

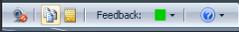
Highlighting Innovative Ways Extension Professionals are Involved with the USDA Farm to School Grant Program

March 13, 2014 | 12 p.m. (noon) EST
 Conference Call Line: 1-888-390-7303
 Passcode: 6897605



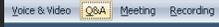

Housekeeping

Access to materials:



How to make a comment or ask a question:

- Type your question or comment using the Q&A Tab



- Ask your question or comment on the phone
Press *1

All questions will be answered after the two presentations.



USDA Farm to School Program



Mid-Atlantic Regional Office	Southeast Regional Office
Midwest Regional Office	Southwest Regional Office
Mountain Plains Regional Office	Western Regional Office
Northeast Regional Office	



Today's Presenters



Jason Fischbach
 Agriculture Agent
 Ashland and Bayfield Counties
 University of Wisconsin Extension



Seth Urbanowitz
 Extension Educator
 White Pine County
 University of Nevada Cooperative Extension



What is Cooperative Extension?

- Cooperative Extension is a nationwide educational network that supports agricultural, family and community, and youth development.
- Each state has an Extension System run through its land-grant university(s) and a network of local or regional offices.
- Map of Cooperative Extension Offices**
<http://www.nifa.usda.gov/Extension>



FY 2015 USDA Farm to School Grant Program RFA

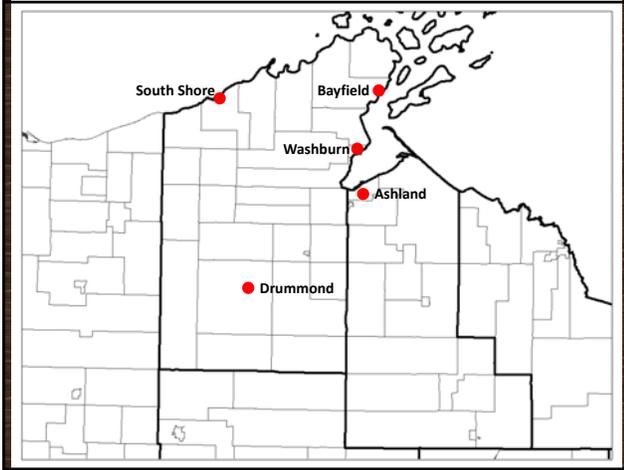
- RFA includes four different funding tracks: (1) Planning grants, (2) Implementation grants, (3) Support service grants, and (4) Conference/events grants.
- Extension professionals can be partners on projects applying for tracks 1-3 and can be an applicant on projects applying for track 4.
- Letters of intent for the Conference/Event grant track are due via email to farmtoschool@fns.usda.gov by 11:59 PM ET on April 2, 2014.
- The application period closes April 30th, 2014 at 11:59 p.m. EST for planning, implementation, and support service grant proposals.
- Full details are available at: <http://www.fns.usda.gov/farmtoschool>.



Farm to School and Ashland/Bayfield County UW-Extension

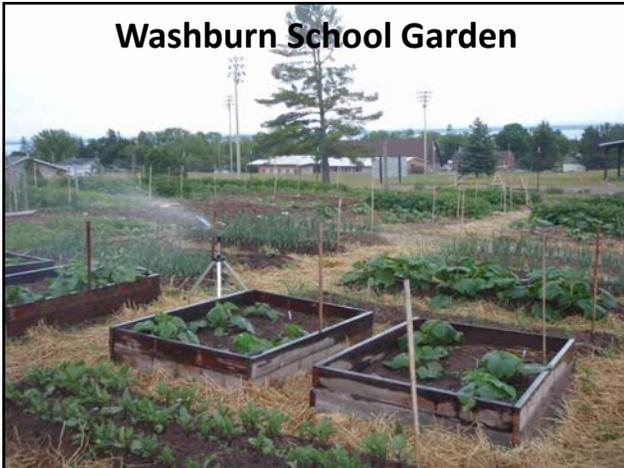
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Populations

- Ashland County – 16,142
- Bayfield County – 15,099
- Ashland School District - 2204
- Bayfield School District - 396
- Washburn School District - 560
- South Shore School District - 150
- Drummond School District - 381





Why Farm-to-School?

- Improve quality of food in school lunches and snacks
- Teach life skills of gardening
- Provide experiential, project-based learning
- Use school expenditures to support the agricultural economy

UW-Extension’s Role

- Quantify school food use and local production
- Build systems that last after the initial hype
 - Procurement (Agriculture)
 - Production (Agriculture)
 - In-school curriculum (Youth Development)
 - After-school agriprenuerism (Youth Development)
 - Nutrition education and better eating (Family Living)

Quantifying Purchasing and Production

- Determine how much the school districts currently buy
- Opportunity to talk about what they could buy

2007 Local School Apple Purchases

	Apples open	Applesauce open	Applesauce commodity	Applesauce commodity	Apple Slices open	Apple Slices commodity	Total Apples
	bu	lbs	#10 cans	cups	oz	#10 cans	bu
Ashland	60		45	118		51	138
Bayfield	8	957	15	16		4	21
Melton	20	500	6	10		2	27
Washburn	20	144	8	16		6	31
South Shore	9	36		8	6288		23

Production and Procurement

- **PROBLEM:** Schools want the convenience and pricing of a distributor but don't buy enough or pay enough to support a local food hub
- **SOLUTION:** Build a food hub with other markets first and add school districts as prices and volumes allow

Bayfield Regional Food Producers Cooperative

- 22 member Cooperative selling meats, fruits, vegetables, value-added goods
 - Community Supported Agriculture
 - Northland College
 - Wholesale
 - School Districts

www.bayfieldfoodproducers.org

Procurement and Production

- Standing Purchase Order
 - Agreements up front so producers and school districts can plan
- Opportunity Buys
 - Weekly list of what's available
 - Fresh Fruit and Vegetable Snack Program

Re-Integrating Agriculture in Schools

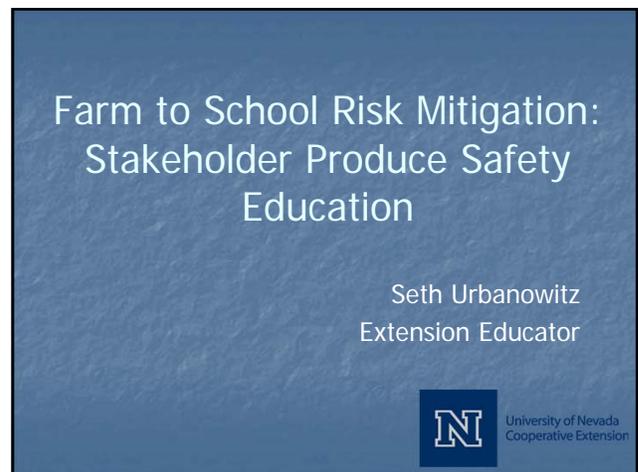
- School gardens as a living laboratory for teachers and students
- Nutrition education (learn about food)
- Agriculture as economic opportunity for students and parents



Our USDA F2S Project

1. Each school district gets a 22'x48' high tunnel greenhouse for use in classroom science curriculum (Agriculture)
2. Agripreneur program to enable older kids and families to do commercial vegetable production (Youth Development)
3. Community initiative to eat healthy locally-sourced foods (Family Living)





Purpose of Collaboration

- Nevada Department of Agriculture (NDA) sought outreach assistance to address concerns
- Educate on the importance of a food safety program and on-farm practices that mitigate risk
 - Important to food service directors and risk averse institutions who seek to procure locally sourced horticultural products
 - Adoption of food safety audits by farmers



Collaboration Process

- NDA reached out to Extension
- Extension put together comprehensive curriculum from numerous sources that addressed food safety in horticultural operations
- NDA and Extension advertised the trainings to farmers, health professionals, agricultural professionals and school district folks



Trainings

- UNCE developed comprehensive on-farm food safety trainings throughout state
 - Good Agricultural Practices (GAPs) trainings
 - Publications
- Tailored to Nevada
 - Emphasis on small-medium farms and direct marketing growing
 - Brought in local USDA GAPs Auditor and Health District expertise



Outputs

- One 3 day training and two 2 day trainings in larger urban areas of NV
 - NV one of the most urbanized states (~90:10)
 - Most produce farms are near urban areas
- Reno Small Farm Conference presentation
- High Desert Farming Initiative (UNR) GAP certified
 - Marketing to UNR Dining



Outputs, cont'd

- Many health professionals, farmers, agriculture teachers and agricultural professionals trained
 - Greater understanding of what food safety is how the risk can be mitigated
- Publications on school gardens (NDA) and GAP aspects
- Food safety curriculum currently being written



Successes/Challenges

- Successes
 - Well attended (~70 attendees over three trainings)
 - Well coordinated and advertised
 - Expertise available from NDA (GAP Audits), Extension and health professionals made for great discussion
- Challenges
 - Appropriate communication of food safety message
 - Title of program and misunderstandings
 - Communicating realities of farming with health professionals



Upcoming Webinars

- **USDA Farm to School Grant Program Webinar Series**
 - » Support Service Grant Webinar: Thursday, March 13, 2014 – 1:00 p.m. EST
 - » Conference/Event Grant Webinar: Friday, March 14 – 1:00 p.m. EST
- **Finding, Buying and Serving Local Foods Webinar Series**
 - » Using Specifications to Target Local: Thursday, March 13, 2014 – 2 p.m. EST
 - » Working with Distributors – Thursday, March 27, 2014 – 2 p.m. EST

Evaluation

- Look for an email with a short (~2 minute) SurveyMonkey survey



Contact Information & Questions

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