



**STATE OF CONNECTICUT
DEPARTMENT OF EDUCATION**



TO: Sponsors of the National School Lunch Program and School Breakfast Program

FROM: Shannon K. Yearwood, Bureau Chief *Shannon K. Yearwood*
Bureau of Child Nutrition Programs

DATE: October 14, 2025

SUBJECT: Operational Memorandum No. 13-25
CT Fresh Ed Brand Launch

The Connecticut State Department of Education (CSDE) has served as a key state partner in increasing the amount of local and regional foods served in the U.S. Department of Agriculture (USDA) Child Nutrition Programs (CNP). The CSDE is proud to launch CT Fresh Ed, a new brand that unifies and amplifies Farm to Child efforts across Connecticut's CNPs.

CT Fresh Ed: What

CT Fresh Ed is a statewide brand that highlights a shared commitment to serving locally and regionally sourced, unprocessed and minimally processed foods in CNPs. By adopting this brand, program operators can clearly signal to families, schools, and communities that children are receiving fresh, healthy, and culturally responsive meals.

Local and regional unprocessed or minimally processed foods are often more nutrient dense and contain fewer additives than mass-produced options. In addition to health and developmental benefits, investing in local food systems strengthens communities, supports economic sustainability, and provides hands-on learning opportunities for students about food and agriculture. It is clear that well-nourished children are better prepared to learn, focus, and succeed.

CT Fresh Ed: Why

- A unified look and message strengthens recognition of Connecticut's Farm to Child practices within schools, districts, and community partners.
- Branding builds momentum, visibility, and trust, showing households that nutritious, local foods are part of the child's daily experience.
- Investing in local food systems bolsters community connections and economic sustainability while providing hands-on learning opportunities.
- A consistent brand ensures equity, signaling to all learners — especially those facing food insecurity — that high-quality meals are a priority.

CT Fresh Ed: How

- The CSDE will initially roll out CT Fresh Ed initiatives within school nutrition programs — spanning cafeterias, classrooms, and communities.
- Other USDA CNPs operating in Connecticut may use CT Fresh Ed branding materials in accordance with the logo usage guidelines. Eligible entities include early childhood programs in the Child and Adult Care Food Program (CACFP), summer meals sponsors, farms supplying products to Connecticut CNPs, educators, and community partners involved in these programs.

Use of Logo and Branding

The CT Fresh Ed logo is authorized for use in a variety of settings where CNPs operate, including but not limited to:

- School, early childhood education (ECE), and summer meal menus (printed and digital);
- internal and external communications, including email;
- signage in cafeterias, hallways, classrooms, and gardens;
- social media posts and promotional materials; and
- flyers, newsletters, and public outreach.

All entities using the CT Fresh Ed branding must adhere to the logo usage guidelines included in the CT Fresh Ed Brand Standards Guide. Consistent and correct use of the logo is essential to maintain the integrity of the brand and maximize its impact.

Note: The CSDE will notify CNP sponsors when the CT Fresh Ed Brand Standards Guide is available in the “[Brand Standards and Logos](#)” section of the CSDE’s CT Fresh Ed website.

Brand Standard Guide and Logo Files

The CT Fresh Ed Brand Standards Guide includes:

- logo specifications and approved formats;
- color palette and typography guidelines; and
- examples of acceptable and unacceptable logo use.

Digital logo files are available in the “[Brand Standards and Logos](#)” section of the CSDE’s CT Fresh Ed website. For questions about logo use, branding, or access to materials, please contact your CSDE [school nutrition team member](#).

SKY:jbb

Important: This is a numbered Connecticut State Department of Education (CSDE) operational memorandum that contains important program information. Please read carefully and retain for future reference. All CSDE operational memoranda are posted on the CSDE’s [Operational Memoranda for School Nutrition Programs](#) webpage.