



Newsletter + Social Media Content

Brassicas

Instructions

Please adapt and use the verbiage, logos, and images included below for your newsletter, staff announcements, menus, social media posts, etc. To use the verbiage below, please copy and paste the desired language into your document or social media platform. Be sure to add your site-specific information in the sections with {brackets}. The Montana Harvest of the Month logos and illustrations are included for your use as well. For more information, additional guides and resources, or to download logos and illustrations visit <https://mtharvestofthemoth.org/>. Registered sites can download all materials on the Harvest of the Month Online Portal.

Announcement/Newsletter Verbiage

September Harvest of the Month: Brassicas

What do cabbage, broccoli, and rutabaga have in common? They are all this month's Harvest of the Month food. Brassicas are a diverse vegetable in the mustard family and depending on the variety, we eat different parts of the plant: roots, stems, leaves, flowers, and seeds!

Many of the Brassicas that we enjoy as food today either originated in northwest Europe or the Mediterranean but over the past 2,000 years, Brassicas were most likely domesticated in the Mediterranean region. The ancient Greeks recorded medicinal and culinary uses of Brassicas. Learn more about Brassicas through Montana Harvest of the Month!

This month, [INSERT BRASSICA TYPE] from {INSERT TOWN OR RANCH HERE IF MONTANA/LOCALLY GROWN} will be featured for {INSERT MEAL} on {INSERT DAY}! Students can vote if they "Tried it, Liked it, or Loved it" after trying the Harvest of the Month item in the {INSERT LOCATION OF VOTING, *remove this section if you are not conducting a voting or a taste-test*}.

Social Media Posts

Suggestions for Social Media Posts: Brassicas *(Red means Twitter Friendly)*

"Brassica" is a genus, or group of closely related plants in the mustard family. There are 3700+ species of Brassicaceae, or the Brassica plant family, ranging from cauliflower to kohlrabi! Learn about all different kinds of Brassicas all month long with #MTHarvestoftheMonth: <http://bit.ly/mthombrassicas>

Learn about bok choy, Brussels sprouts and so much more this month with this month's #MTHarvestoftheMonth, Brassicas! Brassicas are group of closely related plants in the mustard family grown in Montana. There are more than 3,700 species of this vegetable, so there is no shortage in variety! Learn more: <http://bit.ly/mthombrassicas>

Did you know there are more than 400 varieties of cabbage? Look out for white, purple or green cabbages! Learn more about cabbage and other Brassicas this month with #MTHarvestoftheMonth <http://bit.ly/mthombrassicas>

Brassicas are diverse and depending on the variety, we eat different parts of the plant: roots, stems, leaves, flowers, and seeds! Learn about Brassicas this month with #MTHarvestoftheMonth here: <http://bit.ly/mthombrassicas>

Logos and Illustrations

The logos and illustrations included below are also available for registered sites to download on the Harvest of the Month Online Portal. To use the images from this document, copy and paste the images from this document to your document.





Updated May 19, 2021



The Montana Harvest of the Month program showcases Montana grown foods in Montana communities. This program is a collaboration between Montana Farm to School, Office of Public Instruction, Montana Team Nutrition Program, National Center for Appropriate Technology, Montana Department of Agriculture Specialty Crop Block Grant, Montana State University Extension, Gallatin Valley Farm to School, FoodCorps Montana, and Montana Department of Agriculture. More information and resources are available at: <https://mtharvestofthemoth.org>.

Funds were provided in part by USDA Team Nutrition Training grants, USDA funds, USDA Farm to School grants, Montana Healthcare Foundation, Northern Pulse Growers Association, Montana Department of Public Health and Human Services, Montana School Nutrition Association, Montana Department of Agriculture Specialty Crop Block Grant, Montana Grains Foundation, Dairy MAX, Montana Pulse Crop Committee, Montana Wheat and Barley Committee. This institution is an equal opportunity provider and employer. The Montana State University Extension Service is an ADA/EO/AA/Veteran's Preference Employer and Provider of Educational Outreach.