



Add a little character to your garden

Growums Goes to the Fair

A Blue Ribbon Experience: Program Outline

A large, anthropomorphic broccoli character is the central focus. It has a green, textured head and a smiling face with large eyes. It is wearing a yellow turtleneck and a brown jacket. A blue ribbon award is pinned to its chest, with a white 'G' logo and the text "1st PLACE" and "I A F F". A large yellow ribbon banner is draped across its head, containing the text "Growums Blue Ribbon Contest at the Fair".

**Growums Blue Ribbon
Contest at the Fair**

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A Blue Ribbon Experience



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A cartoon broccoli character with a large, green, textured head and a smiling face. It is wearing a yellow turtleneck and a brown jacket. A large yellow ribbon is draped across its head, and a blue ribbon award is pinned to its chest. The award has a green 'G' logo and the text "1st PLACE" and "I A F E".

**Growums Blue Ribbon
Contest at the Fair**

**A Cooperative Agricultural
Educational Opportunity**

Educators and Fair Managers,

Together we have an incredible opportunity to educate, entertain, inspire and change the lives of students!

Cultivated by a passion for helping students lead a healthy lifestyle, Growums™ has created the "Blue Ribbon Experience," an innovative program that takes school fundraising to a whole new level. Growums gives students a chance to earn money for their school, learn how cool it is to grow their own vegetables and herbs, then see their personal growing accomplishments win at the fair! What's more, it promotes healthy living, helps the environment, brings families closer together and teaches students important gardening skills that can last a lifetime.

After participating in a Growums Fundraiser at their school, eligible students are given the opportunity to grow a plant that they can enter in the fair. Every student who enters wins a free ticket to the fair, as well as a Blue Ribbon – a top honor for growers everywhere!

Growums captures students' interest, introduces them to healthful foods, promotes agriculture awareness, teaches nurturing skills, gives students a sense of pride in their accomplishments and helps create a greener world. By working together, we can help promote the benefits of gardening through this fun, engaging program – and help students be healthier for it!





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The Role Of The Fair

A Blue Ribbon Experience

The Role of the Fair

- Fairs interested in the Blue Ribbon Experience should visit the Growums Website, www.Fundraising.Growums.com, and fill out the “Growums Goes to the Fair” online application.
- Enlist the support and participation of the districts’ schools in the Blue Ribbon program and introduce them to the Growums staff.
- Although a sponsor is not required for the Blue Ribbon Program, the fair should immediately put an effort into motion to provide additional opportunities to enhance the program by securing a sponsor.



The Role of the Fair

- Set a date, time and location for “Blue Ribbon Day at the Fair.”
- Set an admission policy for students participating in Blue Ribbon Day, including free admission to the fair (when students arrive with their plant entries and a responsible adult). Provide preferred gate of entry, if necessary.

Note: Some fairs award an additional entry ticket at the time each student receives his or her blue ribbon, in hopes that each student will return to the fair another day with family members.



The Role of the Fair

- Select a Growums Garden for the contest. The seeds, or “ingredients,” in that particular garden will be the ones the students will grow for the contest.
- Supply Growums with the signed Fair Partnership Introduction Letter in PDF format.
- Present students with their Blue Ribbons.



Plan the logistics and program for Blue Ribbon Day

Suggestions:

1. Plan for easy arrival of the students by making sure gate personnel understand the admission policies for the program and have clear instructions for the students as to where to go and what is expected of them.
2. Make sure the space to be used for the display of the students' plants is clearly identified and visible, as well as appropriately sized and appointed.
3. Have fair personnel ready to greet students upon arrival, receive their plants and acknowledge their growing efforts.
4. Make sure that one-half of each student's registration form stays with the plant and that the other half stays with the student. (Both halves of the registration form contain the student's name, school and teacher.) This way, each plant can be identified and returned to its proper owner when students return at the end of the day.



Plan the logistics and program for Blue Ribbon Day

Suggestions:

5. Collect the student journals. (Use them to help decide first place winners, if needed.) Enlist the expertise of a Master Gardener or other qualified individuals to judge the entries.

6. Present each student with a Blue Ribbon.

7. Congratulate the students on their successful growing efforts. Encourage them to enjoy the fair for the rest of the day. Remind students that they should come back to the Blue Ribbon area to pick up their plants before they head home or the plants will be donated to a local food bank.





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The Role of The School A Blue Ribbon Experience

The Role of the School

- Agree to the Growums fundraising program terms of agreement and encourage students to participate in Blue Ribbon Day at the Fair.
- Launch the fundraising program at least 16 weeks before the start of the fair.
- Encourage school officials and educators to support the fundraising program. Explain the educational value, the involvement of the fair, the excitement and interest it generates and the fact that a successful fundraising effort will benefit all – especially the Blue Ribbon Winners!



The Role of the School

- Encourage school officials and educators to use the Growums Classroom Videos found on www.Growums.com. Remind students and parents that these FREE online videos (presented by fun Growums characters every 10 days during the growing process) are part of the journal requirement for the contest. (See contest rules and guidelines for more information.)
- Make sure all school officials and educators know about and understand Blue Ribbon Day at the Fair and talk with students and parents about the program. They should also be familiar with how and when to register for the program online at www.Fundraising.Growums.com.
- Appoint a school official to work with the designated fair representatives to coordinate students at Blue Ribbon Day at the Fair as needed.





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The Role Of Growums A Blue Ribbon Experience

The Role of Growums

- Facilitate bringing schools and fairs together in a collaborative program that educates students about the fun and benefits of gardening and growing healthy foods.
- Assign a Growums Blue Ribbon Team that oversees and establishes a seamless, consistent program that is somewhat customizable to fair and school needs.
- Reach out to our partners like the IAFE and PTA organizations to assist in the effort.



The Role of Growums

- Maintain reliable content to the Growums Website, supporting the Blue Ribbon program including, but not limited to, the following:
 1. An area on the Website explaining what the Blue Ribbon program is and how it works.
 2. Online registration pages for fairs to sign up for the program, as well as the Blue Ribbon Contestant Entry forms.



The Role of Growums

3. An online Fair Distribution area with media kits and Blue Ribbon documents that are easily accessible by the fair for use in implementing the Blue Ribbon program. Documents will be in PDF format for electronic mail and print jobs needed for facilitating the program and for marketing materials.
 4. FAQ page to help guide the schools and the fairs through the Blue Ribbon program.
- Work with all related parties to produce the most successful and widespread Ag-Education program for students that has ever been implemented.





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