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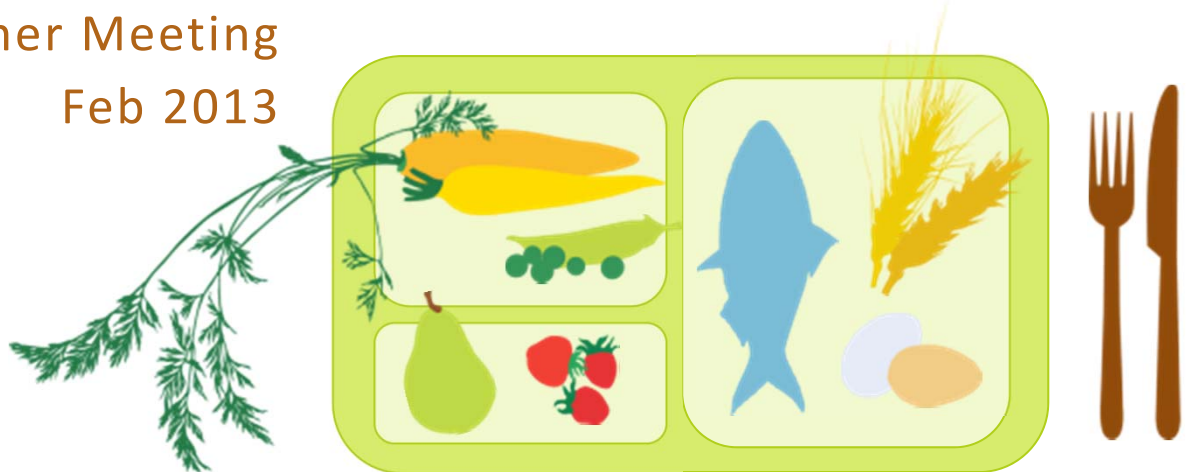
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THE  **Farm to School**
PROGRAM

Deborah Kane
Know Your Farmer Meeting
Feb 2013



- » **Context and Background**
- » First Year Accomplishments
- » 2013 Priorities
- » Discussion and Questions

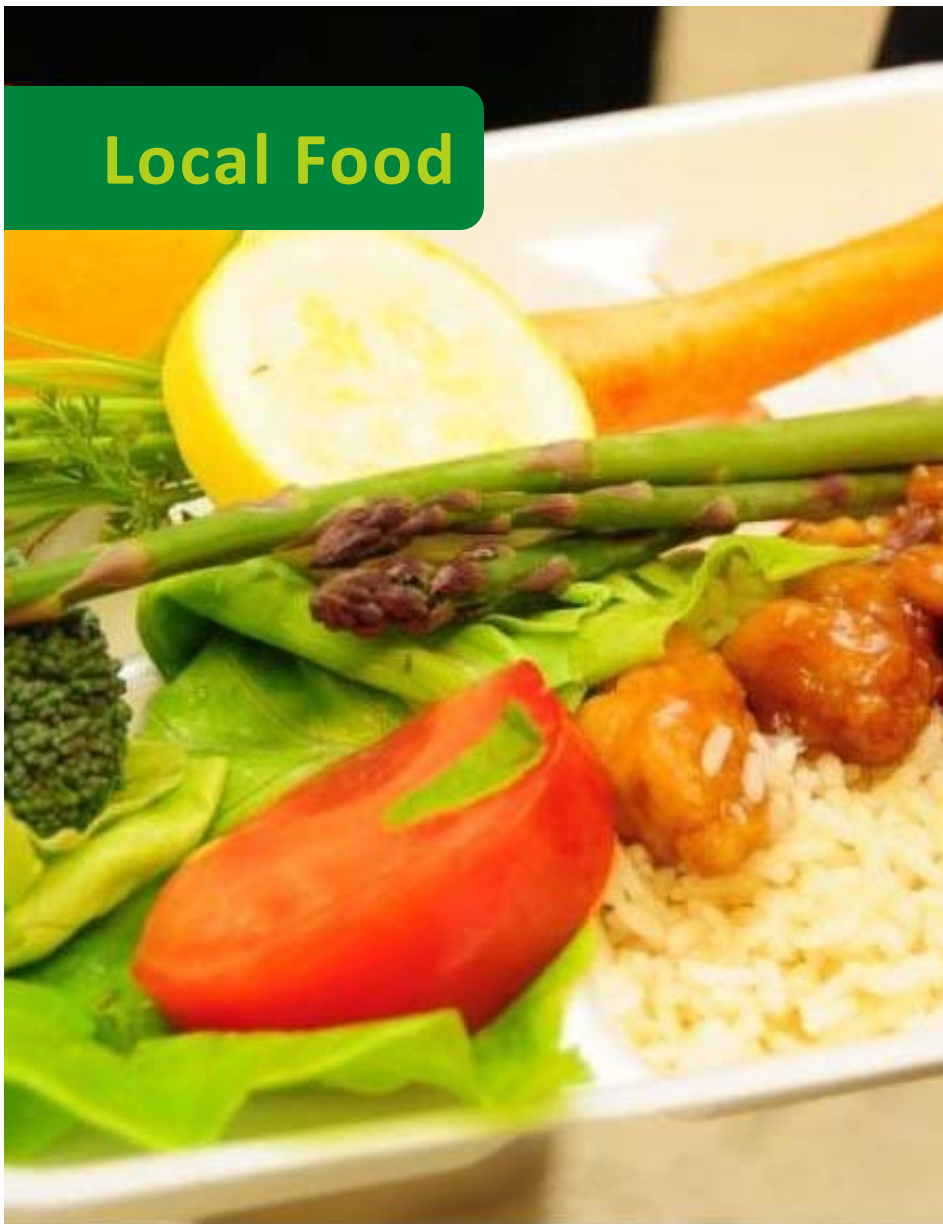
Agenda



Access to Local Foods: The Farm to School Program

- » The Secretary shall carry out a program to improve access to local foods in (eligible) schools.

Local Food

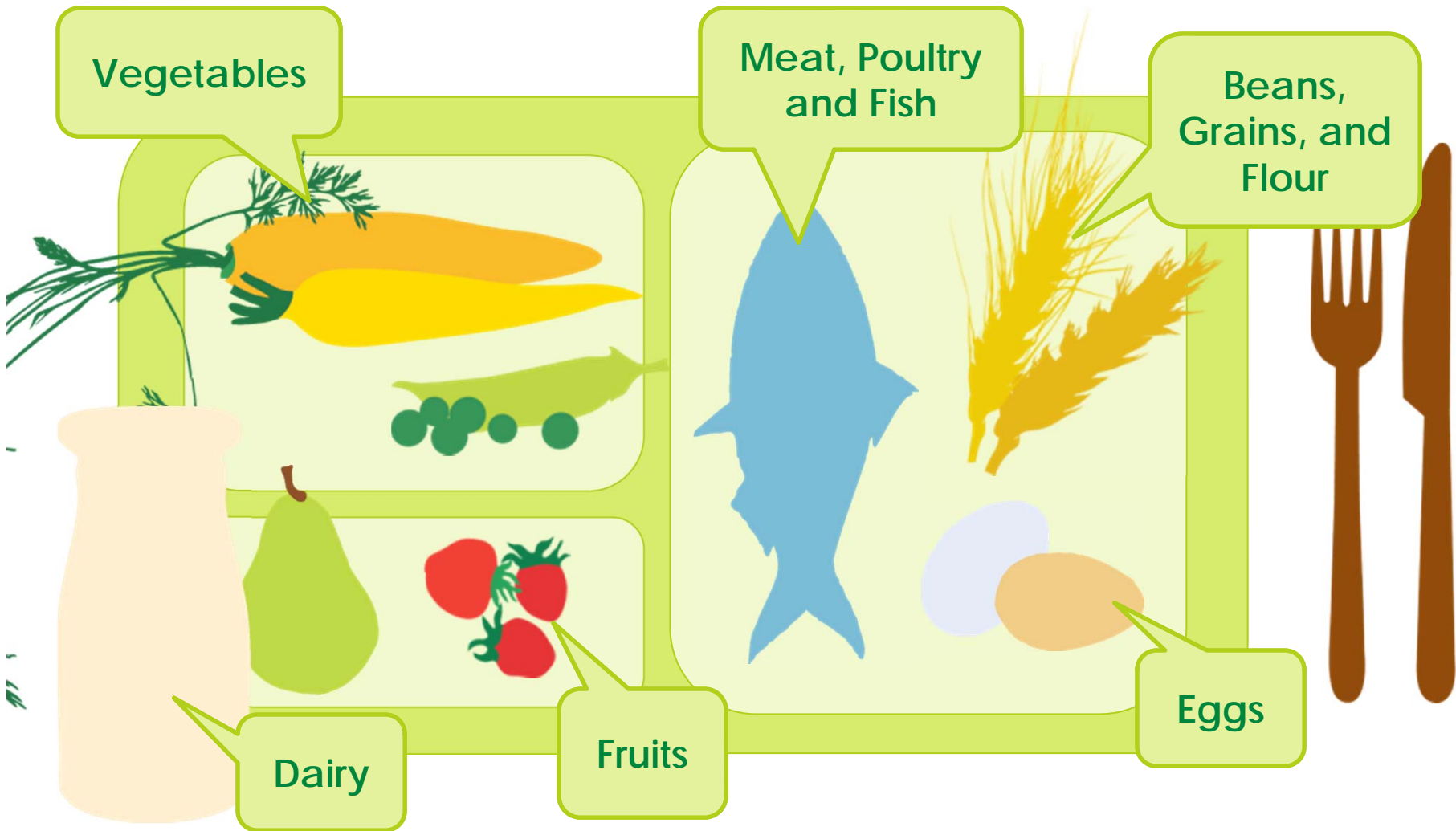


Food Education



What is Farm to School?





What Kind of Local Food?





What's at Stake?



- » 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? HEALTH



- » 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.

What's at Stake? EQUITY





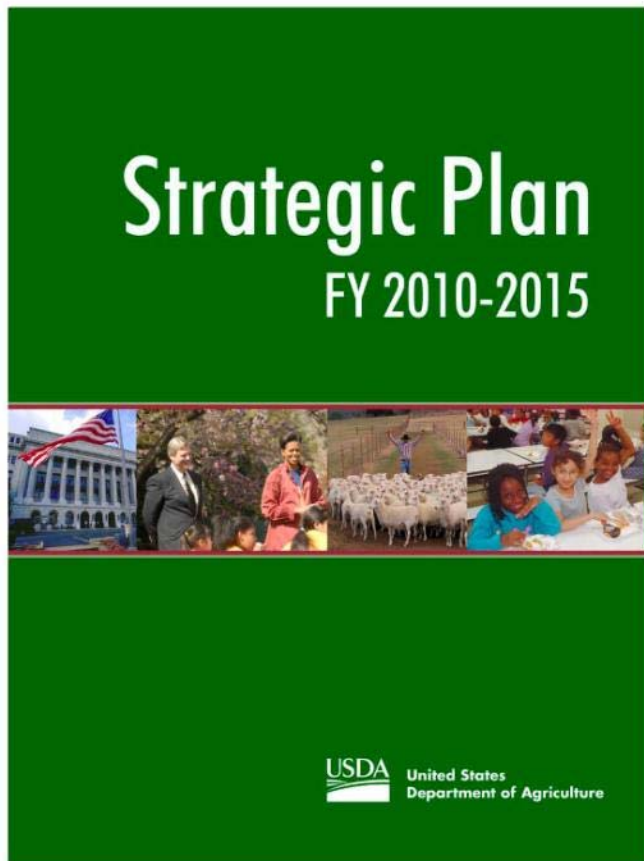
\$10.4 Billion

» 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).

What's at Stake? ECONOMIC





Strategic Goal #1

- » Ensure that All of America's Children Have Access to Safe, Nutritious, and Balanced Meals.

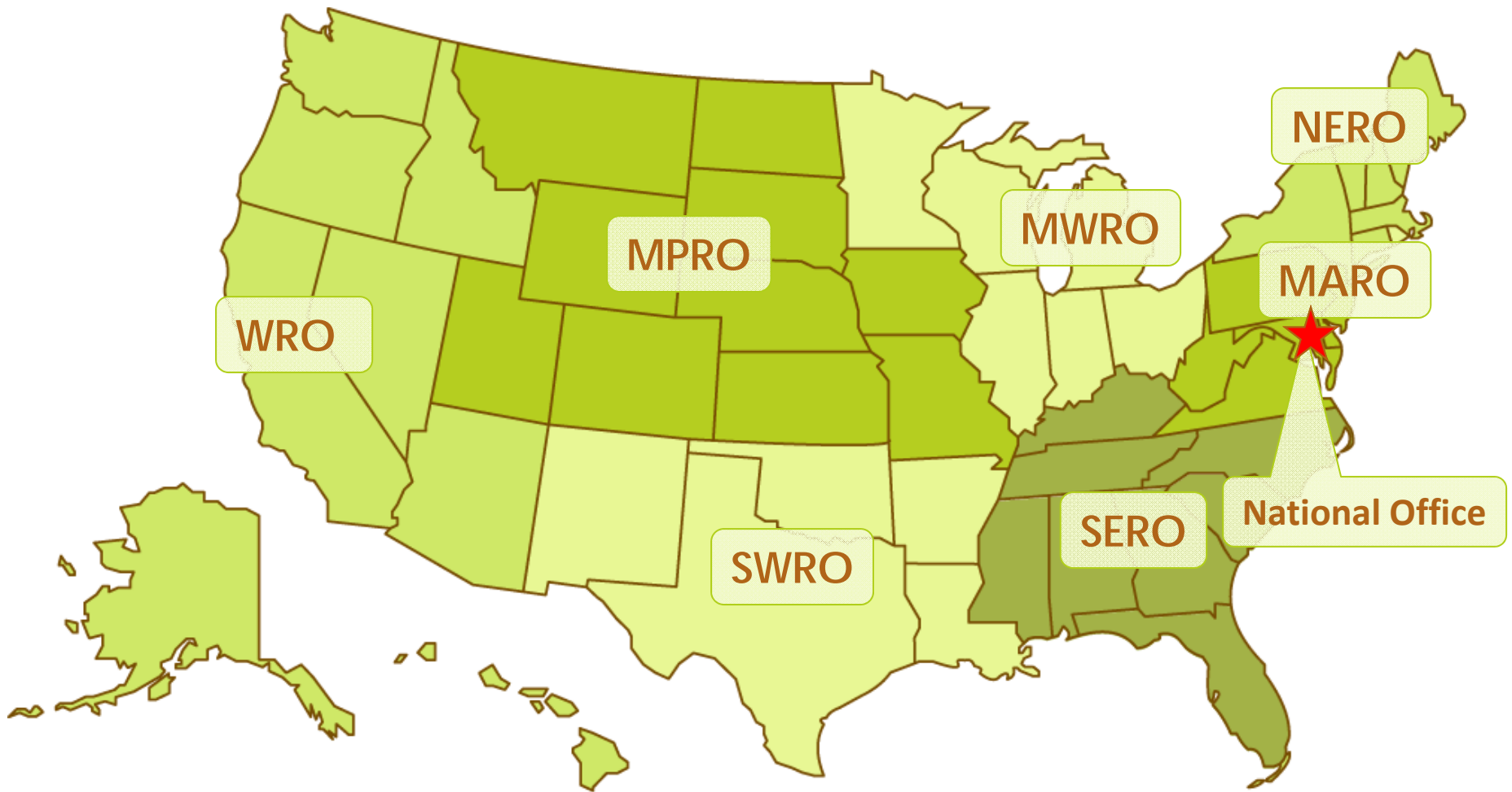
Strategic Goal #4

- » Assist Rural Communities to Create Prosperity so They Are Self-Sustaining, Repopulating, and Economically Thriving

Perfect Fit



- » Context and Background
- » **First Year Accomplishments**
 - » **1. Team**
 - » **2. Grants**
 - » **3. Integration**
- » 2013 Priorities
- » Discussion and Questions



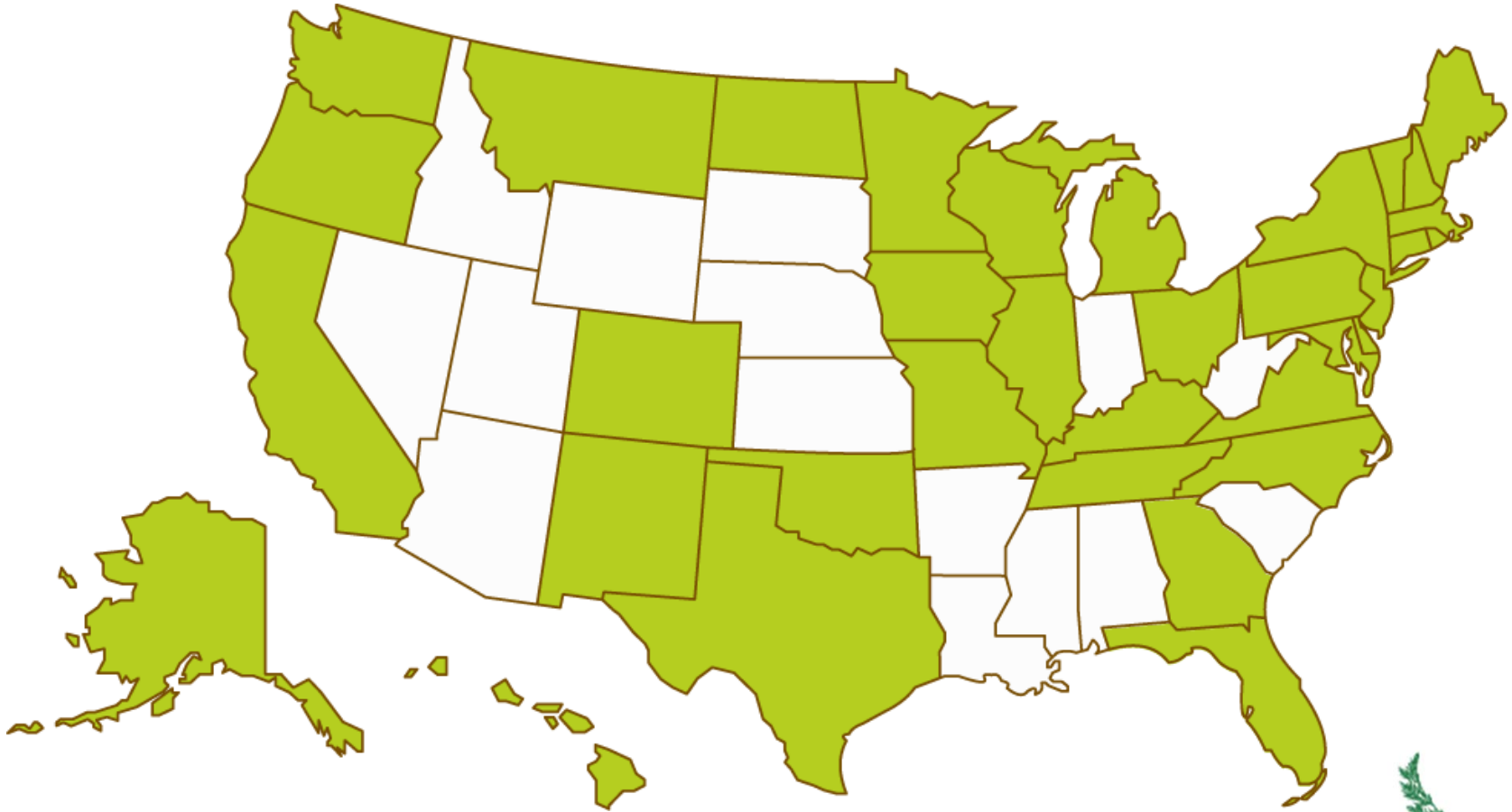
Team





Team: Federal and State Effort





Team: States with F2S Legislation



32

Planning grants

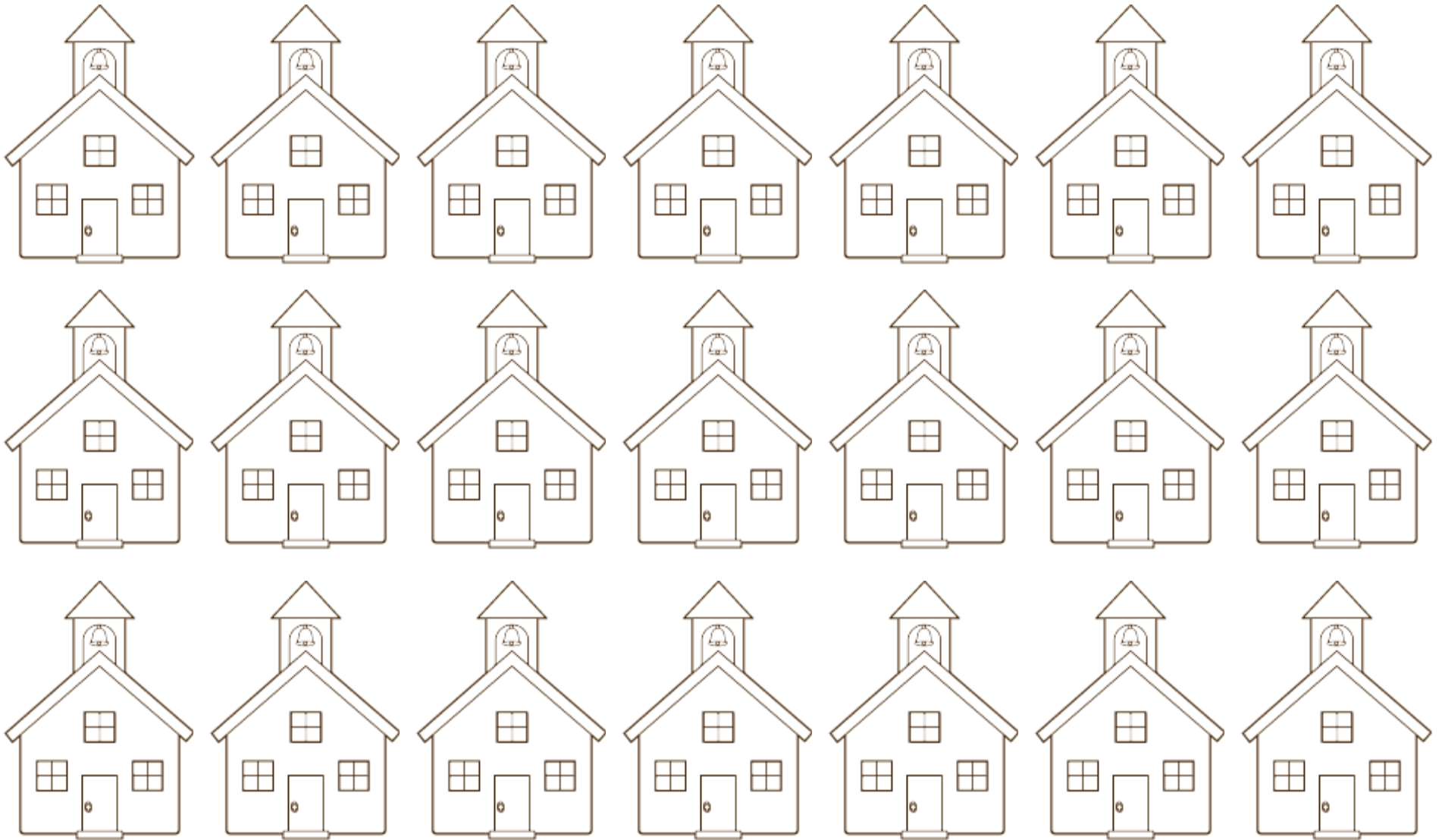
36

Implementation grants

\$4.8

Million





Integration





Integration



“We’ve been encouraging more schools to procure their food locally.”

Kevin Concannon
USDA Under Secretary
Food, Nutrition, and Consumer Services

Integration



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	Applesauce
Cantaloupe wedges	Kiwi Halves	Banana	Canned Peaches	Low-fat Milk
Skim Milk	Low-fat Milk	Skim Milk	Skim Milk	

Integration: Local in New Meal Pattern



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	Strawberries
Cantaloupe wedges	Kiwi Halves	Banana	Canned Peaches	Low-fat Milk
Skim Milk	Low-fat Milk	Skim Milk	Skim Milk	Harvest of the month: Strawberries from Seascapes Farm. 

Integration: Local in New Meal Pattern



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	Strawberries 
Cantaloupe wedges	Kiwi Halves	Banana	Canned Peaches	Low-fat Milk
Skim Milk 	Low-fat Milk	Skim Milk	Skim Milk	




Integration: Local in New Meal Pattern



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	Carrots 	Steamed Broccoli	Strawberries 
Cantaloupe wedges	Kiwi Halves	Banana	Canned Peaches	Low-fat Milk
Skim Milk 	Low-fat Milk	Skim Milk	Skim Milk	






Integration: Local in New Meal Pattern



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	Carrots 	Steamed Broccoli	Strawberries 
Cantaloupe wedges	Kiwi Halves	Banana	Canned Peaches	Low-fat Milk
Skim Milk 	Low-fat Milk	Skim Milk	Skim Milk	








Integration: Local in New Meal Pattern



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







Integration: Local in New Meal Pattern



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

Integration: Local in New Meal Pattern



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

Integration: Local in New Meal Pattern





Integration: Local in New Meal Pattern



- » Context and Background
- » First Year Accomplishments
- » **2013 Priorities**
 - » **1. Technical Assistance**
 - » **2. Procurement Guidance**
 - » **3. Census**
- » Discussion and Questions





Farm to School Implementation Plan
(School or District Name, Year)

Farm to School Team

Tip: This is a living document; update it as your team grows and changes!

BACKGROUND
(When was your farm to school team established and by whom? What activities to date (i.e. at the end of your initial planning period?)?)

ALREADY COMMITTED MEMBERS
(What are the names, titles, and roles of people who have already committed to the team?)

[Member #] Name
(What is this person's title? Does he or she belong to an organization? What role will he or she play on the team?)

Tip: You might also note other relevant roles that committee members play in their personal lives, as well as any helpful skills they might have. Does this person have the parent of a former student (in addition to being, say, the school's fundraising experience?)

For example:
Name: Shauna James
Title: Johnson School Vice Principal
Committee role: Farm to School Administrative Liaison
Other committees: School Wellness Committee, Curriculum & Instruction Committee, School Health Teacher, and Home Cook

ADVISERS
(Outside of the team, what people or groups will you be consulting for advice on? What are their names, titles, and roles of people who have agreed to advise you?)

Tip: Your advisory committee doesn't necessarily need to be formal. You're hoping to get some specific advice or help on a particular issue.

NEEDED MEMBERS & ADVISERS
(What specific people or categories of people do you need on your committee but have not yet recruited a committee member? What are your expectations for each member? What are your expectations for each member?)

Tip: Some ideas for the types of people you might want to include on your committee include:
School food service representative
Teachers
Students

Vision, Goals, & Context

BACKGROUND AND CURRENT STATUS
(What led to your decision to establish a farm to school program? What activities to date (i.e. at the end of your initial planning period) that have readied you to launch? What benefits do you think a farm to school program can bring to your school and community?)

LONG-TERM VISION
(What is your long-term vision for a thriving farm-to-school program?)

Tip: Define "long-term" however you like! Your most ambitious farm to school program goal.

NEAR-TERM GOALS & OBJECTIVES
(What are your near-term (1- to 2-year) goals and objectives for your program?)

Tip: Summarize your goals here, and use the attached worksheet to provide more detail.

SCHOOL ENVIRONMENT & STUDENT POPULATION
(How big is your school or district? What types of students do you have? How might this be relevant to your farm to school program? Do many of your students garden or farm outside of school? Is there a school garden or farm? How and how well do your students eat outside of school?)

PROGRAM CONTEXT
(What existing programs and initiatives are relevant to your program?)

Child nutrition programs
(Which Federal Child Nutrition Programs does your school participate in? What percent of your students are eligible for each program?)

Tip: The Federal Child Nutrition Programs include the National School Lunch Program, the Fresh Fruit and Vegetable Program, the Afterschool Snack Program, and the Special Milk Program. To find out if you are eligible, [click here](#).

State and Local Initiatives
(What State, local, and district-wide programs and initiatives are relevant to your program?)

Tip: Initiatives might include everything from a State "local food" campaign, to a district-wide initiative to put a

Farm to School Implementation Plan
(School or District Name, Year)

Local Foods Procurement

Module 3

BACKGROUND AND PROGRESS TO DATE
(How much local food do you currently serve? What types of local food have you been purchasing, and from whom? Through which Child Nutrition Programs do you serve local foods?)

Tip: Count your local food purchases in terms of total dollars spent and percentage of dollars spent. If you don't know where the food you've been purchasing comes from, you should think about how you'll start collecting that data since it's important to have a baseline figure. If you want to explore farm to school data collection in more depth, see the Evaluation & Documentation module.

LONG TERM VISION
(To what date (i.e. at the end of your initial planning period) what procurement-related activities have you participated in that have readied you to move into the Implementation phase?)

LONG TERM VISION
(What is your long-term vision for local foods procurement in your school or district?)

NEAR TERM GOALS
(What are your near-term (1 to 2-year) goals for local foods procurement? What types of local foods do you hope to serve and how often do you hope to serve them? Do you plan to serve local foods through all of the Child Nutrition Programs you operate, or just some of them?)

Tip: To the extent possible, include specific target amounts and products.

For example: A school that operates the Fresh Fruit and Vegetable Program (FFVP) in an area with a long growing season might have a goal to source 40 percent of all FFVP foods locally. A farm in a rice-growing region might have a goal to start sourcing 50 percent of the rice served through the National School Lunch Program locally.

DEFINITION OF "LOCAL" OR "REGIONAL"
(How has your school or district chosen to define "local" or "regional"?)

Tip: USDA allows you to define "local" or "regional" however you like, within a certain number of miles from your school, within the State, or within the county. You might also choose to define the terms differently for different types of products, involving food service staff, local growers, food distributors, and others in helping you define local will ensure that the definition suits your needs.

For example: A school could decide that because there are so many fruit and vegetable producers within their county, "local" fruits and vegetables must come from within county lines. However, if the county has only one dairy, then "local" milk, cheese, and yogurt might come from anywhere in the State.

Local or regional agricultural products
(What types of foods are produced within the area(s) you've defined as "local" or "regional"?)

Tip: To find out what grows locally, try looking for seasonality charts online, talking to farmers at a farmers' market, or calling your local agricultural extension office. And don't forget to include dairy, meat, poultry, fish, and grains in your survey.

Farm to School Planning Kit – Module 3: Local Foods Procurement



Technical Assistance

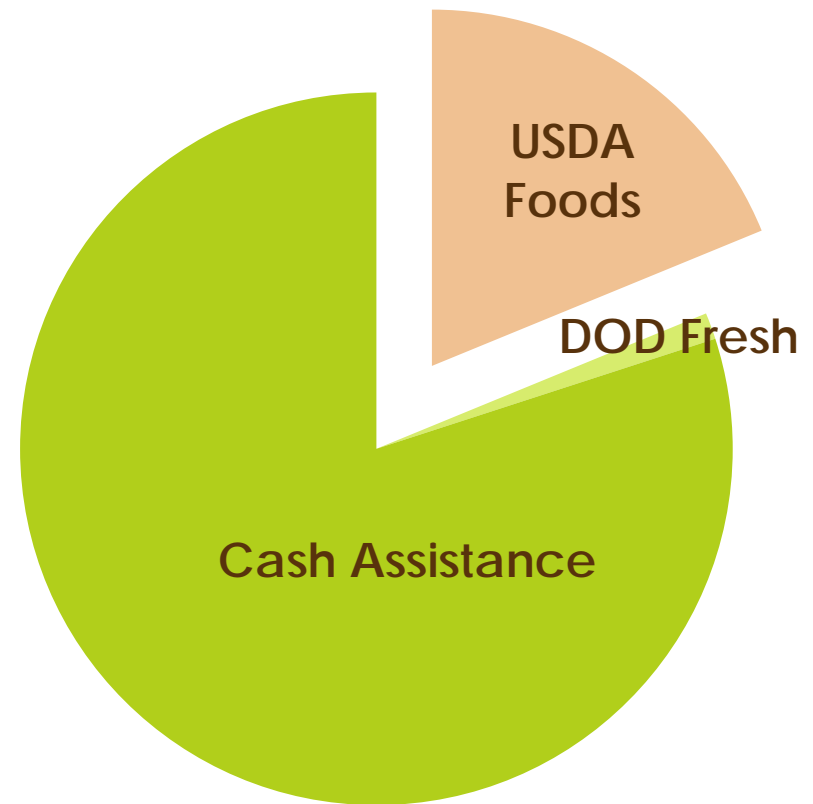




Technical Assistance



- » Geographic preference can be applied to most school food purchases for unprocessed locally grown or raised agricultural products.
- » Local sourcing is possible through DOD Fresh.
- » USDA Foods save money and can be part of healthful, local meals.





Census





28%

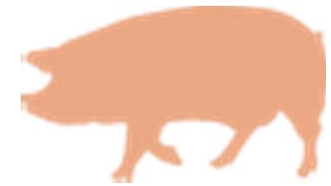
of schools across the country are participating in farm to school, directing

\$1.7 billion

into their local economies.

Census





77%

of schools believe they will increase their local purchasing in the years to come.

They want more local pork, poultry, frozen vegetables, and grains.

Census





43% participate



31% local beef



18% local fruit



Census: State Level Data





www.fns.usda.gov/cnd/f2s/

Discussion

