

Produce List and Criteria



In the first phase of this statewide launch, the tool kit features 12 California grown fruits and vegetables, one for each month beginning with September 2005. Subsequent phases will feature new 12-month cycles of California grown fruits and vegetables.

Following the **Harvest of the Month** Featured Produce cycle by the designated months is highly recommended. This will ensure consistency with local and statewide efforts to promote **Harvest of the Month** with retailers, produce organizations, commodity boards and wholesalers. It will also more effectively saturate the **Harvest of the Month** message statewide – in the classroom and cafeteria, at home and in the community.

Harvest of the Month Featured Produce			
Month	Cycle I	Cycle II	Cycle III
September	Apples	—	—
October	Pears	—	—
November	Kiwifruit	—	—
December	Sweet Potatoes	—	—
January	Oranges	—	—
February	Broccoli	—	—
March	Spinach	—	—
April	Carrots	—	—
May	Strawberries	—	—
June	Salad Greens	—	—
July	Grapes	—	—
August	Green Beans	—	Zucchini

Coming Soon!

The **Harvest of the Month** Featured Produce was selected based on the following criteria:

- California grown
- In season during month featured
- Represent a variety of colorful fruits and vegetables
- Familiar to children
- Affordable when purchased in season
- Align with the *California 5 a Day Campaign*
- Easy to use for classroom taste testing
- Recommended by school produce buyers for seasonal availability and cost