



Checklist | Business and Community

Getting Started

Steps to Get Started

- Assemble Team:** Each team should include a food handler (person who purchases food), operations manager and marketing coordinator. We encourage you to involve kitchen/ floor staff, sales managers, and other folks on your team.
- Review Expectations:**
 - Purchase and serve the HOM item once per month in a meal.
 - Incorporate HOM into existing communications (example: newsletters, social media, etc.).
 - Display promotional materials.
 - Participate in evaluation.
- Register your team** for participation. The HOM program is **free**, and you receive all the promotional and educational materials needed for no cost. **Please note:** The HOM program does **NOT** provide food for meals, so you must be able to make those purchases.
- Complete and submit the **Beginning of the Year Report** 30 days after signing up.
- Receive and review welcome email** with the [HOM Online Portal](#) link to all electronic materials and share link with all team members. *Please only share this link with team members of your registered site!*
Bookmark the link as it is not accessible through the website's menus.
- Review resources** on the [HOM Online Portal](#), watch the [Harvest of the Month for Business and Community Video](#) with your HOM team, and review the [HOM calendar](#).
- Spread the Word!**
 - Let staff, customers, clients, and community members know that your facility is participating by sending out the [Participation Letter](#) found on the [HOM Online Portal](#), or write your own.
 - Share the monthly [Newsletter Content](#) documents with the person responsible for marketing at your business.
- Review the **Monthly Checklist** for ideas and reminders to implement HOM throughout the year.

Dig Deeper

Get more information, register, or download resources:

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Monthly Checklist

- ❑ **Distribute materials** to appropriate team members each month, which will help remind team members to spread the word. All materials are available on the *HOM Online Portal*.
 - ❑ *Posters* should be distributed to appropriate team members that can be responsible for displaying them in visible locations each month.
 - ❑ *Harvest at Home* materials should be distributed for consumer education. Where appropriate, *Classroom and Cafeteria Bites* materials may be distributed to educators and food service professionals
- ❑ If appropriate, **serve HOM item** at least once per month in a meal, a la carte, sample, taste test, and/or other retail option.
 - ❑ For help purchasing local foods, go to the *Business and Community Portal* "Getting Started Section" for a list of resources.
 - ❑ Contact local farmers and businesses early so they can save winter crops for you such as winter squash, carrots, and beets.
 - ❑ Print the *Food Tracking Sheets* to track any foods served or sold. This will help you complete the monthly and end of the pilot evaluation!
- ❑ **Promote program monthly** using social media, newsletters, announcements, websites, etc.
 - ❑ Use #MTHarvestoftheMonth on social media sites. Take pictures and *share success stories* about your HOM activities and meals by submitting your story at:
<http://www.montana.edu/mtfarmtoschool/connect/share-story.html>.
 - ❑ Incorporate HOM newsletter content into existing mailings or emails. Newsletter content can be found on the *HOM Online Portal* under a selected harvest item's content.
 - ❑ Find creative ways to distribute the *Harvest at Home* materials and let us know how you use them on the *Monthly Report Survey*.
- ❑ **Track results** each month.
 - ❑ Record HOM food served or sold using the optional *Food Tracking Sheet*
- ❑ **Complete evaluation**
 - ❑ **Baseline Report** (Please complete 30 days after registration)
 - ❑ **End of Year Report** – Due June 30, 2025. Utilizing the provided tracking sheets for meals will be very helpful for completing the survey at the end of the year!

All materials and guides are available for registered sites on the HOM Online Portal.

Use #MTHarvestoftheMonth on social media sites.