-your-own pumpkin patch or a local farmers' market.

Healthy Serving Ideas

- Roast, bake, or mash pumpkin for warm, tasty side dishes. You can even purée pumpkin to use in soups.
- Roast pumpkin seeds in a preheated oven at 300°F for 10 to 25 minutes. Be sure to wash and dry the seeds first!
- Use canned pumpkin to make tasty breads, muffins, or even pancakes. Add raisins or chopped nuts for extra fiber.

PUMPKIN BEAN SOUP

Makes 6 servings. *1 cup per serving.*
Cook Time: 30 minutes

Ingredients:
1 can white beans, undrained
1 small onion, finely chopped
1 cup water
1 15-ounce can 100% pumpkin
1½ cups 100% apple juice
½ teaspoon cinnamon
⅛ teaspoon nutmeg or ginger
½ teaspoon black pepper
¼ teaspoon salt

1. In a blender, add beans, onion, and water. Blend until smooth.
2. In a large pot, add the pumpkin, juice, and spices. Stir well.
3. Add the blended bean mix to the pumpkin juices.
4. Cover and cook over low heat for 15-20 minutes. Serve warm.

Nutrition information per serving:
Calories 160, Carbohydrate 32 g, Dietary Fiber 7 g, Protein 8 g, Total Fat 0.5 g, Saturated Fat 0 g, Trans Fat 0 g, Cholesterol 0 mg, Sodium 330 mg

Adapted from:
Pennsylvania Nutrition Education Network

For more recipes, visit:
http://recipefinder.nal.usda.gov/

Let's Get Physical!

- Make family time an active time. Limit screen time with TV, computers and video games. Add active time with family walks on the weekend, or after dinner.
- Go on a scavenger hunt for trees in your neighborhood. Try to find leaves in every color.
- Plan ahead. Put active time on the family calendar.

For more ideas, visit:
http://kids.usa.gov/grown-ups/for-parents/exercise-fitness-nutrition/index.shtml

Nutrition Facts
Serving Size: ½ cup pumpkin, cooked (123g)
Calories 24 Calories from Fat 0

	% Daily Value
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 1mg	0%
Total Carbohydrate 6g	2%
Dietary Fiber 1g	5%
Sugars 1g	
Protein 1g	
Vitamin A 122%	Calcium 2%
Vitamin C 10%	Iron 4%

How Much Do I Need?

- A ½ cup of pumpkin is an excellent source* of vitamin A and a good source* of vitamin C.
- Vitamin A helps keep your vision good, fight infection, and keep your skin healthy.
- Vitamin C helps your body heal cuts and wounds. It also helps lower your risk of infection.

*Excellent sources provide at least 20% Daily Value (DV). Good sources provide 10-19% DV.

The amount of fruits and vegetables you need depends on your age, gender, and the amount of physical activity you get every day. Make half your plate fruits and vegetables to reach your total daily needs!

ChooseMyPlate.gov

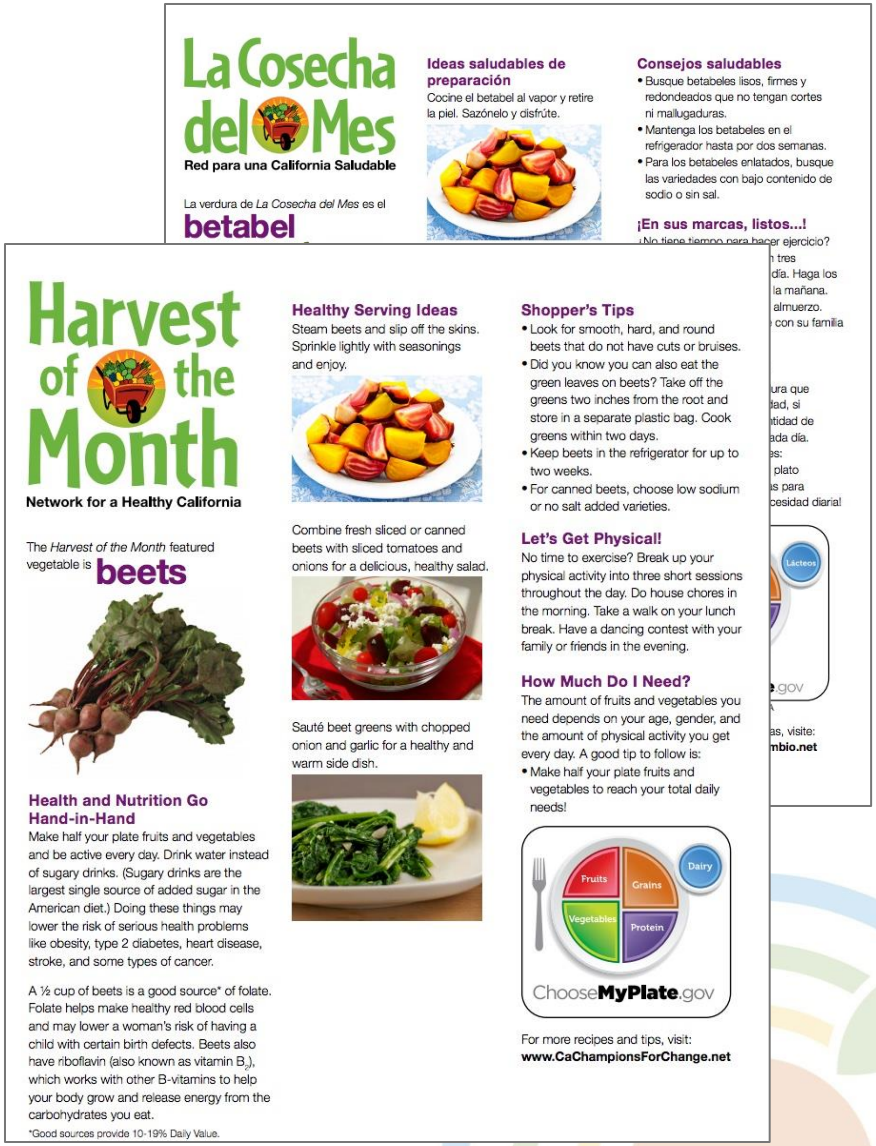
What's in Season?

California grown pumpkins are in peak season in fall. They are usually available from October to December. California grown varieties may be fresher and cost less than varieties shipped from other states or countries.

Try these other California grown produce items in fall: collard greens, kale, sweet potatoes, and winter squash (acorn, butternut, pumpkins).

Community Newsletters

- 1-page provides nutrition information, healthy serving ideas, PA tips and more
- Available in English and Spanish
- Targeted to all ages and groups



La Cosecha del Mes

Red para una California Saludable

La verdura de *La Cosecha del Mes* es el **betabel**

Ideas saludables de preparación

Cocine el betabel al vapor y retire la piel. Sazónelo y disfrúte.

Consejos saludables

- Busque betabeles lisos, firmes y redondeados que no tengan cortes ni mallugaduras.
- Mantenga los betabeles en el refrigerador hasta por dos semanas.
- Para los betabeles enlatados, busque las variedades con bajo contenido de sodio o sin sal.

¡En sus marcas, listos...!

Harvest of the Month

Network for a Healthy California

The *Harvest of the Month* featured vegetable is **beets**

Health and Nutrition Go Hand-in-Hand

Make half your plate fruits and vegetables and be active every day. Drink water instead of sugary drinks. (Sugary drinks are the largest single source of added sugar in the American diet.) Doing these things may lower the risk of serious health problems like obesity, type 2 diabetes, heart disease, stroke, and some types of cancer.

A ½ cup of beets is a good source* of folate. Folate helps make healthy red blood cells and may lower a woman's risk of having a child with certain birth defects. Beets also have riboflavin (also known as vitamin B_2), which works with other B-vitamins to help your body grow and release energy from the carbohydrates you eat.

*Good sources provide 10-19% Daily Value.

Healthy Serving Ideas

Steam beets and slip off the skins. Sprinkle lightly with seasonings and enjoy.

Combine fresh sliced or canned beets with sliced tomatoes and onions for a delicious, healthy salad.

Sauté beet greens with chopped onion and garlic for a healthy and warm side dish.

Shopper's Tips

- Look for smooth, hard, and round beets that do not have cuts or bruises.
- Did you know you can also eat the green leaves on beets? Take off the greens two inches from the root and store in a separate plastic bag. Cook greens within two days.
- Keep beets in the refrigerator for up to two weeks.
- For canned beets, choose low sodium or no salt added varieties.

Let's Get Physical!

No time to exercise? Break up your physical activity into three short sessions throughout the day. Do house chores in the morning. Take a walk on your lunch break. Have a dancing contest with your family or friends in the evening.

How Much Do I Need?

The amount of fruits and vegetables you need depends on your age, gender, and the amount of physical activity you get every day. A good tip to follow is:

- Make half your plate fruits and vegetables to reach your total daily needs!

For more recipes and tips, visit: **www.CaChampionsForChange.net**

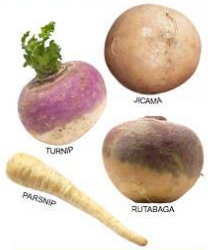
Menu Slicks

- 2-pages for sensory exploration, fun nutrition facts, and healthy eating tips
- Available in English and Spanish
- Targeted to students, grades 1-5

Menu Slicks

Harvest of the Month

Network for a Healthy California



ROOT VEGETABLES

Circle all vegetables on the menu.

- How many are roots (carrots, turnips, parsnips)?
- How many are tubers (potatoes, yams)?
- Draw a star next to your favorite root or tuber.
- What is your favorite way to eat root vegetables?

EAT ROOT VEGETABLES

Root or Tuber?

Root vegetables are plants you can eat that grow underground. There are different kinds of root vegetables, including ***roots*** and ***tubers***. Look at this list of root vegetables. Draw a circle around the roots and underline the tubers. Then, answer if you have tried it and if you liked it. *(answers below)*

Root Vegetable	Have you tried it? Did you like it?
1 Carrot	
2 Potato	
3 Radish	
4 Turnip	
5 Parsnip	
6 Jicama	
7 Rutabaga	
8 Yam	

Answers: 1) root, 2) tuber, 3) root, 4) root, 5) root, 6) root, 7) root, 8) tuber

Reasons to Eat Root Vegetables

A ½ cup of most root vegetables – like jicama, potatoes, rutabagas, turnips – has lots of vitamin C. Eating root vegetables is also a good way to get healthy complex carbohydrates.
Complex carbohydrates give your body energy, especially for the brain and nervous system.

Complex Carbohydrate Champions:*
Corn, dry beans, peas, and sweet potatoes.
*Complex Carbohydrate Champions are a good or excellent source of complex carbohydrates.

Nutrition Facts

Serving Size: ½ cup raw jicama, sliced (60g)

Calories 23 — Calories from Fat 0

	% Daily Value
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 2mg	0%
Total Carbohydrate 5g	2%
Dietary Fiber 3g	12%
Sugars 1g	
Protein 0g	

Vitamin A 0% — Calcium 1%
Vitamin C 20% — Iron 2%

How Much Do I Need?

A ½ cup of sliced root vegetables is about one cupped handful. Most varieties can be eaten raw (jicama, turnips) or cooked (potatoes, rutabagas). They come in a variety of colors from white and yellow to red and purple.

Remember to eat a variety of colorful fruits and vegetables throughout the day. The amount of fruits and vegetables that is right for you depends on your age, if you are a boy or a girl, and how active you are every day. Look at the chart below to find out how much you need.

Recommended Daily Amounts of Fruits and Vegetables*

	Kids, Ages 5-12	Teens and Adults, Ages 13 and up
Boys	2½ - 5 cups per day	4½ - 6½ cups per day
Girls	2½ - 5 cups per day	3½ - 5 cups per day

*If you are active, eat the higher number of cups per day.
Visit **www.mypyramid.gov/kids** to learn more.

CHAMPIONS for CHANGE
Network for a Healthy California

For important nutrition information, visit www.cachampionsforchange.net. For food stamp information, call 877-847-3663.
Funded by the USDA Supplemental Nutrition Assistance Program, an equal opportunity provider and employer.
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Other HOTM Resources

- Posters
- Press Release Templates
- Calendar Templates
- Graphic Organizers
- Nutrition Facts Labels & Graphs
- Nutrient Graphs
- Botanical Images
- Other “Supplemental Materials” (e.g., student workbooks)

POLL #2: Which HOTM resources are the most useful?

- *Educator Newsletters*
- *Family Newsletters*
- *Community Newsletters*
- *Menu Slicks*
- *Posters*
- *Student Workbooks*
- *Calendars*
- *Other* _____

POLL #3: For the newsletters, which languages will use most?

- *English*
- *Spanish*
- *Chinese*
- *Hmong*
- *Russian*
- *Vietnamese*
- *Other* _____

Who Uses Harvest of the Month

- Educators
- Kids/Students
- Families
- Farmers
- Grocers
- Businesses
- Communities

Where to do Harvest of the Month

- Classroom (common core standards)
- Cafeterias (taste testing)
- Gardens (school, community)
- After-school programs (incl. PA)
- Retail outlets
- Farms (agriculture)

Where to do HOTM (cont.,)

- **Worksites/Businesses**
- **Health care *(hospitals, doctors' offices)***
- **Sites for nutrition education *(WIC, CalFresh offices, food banks)***
- **Places of worship**

How to Access Resources

- **All resources are available for free download from**

  www.HarvestOfTheMonth.cdph.ca.gov

About the Website

- **Download Monthly Elements**
  - ***One-stop shop for all monthly newsletters***
- **Educators' Corner**
  - ***Support materials galore***
- **Training Corner**
  - ***One hour to delve deeper into HOTM***

Harvest of the Month

Network for a Healthy California

CHAMPIONS for CHANGE

Network for a Healthy California

Harvest of the Month Elements

Download our free monthly elements, including educator newsletters, family newsletters, community newsletters, and menu slicks. All items have been updated in 2010 and 2011 and contain current nutrition information and USDA-approved content.

Note: ! indicates that the document has been updated.

Helpful Hint: If you are new to Harvest of the Month, we recommend that you first visit our Training Corner to learn more on how to use these monthly elements.

Fall	Winter	Spring	Summer
!Apples	! Beets	Asparagus	!Corn
!Cooked Greens	Broccoli	Avocados	!Grapes
!Kiwifruit	Cabbages	!Berries	!Green Beans
!Pears	!Dry Beans	!Cucumber	!Melons
!Persimmons	!Grapefruit	Carrots	!Peaches
!Pumpkins	Mandarins	!Dried Fruit	!Peppers
!Roots Vegetables	Oranges	!Peas	!Plum
!Tomatoes	Sweet Potatoes	!Spinach	!Potatoes
!Winter Squash		Strawberries	!Salad Greens
			!Zucchini

Fall

Fruits: Apples | Kiwifruit | Pears | Persimmons | Pumpkins
Vegetables: Cooked Greens | Root Vegetables | Tomatoes | Winter Squash

Apples	English	Spanish
Educator Newsletter	PDF	
Family Newsletter	PDF	PDF
Community Newsletter	PDF	PDF
Menu Slick	PDF	PDF

Harvest of the Month
Network for a Healthy California

Back to Mainpage

Educators' Corner

Activities | Assessment | Resources | Images | Recipes | Materials

Welcome to the Harvest of the Month **Educators' Corner** – a place where educators can access additional tools and resources to help students get even more out of Harvest of the Month. Click on the links in the above chalkboard to find these valuable resources:

Activities

- **Adventurous Activities** – Find all activities from the educator newsletters – and additional ones too – in one convenient location.
- **Student Sleuths** – Get answers to all of the Student Sleuths here.
- **Literature Links** – Search from an expansive list of available literature for primary and secondary school students.

Assessment

- **Nutrition Education Survey (NES)** –The *Network* created the Nutrition Education Survey (NES) to assess the impact of nutrition education delivered to primarily 4th-8th graders. The NES is a modular tool that contractors can customize to fit the specific nutrition education activities implemented.
- **Harvest of the Month Survey**– This survey from the California Nutrition Network for Healthy, Active Families can also be used to assess the impact of nutrition education, focusing specifically on measuring student's knowledge after they have participated in Harvest of the Month.

Resources

- **Content Standards** – Identify links between Harvest of the Month activities and the California Content Standards. These "Links" demonstrate how Harvest of the Month activities support the key curricular areas of health, English-language arts, science, history-social science, mathematics and physical education for grades K-12. For the early childhood audience connections have been made to the Desired Results for Children and Families 3 years through Prekindergarten, CDE and Prekindergarten

Download Monthly Elements

Harvest of the Month Successes

"This program has virtually doubled teacher participation in our nutrition education program!" – Child Nutrition Director

"Harvest of the Month is a great way to bring nutrition [into] the classroom. The teacher resources offer helpful and fun curriculum ideas." – Middle School Teacher

"Harvest of the Month is an easy way for teachers and schools to highlight local and seasonal produce. The materials

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Network for a Healthy California

Training Corner

Welcome to the Training Corner – a place where you can learn how to use all Harvest of the Month resources to create an effective program. Successful implementation of Harvest of the Month requires training of all those who will be working with the monthly elements and those who may be involved in implementing the activities throughout the school community.

Click here to learn more about **The Importance of Training**.

We encourage you to follow the steps in sequence since they build on each other and will help you implement a stronger program. Moving at your own pace, this "virtual guide" will walk you through – step by step - these five training components:

- **Step 1 - Background materials** to help you learn more and educate others about Harvest of the Month and its many resources.
- **Step 2** - An 11-minute **DVD** to provide a visual experience of how Harvest of the Month can be implemented in the school environment and beyond.
- **Step 3** - Our **Instructional Guide**, a downloadable 32-page booklet called *How to Grow Healthy Students* that features in-depth program information and step-by-step instructions on how to implement Harvest of the Month.
- **Step 4** - A detailed **Preparation worksheet** with tips, check-off lists, presentation notes and a set outline for conducting trainings.
- **Step 5** - Training **Handouts**, including samples of activities, to demonstrate how each Harvest of the Month resource can be used.

If you have questions about the training or would like more information, please **contact us** anytime. Now, feel free to proceed to step 1.

Start Training!

Harvest of the Month
Network for a Healthy California

Training Corner

Step 1 | Step 2 | Step 3 | Step 4 | Step 5

Monthly Elements
Educators' Corner
Back to Mainpage

Step 1: Harvest of the Month Background

What is Harvest of the Month? What resources are available? How do I use these resources? Why should I adopt Harvest of the Month?

These are all great questions to ask. And, you can find the answers in the Harvest of the Month **Fact Sheet**, **Quick Start Guide** and **Educator Newsletter Training Guide**. Whether you are a seasoned user or entirely new to Harvest of the Month, we recommend reviewing these background materials first to begin your training.

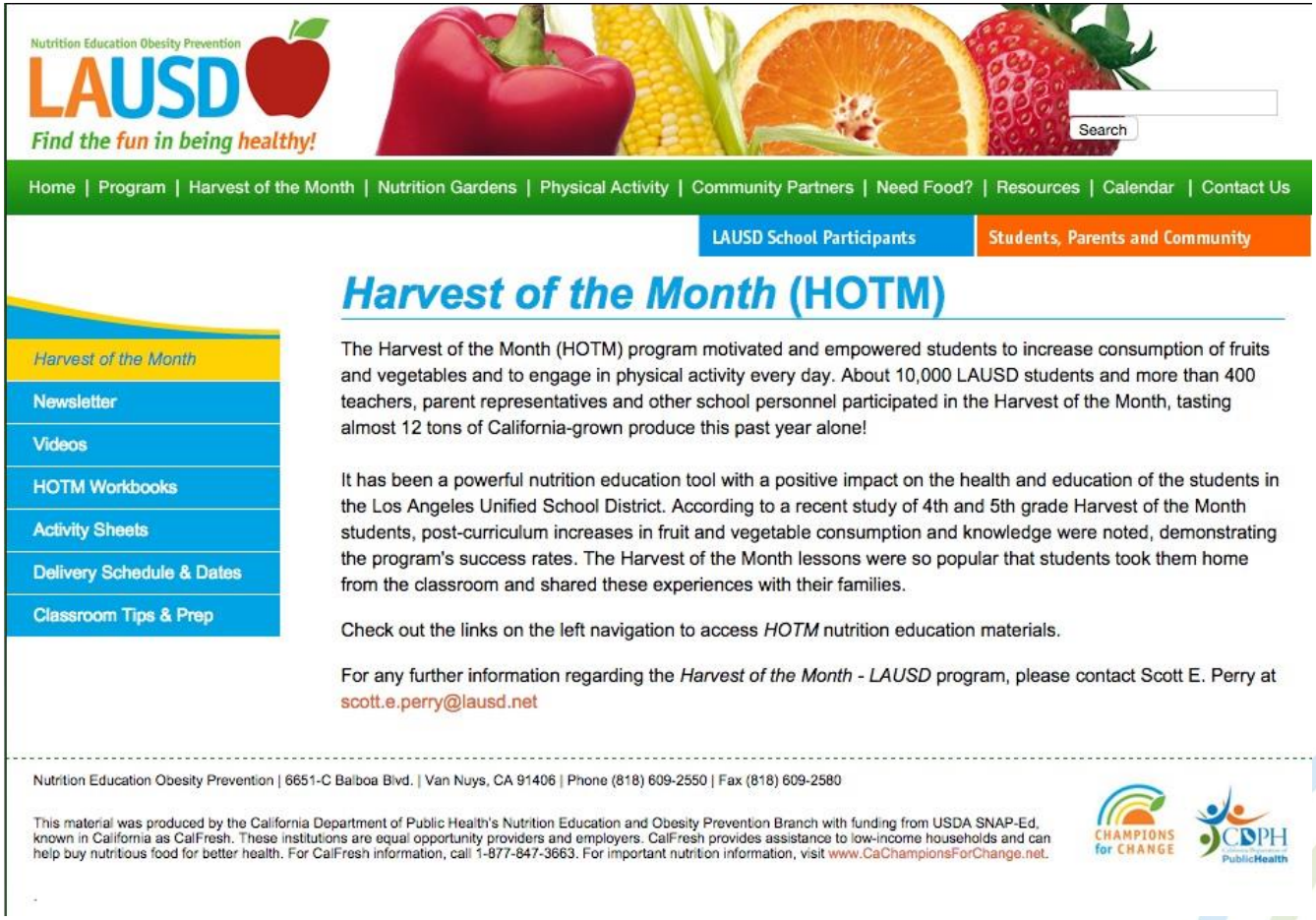
***Helpful Hint:**
If you are training others how to use the monthly elements, share these tools with them. Step 4 provides more detailed instructions on how to use these tools in a training.

Fact Sheet (PDF): This two-page overview is ideal for a variety of target audiences, but especially for people who are just starting to learn about Harvest of the Month. In addition to general background information, the Fact Sheet features brief descriptions (and picture examples) of the monthly elements and how each of these resources can be used.

Quick Start Guide (PDF, 1MB): This two-page guide features the "10 Steps to Implement Harvest of the Month." It provides key steps to starting a school site program, hints for conducting training sessions and information on how to order, print and personalize the monthly resources. There is even a section for taking notes during in-person trainings. (See Helpful Hint note.)

Healthy LAUSD Videos

www.healthylausd.net/harvestOfTheMonth



“We always encourage children to at least try it…and usually when they taste it, their eyes light up. The more you can focus on this at an early age, you can inspire them to have those kinds of healthy eating habits later in life.”

~ HOTM Coordinator and RD

Salinas Department of Health

A History of

Harvest of the Month™

A History of Harvest of the Month

- **Developed by local partners and school districts in late 1990s**
- **Statewide launch in 2005, primarily in low-resource schools and districts in CA**
  - ***How to Grow Healthy Students: Everything you need to grow healthy students, from Apples to Zucchini***
  - ***Standardized, replicable, cost-effective, and convenient***

A History (continued)…

THEN (2005)	NOW (2015)
• 12 fruits and vegetables *(apples, potatoes, grapes)*	• 36 fruits and vegetables (persimmons, cooked greens)
• 4 key monthly elements (1 bilingual)	• 5 key monthly elements (4 bilingual, 1 multi-lingual)
• 1 poster and How to Guide	• 4 posters, calendars, multiple training pieces, and other collateral
• Primarily used in schools and cafeterias	• Used in any community or family setting
• 1 state	• 30 states and counting

A History (continued)…

- Then and now, HOTM is *still:*
  - Free
  - Versatile
  - Adaptable/customizable
  - Cross-Promotional

“By providing students with the necessary tools to learn about nutrition, it can enhance their education. We know that students who have better nutrition can become better learners.”

~ Elementary School Principal

Elk Grove Unified School District

Why Harvest of the Month

- **Today's obesity epidemic**

  1/10 → 3/10 → 2/5

- **"Make half your plate fruits and vegetables." – *ChooseMyPlate***
- **Evidence-based learning**
  - ***CDC, USDA, HHS***
- **Knowledge- and skills-based strategies**
  - ***Connected to common core standards***
  - ***Social Ecological Model***

Why Harvest of the Month (cont.,)

- HOTM aims to reverse the trends related to the obesity epidemic, by increasing:
  1. Consumption of fruits and vegetables
  2. Preferences for fruits and vegetables
  3. Participation in daily physical activity
- HOTM tackles multiple problems with one punch
- Easily incorporated into other programs and initiatives

“My son has been telling me about the many fruits and vegetables he tries at school. When we go to the grocery store, I am surprised he knows so many interesting things about them. I can’t believe he’s so willing to try new foods.”

~ Parent of 4th Grade Student

Compton Unified School District

HOTM Best Practices

- Cross-promote with other programs and initiatives
  - Farm to School
  - Farm to Fork
  - Local School Wellness Policy
  - Worksite Wellness
  - CalFresh and WIC
  - School and community gardens
- Collaborate with other sectors

HOTM Best Practices (cont.,)

- **RICE:**
  - ***Reinforce***
  - ***Involve***
  - ***Customize***
  - ***Engage***
- **Don’t recreate the wheel, but add rims as needed (i.e., tailor to your audience)**

HOTM in Action in…

- LAUSD → School
- Orange County → Retail
- San Diego → PA
- Fresno → Cafeteria
- Chico → Farm to School
- Yolo County → Community-wide

“My kid ate asparagus for the first time as a result of this program and was extremely proud… It’s like Harvest of the Month is more like a miracle of the month!”

~ Parent from Berkeley Unified School District

POLL #4: Who will you share this information about Harvest of the Month with after today's event?

Questions???

- If you haven't already, feel free to submit questions using Chat.
- Or "Raise your hand" and moderator will un-mute you.
- You can also use this time to complete our survey evaluation:

  https://www.surveymonkey.com/s/XQYSZWR

If you have more questions…

- Email us or the HOTM Manager, Kathy Streng, at:
  - Allyson Conwell: allyson@galewill.com
  - Keirsten Mihos: keirsten.mihos@phi.org
  - Kathy Streng: Katharina.Streng@cdph.ca.gov

Thank you for your time…

- **Please complete our survey evaluation: https://www.surveymonkey.com/s/XQYSZWR**

- **Visit the Harvest of the Month website at www.HarvestOfTheMonth.cdph.ca.gov**