

Georgia Tray of the Week Campaign 2021-2022

<p>What:</p>	<p>The <i>Georgia Tray of the Week Campaign</i> is to be a year-long school meal promotional activity which highlights the consistently high-quality of school meals served in Georgia schools. The <i>campaign</i> will be executed using the Georgia School Nutrition (State Agency) social media platforms and in tandem with social and other media channels operated by local School Nutrition Programs.</p> <p>The specifics: Each Tuesday the <i>State Agency</i> will select and share, via social media, five photos depicting Georgia school meal trays served in the preceding school week, and which meet the following criteria:</p> <ol style="list-style-type: none"> 1. Meet the USDA National School Breakfast or National School Lunch Meal Patterns, clearly showing all components (i.e., including Fruit, Vegetables, Grains, Meat/Meat Alternate and Fluid Milk as applicable) 2. Include a description of the meal menu items 3. Indicate the location and date of service 4. Be attractively plated and photographed 5. Carry the hashtags #FuelingGA and #GATrayoftheWeek or has been submitted by email to FuelingGA@gadoe.org <p>Social media followers will be asked to select their favorite menu from the shortlisted trays, with the image having the most engagement by each Friday at 8:00am being designated the <i>Georgia Tray of the Week</i>.</p> <p><i>A Georgia Tray of the Month will be selected from among every four Georgia Trays of the Week by State Agency selection.</i></p>
<p>Why:</p>	<p>The <i>Campaign</i> is part of our State Agency strategy to promote uniform quality standards in Georgia school meals with representation from a wide footprint of school districts. It also intends to provide a space where all School Nutrition Programs, regardless of size, location or presence on social media, will find an outlet to celebrate the work of your School Nutrition Professionals.</p> <p>We also expect the campaign to provide replicable menus and menu presentation examples from local sources, from which other School Nutrition Programs may draw inspiration.</p>
<p>Who:</p>	<p>All Georgia School Nutrition Programs</p>
<p>Where:</p>	<p>The <i>Campaign</i> will be executed exclusively via social media, however School Nutrition Programs may submit entries by email to FuelingGA@gadoe.org</p>
<p>How Can You Participate:</p>	<ul style="list-style-type: none"> - Add the hashtags #FuelingGA and #GATrayoftheWeek to the school meal post/photos being submitted to the campaign. - Be mindful of the entry and selection criteria. - Have fun capturing and sharing your school meals!