



HARVEST OF THE MONTH 101

For Retailers

About Harvest of the Month

New Hampshire Harvest of the Month is a program run by New Hampshire Farm to School in the Granite State. Our goal is to promote seasonal eating, encourage healthy diets and support the local economy. Our calendar is based on the seasonality of crops in our state and region. New Hampshire Harvest of the Month materials have been adapted – with permission – from the Vermont Harvest of the Month program materials.

5 Easy Ways to Participate

1. Sign the pledge to begin receiving your posters.
2. Display the monthly posters with each product as it comes into season.
3. Download and print the table top and newsletter ads to display on your shelves.
4. Download, print and share recipe cards with your customers.
5. Insert the retail ads into print and electronic promotional materials.



Testimonial

"The great thing about Harvest of the Month is that it provides ready-made content, every month, that I can pop into a newsletter, use in social media posts, and place alongside products in the store. Best of all, the HOM posters and logos are beautiful! Promoting Farm-to-School at the retail level has enriched our customers' shopping experience. The recipe cards are always a hit, since they highlight what's in season right now."

– Kristina Israel, Marketing & Education Putney Food Co-op Director

Sign the Pledge! Visit our website to get involved!



Calendar

September | Broccoli & Cauliflower

October | Kale

November | Sweet Potatoes

December | Winter Squash

January | Parsnips

February | Cabbage

March | Beets & Rutabagas

April | Carrots

May | Mixed Greens

June | Herbs

July | Berries

August | Tomatoes