



MASSACHUSETTS FARM TO SCHOOL

FARM & SEA TO SCHOOL CONFERENCE

Outreach Toolkit

The 6th Massachusetts Farm & Sea to School Conference will take place between May 16th - May 21st. We would appreciate your help in sharing the conference information with individuals within your network who are involved in the Farm to School community in our state and beyond.

About the Conference

The 2022 conference theme of Seeding the Future will center the conference on youth leadership and empowerment in the farm to school movement. The conference will bring together farm to school advocates – food service professionals, students, educators, policy makers, public health advocates, community organizers, and more – for a week of virtual workshops and in-person field trips.

Help us Reach a Wide Audience

1. Promote the conference on your website and via social media. See below for e-newsletter copy, social media posts, and graphics.
2. Share the registration link (www.massfarmtoschool.org/conference) with your networks.
3. Reach out to individuals and organizations who you know to have an interest in the farm to school movement.
4. Use #MAF2SConf22 on social media sites.

Sample Newsletter Text

Join us at the Massachusetts Farm & Sea to School Conference.

During the week of May 16-May 21st, Mass. Farm to School will hold the 6th statewide Massachusetts Farm & Sea to School Conference. The conference will feature both virtual sessions and in-person field trips. This year's theme is Seeding the Future, and is centered on youth leadership and empowerment in farm to school. The workshops will touch upon a wide variety of farm to school themes, such as, food systems education, student voice in school meals,, youth-led programming, school garden tours, and racial equity in the food system. All events will be free of charge. Learn more & register here:

www.massfarmtoschool.org/conference.

Social Media

- Be sure to tag in your social media posts about the conference, using our hashtag: #MAF2SConf22.
- Follow us on Twitter & Instagram @mafarmtoschool and on Facebook at facebook.com/massfarmtoschool and share our conference related posts when possible.

Graphic [add graphic]



Download Instagram graphic [here](#).

Download Twitter/Facebook graphic [here](#).

Twitter

- Have you registered for the MA Farm & Sea to School Conference yet? Join fellow #farmtoschool advocates today! massfarmtoschool.org/conference #MAF2SConf22
- Join me/us @MAFarmtoSchool's Farm & Sea to School Conference! #Farmtoschool advocates will be meeting/talking/learning. massfarmtoschool.org/conference
- #MAF2SConf22 Workshop topics include #schoolgardens #socialjustice #youthengagement #cookingdemos Learn more: massfarmtoschool.org/conference

Facebook

- Join us at the 6th Mass. Farm & Sea to School Conference: Seeding the Future!. Farm to school advocates from all over the state will be networking, learning, and collaborating in order to further the farm to school movement! Learn more: massfarmtoschool.org/conference
- Don't miss out on engaging farm to school workshops, including integrating food systems into the curriculum, student-run programming, sea to school, and more at the Massachusetts Farm & Sea to School Conference, May 16-21! Register today: massfarmtoschool.org/conference

