



**An initiative for the
Texas Department
of Agriculture.**

Inspiration

The Box Portrait Project combined photography and digital illustration to transform real people into bold visual characters, with each environment inspired by something distinctive about its subject. That same approach could inspire Texas Farm Fresh by placing farmers, students and cafeteria teams at the center of imaginative worlds shaped by Texas-grown food—creating a consistent visual campaign that could extend from portraits and video to life-size farmer stand-ins in schools.



**Texas farmers are busy
growing what's for lunch.
So we sent their stand-ins.**

A man in a cowboy costume, including a tan cowboy hat, a blue denim shirt, blue jeans, and brown cowboy boots, stands as a cutout against a blue studio backdrop. He is positioned on a white base on a light-colored floor. To his left, a man in a dark blue long-sleeved shirt and dark pants is seen from the back, gesturing with his right hand towards the cutout. A woman with brown hair in a bun, wearing a black cardigan over a green shirt and blue jeans, stands to the far left, looking towards the man gesturing. A professional video camera on a tripod is positioned between the man and the cutout. The scene is set in a studio with a blue backdrop and a light-colored floor.

Portraits enter the real world (Literally)

About

Farm Stand-Ins turns the work of Texas Farm Fresh into a story people can see, understand and remember. Life-size portraits of real Texas farmers and ranchers appear in cafeterias, classrooms and school activities, creating an unexpected visual hook. They may be made of cardboard, but the people, food and impact behind them are real.

Through the voices of producers, school nutrition teams, students and Commissioner Miller, the campaign shows how the Texas Department of Agriculture connects Texas agriculture with schools, helps put more Texas-grown food on students' trays and teaches young Texans why those choices matter. The result positions TDA not simply as a sponsor, but as the connector helping farmers, schools and communities work together.

For parents at the State Fair, humor makes the program approachable and easy to understand. For students, familiar school situations turn education into entertainment. For farmers, ranchers and cafeteria teams, the campaign recognizes the real people behind every meal.

The stand-ins can extend beyond the video into State Fair displays, school activations, photo opportunities, social content and the October Farm Fresh Challenge —creating a recognizable campaign platform that can grow with the program.

The stand-ins earn attention. The real stories demonstrate the impact. TDA is the connection that makes it possible.





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Texas Farm Fresh
Connecting Texas agriculture with Texas schools.

An initiative of the Texas Department of Agriculture.

This Week's Lunch

MIDDLE SCHOOL • SAMPLE FARM FRESH MENU

A sample week connecting familiar school meals with the Texas-grown food and agricultural regions behind them.

DAY	LUNCH	TEXAS SOURCE SPOTLIGHT
MONDAY ●	Beef & Bean Taco Bowl Cilantro-lime brown rice Roasted corn • Orange wedges	Texas beef Panhandle ranchers Fresh oranges Rio Grande Valley
TUESDAY ●	Herb-Roasted Chicken Sandwich Sweet potato wedges Cucumber coins • Chilled milk	Sweet potatoes East Texas farms Milk Central Texas dairy producers
WEDNESDAY ●	Whole-Grain Cheese Pizza Garden salad with tomatoes Fresh apple slices	Leafy greens & tomatoes Central Texas growers Apples Texas High Plains orchard
THURSDAY ●	Texas BBQ Pulled Pork Seasoned pinto beans Crunchy slaw • Watermelon	Cabbage Texas Winter Garden region Watermelon East Texas growers
FRIDAY ●	Chicken Fajitas Sautéed peppers & onions Black beans • Fresh peach	Peppers & onions South Texas farms Peaches Fredericksburg-area orchards

All meals include a choice of 1% white or fat-free chocolate milk.

Illustrative concept only. Ingredients, producers and seasonal availability vary by school district.

Why the idea checks the boxes

-  **Makes TDA's role visible:** The campaign shows that Texas-grown school food does not arrive by accident; TDA helps connect the people who grow it with the schools serving it.
-  **Explains the program simply:** Putting farmers literally inside schools turns “farm to school” into an image parents and children immediately understand.
-  **Educates without feeling instructional:** Producer voices can explain where food comes from, how it is grown, its seasonality and why nutritious choices matter.
-  **Celebrates the complete system:** Farmers, ranchers, cafeteria teams, schools and students all receive recognition while TDA is established as the connecting force.
-  **Uses entertainment strategically:** The motionless cutouts create deadpan humor that earns attention without distracting from the informational message.
-  **Invites public participation:** Photo opportunities and interactive installations turn passive viewers into participants and create natural social content.
-  **Extends beyond one deliverable:** Different farmers, foods, regions and school situations can support the State Fair video, October Challenge and future outreach.

Video Samples

1. **Stand-ins video sample**

- https://drive.google.com/file/d/1UfxIL4zMO4bMOfXR1A4FL334AxBQsk9Q/view?usp=share_link

2. **Doc-style Food video samples from Hearty Films**

- <https://drive.google.com/drive/folders/12lnuw6wWrOI0afXcGoIJCTPIOqYB9Bdg?usp=sharing>

