



NATIONAL  
FARM to SCHOOL  
NETWORK



## Child Nutrition Reauthorization 2021 Toolkit

### Healthy Kids and Healthy Schools

#### Toolkit Table of Contents

[Campaign Overview](#)

[Sample Social Media Copy](#)

[Sample Social Media Graphic](#)

[Sample Action Alert / Outreach Language](#)

[Marker Bills Overview](#)

[Background: What is CNR and why is it important?](#)

[Helpful Links](#)

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### Campaign Overview

As Congress considers the next Child Nutrition Reauthorization (CNR), FoodCorps, National Farm to School Network, and National Sustainable Agriculture Coalition are working to build support for four recently introduced marker bills that support healthy kids and healthy schools: **Food and Nutrition Education in Schools Act, Farm to School Act of 2021, Kids Eat Local Act, and School Food Modernization Act**. Together, these complementary bills provide crucial support for schools, farmers, and underserved communities in rebuilding equitably from the pandemic while building on the progress we have made in connecting students with healthy food in schools.

Now we need grassroots support to get as many cosponsors of the marker bills as possible so that these provisions will be included in the final CNR.

**You can help!** Help spread the word to your network and urge your members of Congress to support these important bills! To make it easy to amplify, this toolkit provides some sample language you can use in your email outreach and social media.

## Sample Social Media Copy

- **HASHTAG:** #HealthySchoolsHealthyKids, #ChildNutritionReauthorization

### Facebook, LinkedIn, Instagram

- Tell Congress: support healthy schools and healthy kids NOW! Since day one of COVID-19, schools have worked hard to ensure kids have the food they need to thrive. As we gear up for a new school year, schools, farmers, and families need more support. Tell Congress to include these FOUR bills in this year's Child Nutrition Reauthorization (or CNR), a once-in-a-decade opportunity to strengthen laws governing child nutrition programs like school meals:
  - ✓ Food and Nutrition Education in Schools Act
  - ✓ Farm to School Act of 2021
  - ✓ Kids Eat Local Act of 2021
  - ✓ School Food Modernization Act of 2021

It's time to raise our voices and urge members of Congress to cosponsor legislation that supports #HealthySchoolsHealthyKids <https://p2a.co/kVMcCRN>

- Equitable access to school food means:
  - 🥕 Healthier meals in the cafeteria 🥕 More hands-on food education 🥕 Sourcing school meals from local farms 🥕 Upgrading cafeteria equipment

Urge your reps to support #HealthySchoolsHealthyKids by texting HEALTHYKIDS to 52886 now!

- As the Senate Agriculture Committee drafts the once-in-a-decade Child Nutrition Reauthorization (or CNR), four complementary bills have been introduced that, if included in the final CNR, would strengthen connections between local farms, school gardens, classrooms, and the school cafeteria:
  - ✓ Food and Nutrition Education in Schools Act, which would create more food educator positions in public schools
  - ✓ Farm to School Act of 2021, which would triple funding and increase equitable access to the USDA Farm to School Grant Program
  - ✓ Kids Eat Local Act, which would make it easier for schools to source local food for school meals
  - ✓ School Food Modernization Act, which would provide the funding needed for schools to upgrade their kitchen equipment

Learn more about this legislation and its potential impact: <https://bit.ly/33eQSPd>

## Twitter

- Take action! Tell Congress to include FOUR bills that support school meals in this year's #ChildNutritionReauthorization, a once-in-a-decade opportunity to strengthen the laws governing child nutrition programs: <https://p2a.co/kVMcCRN>
- Action alert! As Congress works on the next #ChildNutritionReauthorization, we need your help in ensuring that schools have the resources needed to strengthen connections between local farms, school gardens & school cafeterias. Support #HealthySchoolsHealthyKids: <https://p2a.co/kVMcCRN>
- Healthy food is the most important school supply. As kids go back to school, Congress has a once-in-a-decade chance to improve child nutrition laws. Urge your reps to support #HealthySchoolsHealthyKids! Text HEALTHYKIDS to 52886 to take action
- As Congress works on the next #ChildNutritionReauthorization, 4 bills have been introduced that could impact resources schools need to support farm to school activities, hands-on food education & local foods in their cafeterias. Learn more: <https://bit.ly/33eQSPd>
- Since day 1 of #COVID, school nutrition staff, farmers & communities have been rallying to ensure nearly 30 million kids get the food they need to thrive. Learn more about how #CNR could strengthen their future efforts. <https://bit.ly/33eQSPd>

## Sample Social Media Graphic

*Click the links to access and download the respective social media graphics images.*

- [Action Alert graphics](#)
- [Instagram carousel post](#)
- “Healthy food is most important school supply” graphics
  - [Instagram Feed](#)
  - [Instagram Stories](#)
    - Swipe-up link: <https://p2a.co/1305Vrq>
  - [Twitter](#)

## Sample Action Alert / Outreach Language

Subject: Join us in urging Senators to Support Healthy Kids and Healthy Schools Now

Right now, the Senate Agriculture Committee is drafting the next Child Nutrition Reauthorization (or CNR)—first-in-a-decade opportunity to strengthen laws governing child nutrition programs like school meals.

Four complementary bills have been introduced that, if included in the final CNR, would strengthen connections between local farms, school gardens, classrooms, and the school cafeteria:

- **Food and Nutrition Education in Schools Act**, which would create more food educator positions in public schools
- **Farm to School Act of 2021**, which would triple funding and increase equitable access to the USDA Farm to School Grant Program
- **Kids Eat Local Act**, which would make it easier for schools to source local food for school meals
- **School Food Modernization Act**, which would provide the funding needed for schools to upgrade their kitchen equipment

**Congress needs to hear from you!** We need your help to ensure these provisions are included in the next Child Nutrition Reauthorization. Join us in raising your voice and urge your members of Congress to cosponsor legislation that supports healthy kids and healthy schools!

[Take Action](#)

Thank you!  
Your name

## Marker Bills Overview

The Healthy, Hunger Free Kids Act of 2010 created the Farm to School Grant Program which kickstarted a powerful movement that has connected local farms and ranches with schools, increased consumption of local food, created hundreds of school gardens, and explained to thousands of children where their food comes from. The result has been fresher, high quality food in meals, school food dollars staying in their local economies, and children excited to eat new and healthy foods.

The following four complementary bills provide an opportunity to expand on benefits in the 2021 CNR.

### 1. **Food and Nutrition Education in Schools Act (S. 1421, H.R. 4282)**

**Purpose:** This bill directs the USDA to establish a pilot program to hire staff in schools to provide hands-on food and nutrition education.

**Rationale:** [Food and nutrition educators](#) in schools increase children's acceptance and enjoyment of the nutritious, tasty meals they are offered in schools, setting them up to make

healthy choices for life. When hands-on food education is integrated as a part of a school day, it can have significant impacts on students' nutritional, emotional, and educational well-being.

[Download Fact Sheet here](#)

Senate Sponsor: Sen. Booker (D-NY) Original Cosponsor: Sen. Cornyn (R-TX)

House Sponsor: Del. Plaskett (D-VI) Original Cosponsors: Rep. Adams (D-NC), Rep. Hayes (D-CT), Rep. Courtney (D-CT), Rep. Payne (D-NJ), Rep. Mfume (D-MD), and Rep. Mrvan (D-IN)

## **2. Farm to School Act of 2021 (S. 1328, H.R. 1768)**

Purpose: This bill triples funding for the USDA Farm to School Grant Program, prioritizing applications that engage beginning, veteran, and socially disadvantaged farmers and serve racially diverse and high-need student populations.

Rationale: The popular Farm to School Grant Program has empowered thousands of children to learn about where their food comes from. Every dollar spent on local food generates up to an additional \$2.16 in economic activity, indicating school districts' local food purchases can lead to over \$1 billion in local economic activity. (USDA Farm to School Census 2015)

Senate Sponsor: Sen. Leahy (D-VT) Original Senate Cosponsors: Sen. Tillis (R-NC), Sen. Brown (D-OH), and Sen. Collins (R-ME)

House Sponsor: Del. Plaskett (D-VI) Original House Cosponsors: Rep. Fortenberry (R-NE), and Rep. Adams (D-NC)

[Download Fact Sheet here](#)

## **3. Kids Eat Local Act of 2021 (S. 1401, H.R. 2896)**

Purpose: The Kids Eat Local Act will support farm to school efforts by making it easier for schools to source locally grown, locally raised and locally caught food and farm products for their meal programs.

Rationale: Currently, schools are not able to specifically ask for "local" products in their food procurement requests. A geographic preference option is available, but many school food service providers find it burdensome and confusing to implement.

Senate Sponsor: Sen. Brown (D-OH) Senate Original Cosponsor Sen. Collins (R-ME), Sen. Tester (D-MT), Sen Braun (R-IN)

House Sponsor: Rep Pingree (D-ME) House Original Cosponsors: Rep. Fortenberry (R-ME), Rep. Adams (D-NC), Rep. Harder (D-CA).

[Download Fact Sheet here](#)

#### 4. **School Food Modernization Act of 2021 (S. 876, H.R. 4379)**

Purpose: This bill authorizes funding for schools to purchase equipment, improve kitchen infrastructure, and train staff to make it easier for schools to deliver healthy and fresh foods.

[Learn more here.](#)

Rationale: Even before the pandemic, the majority of schools reported needing school kitchen infrastructure improvements. To ensure that schools can prepare healthy, nutritious and fresh foods, schools need additional funding to modernize their kitchen infrastructure.

Senate Sponsor: Sen. Collins (R-ME) Original Senate Cosponsor: Sen. Smith (D-MN)

House Sponsor:

### **Background: What is CNR and why is it important?**

Child Nutrition Reauthorization (CNR) is the foremost legislative opportunity to re-evaluate child nutrition programs and make sure more kids, schools, and communities can access healthy, nourishing, and delicious fresh foods.

Congress undertakes the CNR process typically every five years, although the last time Congress completed CNR was 10 years ago. Programs that fall under review during CNR include the National School Lunch Program (NSLP); School Breakfast Program (SBP); food for children in summer and in childcare; the Fresh Fruit and Vegetable Snack Program (FFVP); Supplemental Nutrition Program for Women, Infants and Children (WIC); and more.

On a normal school day, 30 million kids eat a school lunch, and for many children, the meals and snacks that they get at school are their primary source of nutrition. We also know that eating habits formed in childhood last a lifetime, and investing in delicious food, school gardens, and experiential education that helps kids enjoy healthy, fresh food and understand where it comes from can set them up for a lifetime of dietary health.

Moreover, in the 2017 fiscal year, the federal government invested almost \$18 billion in school food. When spent with local producers these food dollars not only provide the freshest food to children but also keep circulating in the local economy.

CNR is THE opportunity to ensure that public investments in school nutrition more meaningfully benefit children and also all of society.

### **Helpful Links**

- FoodCorps Blog: [What is Child Nutrition Reauthorization or CNR?](#)
- National Farm to School Network: [Child Nutrition Reauthorization 2021 & Farm to School](#)

- National Sustainable Agriculture Coalition: [Child Nutrition and WIC Reauthorization Act Background Paper \(2019\)](#)