

AUGUST

Follow this calendar and refer to the PVMRP Toolkit at www.paveggies.com for PA Produce Month promotional success!

Theme of the Week

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Share on social media & to your email list!

Grab all graphics from the Toolkit at once & schedule in advance.

Reference the 4-page July newsletter for inspiration!

Promote with social media, emails, flyers, and/or a press release!

Top Chefs Use Local Veggies

Share the "CELEBRATE PA PRODUCE MONTH" graphics (in Toolkit) on social media & send to your email list.

NEW ARTICLE LIVE: How Top PA Chefs Use Local Veggies in Their Kitchens. Copy & share from www.paveggies.com.

Post a graphic from the Toolkit. Explain how local chefs love & use your veggies. Tag a restaurant!

Give your audience reason to be excited about your weekend specials and happenings

Host your own event/special. Remember to promote it in advance.

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PA Farmers Give Back

Send a press release letting your local media know about PA Produce Month & how your farm will be celebrating. Invite them to your event.

NEW ARTICLE LIVE: PA Farmers Nourish Our Community Spirit. Copy & share from www.paveggies.com

Post a graphic from the Toolkit with a caption about your farm's donations. Tag your local food bank or partner.

Write & publish a new blog post. Share it on your social media platforms and with your email subscribers.

Schedule & repeat your events & produce specials

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Drink Your Veggies

Run a giveaway on social media. Ask individuals to Like your page for entry.

NEW ARTICLE LIVE: Drink Your Veggies! Copy & share from www.paveggies.com

Post a graphic from the Toolkit with a veggie drink recipe. Let your audience know about specials you're running.

Comment on an individual's social media post with your personal knowledge & expertise.

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Kids Love Veggies, Too!

Write a blog recapping your special or event. Share it on your social media platforms & with your email subscribers.

NEW ARTICLE LIVE: 5 Tips to Get Your Kids on the Veggie Bandwagon. Copy & share from www.paveggies.com

Post a graphic from the Toolkit with your philosophy on kids & veggies. Share special tricks and/or personal recipes.

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Veggies Are For Everyone

NEW ARTICLE LIVE: 4 Reasons the Veggie Lifestyle is For Everyone. Copy & share from www.paveggies.com

Post a graphic from the Toolkit with a personal veggie-friendly recipe and/or tips!

SPECIAL NOTES

Use the hashtag #paveggies in your social media posts.

Share a post from PA Veggies Facebook when you're stumped or crunched for time.

Use the themes for inspiration but don't be afraid to add a personal twist.

Try to send weekly emailsthrough August.