

Nuevo Thursdays is a farm to school initiative with the overarching goal of serving healthy, freshly prepared school meals that are made from and highlight foods grown in New Mexico.

- Nuevo Thursdays will look different for every school or district.
- You can use Nuevo Thursdays even if you can't purchase local right now.
- Make Nuevo Thursdays your own. Even the smallest changes can make a difference!

## PURCHASE

### *Fresh, Healthy, & New Mexico Grown Meals*

- Source foods locally from New Mexico farmers, producers, and food processors
- Get inspired with ideas for recipes and meal preparation
- Try new ingredients or foods!

## PROMOTE

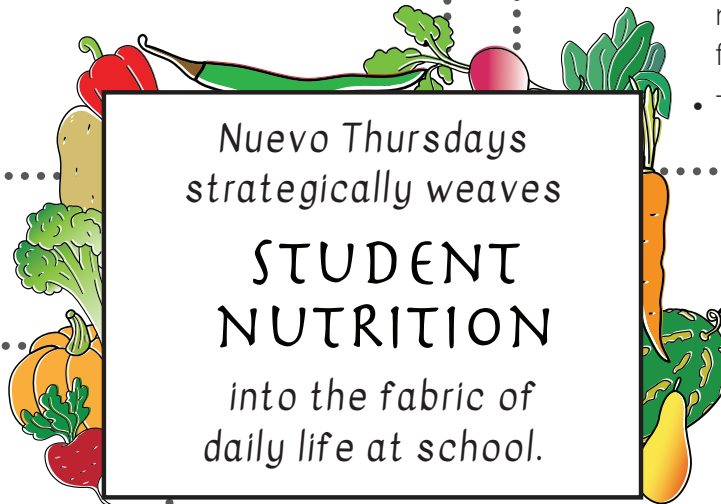
### *Cafeteria Promotions*

- Highlight what's already being served on the lunch line
  - Introduce students to new or unfamiliar local food items
  - Taste test new recipes

## MARKET

### *Marketing Matters!*

- Generate excitement
- Educate kids about where their food comes from
- Improve overall acceptance of new foods



## CONNECT

### *Classroom & Garden Connections*

- Provide students with enriched learning opportunities
- Connect new foods to geography, literacy and language, math and science, and more