

STATE OF ALASKA

DEPARTMENT OF NATURAL RESOURCES

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Local Food Hero Contest

Announcement

The Alaska Farm to School Program (FTS) is announcing the launch of a youth driven local food hero contest. FTS programs are an effective way to encourage healthy eating and boost local agriculture sales by bringing local vegetables, fruit, and other products into schools. One goal of the program for 2012 is to reach out and engage Alaska's youth by building connections with their community food heroes.

Who is eligible?

- Any youth that participates in a youth organization (i.e. FFA, 4-H, Student Government, Alaska Youth for Environmental Action, etc.)
- The youth organization must be aware of the applicant as the winning prize will go directly to them.

Where to apply? Applying is quick and easy!

There are three steps to applying:

1. Fill out the electronic application at https://www.surveymonkey.com/s/Local_Food_Hero
 - a. Paper applications available at http://dnr.alaska.gov/ag/ag_FTS.htm
2. Submit a photo of the local food hero
 - a. Please make sure your photo is high-resolution (at least 200 dpi).
3. Submit a photo release.
 - a. Photo release forms can be found at: http://dnr.alaska.gov/ag/ag_FTS.htm

When can I apply?

- Survey will open online 8 a.m. on Monday, April 2nd and end at 5 p.m. on Friday, June 1st. Paper applications will be accepted during the same time frame.

Ideas and Examples on pages 2 and 3

Prize list and score sheet on pages 4

“To responsibly develop Alaska’s resources by making them available for maximum use and benefit consistent with the public interest.”

Ideas and Examples

Help promote your local food hero and win money for your youth organization! All you need to do is submit a photo and the story behind your hero. Below are some ideas for information and an example of a local food hero.

1. Find your local food hero

Finding your local food hero may be easier than you think! A local food hero could be teaching you about local food, growing/harvesting/hunting/fishing food, cooking local food, processing local food, or moving local food from one place to another (distribution). It could be someone in your community that is any of the following:

- Farmer
- Fisherman
- Hunter
- Chef
- School Food Service Staff
- Processor
- Community Member
- Gardener
- Distributor

2. Gather Information

- Person's name, business name, picture of the food hero, and where they work.
- Quote from the food hero about their passion for their work.
 - Why local is important to them,
 - Their favorite part of their job, or
 - The most important thing about their contribution to local food use.
- Interesting facts about them and their operation:
 - # of years in Alaska doing local food work.
 - Which generation are they doing/running the business or related efforts.
 - What local food or contribution do they have (i.e. they grow vegetables, they process fish, etc.).
 - An interesting or amazing fact about them or their operation (i.e. grow the most in the state, caught the largest fish in 1978, hosted the most all local food meals in 2010).
- Don't forget to get a photo release form from your local food hero. You can find the photo release form at: http://dnr.alaska.gov/ag/ag_FTS.htm

Example

One thing we hope to do with this information is to create posters for your organization, community, or school. Below is a mock example of what we visualize for a poster. Remember you only *have* to get a picture of the 'local food hero'. If you want you can get a picture of the 'local food or food concept' but we are happy to help with that!

Local Food Hero - Johnson Farms

Local Food / Food Concept

Johnson Farms

Mount, NM	<ul style="list-style-type: none">• 4 generation family farm• 28 years farming
2000 acres	<ul style="list-style-type: none">• 40 acres flowers• 20 acres vegetables• 900 grass pastures
1000 cows	<ul style="list-style-type: none">• ~50 per school
Cool Facts	<ul style="list-style-type: none">• First to get beef in schools• Voted best tasting beef in Mount, NM for two years running

"It is important to us to be part of the solution. We can only afford to sell our 100% grass-fed beef to two schools but we hope that grows!"

Local Food Hero

Prize Sheet

One Grand Prize

- \$500 to your youth organization
- poster of food hero

Five Runner Up Prizes

- \$100 to your youth organization
- poster of food hero

As funds allow

- Posters made up of food hero

Score Sheet

* Bonus Points: 5 points per month

This contest is running through the month of April and May. You will get a 5 point bonus each month prior to June. The sooner you submit the more bonuses you accrue.

- April entries will receive a total of 10 bonus points
- May entries will receive 5 bonus points
- No bonus points will be offered for June entries

1. Description: 20 points

Your or your groups, description of why you chose the local food hero you chose. The description will ideally help you on your choice of who you pick as a local food hero. It may be helpful to start with the description to see if you have the best candidate.

2. Creativity of project: 50 points

How does your local food hero incorporate ideas about local food?

3. Completeness of submission: 10 points

Did you submit everything that was asked for in the format requested?

4. Photo quality: 20 points

Your photo could potentially be displayed state-wide:

- Is your photo high resolution (at least 200 dpi)?
- Is this a high quality photo that portrays your food hero appropriately and in a positive manner?