

Seeding Success: Cultivating a Rooted Grant Project Webinar Series

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Finding, Buying, Selling & Serving
Local Foods

April 9, 2020

Speakers



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Webinar Series Schedule

1. March 26th | Seeding Success: Webinar Series Kickoff
2. April 2nd | Getting the Most Out of Your Farm to School Team
3. **April 9th | Defining, Buying, Selling and Serving Local Foods**
4. April 16th | Integrating Farm to School into Curriculum and Instruction
5. April 30th | Let's Get Growing - School Gardens & Farms
6. May 7th | Telling Your Story



Today's Agenda

1. Defining Local
2. Buying & Selling Local Food, and...
3. Serving Local Food!



OFFICE of
COMMUNITY
FOOD SYSTEMS



Poll Question:
Who has the authority to
define “local” for your
farm to school program?



Who defines local?

You do! School food authorities define local for themselves

- Within a radius
- Within a county
- Within a state
- Within a region

A district's definition of local may change depending on the:

- Season
- Product
- Special events





How do schools buy local food?

Direct



- School garden or farm
- Individual farmer, rancher, or fisher
- Farmers' market or CSA

Intermediated



- Distributor
- USDA Foods
- USDA DoD Fresh
- Producer cooperative or food hub
- Processor or manufacturer
- Grocery store





Poll Question:
Which is the most popular market channel for getting local food to schools?



How do schools buy local food?

Direct



- **School garden or farm: 24%**
- Individual farmer, rancher, or fisher: 17%
- Farmers' market or CSA: 11%

Intermediated

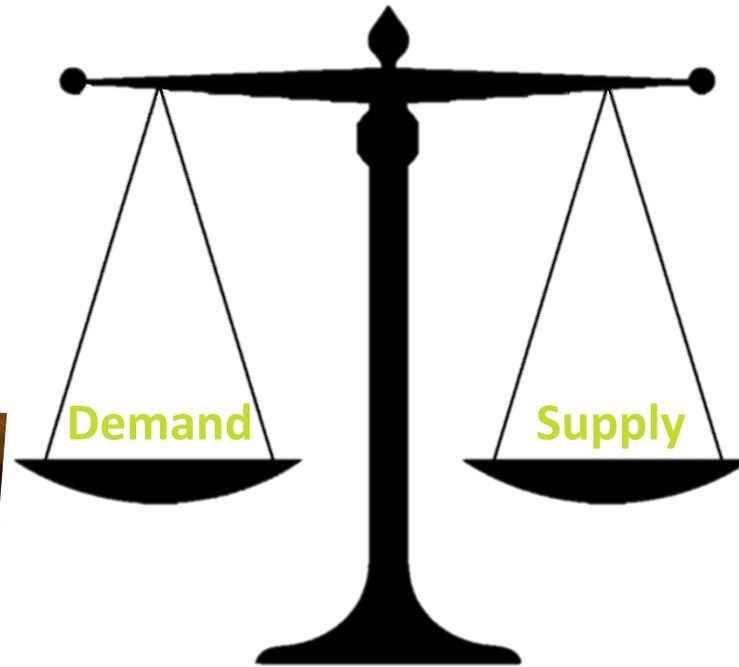


- **Distributor: 63%**
- USDA Foods: 30%
- USDA DoD Fresh: 29%
- Producer cooperative or food hub: 19%
- **Processor or manufacturer: 37%**
- Grocery store, other: ?



How do I know which market channel is right for me?

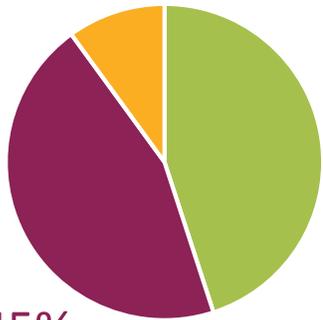
Find a channel that works for both the **demand** side (school) and the **supply** side (farm/distributor/processor!)



How do I know which market channel is right for me?

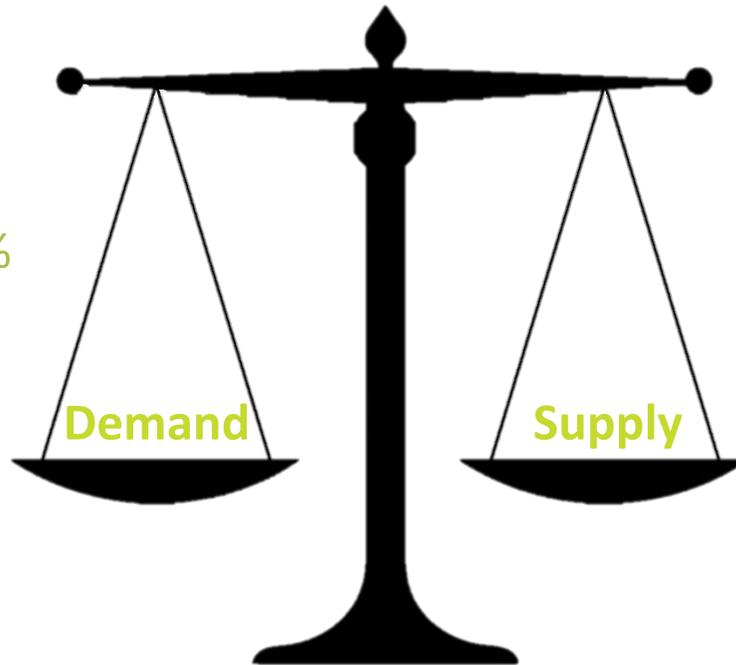
Find a channel that works for both the **demand** side (school) and the **supply** side (farm/distributor/processor)!

Supplies, equipment,
utilities, etc: 10%



Food: 45%

Labor: 45%



Feed, seeds, fuel,
utilities, labor,
maintenance/repair,
chemicals/fertilizer



2. Buying & Selling Local



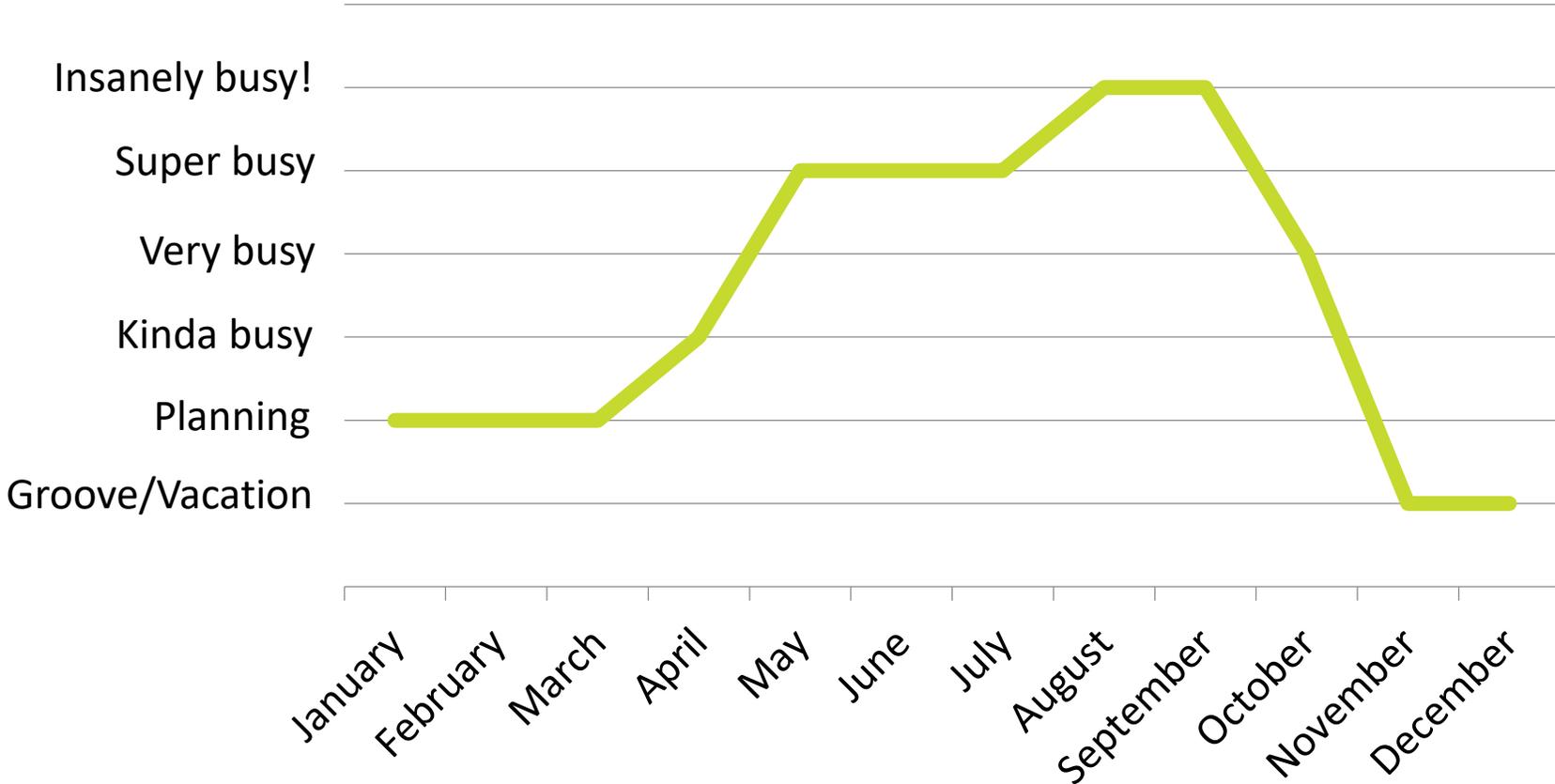
Produce Item	Product Description/Usage	Wash/Pack Description	Delivery Quantity/Frequency	Total 18-19 Quantity	Additional Notes	Price, typical pack size	Price, bulk pack (e.g. 500# tote)	Expected Months Available
Apples	Large baking apple (bigger the better), hard and flavorful. Will peel and cut for apple crisp or other baked recipes. Cosmetic imperfections ok since they will be peeled and cook.	Fully washed 40# case	80 - 40# cs delivered once in Nov and once in Feb	160 cs total	Farmers encouraged to specify varieties, months available, and case counts.	\$_____ per 40# case	\$_____ per pound (bulk pack)	
Apples Notes:								
Asparagus	For steaming and roasting as a hot side dish. Some size variation ok. Minimal blemish ok.	Rinsed, free of debris/soil. 1# bunches.	Two 200# deliveries in May	400#		\$_____ per pound (packed in 11# or 28# cases)	N/A	
Asparagus Notes:								
Beet	For dicing and roasting as a hot side dish. Large sizes preferred (ie. baseball sized or larger). Some misshape ok.	Rinsed, free of debris/soil. Trimmed, bulk, no leaves, minimal stems.	300-400# per month, Oct thru March	2,000# total		\$_____ per pound (packed in 25# sacks)	\$_____ per pound (bulk pack)	
Beet Notes:								
Beet, Golden	For dicing and roasting as a hot side dish. Large sizes preferred (ie. baseball sized). Some misshape ok.	Rinsed, free of debris/soil. Trimmed, bulk, no leaves, minimal stems.	Two 300# deliveries between Oct and March	600# total		\$_____ per pound (packed in 25# sacks)	\$_____ per pound (bulk pack)	

2. Buying & Selling Local





How busy is a farmer?





How it's Served Matters!



How it's Served Matters!



Poll Question: How is local food served in your farm to school program?



3. Serving Local

In Summary...



- Defining “local” for your farm to school program should be **driven by your goals and values** surrounding local food.
- The best way to buy and sell local food is to find creative, “win-win” strategies that **work for both the supply side (farm) AND the demand side (school)**.
- **Think critically about how local food is served on your menu**, so that you can achieve your farm to school goals.

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SELLING LOCAL FOOD TO SCHOOLS

A Resource for Producers



ACROSS THE COUNTRY, an increasing number of schools and districts have begun to source more foods locally and to provide complementary educational activities to students that emphasize food, farming, and nutrition. If you are a local food producer, this means that there are more opportunities than ever to nourish the children who live in your own community. As a farmer, rancher, fisherman, processor, baker, or other food producer, you can play a role in providing local products to schools to serve during breakfast, lunch, snack times, and supper, and in educating students about food and agriculture.

Selling to Schools: Four Pathways

School food service operations often work with extremely tight budgets, but school districts can offer a reliable source of revenue and a market for large volumes of products. Schools buy local products through a variety of different channels. Some receive direct deliveries from farmers. Others pick up orders at the farmers market. Others purchase products through distributors or acquire them through Fresh vendors. Some purchase local foods that have been turned into ready-to-eat meals by food processors while others seek raw products that they can use for scratch cooking. Here are four pathways to explore to partner with districts near you:

1. Selling directly to schools

Districts receive cash reimbursements from the government for every meal served. They use this money to administer and purchase food for meals through federal child nutrition programs. In accordance with the

10 FACTS ABOUT LOCAL FOOD IN CHILD NUTRITION PROGRAMS



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

In USDA's vision, child nutrition programs championing U.S. agriculture and proudly promoting locally sourced foods are the norm, not the exception.

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

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 programs 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, some operators use different definitions of local depending on the product or season.

3. Many local products are easy to find and source.

Some products are more likely to be local than others. For example, fluid milk is produced in almost every state. Since milk is perishable and expensive to transport, milk is often local. Similarly, programs in California serving avocado are likely using local avocados, while schools in Florida probably serve local citrus. Local products that are unique and/or abundant in a region are generally easier to find and source.

4. Food distributors and food service management companies can be great partners for local sourcing.

Increasingly schools are including expectations regarding local sourcing in their contracts with food service management companies and/or distributors. Even without contractual obligations regarding local, many distributors already offer local products so all an operator needs to do is find out what items on the contracted list are local and order those products. This approach is a very easy way to bring local products into schools without creating separate distribution channels.

5. Locally sourced fruits and vegetables are available through the DoD Fresh Program.

Schools can elect to spend a portion of their USDA Foods entitlement money on fresh fruits and vegetables through the USDA DoD Fresh Fruit and Vegetable Program, operated by the Department of Defense. To supply fresh fruits and vegetables to schools, DoD contracts with over 45 produce vendors across the country. DoD Fresh vendors often have local products and they identify them as such in the PFAVORS catalog. Some vendors even list the state of origin.

Office of Community Food Systems Fact Sheets

<https://www.fns.usda.gov/cfs/fact-sheets>

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 **USDA**
United States Department of Agriculture
Volume 1, Issue 2, October 20, 2015

The Dirt
News and Notes from FNS's Office of Community Food Systems





Next Webinar: April 16th Integrating Farm to School into Curriculum and Instruction



Thank You!

www.fns.usda.gov/cfs/seeding-success-2020-farm-school-grantee-webinar-series