



Georgia Tray of the Week Campaign 2023-2024

What:

The Georgia Tray of the Week Campaign is to be a year-long school meal promotional activity which highlights the high-quality school meals served in Georgia. The campaign will be executed using the Georgia School Nutrition (State Agency) social media platforms.

The Specifics:

Each Tuesday the State Agency will select and share, via social media, four to six photos depicting Georgia school meal trays **served in the previous school week**. The State Agency will be responsible for determining which submissions make the voting list.

Meal photos **must** meet the following criteria:

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 school where the meal was served**
4. **Provide the date of service. Photos selected for voting must be of meals served in the previous school week. Example: For voting starting Tuesday, August 15, meals must have been served Monday, August 7 through Friday, August 11.**
5. **Be attractively plated and photographed – For tips on taking better photos, check out this [guide on our website](#).**
6. **Be a real meal a student could select:**
 - a. **Include accurate student portions**
 - b. **Do not place multiple entrees on one tray**
 - c. **Only place one milk choice on the tray**
 - d. **Ensure the number of sides is correct for the corresponding student grade**
7. **Carry the hashtags #FuelingGA and #GATrayoftheWeek on social media or has been submitted by email to FuelingGA@gadoe.org**

Social media followers will be asked to select their favorite photo from the selected trays. The official vote count will come from Facebook. Twitter and Instagram users will be given a link to our Facebook page to vote. The image having the most engagement (“likes” or “loves” on Facebook) by Friday at 8:00am will be designated the Georgia Tray of the Week. Comments or other reactions will not be counted as official “votes.”

Why:

The Campaign is part of our State Agency strategy to promote quality school meal standards in Georgia 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, can find an outlet to celebrate the work of your School Nutrition Professionals. 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.

Who:

All Georgia School Nutrition Programs participating in the National School Lunch Program and School Breakfast Program can participate.

Where:

The Campaign will be executed exclusively via social media; however, School Nutrition Programs may also submit entries by email to FuelingGA@gadoe.org. You can submit on Facebook, Instagram, or Twitter.

- Facebook: Georgia School Nutrition Program
- Twitter: @GaDOENutrition
- Instagram: @gadoe_snp

When?

Start date for submissions **SY2023-2023**: Week of August 7, 2023 (Voting Week of August 14, 2023)

All school weeks including special editions:

- National School Lunch Week edition (October 9-13, 2023)
- Thanksgiving edition (November 13-17, 2023)
- National School Breakfast Week edition

There will be no tray photos collected the following weeks:

- November 20-24, 2023
- December 11-15, 2023
- December 18-22, 2023
- December 25-29, 2023
- January 1-5, 2024
- April 1-5, 2023

The final tray collection week will be May 6-10, 2024

Engagement Opportunities:

- Participation in this campaign can garner student, parent and community engagement for your school meal program and engage your staff.
- All winning schools receive a signed certificate, a feature on our snp.gadoe.org website, a highlight on our social media platforms, and inclusion of the winning manager in the monthly Manager Outreach.
- Winning provides the opportunity to highlight your school nutrition program and winning school staff to your community and school and district level administration.