



Thank you for being part of this year's [CT Grown for CT Kids](#) week and the "[The Hardcore Apple and Pear Challenge](#)," video. As you know, CT Grown for CT Kids Week, Oct. 5-9th, celebrates and supports local agriculture, public education and our community commitment to the importance of healthy nutritious meals in schools. Multiple organizations across the state support this effort to help their local schools bring CT Grown for CT Kids Week into classrooms and the home.

For your self-made DIY video, you will need:

- TWO apples or pears from a CT farm. Please reach out if you need us to provide you with fruit.
- Have any branding (shirt, hat, background setting) visible to help identify who you are and/or what organization you represent.
- A phone or recorder you can upload and send to dropbox or via email.

Tips for shooting your video:

- Record your video lengthwise/sideways.
- Record in an area with low or no background noise
- Project your voice as best you can.
- Film in natural (outdoor) light if possible.
- You, the speaker, should be facing into bright light.

Your clip should be less than one minute.

The 'stars' of this video will be edited together to create a feel of tossing the apple or pear.

Start the video catching an apple/pear that is thrown to you from off screen, from your right.

1. Introduce yourself. For example, name, title, town you are from
2. Where does your apple/pear come from? (example Silverman's Farm)
3. Very briefly, why is it important in making sure kids get healthy products **from local farms** in their school lunches. WHY is Local Agriculture so vital?

Finish the clip by saying, "...and this is how I crunch! HOW DO YOU CRUNCH??"
AND TAKE A BITE!

THEN TOSS the second apple/pear off screen **to your left** so the "next person" in the video can "catch" it.

*Don't worry about making it perfect or watching the time too closely...
That's what we have a professional videographer to make it all work!*