



# CASNR CRUNCH-OFF

## WHAT IS CRUNCH-OFF?

### CRUNCH-OFF IS PART OF THE NEBRASKA DEPARTMENT OF EDUCATION'S FARM TO SCHOOL PROGRAM

Participants compete to celebrate Farm to School Month in October by trying to achieve the most “crunches” per capita by eating local produce. This year, the College of Agricultural Sciences and Natural Resources is entering the ring to help celebrate our local producers and our school programs in Nebraska!

## SOCIAL MEDIA CONTEST

### CASNR DEPARTMENT COMPETITION

To get the word out about Crunch-Off and create a fun opportunity for departments to feel the spirit of competition, we have created a social media contest that will run through the month of October. To be eligible for the Farm to School Crunch-Off, photos must include participants eating a local crunchy produce (popcorn, apples, corn, seeds, etc.) and tag the appropriate accounts.

*Inside CASNR, we will have some different rules specific for our CASNR social media crunch-off contest!*

**RULES** Contest begins Oct. 1 and ends Oct. 30 with a winner announced on Oct. 31..

CASNR will determine the winner of our CASNR contest through a points system. It will be scored as follows:

- 1 pt per photo of participant(s) eating something crunchy
- 2 pts per video of participant(s) eating something crunchy
- 1 pt per person wearing UNL, CASNR, or a departmental logo or apparel in a photo or video
- 2 pts per caption telling us why you support growing local produce
- 5 pts for “Best Photo”
- 5 pts for “Best Video”

Photos must be submitted to CASNR social media, either by:

- Tagging CASNR *AND* your academic department (so we know who to give points to!)
- **OR** By submitting photos or videos via email to [chornung@unl.edu](mailto:chornung@unl.edu) to be posted on CASNR pages.

\*Submissions will be accepted on Instagram, Facebook, and X(Twitter); you can use #NEFarmtoSchool and #CASNRCrunchOff for extra visibility\*



**QUESTIONS? CONTACT CLARE HORNUNG AT [CHORNUNG@UNL.EDU](mailto:CHORNUNG@UNL.EDU)**