

Finding, Buying and Serving Local Food

Conducting a Local Procurement Baseline Assessment
January 23, 2014





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



Poll: Who is on the line?




Our Presenters



Maggie Gosselin
Program Analyst
Maggie.gosselin@fns.usda.gov



Diane Dovel
Food Service Director,
Page County Schools
ddovel@pagecounty.k12.va.us



Alex Emmott
Farm to School Supervisor
Alexandra.emmott@ousd.k12.ca.us



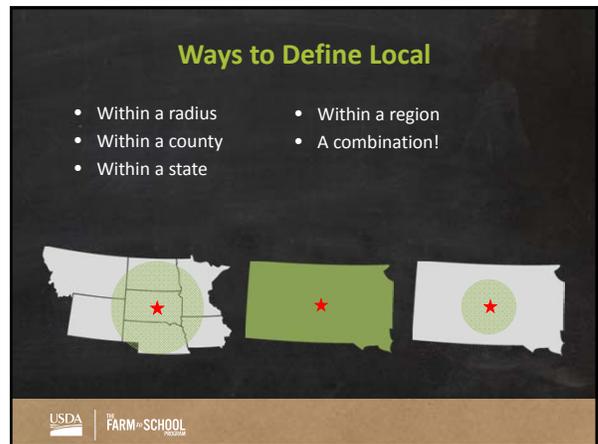
Overview

- Assessing Local Production and Seasonality
- Defining Local
- Integrating Local
- Tracking Local Purchases
 - » Page County Schools
 - » Oakland Unified Public Schools
- Resources
- Questions



Assessing Local Production and Seasonality



A More Nuanced Approach...

- A district's definition of local need not be static. It may change depending on the:
 - » Season
 - » Product
 - » Special events




Integrating Local




What's *Already* Local on Your Menu?

- Look at your records.
- Ask your suppliers whether they purchase local products.

What *Could* Be Local?

- Conduct a menu audit.
 - » Are there items that could easily be replaced with local products?
- Think about ways to integrate.
 - » Harvest of the month program
 - » New recipe development
 - » Salad Bar
 - » Seasonal Cycle Menu
- Include tracking of locale in future contracts.



Forecasting Your Needs

- How many students am I feeding?
- How much food do I need?
- How much can I spend total?
- How much can I spend on local products?



Tracking Local Purchases: Page County Public Schools




About Page County Public Schools

- Number of Schools: 9
- Number of Students: 3529
- Number of Meals Served: 3440
- Percentage of Students Receiving Free and Reduced Price Lunches: 53%



Page County's Definition of Local

- Three-tiered definition of local
 - » Within the County
 - » Within the Region (within 90 miles of Luray, VA)
 - » Within the State
- While a product that meets the first tier definition is preferred, a product that falls within any of the three tiers would be considered a local product.



Growth in Local

- In 2012-13, Page County Elementary Schools spent \$13,572.75 or 33.1% of its produce budget on local produce and eggs. The goal for 2013-14 is to spend 38.1% of its produce budget locally. So far in 2013, August through October, Page Elementary Schools have spent \$4,158 out of \$5,765.34 or 41.9% of its produce budget on local produce and eggs.



Tracking Local Purchases

Local Produce Budget by School: Aug – May 2012-13*

School	Local	Non-Local	Grand Total	% Local
Luray (LES)	4755.25	9863.35	14618.6	32.5%
Shenandoah (SHEN)	2943	6695.4	9638.4	30.5%
Springfield (SPB)	2437.5	3746.75	6184.25	39.4%
Stanley (STAN)	3437	7097.3	10534.3	32.6%
Grand Total	\$13,572.75	\$27,402.80	\$40,975.55	33.1%

*Includes produce and eggs, excludes meats, grains and dairy.

Local Produce Budget by School: Aug – Oct 2013

School	Local	Non-local	Grand Total	% Local
LES	1063	1866.97	2929.97	36.3%
SHEN	1246	1637.74	2883.74	43.2%
SPB	816	675.6	1491.6	54.7%
STAN	1033	1585.03	2618.03	39.5%
Grand Total	4158	5765.34	9923.34	41.9%



Tips for Tracking Local Purchases

- Set goals
- Start at the beginning of a year
- Be diligent and consistent about recording (and do it at least monthly)
- It's all worth it!



Tracking Local Purchases: Oakland Unified School District




About Oakland Unified School District

- Number of Schools: 85
- Number of Students: 37,000
- Number of Meals Served: 39,000 daily
- Percentage of Students Receiving Free and Reduced Price Lunches: 70%
- Fun Fact: OUSD Nutrition Services sponsors an after school produce market in 20 low-income elementary schools across the district which sell affordable, local, organic & pesticide free produce to parents and community members.



Defining **LOCAL** in Oakland.



TRACKING our produce purchases.

- Bids and RFPs – dividing programs; geographic preference
- Engaging vendors
- Partnering with CAFF
- Monthly sourcing reports
- Farm origin on invoices

Usage Report 12/1-12/31/2013

PRODUCT	LOCAL	QTY	Total QTY	Total QTY	Total QTY
			#	#	\$ SALES
Product: OUGPR1003 - GRAPE RED 100k3oz GRPE ESCAPES	L	268	5025	n/a	\$11,914
Product: OUPR150 - PEAR 150CT GOLDEN BOSQ/NAUMES		341	n/a	51150	\$10,920
Product: OUG138 - APPLE GALA 138CT TROUT		277	n/a	38226	\$8,266
Product: OUD138 - ORANGES 138CT CA CITRUS	L	521	n/a	71898	\$8,143
Product: OUG138 - APPLE GRANNY SMITH 138CT NATDL		300	n/a	41400	\$7,765
Product: OUCARB1003 - CARROT MINI PEEL 100k3oz BLTNS	L	261	4893.8	n/a	\$5,976
Product: OUA1503 - APPLE SLICED 150k3oz FARMINGTN	L	115	3234.4	n/a	\$5,582
Product: OUA138 - APPLE FUJI 138CT TROUT		186	n/a	25668	\$4,532
Product: OUDMCH2 - ROMAINE CHOPPED 62# BONITA	L	209	2508	n/a	\$3,634



Today in Oakland is **CALIFORNIA THURSDAY**, when we source an entire school lunch from within the state of California. This is the next step for **FARM TO SCHOOL** in Oakland.



School Lunch Map: Chorizo and Greens

We're bringing California Food to California Kids™ starting every Thursday across the district. This is the next step for Farm to School in Oakland with an entire lunch menu sourced from California. We're moving Farm to School beyond produce to include meats, grains, and dairy products produced right here in California.

THE TIMELINE:
We're rolling out CA Thursdays in the 2013-14 school year, with once monthly California Thursdays in October, November, December, January, February, and March. Then, beginning **Earth Day 2014**, California Thursdays will be on the menu every week!

OAKLAND UNIFIED SCHOOL DISTRICT
Community Schools Planning Division

Moving beyond produce. Tracking the **WHOLE PLATE**.



THE BASELINE PROJECT

Our Goal = To calculate the percent of our food we are currently purchasing from within California.

We are using the 2012-13 school year as a baseline against which to compare the 2014-15 school year, after the full implementation of the California Thursdays program.

Breaking down the **SUPPLY CHAIN**.

75 vendors + 171 products + 6 questions = 1 very large spreadsheet

1. Where are you headquartered/incorporated?
2. Where is the product grown/harvested/raised?
3. Where is the product processed (e.g. washed & chopped)?
4. Where is the product prepared/packaged (e.g. made into a burrito)?
5. Where is the product stored?
6. Where is the product distributed?

How do we define a California product?

Level I, II, III California?

The Baseline Project: **LESSONS LEARNED** so far...

1. Narrow your scope
2. Establish your questions early
3. Be consistent
4. Present yourself as a partner
5. Use existing resources
6. Divide and conquer!




Farm to School Resources




Resources

- The Food Buying Guide for Child Nutrition Programs
- Pecks to Pounds
- State resources
 - » Seasonality Charts
 - » Seasonal Menus
- Many more ideas and examples listed on the resource handout!



Farm to School Resources

- USDA Farm to School Website and E-Letter (at www.fns.usda.gov/farmtoschool)
- Farm to School Census
- Farm to School Regional Leads
- More procurement resources coming soon!




Questions?




How are we doing?

- Please complete this QUICK evaluation: <https://www.surveymonkey.com/s/Q76NG2L>
- Please join us for the rest of the series! To register, please go here (<https://www.surveymonkey.com/s/WT8ZWYS>)

