

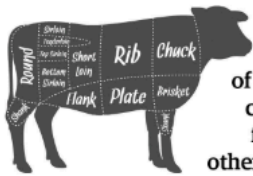


SCHOOL NUTRITION

Eat here. Succeed anywhere.

Promotional Calendar 2025-2026

In Virginia, a Healthy Harvest is All Around!



99%
of every beef
cow is used
for meat or
other products.

Virginia farmers
harvest enough
peanuts annually to
make **600 million**
peanut butter
sandwiches.

Virginia's most common aquaculture species
include clams, oysters, tilapia and catfish.



Did you know Virginia farmers
also produce many other
specialty crops such as
mushrooms
and fresh
herbs?



Virginia is a leader in fresh
market tomatoes, which are
those that are
sold whole to
stores.



About **90%** of Virginia farms
are owned and operated by
individuals or families.



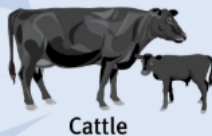
Approximately **70%** of Virginia
apples are sold for processing
and made into
popular products
such as applesauce,
apple juice, apple
butter, slices and
cider.



An egg's shell color is determined by
the breed of the hen and does
not affect quality,
nutrients, flavor
or cooking
characteristics.



A dairy cow produces about
8 gallons of milk a day.



Cattle

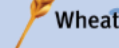


Corn

Squash



Eggs



Wheat



Cabbage



Cucumbers

Tomatoes



Peppers



Broilers

Turkeys



Dairy

Strawberries



Grapes



Leafy Greens



Soybeans



Sweet Potatoes

Peanuts



Hogs



Farmers produce
approximately
5,000 pounds
of food annually
for each
American family.



Over **375** school
gardens in Virginia
connect children to
agriculture and
provide opportunities
for hands-on learning.



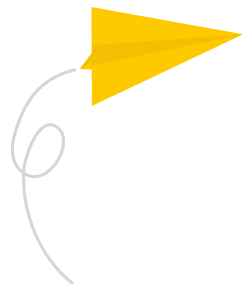

Agriculture in
the Classroom
AgInTheClass.org



Virginia routinely
ranks in the
TOP 10 nationally
in the following
commodities:
tomatoes, apples,
grapes and peanuts.


VIRGINIA
GROWN

VIRGINIA DEPARTMENT OF
EDUCATION



August 2025

HOM: Tomatoes

Back to School Preparation:

- Decorate cafeteria with a “Back to School” theme to help welcome back students
- Create a “Meet your Cafeteria Staff” bulletin board
- Prepare for PTA “Back to School Night” Have school meal and allergy information available to parents
- Prepare info for school staff meetings

Required Promotions 24-25 SY

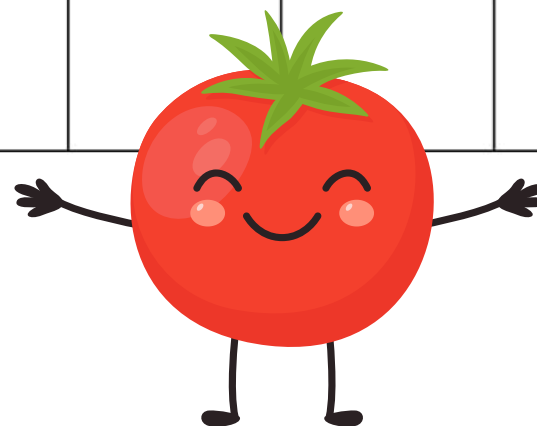
- 2 promotions due before January 9th
 - includes NSLW
- 2 promotions due before May 15th
 - includes NSBW

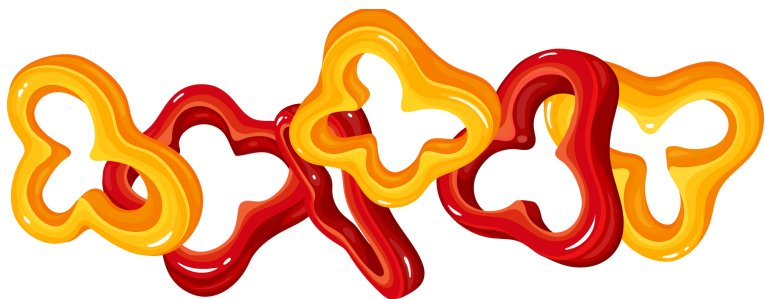
SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3		5	6	7	8	9
10		12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31					Teacher Workday- No Students	

Preservice Week



**YOU'VE
GOT THIS**





September 2025

HOM: Bell Pepper

General Promo Ideas

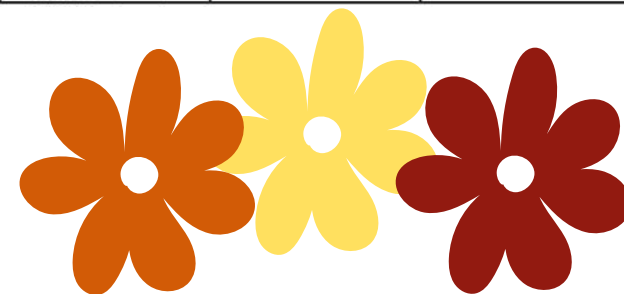
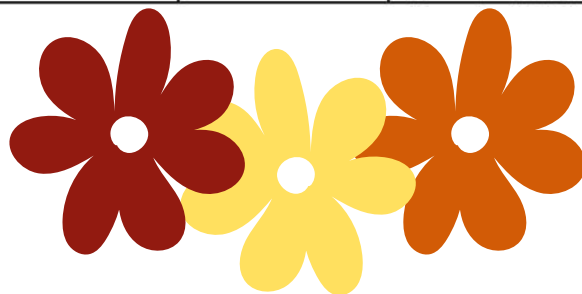
- Fruit and Vegetable Promo
- Nutrition Label Promo
- Milk/Dairy Promo
- MyPlate Promo
- Hidden Sugar Promo
- Blender Bike

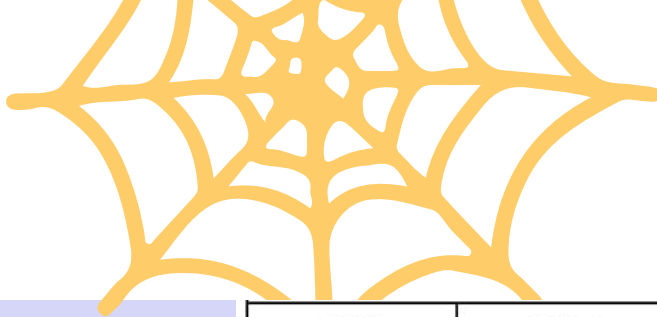
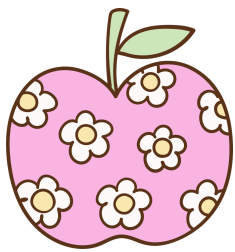


September Promo Ideas

- Food Allergy Awareness Month
- Food Safety Education Month
- National Chicken Month
- National Potato Month
- National Rice Month
- Read a book about fall foods!

SUN	MON	TUE	WED	THU	FRI	SAT
	1 LABOR day	2	3	4	5	6
7	8	9	10	11	12	13 
14	15  Hispanic Heritage Month	16	17	18	19	20
21 	22 hello FALL Rosh Hashanah	23 Rosh Hashanah	24 Rosh Hashanah	25	26	27
28	29	30				





October 2025

HOM: Apple






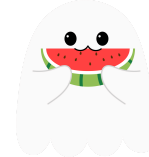
General Promo Ideas

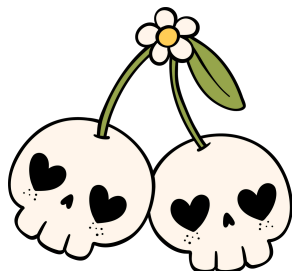
- Fruit and Vegetable Promo
- Nutrition Label Promo
- Milk/Dairy Promo
- MyPlate Promo
- Hidden Sugar Promo
- Blender Bike



October Promo Ideas

- Popcorn Month
- Hunger Awareness Month
- Spinach Lovers Month
- Vegetarian Month
- National Pizza Month
- National Cranberry Month

SUN	MON	TUE	WED	THU	FRI	SAT
			1 Yom Kippur	2 Custodian Day	3	4
5	6 NF2SW	7 NF2SW	8 NF2SW	9 NF2SW	10 NF2SW	11
12 	13 Parent Teacher Conference Day- No Students	14 NSLW	15 NSLW Unity Day	16 NSLW Bosses Day	17 NSLW	18
19	20	21	22	23	24	25
26 	27 Teacher Workday- No Students	28	29	30	31 HALLOWEEN	



November 2025

HOM: Cabbage


General Promo Ideas

- Fruit and Vegetable Promo
- Nutrition Label Promo
- Milk/Dairy Promo
- MyPlate Promo
- Hidden Sugar Promo
- Blender Bike



November Promo Ideas

- Peanut Butter Lovers Month
- American Diabetes Month
- Vegan Month
- Education Month
- National Pepper Month
- National raisin Bread Month
- National Pomegranate Month

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4 Teacher Workday- No Students	5	6	7	8
9	10	11 Veterans DAY	12	13 INTERNATIONAL KINDNESS DAY	14	15
16	17	18	19	20 Holiday Meal!	21	22
23	24	25	26	27	28	29
30						

Thanksgiving



*Gobble
TIL YOU
Wobble*



December 2025



HOM: Spinach





General Promo Ideas

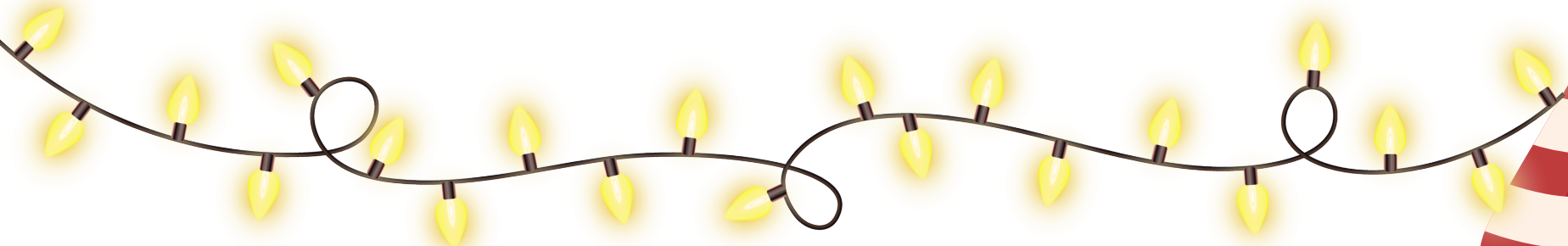
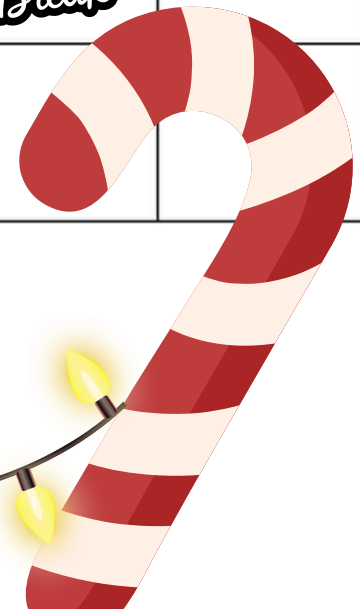
- Fruit and Vegetable Promo
- Nutrition Label Promo
- Milk/Dairy Promo
- MyPlate Promo
- Hidden Sugar Promo
- Blender Bike



December Promo Ideas

- Bingo Month (Alyssa has nutrition bingo cards!)
- national Fruitcake Month
- Holiday Cookies
- Holiday book about food!

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6 
7	8	9	10	11	12	13
14 	15	16	17	18	19	20
21 <i>Winter</i>	22 <i>Winter Break</i>	23 <i>Winter Break</i>	24 <i>Winter Break</i>	25 <i>Winter Break</i>	26 <i>Winter Break</i>	27
28 	29 <i>Winter Break</i>	30 <i>Winter Break</i>	31 <i>Winter Break</i>	<i>Winter Break</i>		



January 2026

HOM: Sweet Potato


General Promo Ideas

- Fruit and Vegetable Promo
- Nutrition Label Promo
- Milk/Dairy Promo
- MyPlate Promo
- Hidden Sugar Promo
- Blender Bike



January Promo Ideas

- International Creativity Month
- National Oatmeal Month
- National Soup Month
- National Hot Tea Month

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	31	1 <i>Winter Break</i>	2 <i>Winter Break</i>	3
4	5	6	7	8	9	10
11	12	13	14	15	16 Teacher Workday- No Students	17
18	19 	20	21	22	23	24
25	26	27	28	29	30	31

HOM: Butternut Squash

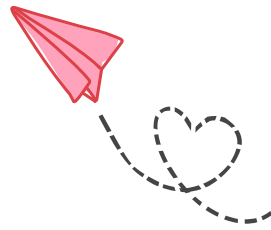
General Promo Ideas

- Fruit and Vegetable Promo
- Nutrition Label Promo
- Milk/Dairy Promo
- MyPlate Promo
- Hidden Sugar Promo
- Blender Bike



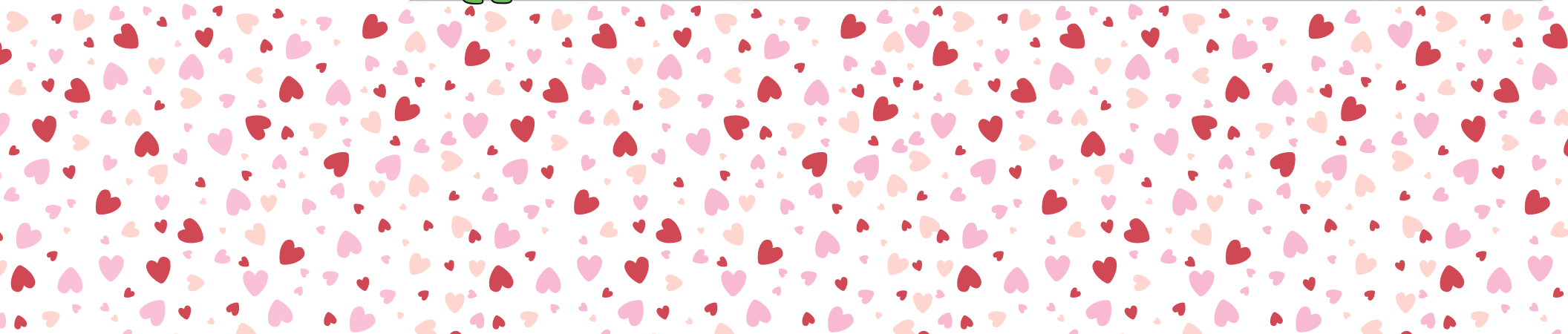
February Promo Ideas

- Sweet Potato Month
- American Heart Month
- National Cherry Month
- National Hot Breakfast Month
- National Grapefruit Month



February 2026

SUN	MON	TUE	WED	THU	FRI	SAT
1	2 HAPPY GROUNDHOG DAY 	3	4	5	6	7
8 	9	10	11	12	13	14 
15	16 	17 Chinese New Year	18 Ash Wednesday	19	20	21
22 	23	24	25	26	27	28
1	2	3	4	5	6	7 



HOM: Kale

General Promo Ideas

- Fruit and Vegetable Promo
- Nutrition Label Promo
- Milk/Dairy Promo
- MyPlate Promo
- Hidden Sugar Promo
- Blender Bike



March Promo Ideas

- American Red Cross Month
- Music in Schools Month
- National Noodle Month
- National Flour Month
- National Women's History Month
- National Nutrition Month!



March 2026

SUN	MON	TUE	WED	THU	FRI	SAT
1	2 NSBW 	3 NSBW	4 NSBW	5 NSBW	6 NSBW	7
8	9	10	11	12	13	14
15	16	17 HAPPY ST. PATRICK'S DAY	18	19	20 Teacher Workday- No Students	21 Spring
22	23	24	25	26	27	28
29	30	31	1	2 	3	4 



HOM: Lettuce

General Promo Ideas

- Fruit and Vegetable Promo
- Nutrition Label Promo
- Milk/Dairy Promo
- MyPlate Promo
- Hidden Sugar Promo
- Blender Bike

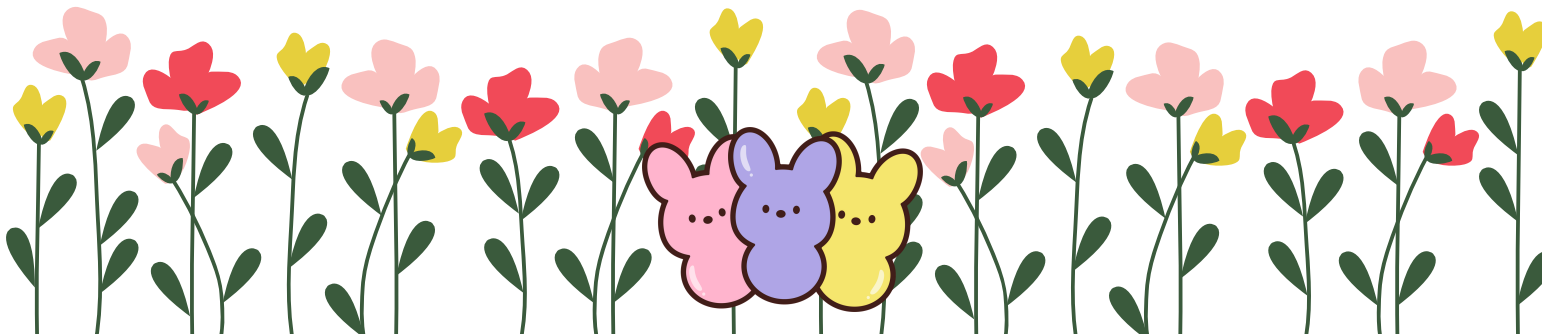


April Promo Ideas

- Mathematics Education Month (measuring!)
- Grilled Cheese Month
- National Pecan Month
- national Soft Pretzel Month
- Month of the Military Child

April 2026

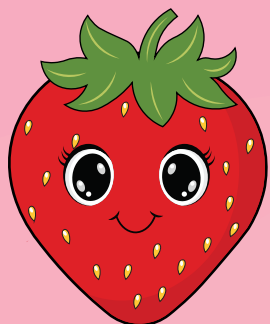
SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	1 APRIL FOOLS DAY	2	3	4
5 HAPPY EASTER	6 SPRING BREAK	7 SPRING BREAK	8 SPRING BREAK	9 SPRING BREAK	10 SPRING BREAK	11
12	13	14	15	16	17	18
19	20	21	22 EARTH DAY National Admin Day	23	24	25
26	27	28	29	30	1	2



HOM: Strawberries

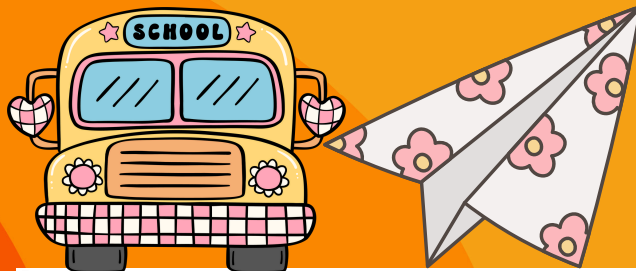
General Promo Ideas

- Fruit and Vegetable Promo
- Nutrition Label Promo
- Milk/Dairy Promo
- MyPlate Promo
- Hidden Sugar Promo
- Blender Bike



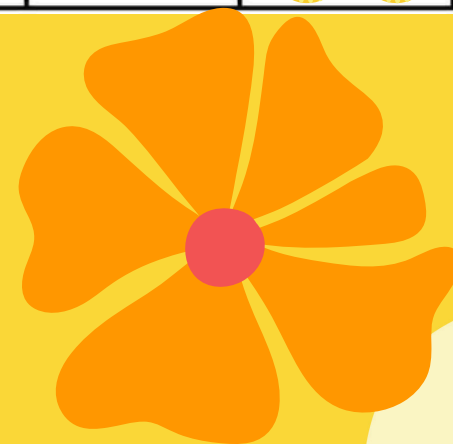
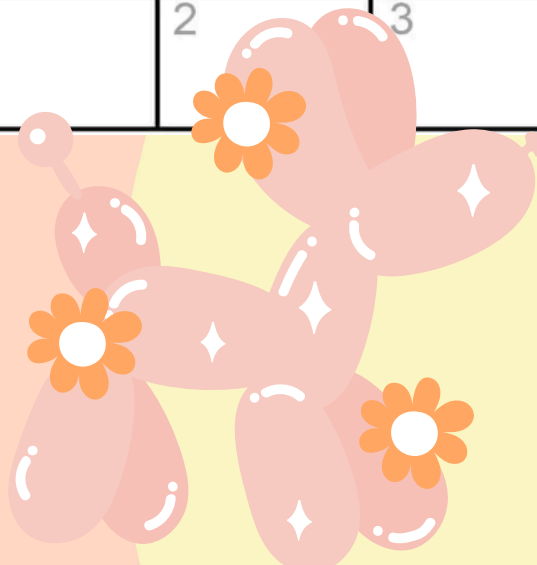
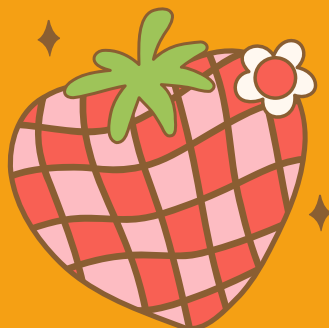
May Promo Ideas

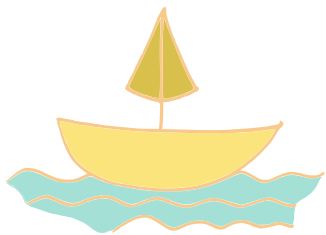
- National Asparagus Month
- National Strawberry Month
- National Salsa Month
- National Bike Month (blender bike!)



May 2026

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	1 SUPER HEROES Principal's Day	2
3	4 Teacher appreciation week	5 CINCO DE MAYO	6 NURSES DAY	7	8	9
10 Happy Mother's Day	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25 Memorial DAY	26 1/2	27 1/2	28 1/2	29 1/2	30 OUT
31	1	2	3	4	5	6





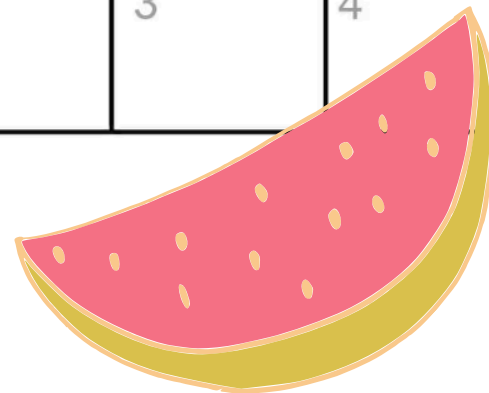
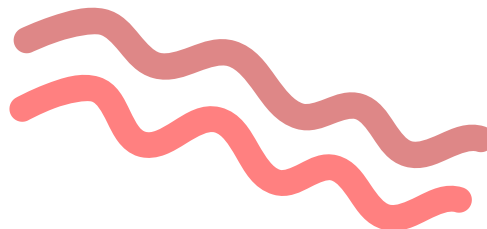
JUNE 2026

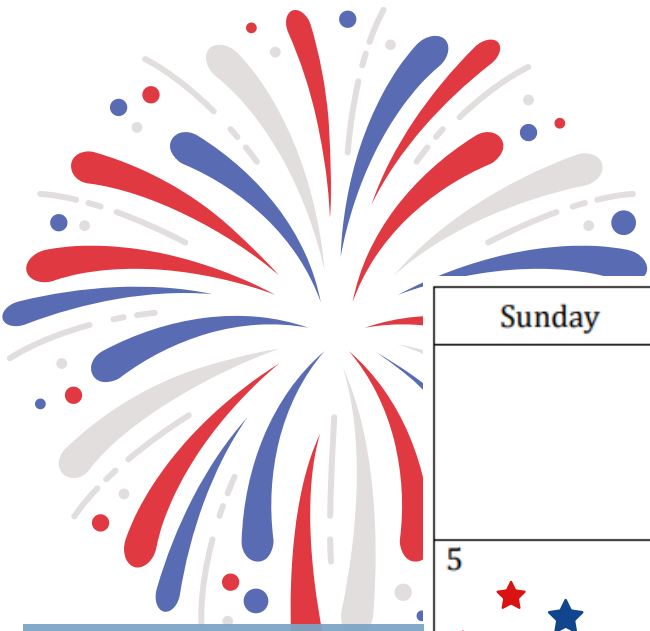
HOM: Cucumbers

Summer Promo Ideas

- Blender Bike
- Nutrition Bingo
- Nutrition Board Game
- Veggie Bug Activity

SUN	MON	TUE	WED	THU	FRI	SAT
31	1 Workday	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19 	20
21 	22	23	24	25	26	27
28	29	30	1	2	3	4





July 2026

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4 4TH OF JULY
5 	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26 	27	28	29	30 	31 	

HOM: Zucchini

Summer Promo Ideas

- Blender Bike
- Nutrition Bingo
- Nutrition Board Game
- Veggie Bug Activity

