



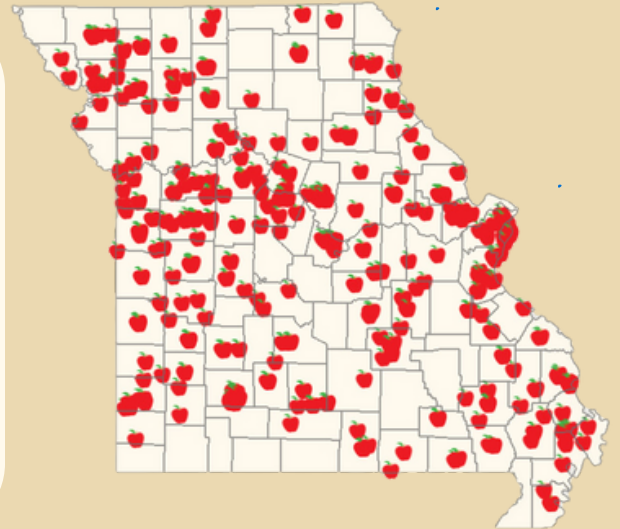
# Missouri Crunch Off 2024

## Impact Report

### Crunch Events

In October 2024, Missouri hosted **534** events in **89** counties.

- **257** Community, non-profit and other
- **217** PreK-12 and Early Care and Education (ECE)
- **34** Higher education
- **25** Government agency



### Crunchers

**213,164** people across Missouri crunched at these events.

**3.46%** of the state's population.

- **107,647** school-aged children
- **83,726** adults
- **21,791** children 0-5 years

### Food Purchased

**\$109,814** was spent on food purchased for local events.

- **392** purchased from a local producer, farmers market or farm stand.
- Local products reported:
  - **418** Popcorn
  - **86** Apples
  - **12** Cucumbers, peppers, carrots
  - **3** Pears, snap peas





# Missouri takes 4th place this year!

## Missouri Honored With Special Shout Out!

### Special Shout Out for Innovation: Missouri!

- MO saw a huge overall increase to an enormous 213,164 (most overall in the region)!
  - Equal to 3.46% of the population, very impressive for our most populous state, and notably, RIGHT behind NE (3.47%).
- Missouri Healthy Schools live podcast!
- Created an incredible real time dashboard with Crunch Off information!
- Mizzou football crunch again this year.

### Podcast topics include:

- Crunch Off history
- How to find a farmer
- Where to find local
- Crunch stories
- Local purchase funding opportunities

**MHS Podcast:** <https://www.youtube.com/live/yxoEnVRAIBY>

Find resources to plan your 2025 Missouri Crunch here:  
[Missouri Crunch](#)

## Thank you for supporting local food!

