



## What Is Nuevo Thursdays?

**Nuevo Thursdays** is a New Mexico (NM) Grown farm-to-institution initiative aimed at serving healthy, freshly prepared meals using locally grown foods. It's a statewide marketing and educational campaign to celebrate, highlight, and promote scratch cooking with NM Grown products. Try serving NM Grown or something nuevo on a Thursday!

## How to Get Started?

If you already use local ingredients, use the available marketing materials to promote this effort. Display posters in your cafeteria or around your facility to draw attention. Distribute samples of highlighted local ingredients or recipes. When people try them, give them the **"I tried something nuevo"** sticker. By incorporating this into your schedule and regularly promoting local ingredients or recipes on Thursdays, you can generate excitement. Eaters will start to notice and look forward to local elements in their meals!

If you are not yet using local ingredients, you can still embrace Nuevo Thursdays by trying something new—be it a recipe, an ingredient, or an activity. **"I tried something nuevo"** is the heart of this campaign. How you implement it is up to you! Each community will have its unique approach, which is the beauty of this adaptable initiative. Make it your own!



Nuevo Thursdays watermelon tasting in Santa Rosa

## What Resources Are Available?

Nuevo Thursdays aims to connect your meals to all aspects of your school, center, or program. Plenty of posters and educational materials are available. Though originally created for a K-12 audience, these materials can be adapted for elders or young children. Display the posters where everyone can see and learn about New Mexico's beautiful foods and farming and ranching communities!



Nuevo Thursdays cherry tasting in Santa Fe



## Making Nuevo Thursdays Successful!

Consider what resonates with your eaters as you find what works in your community.

- Generate excitement!
- Raise awareness about the farmers and ranchers you work with (i.e., where their food comes from).
- Use signage, stickers, and posters.

Nuevo Thursdays can help you:

- Highlight current menu items.
- Introduce new local ingredients with lunchroom samples.
- Taste test new recipes and gather feedback.
- Incorporate educational and enrichment activities, such as cooking activities, tasting lessons, or garden activities, featuring the foods served during the same week.



*Nuevo Thursdays prickly pear jelly tasting in Elida*

## How You Can Support Nuevo Thursdays

### Nutrition Services Staff:

- Keep up the great work!
- Find supporters (e.g., volunteers, administrators, non-profit partners, families, and community members).
- Ask staff for ideas to improve and promote your program, or share your own ideas with your supervisor.

### Food Producers:

- You are your best resource! Suggest how a new food can be offered or served in a meal.
- Collaborate with food service staff to provide product samples during lunch.
- Post signs at your vending locations indicating you sell to preschools, K-12 schools, and senior centers. Use phrases like **"Ask me about Nuevo Thursdays"** and be prepared to share your involvement.

### Community Members, Partner Organizations, and Advocacy Groups:

#### Get involved!

- Ask your food and nutrition director how you can help.
- Offer enrichment activities like cooking, tasting, or gardening.
- Be a cheerleader! Help with announcements, newsletters, e-blasts, or social media content.
- Share your expertise with the [NM Grown Coalition](#).
- Encourage people to **"try something nuevo"** on a Thursday or challenge families to cook an NM Grown meal at home.
- Display materials where people will enjoy them.

### Questions?

To ask questions or request resources, please contact:

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