

Finding, Buying and Serving Local Food

Using USDA Foods as a Resource to
Purchase Local

May 22, 2014

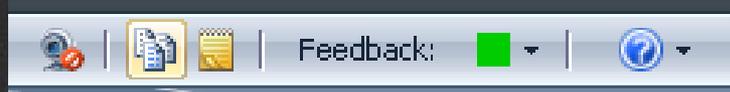


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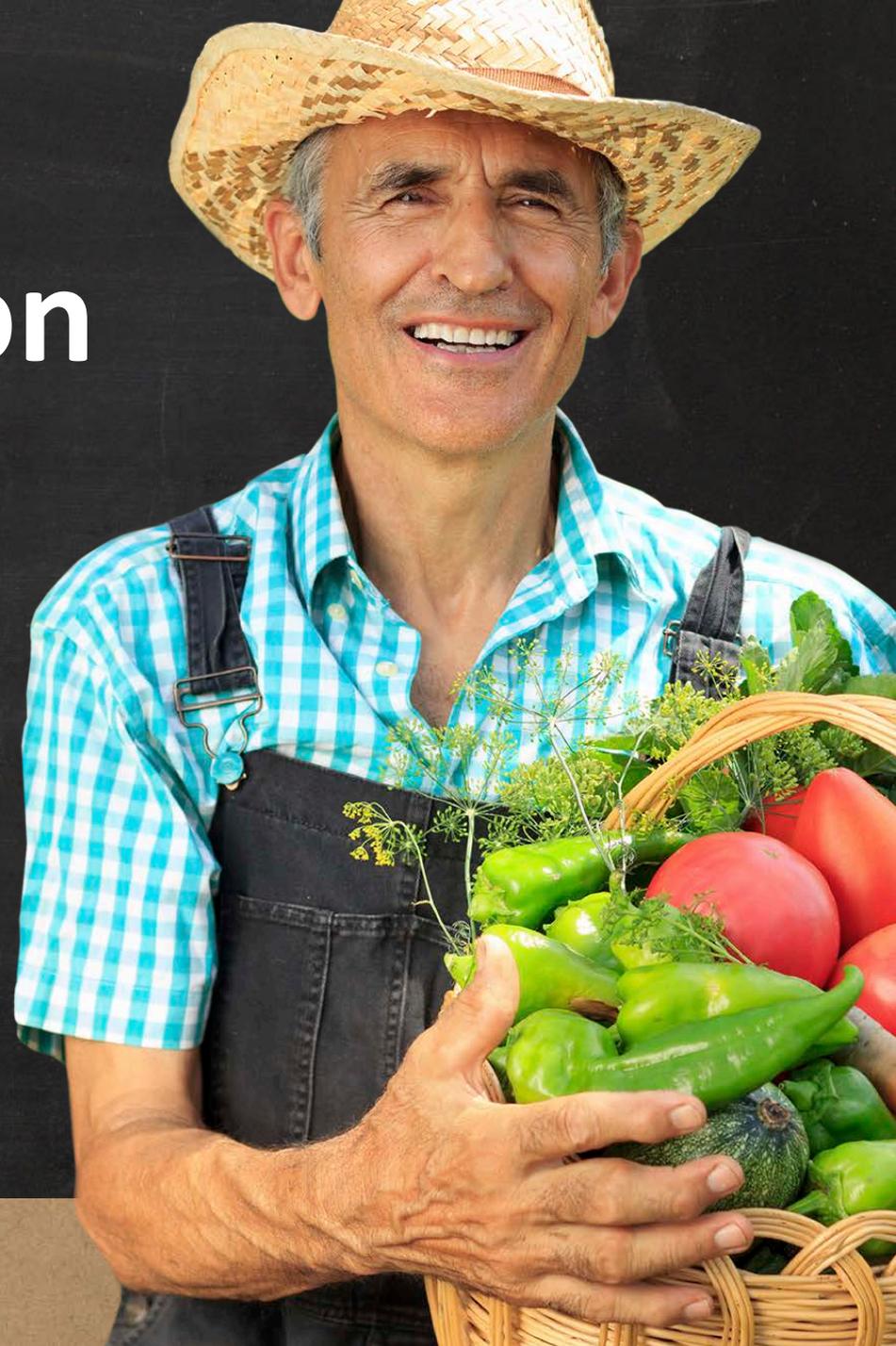


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 - The webinar will be recorded and available on the USDA Farm to School website: <http://www.fns.usda.gov/farmentoschool/webinars>

Poll: Who is on the line?



THE
FARM *to* **SCHOOL**
PROGRAM

Our Presenters



Christina Conell
Program Analyst
Food and Nutrition Service



Rosie Krueger
USDA Foods Consultant
Child Nutrition Programs
Vermont Agency of Education

Overview

- What are USDA Foods?
- Four ways USDA Foods supports local purchases
- Example from Vermont
- Resources and Questions





Buying Local

- 1) **What:** Which types of products?
- 2) **Where:** From which sources?
- 3) **How:** The mechanics of sourcing local correctly.
 - » Today: Using USDA Foods as a resource to buy local foods.



What is the USDA Foods Program?



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Which part of the dollar are we talking about?



Cash Reimbursement

DoD Fresh USDA Foods





FARMERS

USDA FOODS

FAMILIES

USDA purchases more than 2 billion pounds of food worth nearly **\$2 BILLION** from American farmers each year.

USDA helps support American Farmers, keeping local agriculture strong and **stimulating the economy**.

USDA FOODS are 100% American Grown, meeting the **highest safety and nutrition standards**.



USDA FOODS include high quality fruits, vegetables, dairy products, whole grains, lean meats, poultry and fish.

USDA works to ensure **USDA FOODS meet the *Dietary Guidelines for Americans***, including reduced levels of fats, sodium and sugars.

Healthy Choices. American Grown.

To learn more about USDA Foods, visit:
www.fns.usda.gov/USDAFoods
www.fns.usda.gov/USDAFoods/mobile

USDA distributes USDA Foods to food banks, soup kitchens, disaster feeding organizations, Indian Tribal Organizations, charitable institutions and other feeding organizations, helping families **stretch their food budgets** and ensuring that all Americans have **healthy foods within reach**.

USDA foods are also offered to schools in order to help them provide **healthy, high quality lunches** to more than **32 million children daily**.



USDA Foods Basics

- Purchased nearly \$1.4Billion of food for Child Nutrition Programs in FY2013.
- Many foods are purchased in ready-to-use form, but some are purchased in bulk quantities and states and districts can choose to have the foods further processed.
- States receive an entitlement based on the number of meals served times the per meal rate published in the Federal Register in July.
- USDA Foods make up about 15-20% of the product served on the lunch line.



USDA Foods History

- Agricultural Act of 1935
 - » authorized funds for USDA to purchase surplus products to promote consumption and support American agriculture
- National School Lunch Act of 1946
 - » To support agriculture, improve the health and well-being of the nation's youth and safeguard national security
- Commodity Distribution Reform Act of 1987
- Current – demand driven system supported by a web-based supply chain system offering a variety of high-quality products



Where does the money come from?

- Section 32 of the Act of August 24, 1935
 - » 30 percent of annual customs receipts to support the farm sector through a variety of activities
 - » 2002 Farm Bill designated that \$50 Million of Section 32 funds be used to purchase fresh fruits and vegetables by the Department of Defense.
- Section 6 of the Richard B. Russell National School Lunch Act
 - » Established a guaranteed level of assistance (currently 12%) for USDA Foods



Who Buys the Food?

- Food and Nutrition Service
 - » Oversight, administration, work with state agencies
- Farm Service Agency (FSA)
 - » Develops specifications and purchases grains, dairy, peanut and oil products
- Agricultural Marketing Service (AMS)
 - » Develops specifications and purchases fruits, vegetables, livestock and poultry products
- Department of Defense, Defense Logistics Agency (DoD Fresh)
 - » Contracts with 47 produce distributors across the country



What Types of Products Does USDA Buy?

- Over 180 foods!
 - » Poultry and Livestock – turkey, beef, pork, catfish
 - » Fruits – fresh, dried, canned, frozen
 - » Vegetables – fresh, canned, frozen
 - » Grains – rice, pasta, flour, oatmeal
 - » Cheese, peanut butter, eggs



A decorative border at the top of the slide features a repeating pattern of white line-art icons on a dark background. The icons include a carrot, a pig, a hand holding a plant, and a fork.

State and Local Administration

- Many states have advisory councils
- Aid in distribution and delivery
- States and districts procure processing services to divert USDA Foods to processors



Four ways **USDA** **Foods** supports local purchases





1

Maximize Funds for Local Purchases

- By using USDA Foods products, schools can save cash reimbursement dollars for local purchases.
 - » For example:
 - Combine local lettuce with USDA Foods whole grain tortillas and USDA Foods smoked deli turkey breast to create wraps.
 - Mix USDA Foods flour with local flour to bake rolls.

“The quality and importance of USDA Foods and the role they play in our programs have increased immensely. By utilizing them fully, I free up local funds to purchase more local foods.”

- *Doug Davis, Food Service Director,
Burlington School District, VT*



“USDA is a partner in meeting my local purchasing goals. I often shift my entitlement to products that are not available locally and to products, like the roast chicken, that USDA Foods is able to offer at a lower price point than I could get as an individual school district.”

- *Andrea Early, Director of School Nutrition,
Harrisonburg City Public Schools, VA*





2

Champions American Agriculture

- USDA Foods are 100% American grown!
 - » Some products are traditionally purchased from the same states each year.
 - » Find out what is purchased from your region.
 - State of origin information
 - » Become a USDA Foods vendor
 - AMS and FSA are always looking for new suppliers



USDA Foods by Region

Midwest

Apples
Cherries
Beef
Beans
Carrots
Cheese
Green Beans

Southeast

Chicken
Peanut Butter
Catfish
Turkey
Rice
Flour

Mountain Plains

Beans
Beef
Flour
Pasta
Pork

Northeast

Flour
Corn
Green beans

Southwest

Rice
Beans
Peanut Butter
Beef

Mid Atlantic

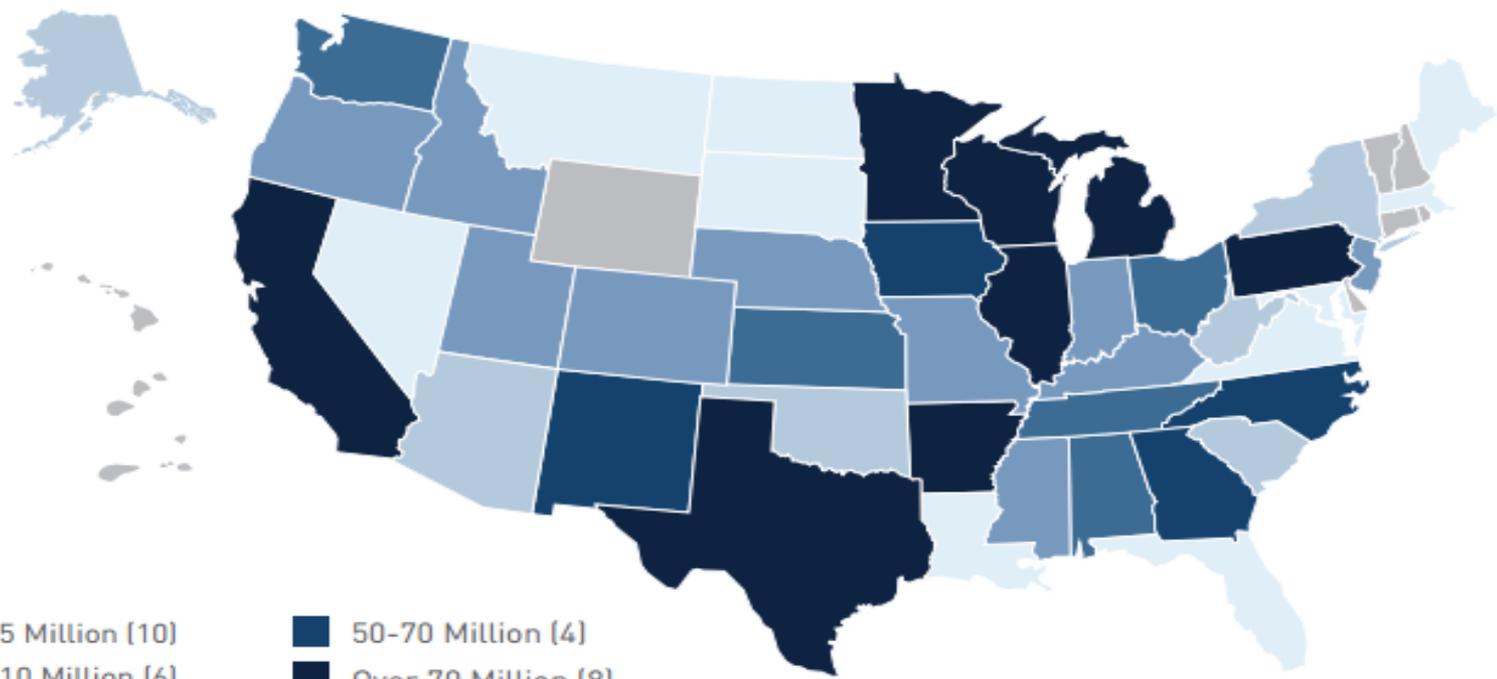
Corn
Pasta
Beans
Chicken

Western

Pollock
Cheese
Apricots
Peaches
Tomatoes
Pears
Potatoes



Dollar Value of Food Purchased from Each State for the USDA Foods Program in FY2012



- 0-5 Million (10)
- 5-10 Million (6)
- 10-30 Million (10)
- 30-50 Million (5)
- 50-70 Million (4)
- Over 70 Million (8)
- *No Data (8)

*No USDA Foods were processed or packed in eight states.





3

Supports Local Processors

- Most states send a portion of their USDA Foods to processors to be turned into end products like burritos, sandwiches or rice bowls.
- Check to see if your state has agreements with processors located close to home or work with your district and state agency to procure the services of a local processor.



4

Promotes Local Fruit and Vegetable Producers through DoD Fresh

- The DoD Fresh program allows schools to use their USDA Foods entitlement dollars to buy fresh, and often local, produce.
- DoD contracts with 47 produce distributors across the country, who are encouraged to provide local produce whenever possible and identify locally-sourced items in the ordering catalog.
- More next time!



Bonus!

Fresh Produce Pilots

- Michigan and Florida Fresh Produce Pilot
- Fresh Fruit and Vegetable Pilot
 - » Authorized in the 2014 Farm Bill
 - » More to come soon!

Poll: Do you know if
any USDA Foods are
purchased from
your state?



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Example: Vermont Agency of Education



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Maximize Funds for Local Purchases

- A “demand-driven” USDA Foods purchasing system lets schools decide where to spend their USDA Foods Dollars.
- Schools can figure out which USDA Foods given them a better bang for their buck, and focus their ordering on those items.



Maximize Funds for Local Purchases, Cont.

- Directing USDA Foods Dollars to these better value items is like getting the item “on sale” – you save the cash that you would have spent to get that item commercially, so you have extra cash to buy local items.

Item Description (Click on the links for product factsheets)	USDA Price/Case	Storage Fee/Case	Delivery Fee/Case	USDA Total Cost/Case	USDA Cost/lb.	Commerc. Cost/Case	Commerc. Total/ Case	Commerc. Cost/lb.	USDA Savings per lb.
CHICKEN DICED-40 LB	\$ 94.58	\$ 1.75	\$ 1.70	\$ 98.03	\$ 2.45	\$ 34.00	\$ 34.00	\$ 3.4	\$ 0.95
CHICKEN FAJITA STRIPS-30 LB	\$ 59.92	\$ 1.75	\$ 1.70	\$ 63.37	\$ 2.11	\$ 44.28	\$ 44.28	\$ 4.428	\$ 2.32
EGGS WHOLE FRZ-6/5 LB	\$ 32.96	\$ 1.75	\$ 1.70	\$ 36.41	\$ 1.21	\$ 47.83	\$ 47.83	\$ 1.594	\$ 0.38

Champions Agriculture in the Northeast

From: WBSM Notification <WF-BATCH@usda.gov> Sent: Mon 1/13/2014 9:19 AM
To:
Cc:
Subject: Sales Order 5000170900 Shipped.htm

The following line items on Sales Order 5000170900 have been shipped for customer VT AOE/CN Programs/USDA Foods (4000582). If this shipment is unexpected or you have a question regarding this shipment, please contact your USDA procurement contact.

For Meat, Poultry, Fish, Fruit and Vegetable products, contact the Agricultural Marketing Service Commodity Procurement Division a

For Grain, Peanut, Oil and Dairy products, contact the Farm Services Agency Kansas City Commodity Office at - - - - -

SO Line #	PO # / Line #	Program	Product	Product #	Shipped Quantity	Required by Date	Vendor Expected Delivery Date	Ship-to
100	4100005461 / 25	-NSLP	POTATOES WEDGE FRZ PKG-6/5 LB	100355	990 CS	01/15/2014	01/15/2014	REINHART FOODSERVICE (5003530)

Vendor:
MCCAIN FOODS USA, INC.
2275 CABOT DR
LISLE, IL, 60532-3653
Contact Phone:
Contact Email:

Vendor Plant Address:
MCCAIN FOODS-EASTON ME
STATION ROAD
EASTON, ME, 04740-0159
Contact Phone:
Contact Email:

Vendor Shipping Point Address:
MCCAIN FOODS-EASTON ME
STATION ROAD
EASTON, ME, 04740-0000
Contact Phone: 000-000-0000
Contact Email: ASK@FOR.EMAIL

- Figure out which USDA Foods are already coming from your region, and highlight those.
- When ordering USDA Foods, think about which ones *could* come from your region.



Supports Local Processors

- In-State Processors

- » Pastabilities

- Local company making pizza with USDA Foods Mozzarella Cheese.

- » Vermont Bean Crafters

- Mixing USDA Foods canned beans with local carrots, onions, kale & other products to make bean burgers.



- Nationally Approved Processors from the State or Region

DoD Fresh

- DoD contracts with one commercial produce distributor to provide weekly direct-delivery of fresh produce to all Vermont Schools that want to participate.

Available Items:
(Items already in your shopping cart will not appear on this screen.)

Case Quantity	Item Code	Description	Case Contents	Case Price	Fund Source
<input type="text"/>	14P59	APPLE MACINTOSH 125 CT 1/40 LB CS ***LOCAL GROWN***	40 LB	\$23.22	<input type="radio"/> State <input type="radio"/> Snack <input checked="" type="radio"/> Fed
<input type="text"/>	14M10	APPLE R/D 125-138 CT 1/40 LB CS	40 LB	\$31.35	<input type="radio"/> State <input type="radio"/> Snack <input checked="" type="radio"/> Fed
<input type="text"/>	16W37	BROCCOLI FLORETS CHL 4/3 LB BG	12 LB	\$25.32	<input type="radio"/> State <input type="radio"/> Snack <input checked="" type="radio"/> Fed
<input type="text"/>	15W91	POTATOES, RED, FRESH, SIZE A, 1/25 LB CS ***LOCAL GROWN***	25 LB	\$16.78	<input type="radio"/> State <input type="radio"/> Snack <input checked="" type="radio"/> Fed
<input type="text"/>	15D42	SALAD MIX CHL SPRING MIX 1/3 LB BG	3 LB	\$12.00	<input type="radio"/> State <input type="radio"/> Snack <input checked="" type="radio"/> Fed
<input type="text"/>	15V66	SPINACH, BABY, FRESH, 1/4 LB CS	4 LB	\$14.60	<input type="radio"/> State <input type="radio"/> Snack <input checked="" type="radio"/> Fed
<input type="text"/>	17W87	STRAWBERRY CLAMSHELL 8/1 LB CO	8 LB	\$18.07	<input type="radio"/> State <input type="radio"/> Snack <input checked="" type="radio"/> Fed
<input type="text"/>	17D28	TOMATO GRAPE 12 PT 1/10 LB CS	10 LB	\$16.88	<input type="radio"/> State <input type="radio"/> Snack <input checked="" type="radio"/> Fed



DoD Fresh

- Our Vendor will provide more information about which farms or towns the local products come from in the “News Flash” section of FFAVORS.

FFAVORS Web Welcomes **ESSEX TOWN, VT**
Supporting/Ordering For **ESSEX ELEMENTARY**

Product Flash!

(Check here for recent updates from your vendor regarding prices and item availability.)

Flash! from Vendor REINHART FOODSERVICE L.L.C., Effective 01/06/2014:

Local mac/empire apples are from Sunrise Orchards of Vermont located in Shoreham, Vt. The local red potatoes are from Chappelle's Farm which is located in Williamstown, Vt.

 [Home Menu](#)



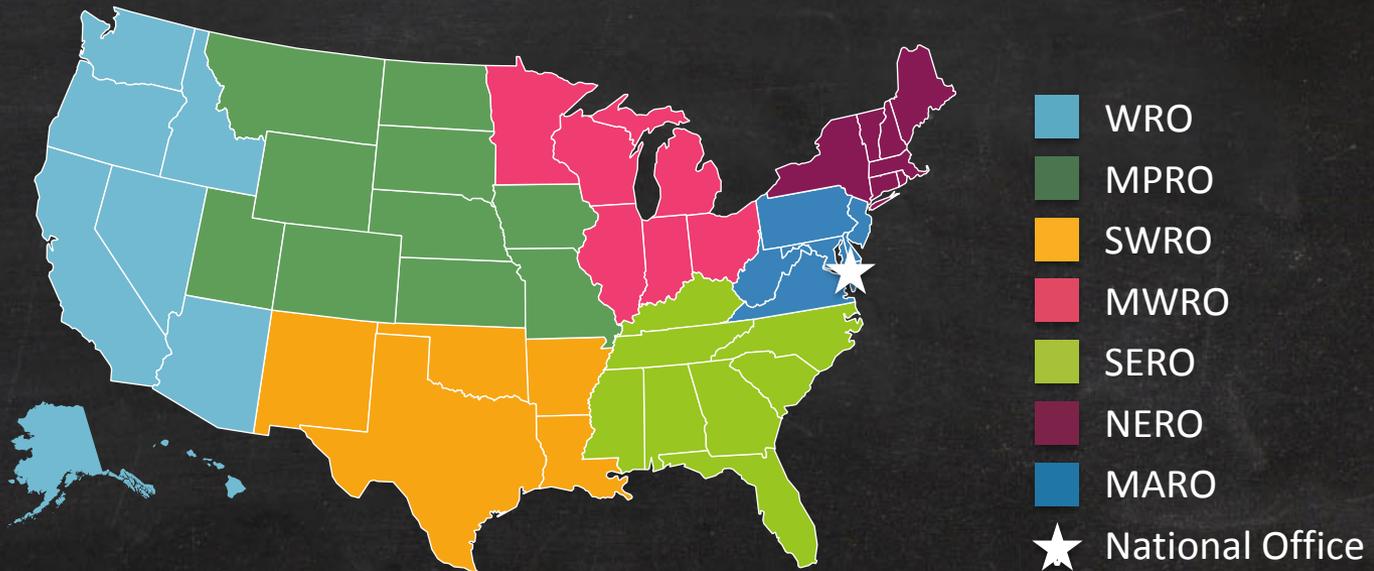
Getting More Local DoD Fresh Options

- DoD only allows local produce to be listed if it falls within the same price range as nationally sourced domestic produce.
- Schools and State Agencies can ask DoD to add specific products to their catalogs.
- If your vendor is already supplying local produce for their commercial customers, find out what those products are, and ask DoD to add them to your DoD Fresh Catalog.



Farm to School Resources

- USDA Farm to School Website and E-Letter
(at www.fns.usda.gov/farmentoschool)
- Farm to School Census
- Farm to School Regional Leads



10 FACTS ABOUT LOCAL SCHOOL CAFETERIAS

1. USDA supports and encourages the use of local foods.

In USDA's vision, school cafeterias support local agriculture and proudly promoting the norm, not the exception.

2. The definition of "local" is different from school to school.

Definitions for local vary widely depending on geography and climate where a school is located. The abundance of local food products varies by region. Many schools define local as within 100 miles from the school, within the county, or within the state. Alternatively, definitions might include one state (i.e., Georgia, Alabama, and Florida), parts of several states (i.e., specific counties in Washington, northeast Oregon, and California), or many schools use different definitions based on the product or season.

3. Many local products are easy to source.

Some products are more likely to be locally sourced. For example, fluid milk is produced in all 50 states, but milk is perishable and expensive to transport, so milk on school menus is relatively local. California serving avocado are likely to be locally sourced while schools in Florida probably source products that are unique and/or abundant in their region. Generally easier to find and source.

SELLING LOCAL FOODS: A RESOURCE FOR SCHOOLS

ACROSS THE COUNTRY, an increasing number of schools and districts have begun to source more of their food and to provide complementary education to students that emphasize food, farm-to-school, and local food producer. If your school is a local food producer, this means more opportunities than ever to nourish the students in your own community. As a farmer, rancher, processor, baker, or other food producer, you can play a role in providing local products to school cafeterias. **breakfast, lunch, snack times, and serving students about food and agriculture.**

Selling to Schools: Four Pathways

School food service operations often operate on tight budgets, but school districts can benefit from the revenue and a market for large volume. Schools buy local products through a variety of channels. Some receive direct delivery, some pick up orders at the farmers market, some order products through distributors or acquire products from fresh vendors. Some purchase local products that have been turned into ready-to-eat meals while others seek raw products that they can use for scratch cooking. Here are four ways to explore to partner with districts near you.

1) Selling directly to schools

Districts receive cash reimbursement from the government for every meal served. They can administer and purchase food for meal service through federal child nutrition programs. In a

USING DOD FRESH PURCHASE PROGRAM

THE DEPARTMENT OF DEFENSE Fresh program allows schools to use their USDA Foods entitlement dollars to purchase fresh produce from 47 states, the District of Columbia, and Puerto Rico. The program has received more than \$120 million in funding since its inception.

How Does It Work?

The Defense Logistics Agency manages the program. Schools contract with produce vendors across the country. Schools can view the catalog of offerings and place orders. The vendor serving their area via an online platform analyzes the product prices and the vendor's availability on a weekly basis. In addition, most vendors provide a newsletter with product information.

What are the Advantages?

- **Flexibility:** States can change DoD Fresh purchases on a monthly basis, which allows them to adjust to local market conditions. USDA Foods entitlement dollars more effectively use the state's cap on the amount of entitlement dollars. State can allocate to DoD purchase.
- **Consistency:** DoD Fresh vendors deliver weekly, and depending on the state, some deliver every week, making order response time to market fluctuations.

USDA FOODS: A RESOURCE FOR BUYING LOCAL

USDA FOODS has a dual mission of supporting domestic agriculture and providing healthy foods to schools. Offerings include a variety of fresh, frozen, canned and dried fruits and vegetables, lean meats, peanut butter, whole wheat grain products and cheeses.

In order to access these healthy options, each state in the country is allocated a certain amount of money, or "entitlement value," to spend on USDA Foods, based on the number of lunches served in the previous school year. In FY 2012, \$1.25 billion in USDA Foods went to schools; in any given year, about 10-15% of the value of food served through the National School Lunch Program comes from USDA Foods.

USDA Foods supports local purchasing in several ways:

Maximizes Funds for Local Purchases

In a time of tightening budgets, every dollar's worth of USDA Foods delivered to a school frees up money that a school would otherwise have to spend commercially. By using USDA Foods products, schools can save cash reimbursement dollars for local purchases.

Champions American Agriculture

USDA Foods are all produced in the United States, thus it is possible to order foods through the USDA Foods catalog that are produced in your region. For example, Mississippi is the only state that produces significant, commercial quantities of catfish. If a school is located in the Southeast, USDA Foods catfish could be local to that school. Likewise, apricots offered through USDA Foods normally come from California, and pears usually originate in the Pacific Northwest.

Supports Local Processors

Most states send a portion of their USDA Foods to processors to be turned into end products like burritos, burgers or rice bowls. Check to see if your state has agreements with processors located close to home.

Promotes Local Fruit and Vegetable Producers

The DoD Fresh program allows schools to use their USDA Foods entitlement dollars to buy fresh, and often local, produce. DoD contracts with over 47 produce distributors across the country, who are encouraged to provide local produce whenever possible and identify locally-sourced items in the ordering catalog. Several states rely on DoD produce as an integral part of farm to school efforts.

“USDA is a partner in meeting my local purchasing goals. I often shift my entitlement to products that are not available locally and to products, like the roast chicken, that USDA Foods is able to offer at a lower price point than I could get as an individual school district.”

- Andrea Early, Director of School Nutrition, Harrisonburg City Public Schools

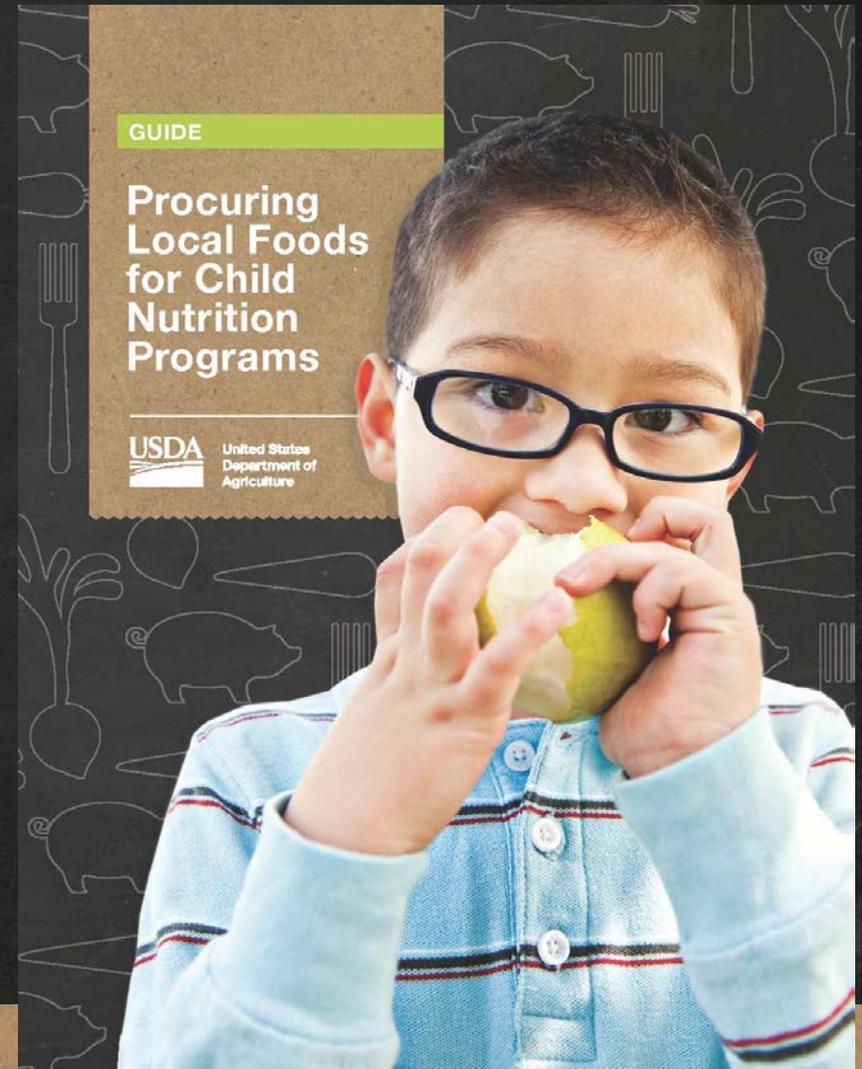


Local Procurement Guide – Now Available!

Available at

<http://go.usa.gov/KAFH>

(the Resources page on the USDA Farm to School website)



Questions?



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