

Finding, Buying and Serving Local Food

Tying It All Together and Digging In

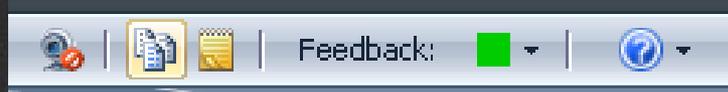
June 26, 2014

To *hear* the webinar, dial 800-988-0278,
passcode: 75319



Housekeeping

- To download handouts:

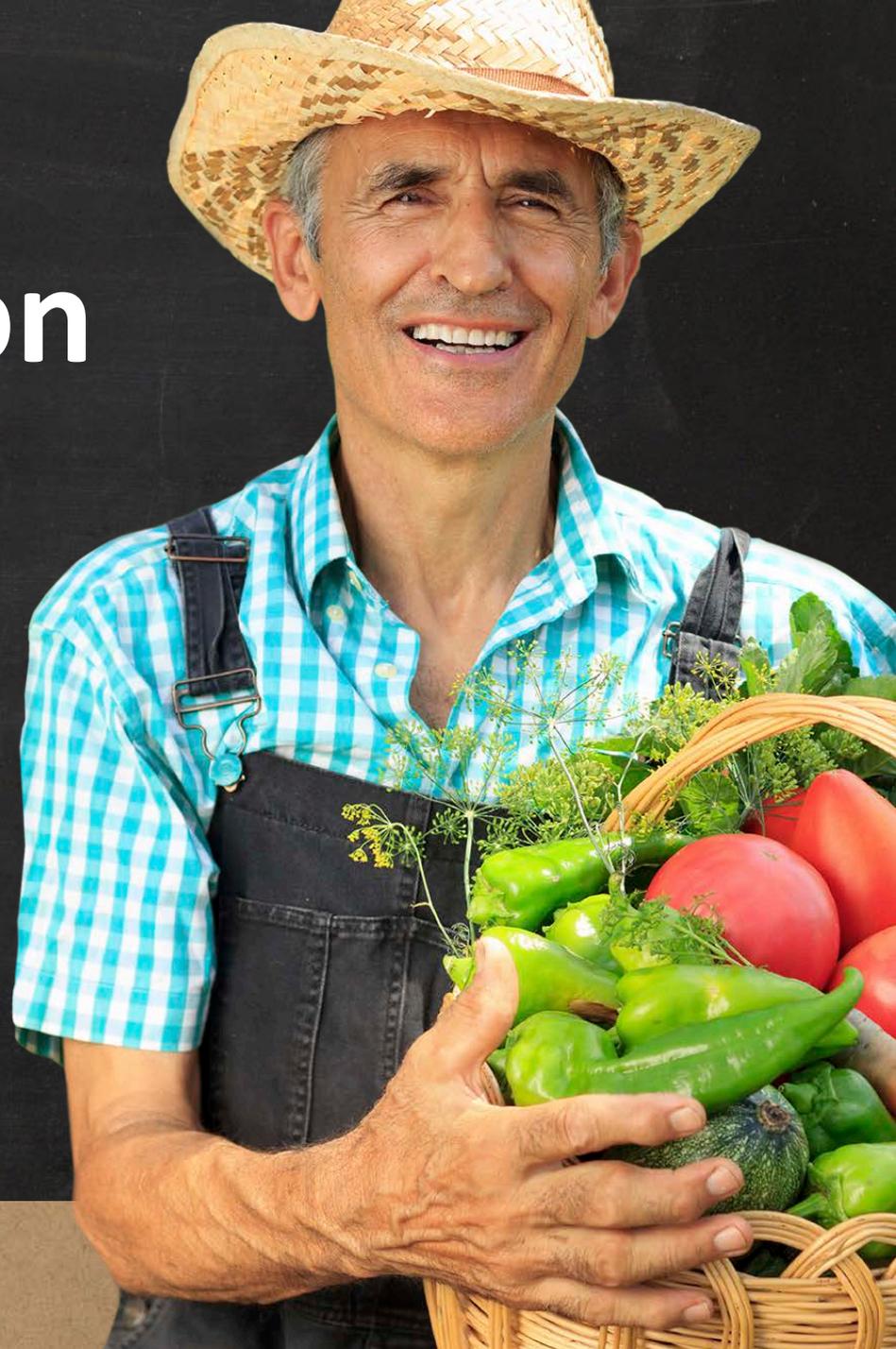


- To make a comment or ask a question:



- » Type your question or comment using the Q&A tab
 - » Ask your question or comment on the phone at the end of the webinar by pressing *1
- Please turn off your computer microphone, all audio will be through the phone.
 - 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



Deborah Kane
National Director
USDA Farm to School Program

Overview

- Tying it all together
- Local perspective from Virginia
- Strategies for complementing your local buying program
- Why does it matter?
- Resources and questions



Local Procurement Webinar Series

- Introduction to Procurement
- Conducting a Local Procurement Baseline Assessment
- Finding Local Producers
- Using the Informal Procurement Method
- Using Specifications to Target Local Products
- Working with Distributors
- Using a Forward Contract
- Introduction to Geographic Preference
- Using Geographic Preference
- Using USDA Foods as Resource to Purchase Local
- Using DoD Fresh to Purchase Local
- Tying It All Together and Digging In



Tying it all together



THE
FARM *to* **SCHOOL**
PROGRAM

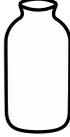


Evolution of a Local Menu

Monday	Tuesday	Wednesday	Thursday	Friday
Submarine Sandwich on Whole Wheat Roll	Whole Wheat Spaghetti with Meat Sauce	Chef Salad	Oven-Baked Fish Nuggets	Whole Wheat Cheese Pizza
Refried Beans	Whole Wheat Roll	Whole Wheat Soft Pretzel	Whole Wheat Roll	Baked Sweet Potato Fries
Jicama	Green Beans	Corn	Mashed Potatoes	Grape Tomatoes
Green Pepper Strips	Broccoli & Cauliflower	Baby Carrots	Steamed Broccoli	Apple Sauce
Cantaloupe Wedges	Kiwi Halves	Banana	Canned Peaches	Low-fat Milk
Skim Milk	Low-fat Milk	Skim Milk	Skim Milk	

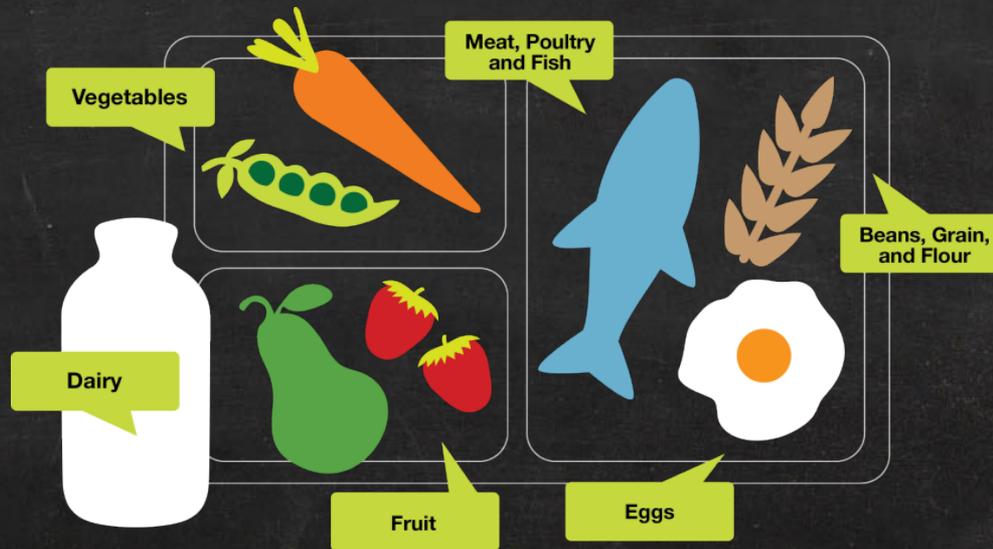


Evolution of a Local Menu

Monday	Tuesday	Wednesday	Thursday	Friday
 Submarine Sandwich on Whole Grain Roll	 Whole Wheat Spaghetti with Meat Sauce	 Chef Salad	 Oven-Baked Local Fish Sandwich on a Whole Grain Roll	Whole Wheat Cheese Pizza
Refried Beans	Whole Wheat Roll	Local Spanish Rice with Corn	Mashed Potatoes	Baked Sweet Potato Fries
Jicama	Green Beans	 Carrots	Steamed Broccoli	Grape Tomatoes
 Fresh Peas	Broccoli & Cauliflower	Banana	 Canned Pears	 Strawberries
Cantaloupe Wedges	Kiwi Halves	 Skim Milk	Skim Milk	Low-fat Milk
Skim Milk	Low-fat Milk			

Buying Local

- 1) **What:** Which types of products?
- 2) **Where:** From which sources?
- 3) **How:** The mechanics of sourcing local correctly.

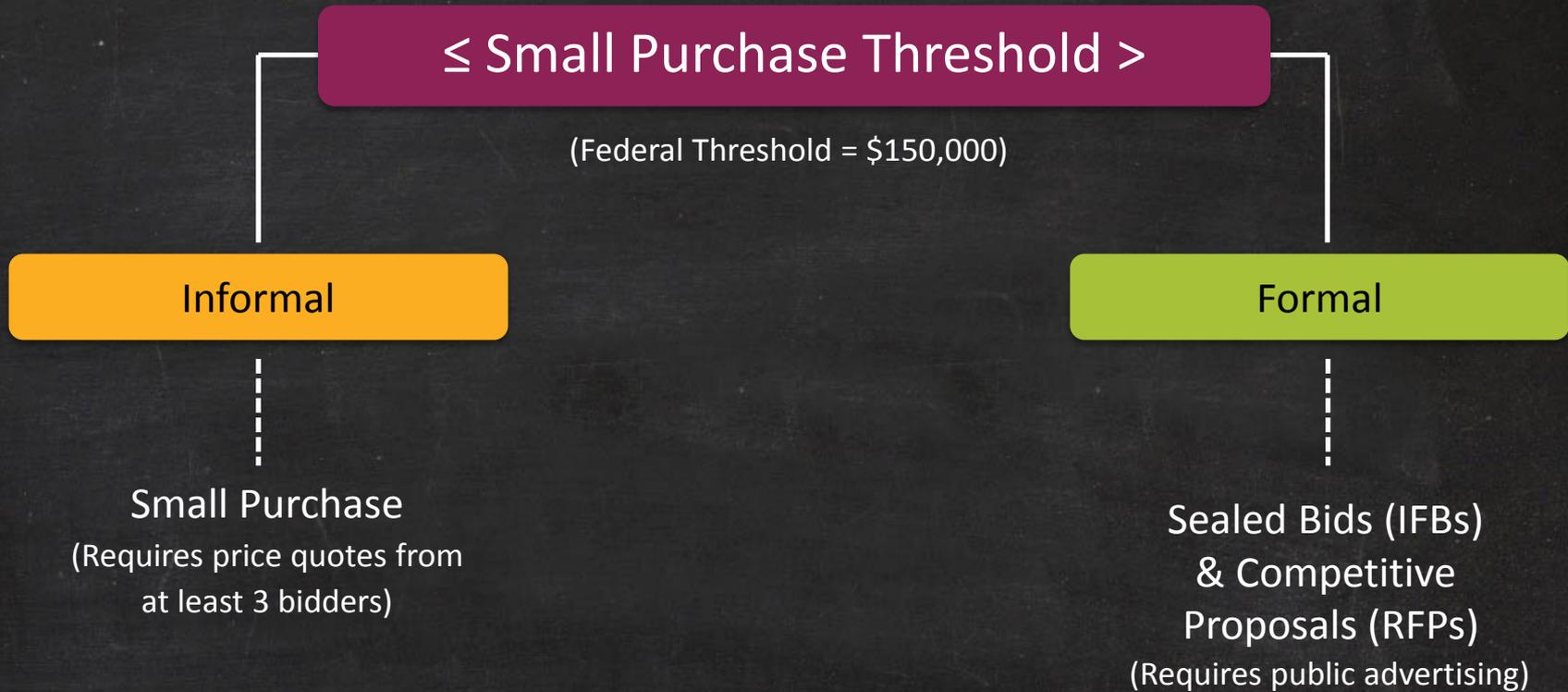




Key Concepts

- 1) Competition
- 2) Responsive and Responsible
- 3) American Grown
- 4) Know your Federal, State and Local Regulations

Procurement Methods



Quiz: Do you have
to use geographic
preference to
purchase local
foods?



Sections of a Solicitation

- Contract Type
- Introduction/Scope
- General Descriptions of Goods and Services (AKA Specifications)
- Timelines and Procedures
- Technical Requirements
- Evaluation Criteria

Sections of a Solicitation

- Contract Type
- Introduction/Scope
- General Descriptions of Goods and Services (AKA Specifications)
- Timelines and Procedures
- Technical Requirements
- Evaluation Criteria

Geographic Preference

What are your options?

An SFA works directly with a local grower to source fresh strawberries for a special harvest day. The value of the products is less than \$5,000. What are the SFA's options for purchasing the berries? The applicable small purchase threshold is \$25,000.



What are your options?

A large district wants to procure about 5,000 cases of tortillas made with locally grown corn for the whole year. They estimate that the product will cost about \$100,000. What are the SFA's options for procuring the tortillas?



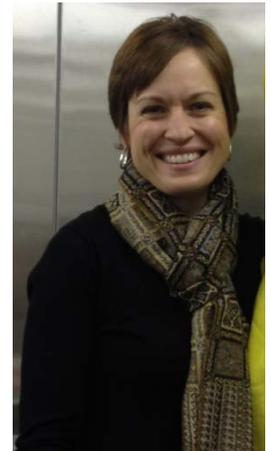
Example:
**Harrisonburg City
Public Schools,
Virginia**





Local Foods are Procured Using a Variety of Strategies

- Using current distributors
- Maximizing USDA Foods dollars
- Direct from farmer using informal procurement
- Direct from farmer using formal procurement



Using Current Distributors

- Standard Produce of Charlottesville – Produce RFP
- Staunton Foods – Main Food/Supply Bid

Bid/RFP language encourages firms to offer local products and allows for off contract purchases

Language Examples from Produce RFP

- **1.0 PURPOSE:** The intent and purpose of this Request for Proposals (RFP) is to establish a contract with one qualified source to supply fresh fruits and vegetables as described in [Appendix A](#). Please note that HCPS reserves the right to buy Virginia Grown fresh produce direct from farmers, food hubs, auctions, and other small scale aggregators when product is available in support of the division's Farm to School efforts.
- HCPS is an active participant in Virginia's Farm to School program. Virginia grown produce should be sold to schools when available. Firms should be making an effort to procure and offer Virginia grown produce to schools. Firms should indicate these products on weekly price lists. Please submit a list of Virginia Farms used by your company with this proposal.
_____/20 pts
 - » List includes no Virginia farms – 0 pts
 - » 1-5 Virginia farms listed – 5 pts
 - » 6-10 Virginia farms listed – 10 pts
 - » 11 -15 Virginia farms listed – 15 pts
 - » 16 or more Virginia farms listed – 20 pts



Direct from Producer through an Informal Procurement



Maximizing Entitlement to Buy Local

“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, Harrisonburg City Public Schools
Harrisonburg, Virginia



Direct from Farmer with a Formal Bid

- Buffalo Creek Beef



Direct from Farmer with Formal Bid

“Ground beef must come from cattle specifically raised for beef production (culled dairy cows are not acceptable). Cattle are raised without the use of hormones or sub therapeutic antibiotics, are grass fed or grass fed and grain finished. Ratio of lean to fat should be 85/15 or leaner. Cattle must be slaughtered and processed in a USDA inspected facility. Prefer that cattle be raised and processed within 100 miles of Harrisonburg, VA (\$0.50 per pound deducted from quoted price per pound for purposes of comparison between firms if this preference is met).”



Strategies for complementing your local buying



THE
FARM *to* SCHOOL
PROGRAM

Local Food



Food Education





THE
FARM to SCHOOL
PROGRAM



THE
FARM *to* **SCHOOL**
PROGRAM



THE
FARM to SCHOOL
PROGRAM



THE
FARM to SCHOOL
PROGRAM



THE
FARM to SCHOOL
PROGRAM



THE
FARM to SCHOOL
PROGRAM

Why does it matter?



THE
FARM *to* **SCHOOL**
PROGRAM

What's at Stake? Health

- Nearly one-third of children are overweight or obese.
- Too few are getting the recommended daily servings of fruits and vegetables

What's at Stake? Health

Farm to school health benefits:

- » Willingness to try new foods
- » Increased consumption of fruits and vegetables (.99 – 1.3 servings/daily)
- » Improved knowledge and awareness regarding gardening, agriculture, and healthy eating

What's at Stake? Equity

- 29 million children in more than ~98,347 schools participate in the National School Lunch Program.
- 19.6 million, or 68%, of children do so via Free/Reduced price meal program.
- For many, school food constitutes 2/3rds of their daily caloric intake.

What's at Stake? Equity

Farm to school equity benefits:

- » Provides nutrition education, sense of food literacy, and access to good food to all children, regardless of economic status.

Schools spend over
\$10 Billion on food

USDA spends
\$1.5 Billion on USDA
Foods for schools

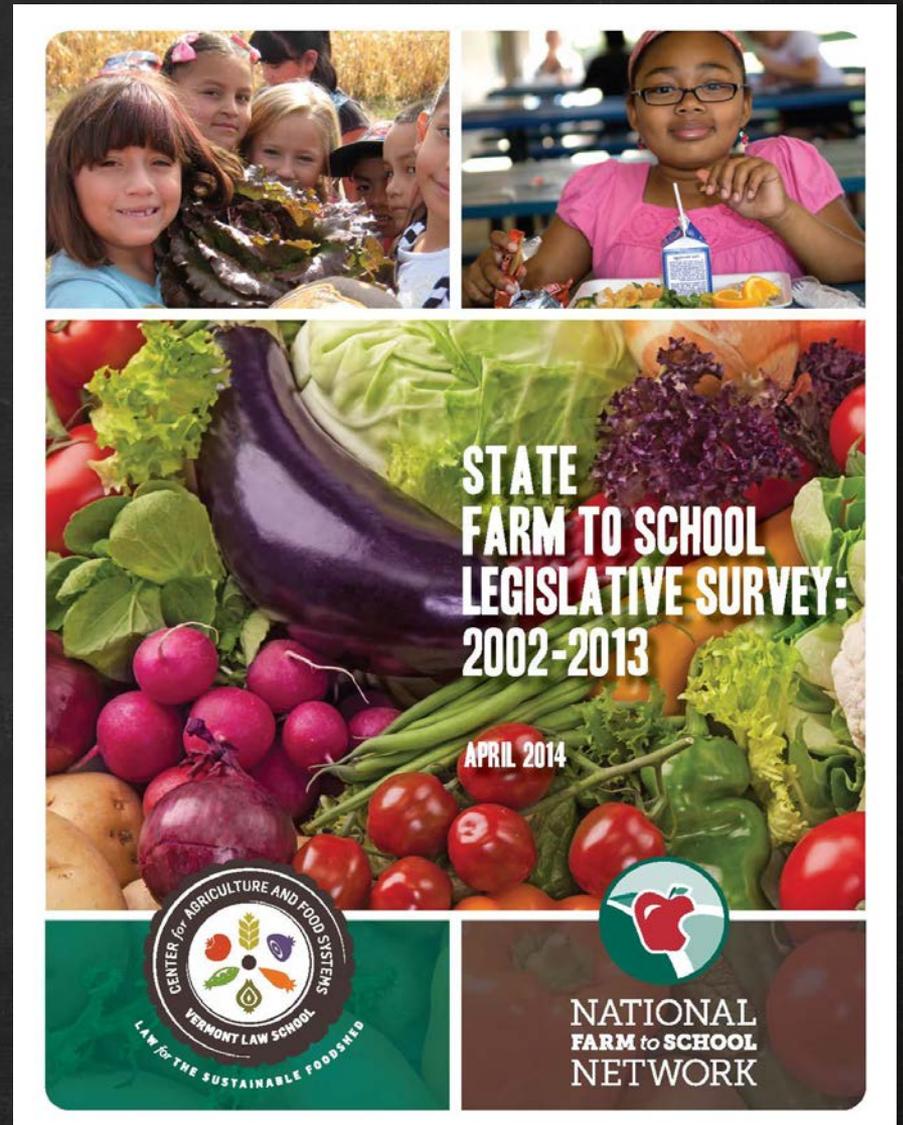


What's at Stake? Economic Opportunities

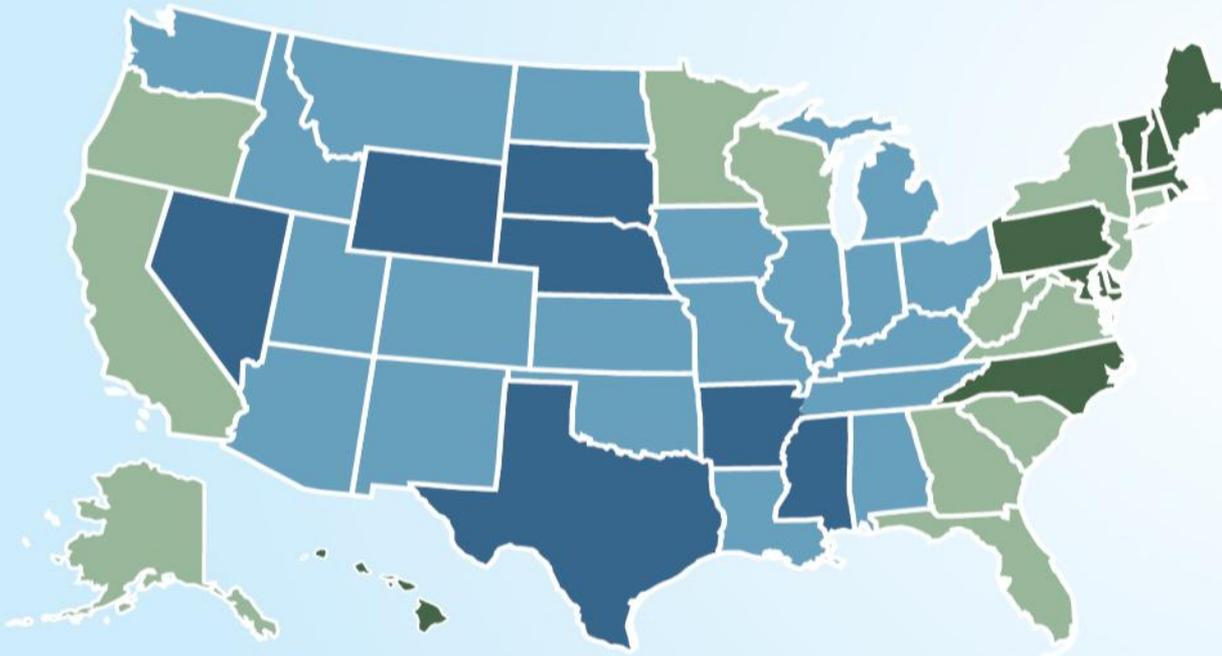
- **Farm to school economic benefits:**
 - » Provide new and/or diversified markets.
 - » Average 5% increase in income from farm to school sales for individual producers.
 - » Advanced contracts increasingly popular.
 - » Positive multiplier effect (up to \$2.16 in local economic activity).

Growth of Farm to School State Support

- To date, **46** states have proposed or enacted legislation supporting farm to school.
- In 2012 and 2013 alone, **20** states passed farm to school related legislation, and **17** other states introduced legislation.



HEALTHY HABITS TAKE ROOT



THE FARM *to* SCHOOL CENSUS

USDA estimates that as of the 2012-2013 school year, **3,812 districts** operating approximately **38,629 schools** with **21,008,254 students** in attendance are **buying local products** and teaching children where their food comes from.

Percent of school districts participating in farm to school activities



HUNGRY FOR MORE?
www.fns.usda.gov/farmentoschool/census/





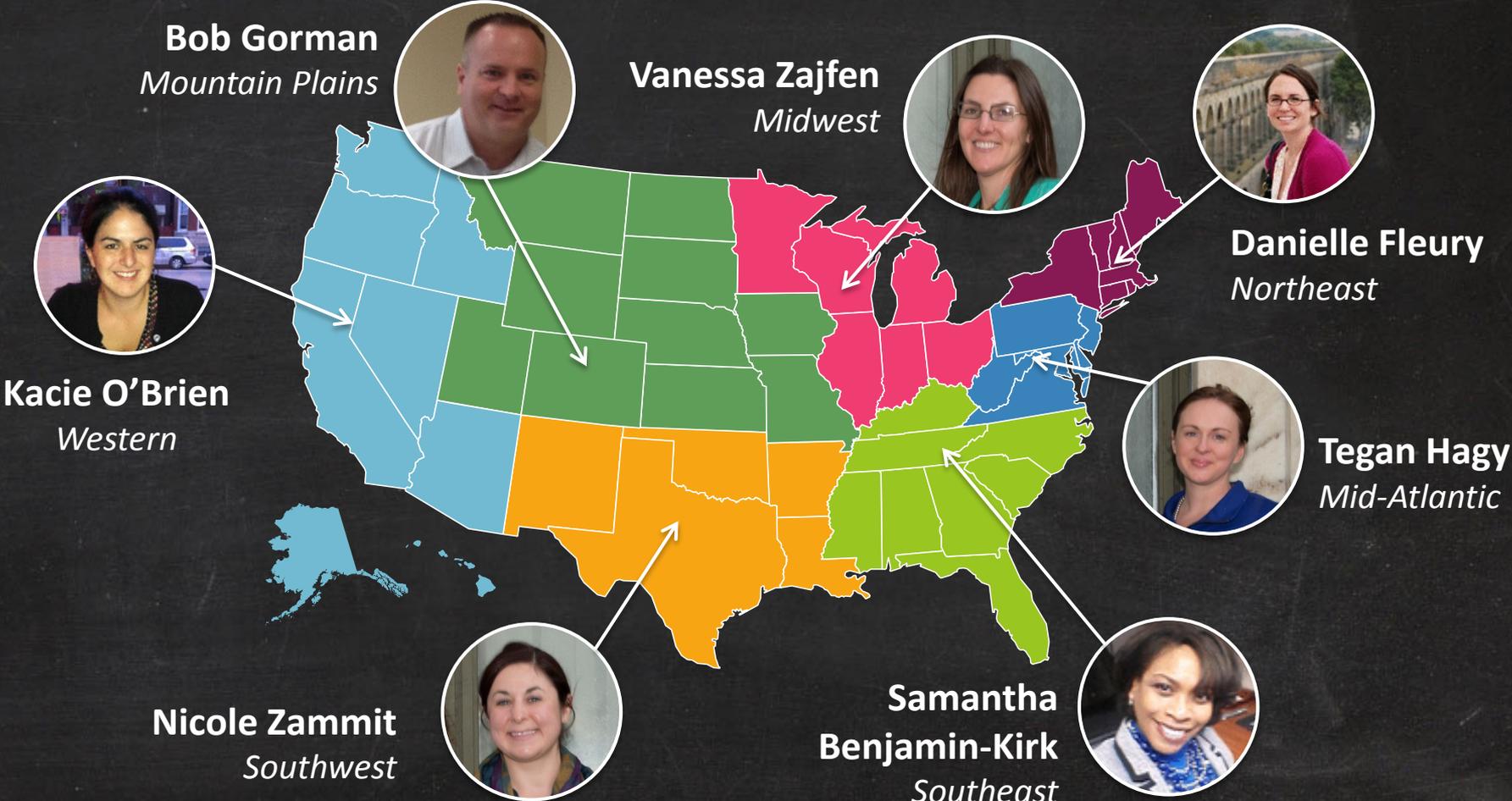
THE
FARM to SCHOOL
PROGRAM

www.fns.usda.gov/farmtoschool

The screenshot shows a web browser window with the URL www.fns.usda.gov/farmtoschool/farm-school. The page header includes the USDA logo and the text "United States Department of Agriculture Food and Nutrition Service". Navigation links include "About FNS", "Ask the Expert", "Contact Us", "Other Languages", and "En Español". A search bar is present with a "Search" button. Below the header are tabs for "Programs", "Data", "Newsroom", "Research", and "Forms". A secondary navigation bar includes "Site Map", "Advanced Search", "Help", "Search Tips", and "A to Z Map". Social media icons for Facebook, Twitter, YouTube, Email, Flickr, and RSS are displayed. The main content area features a "Farm To School" section with a "Print" button. A sidebar on the left lists "Farm to School" resources such as "Census", "Fact Sheets", "Grants", "State Contacts", "Staff", "Webinars", and "Resources", along with "See Also" links like "Agricultural Marketing Service" and "Food Environment Atlas". The featured image shows a blue cafeteria tray with a slice of bread, chips, tomatoes, blueberries, and other items. Below the image is the text "On the Tray" and "Local and regional products of all kinds are offered in school cafeterias. (Photo Credit: Courtesy of EcoTrust)". A "4 of 6" indicator and navigation arrows are at the bottom right of the image area.



USDA Farm to School Regional Leads



10 FACTS ABOUT SCHOOL LUNCHES

1. USDA supports local food products

In USDA's vision of local food, agriculture and the norm, not the exception.

2. The definition of local varies by state

Definitions for local vary widely depending on the unique geography and climate where a school is located and on the abundance of local food producers and manufacturers. Many schools define local as within a certain number of miles from the school, within the county, or within the state. Alternatively, some schools define local as within one state (i.e., Georgia, Alabama, and Florida) or discrete parts of several states (i.e., specific counties in southwest Washington, northeast Oregon, and Idaho). In addition, many schools use different definitions of local depending on the product or season. Also, please note that when applying geographic preference, origin is tied to the agricultural product, not the location of the respondent.

3. Many local products are perishable

Some products, such as fluid milk, are perishable. For example, fluid milk is perishable and must be consumed on school menus. In California, schools are required to use local products that are generally easier to procure.

SELLING TO SCHOOLS

ACROSS THE COUNTRY, school districts have turned to USDA to provide opportunities for local food producers to sell their products to students that are a local food processor, baker, or farmer. USDA's role in providing breakfast, lunch, and students about food options.

Selling to Schools

School food service programs often operate on tight budgets, but USDA can help schools explore revenue and additional funding opportunities. Schools buy local products through various channels. Some schools pick up orders at the producer's location, while others seek out distributors or use for scratch production. USDA can help schools explore to partner with local producers.

1) Selling directly

Districts receive USDA funding for federal child nutrition programs. Districts can administer and purchase products from local producers.

USDA PURCHASING

THE DEPARTMENT OF AGRICULTURE has purchased products from 47 states, and has received more than \$1 billion in USDA funding for school lunches.

How Do Schools Buy?

The Department of Agriculture contracts with schools to purchase products. Schools can purchase products through USDA's Farm to School Program. Schools can purchase products through USDA's Farm to School Program. Schools can purchase products through USDA's Farm to School Program.

What are the benefits?

- * Flexibility: Schools can purchase products on a more flexible basis.

* Consistent supply

weekly, or monthly, deliveries to schools.

USDA FOR BLENDED LEARNING

USDA FOODS AND NUTRITION ASSISTANCE programs provide opportunities for schools to purchase products. Offerings include fresh produce, dried fruits and vegetables, and whole wheat grains.

In order to access USDA funding, schools are allocated a certain amount of value, to spend on lunches served to students. USDA provides \$10-15% of the value of the Lunch Program.

USDA Foods support

Maximizes Funding

In a time of tight budgets, USDA Foods delivered to schools would otherwise be purchased elsewhere. USDA Foods products are available for less than \$1.00 per pound.

“USDA is available to me more than I could have imagined.” - Andrea Harrison

GETTING LOCAL PRODUCTS

WHETHER you are a school or a producer, there are many ways to get local products.

USDA Farm to School

The USDA Farm to School Program provides opportunities for schools to purchase products from local producers. The Department of Agriculture provides funding for school lunches.

Names and addresses of USDA Farm to School Program are available on the website: www.farmtoschool.gov



Mid-Atlantic
Midwest
Mountain
Northeast

For more information, visit www.farmtoschool.gov or call 1-800-845-5050. Questions? Email info@farmtoschool.gov

USDA is an equal opportunity provider.

GEOGRAPHIC PREFERENCE

What it is and how to use it



THE 2008 FARM BILL directed the Secretary of Agriculture to encourage schools to purchase locally grown and locally raised products "to the maximum extent practicable and appropriate." Further, the Secretary was instructed to allow schools to use a "geographic preference" when procuring locally grown and locally raised unprocessed agricultural products.

There are many ways for schools to buy local products for use in federal school meals programs (see USDA's 10 Facts About Local Food in School Cafeterias). While using geographic preference is not the only option for local food procurement, it is a powerful tool and particularly useful in formal solicitations where respondents are ranked and scored.

Types of products

The ability to apply a preference for local products applies only to unprocessed or minimally processed items. The geographic preference rule does not apply to any products that have been cooked, heated, canned or that have any additives or fillers. It can be applied to a wide array of products that meet the definition of unprocessed or minimally processed such as various forms of fruits, vegetables, meats, fish, poultry, dairy, eggs, and grains.

How to define local?

Definitions for local vary widely depending on the unique geography and climate where a school is located and on the abundance of local food producers and manufacturers. Many schools define local as within a certain number of miles from the school, within the county, or within the state. Alternatively, definitions might include more than one state (i.e., Georgia, Alabama, and Florida) or discrete parts of several states (i.e., specific counties in southwest Washington, northeast Oregon, and Idaho). In addition, many schools use different definitions of local depending on the product or season. Also, please note that when applying geographic preference, origin is tied to the agricultural product, not the location of the respondent.

Who defines local?

Schools define what they mean by local. While many state and/or local governments have adopted definitions of local such as "within the state" or "within the county," schools using a geographic preference when sourcing food for the federal school meal programs are under no obligation to adopt any definition for local that might be in existence in local areas.

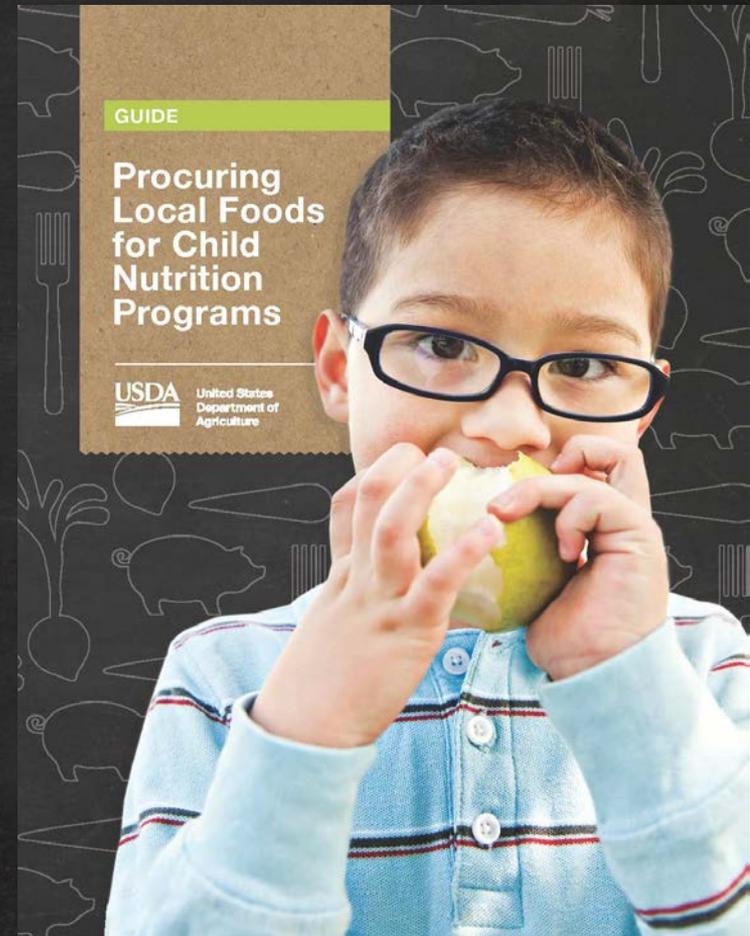


Local Procurement Guide – Now Available!

Available at

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

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



The USDA Farm to School E-letter!

Delivered every other Tuesday, chock full of updates, webinar info, relevant news, and field notes!



Subscribe at www.fns.usda.gov/farmentoschool



Acknowledgements

Diane Dovel, Page County Public Schools, VA
Alex Emmott, Oakland Unified School District, CA
Karen Fedor, Maryland Department of Agriculture
Colleen Matts, Michigan State University, State lead for NFSN
Mark Coe, Lutz Farms
Lisa Griffin, Union Public Schools, OK
Jenny Montague, Kalispell Public Schools, MT
Jon Dickl, Knox County Schools, TN
Teri Hamlin, Northeast Georgia Farm to School
Megan Kemple, Willamette Farm and Food Coalition, OR
Ally Mrachek, Fayetteville Public Schools, AR
Tammy Yarmon, Omaha Public Schools, NE
Shauna Woodworth, Farm to Table New Mexico
Rosie Krueger, Vermont Agency of Education
Alyssa Herold, Texas Department of Agriculture
Andrea Early, Harrisonburg City Public Schools, VA
Kristin Caulley, Office of the Chief Communications Officer, FNS
Ileana Alamo, Office of the Chief Communications Officer, FNS
Laura Castro, Food Distribution Division, FNS
Lynn Rodgers, Child Nutrition Programs, FNS
Sandra Foss, Child Nutrition Programs, FNS



Tell us: What will
you do with your
Thursdays?!



THE
FARM to SCHOOL
PROGRAM

Questions?



THE
FARM *to* **SCHOOL**
PROGRAM