



AgEcon SEARCH
RESEARCH IN AGRICULTURAL & APPLIED ECONOMICS

The World's Largest Open Access Agricultural & Applied Economics Digital Library

This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.

Help ensure our sustainability.

Give to AgEcon Search

AgEcon Search

<http://ageconsearch.umn.edu>

aesearch@umn.edu

*Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*



It Takes A Village

Helping To Change How We Source Our Agricultural Products By Creating Efficiencies, Synergies and Collaborations Between Farmers and Producers, Distributors and Urban Schools and Institutions Nationwide



FarmLogix is a 3rd party technology solution that provides:

- Access to a multiple farm network with one online order.
- The ability to shop by farm and by product.
- Single invoicing for multiple farms purchases.
- Single delivery from the contracted distributor.
- Monthly reporting by product, farm, district, school and mileage.
- Invoicing for products on the contracted distributor invoice.

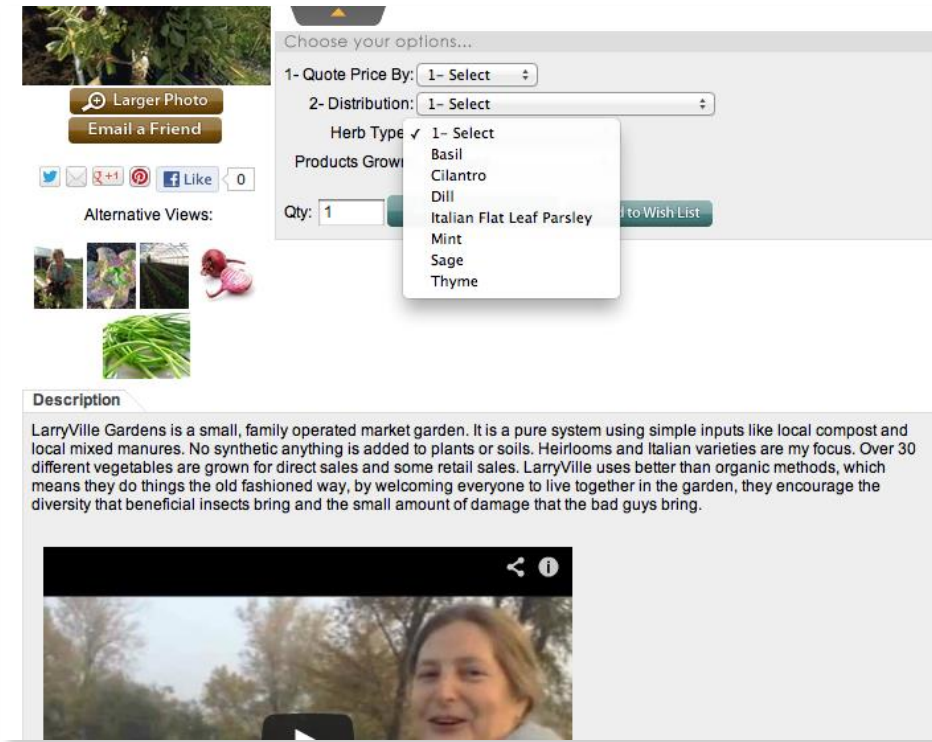


What We Do

- An enterprise-level technology solution designed to create nationally scalable farm to city utilizing proprietary technology. Our model provides:
 - **Boots On The Ground:** FarmLogix organizes farms by community, creating an instantly deployable program that includes online ordering and aggregation.
 - **Streamlined Logistics:** Deliveries arrive with the regularly scheduled distributor delivery and payment is made from the distributor invoice.
 - **Reporting and Marketing:** Reports are generated monthly by farm, product and mileage, and farm marketing materials are supplied to teach students where their food comes from.



Support Your Local Farmer: Farmers Receive Free Webpages and Support



Weekly Availability Allows Ordering By Farm....

Home > Available Now!


Available Now!

- Dairy
- Fruits
- Homemade Goods
- Proteins
- Vegetables

available now


10 per page Page 1 of 3

Sort By: Title




Adoption Acres

Adoption Acres operates out of Burlington, WI. [▶ more info](#)



Becker Lane Organic Farm

Jude is a pig farmer from Dyersville, IA. [▶ more info](#)



Benhart Farms

Benhart Farms sells meat products from Lake Geneva, WI. [▶ more info](#)

Farm/Logix
Seeds of technology.

Or By Product With Included Product And Nutritional Information.

Apples, Ottawa
Apples, Red Delicious
Apples, Rome
Apples, Wellington



apples

What they are:

Apples are a crisp, white-fleshed fruit with a red, yellow or green skin. The apple is actually a member of the Rose family, which may seem strange until we remember that roses make rose hips, which are fruits similar to the apple. Apples have a moderately sweet, refreshing flavor and a tartness that is present to greater or lesser degree depending on the variety. For example, Golden and Red Delicious apples are mild and sweet, while Pippins and Granny Smith apples are notably brisk and tart. Tart apples, which best retain their texture during cooking, are often preferred for cooked desserts like apple pie, while Delicious apples and other sweeter varieties like Braeburn and Fuji apples are usually eaten raw.

Why they're good for you:

This food is very low in Saturated Fat, Cholesterol and Sodium.

Who sells them:

Links to the webpage of farmers who sell this product are below. If no link is present the item is not currently in season or in stock. Please check back later.

Click here to [receive an email when this item becomes available](#).

Shop all apples:

Sort By: Price: Low to High 10 per page Page 1 of 1



Ela Orchard
Ela Orchard is located in
Rochester, WI. [View more info](#)

Qty Add
1

The Program Provides Custom Websites With Reporting Monthly On Purchases By Group, Individual Facility, Farm, Product and Miles Traveled...

The screenshot shows the Farm Fresh website interface for Chicago Public Schools. At the top left, there are logos for CHICAGO PUBLIC SCHOOLS CPS and ARAMARK. To the right, there are links for VIEW CART, MY ACCOUNT, and LOGIN. Below this is a navigation bar with tabs for January Harvest, ABF Chicken, Farms, Tools/Events, and Reporting, along with a search box. The main content area is divided into three sections: MIDWEST VEGETABLES, MIDWEST FRUITS, and ABF CHICKEN PROGRAM. The MIDWEST VEGETABLES section lists categories like Leafy Greens, Spring Vegetables, Summer/Fall Vegetables, Root/Winter Vegetables, and Year-Round Vegetables. The MIDWEST FRUITS section lists Apples, Pears, Berries, Grapes, Melon, and Stone Fruit. The ABF CHICKEN PROGRAM section lists the ABF Chicken Drumstick Program. The central part of the page features a collage of images: a classroom scene with a teacher and students, a bunch of Kohlrabi, a farmer (Farmer Bre), a barn in Wisconsin, and a farmer (Farmer Michelle) holding a basket of Tri-Color Carrots. A '100% LOCAL' tag is also visible.

Farm/Logix
Seeds of technology.

FarmLogix procured 36,000 pounds of fresh local carrots processed into coins for Chicago Public Schools.

The screenshot shows the USDA Blog homepage. The header includes the USDA logo and navigation tabs for Topics, Programs and Services, Newsroom, and Blog. A search bar is located in the top right. Below the header, there are social media icons and a 'You are here' breadcrumb trail. The main content area features a post titled 'From Small Potatoes to 36,000 Pounds of Carrots: Farm to School Grows' by Alan Shannon, USDA Food and Nutrition Service, Midwest Region. The post includes a photo of a group of people, one of whom is holding a large carrot. The caption below the photo reads: 'On January 15th, Growing Power's Will Allen joined Chicago Public School, Aramark, FarmLogix and USDA staff to celebrate 36,000 pounds of carrots grown locally and served to Chicago students.' The left sidebar contains a 'Welcome to the USDA Blog' message and a list of categories with their respective post counts.

USDA United States Department of Agriculture

Topics Programs and Services Newsroom Blog

You are here: Home / USDA Blog

Welcome to the USDA Blog

Read our Comment Policy

Categories

- American Recovery and Reinvestment Act (ARRA) (193)
- Climate Change (67)
- Conservation (449)
- Economic Growth (356)
- Education (186)
- En Español (37)
- Energy (192)
- Environment (259)
- Food and Nutrition (919)
- Food Safety (222)
- Food Security (72)
- Forestry (594)
- International (234)
- Know Your Farmer, Know Your Food (278)
- Let's Move (191)
- People's Garden (135)
- Plant and Animal Health (185)
- Rural Development (1076)
- Science (345)
- Technology and Broadband (115)
- Trade (158)

Posts tagged: FarmLogix

From Small Potatoes to 36,000 Pounds of Carrots: Farm to School Grows

By Alan Shannon, USDA Food and Nutrition Service, Midwest Region, 3 Comments

On January 15th, Growing Power's Will Allen joined Chicago Public School, Aramark, FarmLogix and USDA staff to celebrate 36,000 pounds of carrots grown locally and served to Chicago students.

In the past few years I've seen an increasing number of news stories about successful farm to school programs. As reflected in the first USDA Farm to School Census, farm to school programs are thriving from

Farm/Logix
Seeds of technology.

Tracking

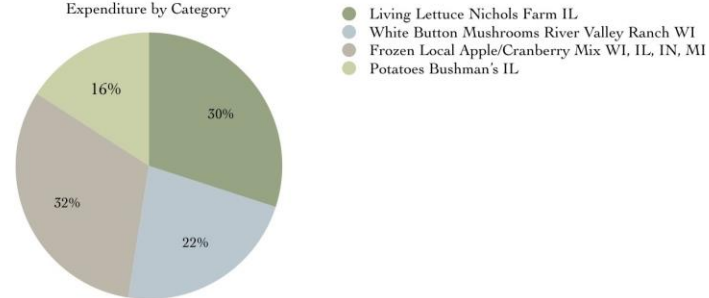
FarmLogix provide an easy online order system with that generates reporting by farm, product, school and district with full traceability.

Frozen Local Fruit and Vegetables 20#

- Mix Veg. Garden Blend 20# (\$27.96)
- Mix Vegetable Blend 20# (\$35.24)
- Vegetable, Yellow/Green Blend 20# (\$30.82)
- Vegetable, Green Blend 20# (\$38.62)
- Vegetable, Yellow Blend 20# (\$31.08)
- Stirfry Vegetables 20# (\$30.04)
- Carrots, Shoestring 20# (\$27.18)
- Corn, Cut- 20# (\$36.02)
- Peas, Regular- 20# (\$36.28)
- Carrots, Diced 3/8- 20# (\$18.98)
- Beans, Green Cut 1"- 20# (\$34.98)
- Beans, French Green Beans- 20# (\$28.96)
- Apples, Sliced Gold Del.- 20# (\$32.12)
- Apples, Diced Gold Del 20#(\$31.46)
- Zucchini, Crinkle Cut 20# (\$33.42)
- Squash, Yellow Crinkle Cut 20# (\$33.68)
- Peas and Match Carrots 20# (\$26.92)
- Summer Squash Blend 20# (\$30.30)

DISTRICT 65 LOCAL FOOD PURCHASES

Expenditure by Category



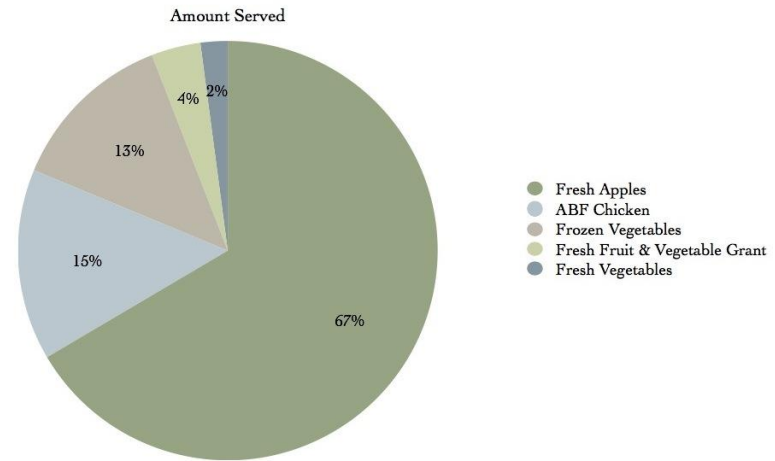
DISTRICT 65 BY PRODUCT

Category	Amount
Living Lettuce Nichols Farm IL	\$ 88.00
White Button Mushrooms River Valley Ranch WI	\$ 66.00
Frozen Local Apple/Cranberry Mix WI, IL, IN, MI	\$ 92.80
Potatoes Bushman's IL	\$ 46.64
Total	\$ 295.44



Reporting Allows Urban Districts To Tell The Story To Parents And The Community.

CHICAGO PUBLIC SCHOOLS LOCAL & HEALTHY FOODS



Total Amount Spent on Local Foods & USDA Fresh Fruit & Vegetable Program (August 26, 2013-January 31, 2014): \$1,622,147.67

THROUGH JANUARY 31, 2014

	January Serve Date	Total Pounds YTD	Farm
Fresh Apples	January 10th & 21st	1,746,860	River Ridge Growers (Sparta, MI), Jack Brown Farms (Sparta, MI), Core Farms (Hartford, MI)
ABF Chicken	January 23rd	387,420	Miller Poultry in Orland, IN
Frozen Carrots	January 10th	115,920	Harvest Food Group (MI, WI, IN, IL)
Frozen Corn	January 29th	97,380	Harvest Food Group (MI, WI, IN, IL)
Frozen Green Beans	January 28th & 30th	58,110	Harvest Food Group (MI, WI, IN, IL)
Frozen Peas	January 7th	53,860	Harvest Food Group (MI, WI, IN, IL)
Frozen Zucchini		12,020	Harvest Food Group (MI, WI, IN, IL)
Fresh Carrot Coins	January 15th	27,937.5	Growing Power (Milwaukee, WI)
Fresh Potatoes (high school potato bar)	January 9th	27,050	DeGroot Farms (St. Anne, IL)
Fresh Fruit & Vegetable Grant	Weekly in January	99,825	
Total Pounds Procured/Served		2,626,382.5	



Customers Receive A Detailed Confirmation By Farm.

Customers receive order confirmations by farm.

4/30/13 9:46 PM



INVOICE
 Date: 04/30/2013
 Order#: 109

Bill To: (Customer ID#188)	Ship To:
Prasino Riley Huddleston 1846 W. Division Chicago, IL 60622 United States 208-559-8815 riley@prasino.com	Prasino Riley Huddleston 1846 W. Division Chicago, IL 60622 United States 208-559-8815

Payment Method:	Shipping Method:
NONE	Testa Delivery

Code	Description	Qty	Price	Total
AR04	Arugula, Baby- Farmed Here 1#	1	\$8.00	\$8.00
BN03-1	Beans, 6 Bean Mix- Nichols Farm 2#	1	\$8.00	\$8.00
HRB02	Herbs, Fresh Cut Basil- Farmed Here 1#	1	\$8.00	\$8.00
LTC04	Red Mustard Flats- Nichols Farm	1	\$26.00	\$26.00
LTC04	Fava Bean Shoot Flats- Nichols Farm	1	\$32.50	\$32.50
LTC04	Spicy Cress Flats- Nichols Farm	1	\$26.00	\$26.00
LTC01	Mesclun, 3#	1	\$42.25	\$42.25
LTC02	Salad Mix 1#	1	\$21.45	\$21.45
LTC02	Rat Tail Radish Bloom- 50 ct	1	\$24.70	\$24.70
LTC02	Edible Flowers 50 ct	1	\$40.55	\$40.55
SO401-02	Sunchokes, White- Nichols Farm 2#	1	\$10.40	\$10.40
RUT01	Rutabagas- Nichols Farm 2#	1	\$4.20	\$4.20
PO04-01	Fingerlings, Russian Banana- Nichols Farm 3#	1	\$11.70	\$11.70
PO04-02	Fingerlings, Rosefinn Apple- Nichols Farm 3#	1	\$11.70	\$11.70
PO04-03	Fingerlings, Red Thumb- Nichols Farm 3#	1	\$11.70	\$11.70
PO04-04	Fingerlings, Ozzezy- Nichols Farm 3#	1	\$11.70	\$11.70
MRM05	Mushrooms, Shitake- River Valley Ranch 5#	1	\$34.25	\$34.25
RAD01-01	Radishes, Green Meat- Nichols Farm 2#	1	\$6.50	\$6.50
RAD01-02	Radishes, Black- Nichols Farm 2#	1	\$6.50	\$6.50
RAD01-03	Radishes, Daikon- Nichols Farm 2#	1	\$6.50	\$6.50
LTC02	Mixed Sorrel Sample 50 ct.	1	\$0.00	\$0.00
LTC02	Micro Blend 1/5#	1	\$0.00	\$0.00
LTC02	Chef's Packet	1	\$0.00	\$0.00
NCHS01	Grumpy Goat- Nordic Creamery 5#	1	\$32.50	\$32.50

http://kstay.onyr.servertrust.com/Receipt_PrinterFriendly.asp?Invoice=Y&OrderID=109&CustomerID=188&AutoPrint=Y

Page 1 of 2



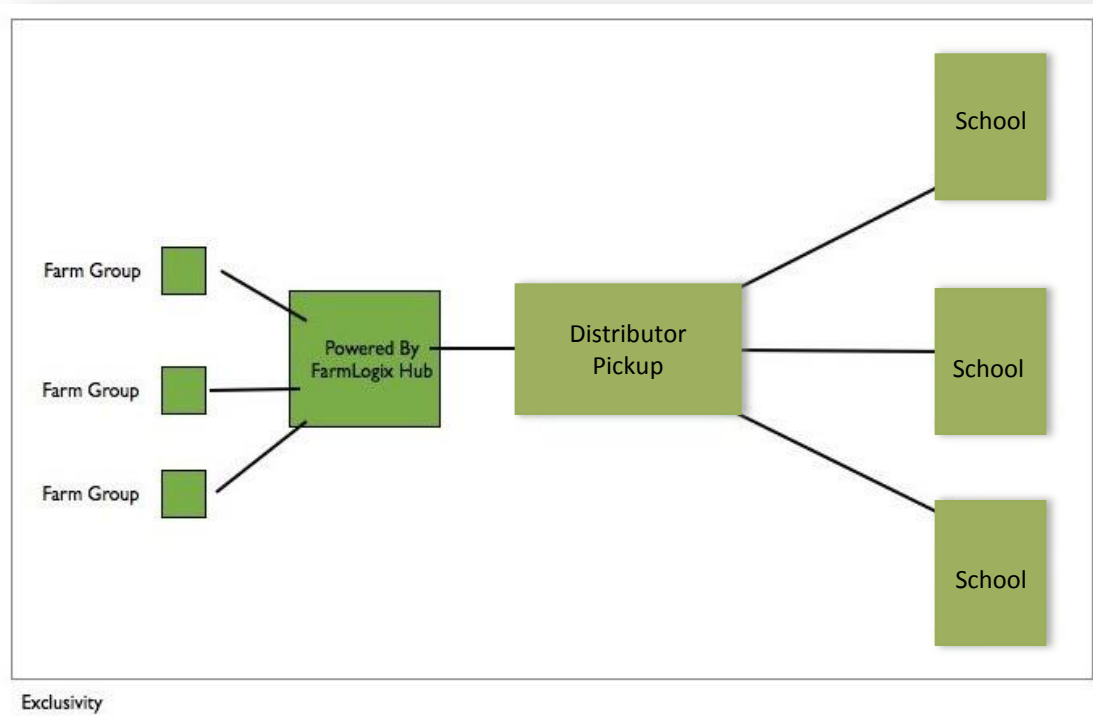


Logistics

How It Works

FarmLogix Serves One Function: We Move Food!

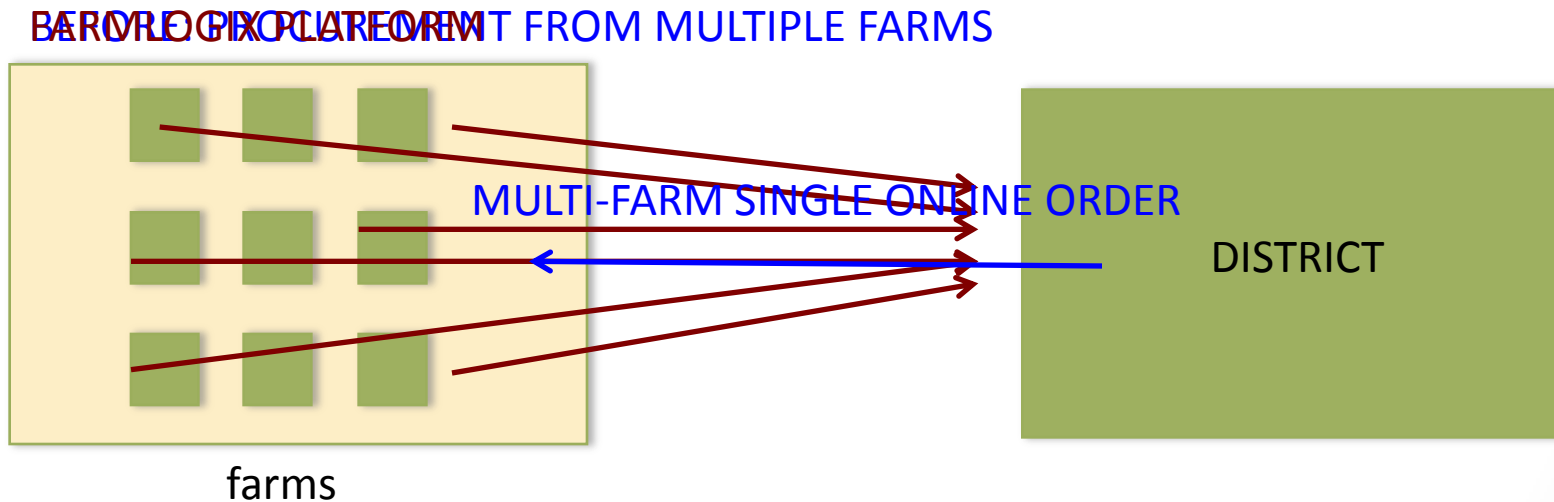
Distributors cannot pick up farm by farm.
Our farm networks are organized by region for aggregation.
Distributor partners ensure cold chain maintenance.



CPS:

Managing Multiple Farm Procurement

Building a farm network is only as strong as knowing how the food is going to get here efficiently maintaining cold chain management.



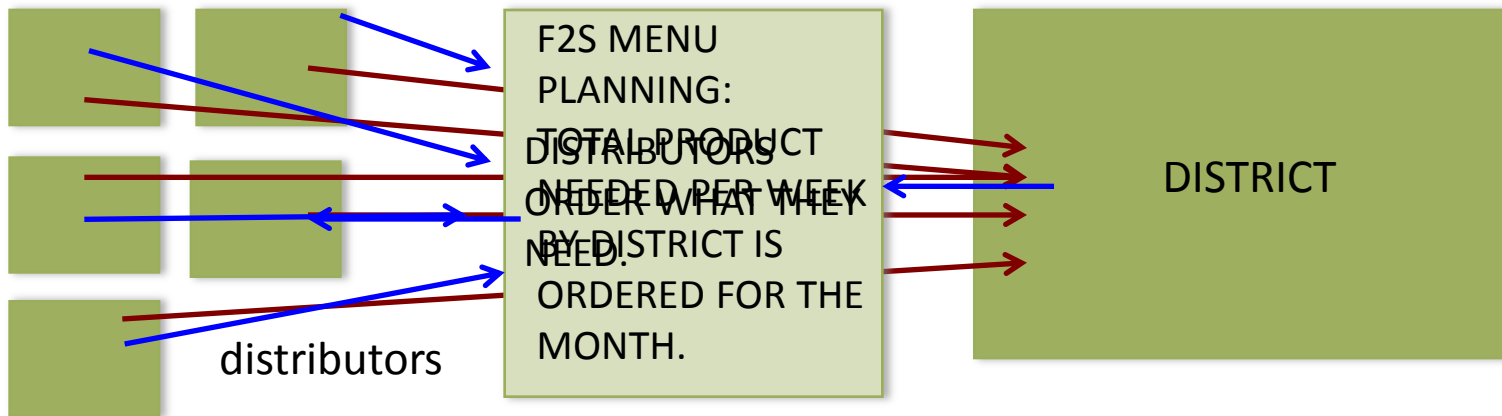
LOGISTICS FOR BOTH DISTRICT AND DISTRIBUTOR THROUGH AGGREGATION AND BACKHAUL RELATIONSHIPS.

Managing Multiple Distributor Orders

Streamlining F2S procurement and data collection within the multi-distributor model with aggregated procurement.

BEFORE:

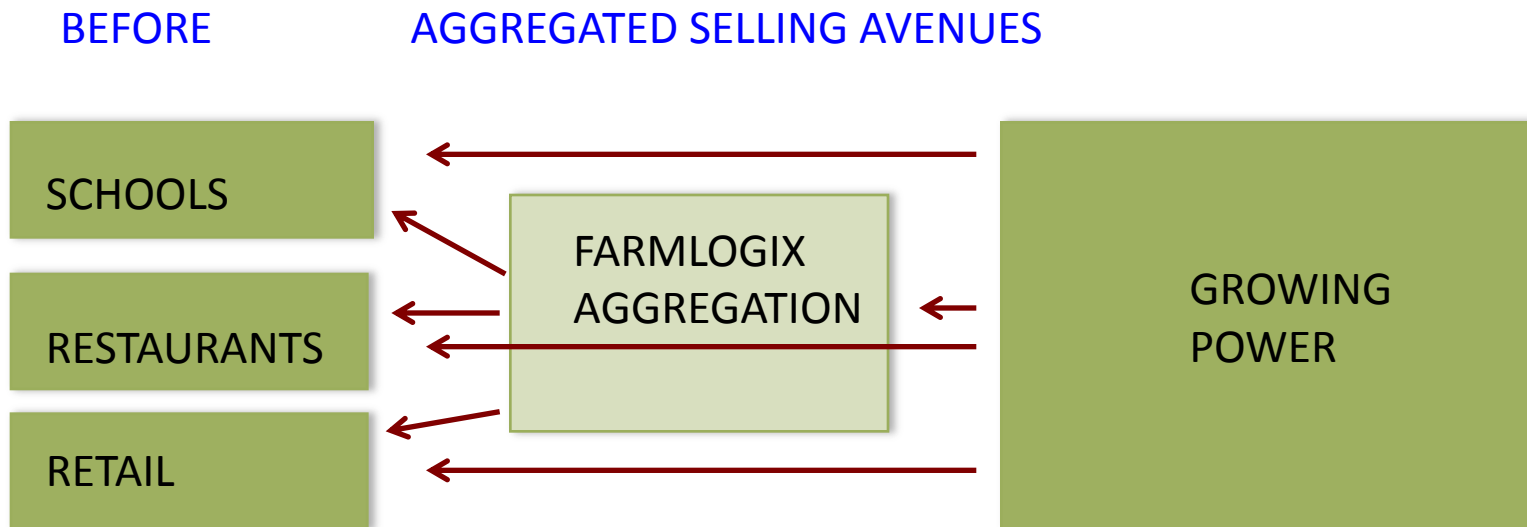
INDEPENDENT MULTI-DISTRIBUTOR PROCUREMENT FROM MULTIPLE FARMS
 MULTI-DISTRIBUTOR SINGLE FARM TO SCHOOL ORDER



DISTRIBUTORS DO NOT BRING IN THE AGGREGATE PRODUCT, AND IS NOT EASILY TRACKED WITH THEIR ORDER PER MONTH AND ARE GIVEN DATES TO PICK UP PRODUCT. ADDITIONAL LOCAL BUYING DATA BY DISTRIBUTORS IS ALSO CAPTURED.

Farm/Vendor Solution: Increasing Farm/Vendor Economics

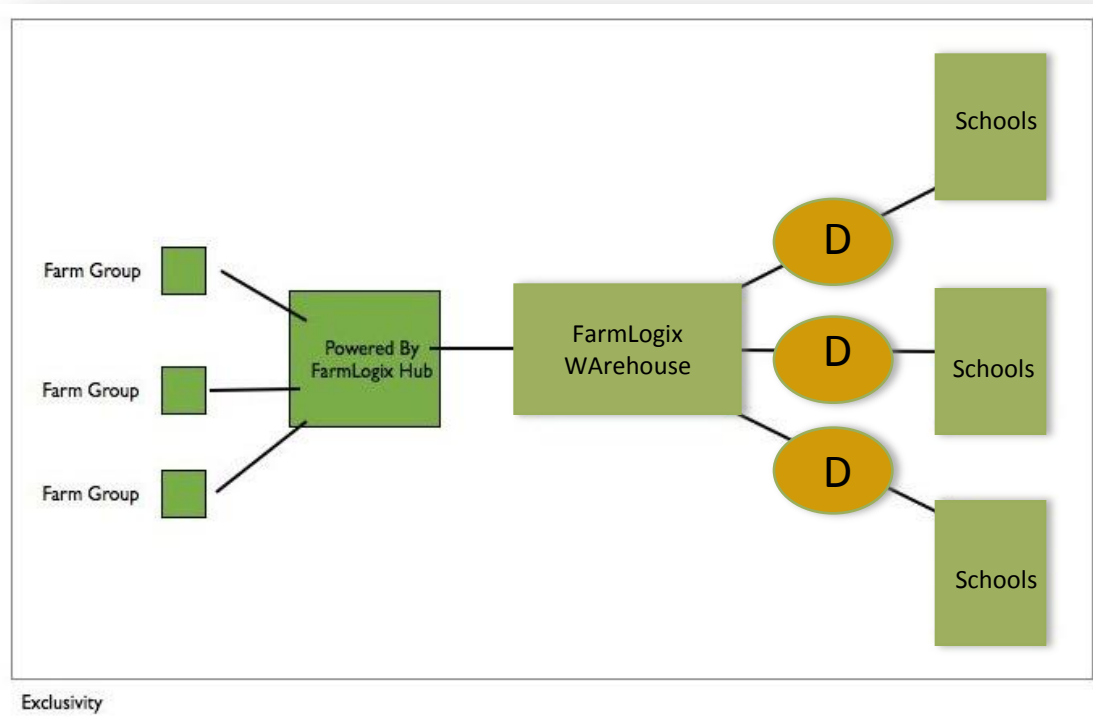
Creating streamlined opportunities for sale.



FARMLOGIX WORKS WITH FARMS AND VENDORS TO HELP THEM FOCUS ON GROWING AND PRODUCING, AS WELL AS HELP THEM MEET DISTRIBUTOR REQUIREMENTS FOR LARGE-SCALE DISTRIBUTION.

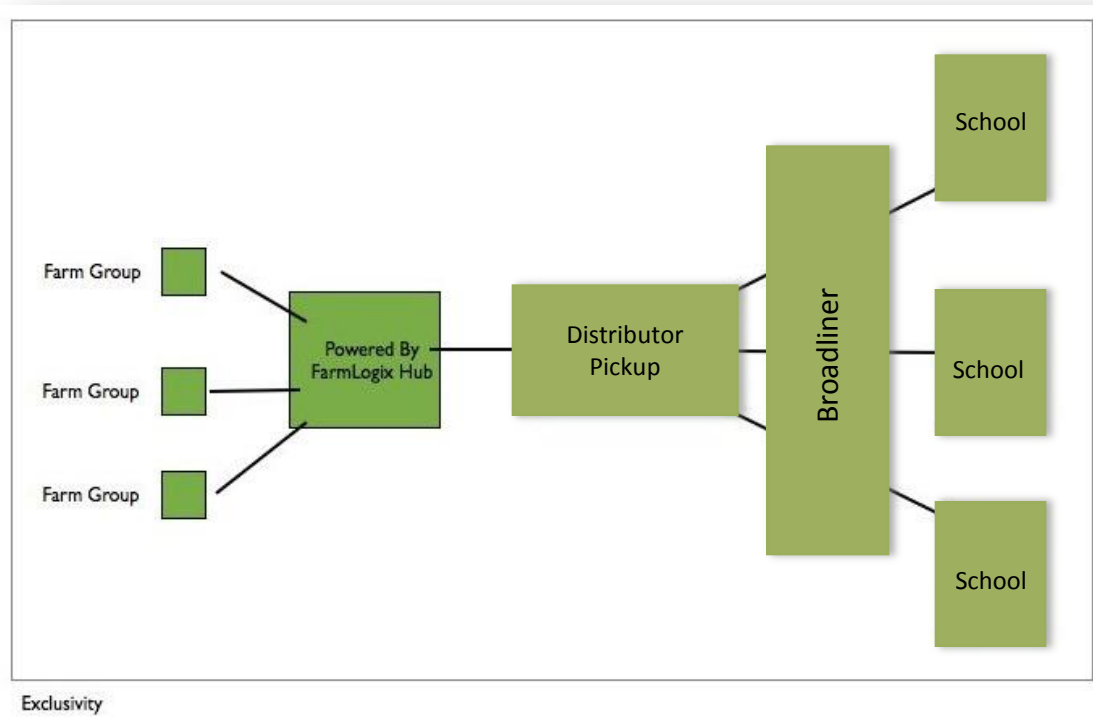
Urban School Model- CPS

With Chicago Public Schools FarmLogix incorporates local foods into the menu for the year. Aggregate orders are placed with the farms, and case quantities are communicated to FarmLogix by contracted distributors. Farmers bring product to a FarmLogix aggregation point for refrigerated backhaul to Chicago.



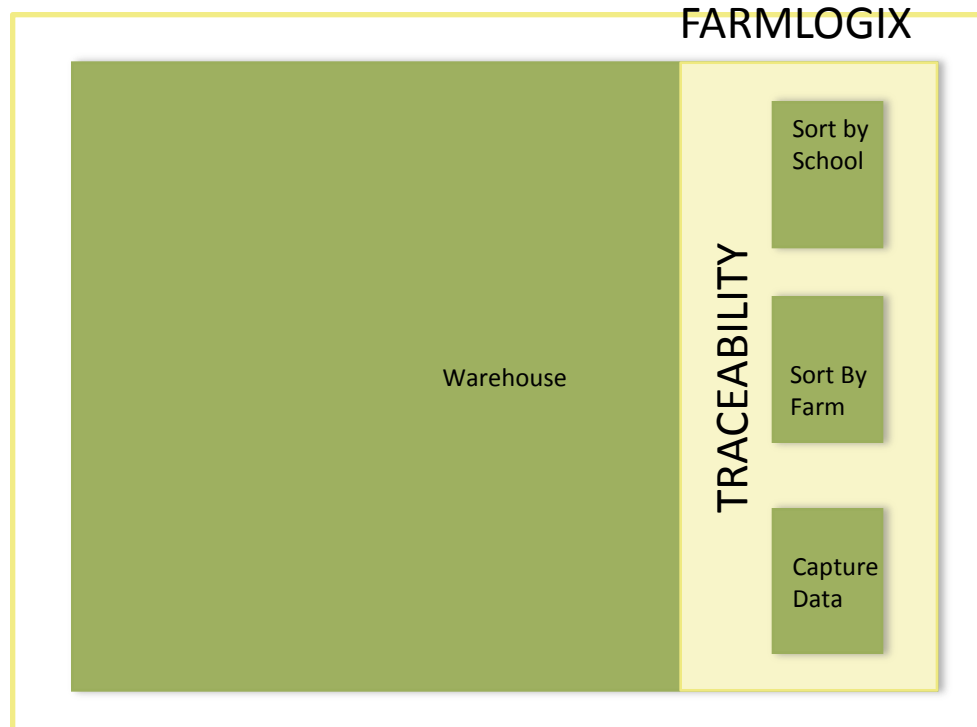
The Farm To School Distribution Alliance

Brings regional regional distributors and broadline distributors together for rural school projects and GPOs. The FarmLogix platform enables large broadliners to run Farm To School programs featuring small local farms. FarmLogix uses this model successfully with 60 districts in WI for PFG.



Farm Specific Ordering

Distributors cannot partition and sort by farm.
FarmLogix provides farm-specific delivery and reporting
with its own warehouse space and staff.



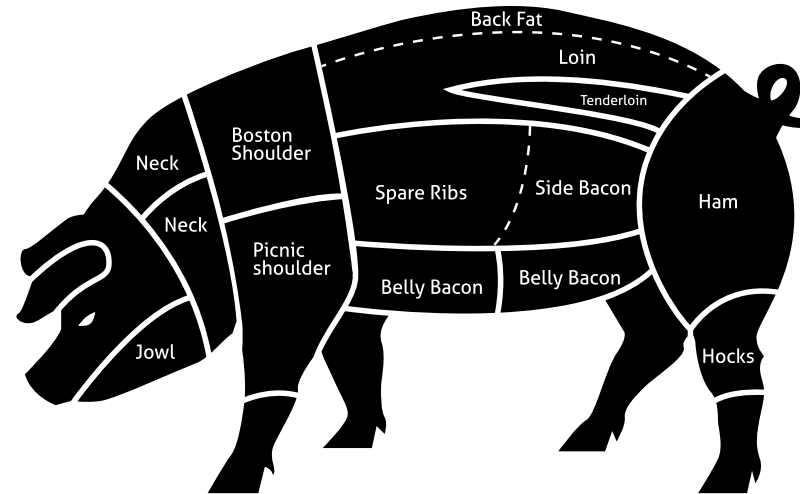


National Expansion

Bringing Our Programs Out East-

This spring FarmLogix will begin operating out of Boston and DC to service the Eastern Seaboard.

Other FarmLogix Initiatives



The Whole Bird Initiative provides nationwide ABF and humanely-raised meats to customers that use all the animal collectively- schools, universities, restaurants and hotels.

Year-Round Local Foods IQF Program for Schools

In The Midwest FarmLogix sources 5,000 cases of IQF frozen local a month. Our new IQF resources on the east coast will begin to engage growers to grow for the program that will be incorporated into East Coast school menus.





Sharing The Story

Customer-Facing Tools

CPS Farm To School and Nutrition Ed Website

Classroom tools educate students on where their food comes from.



Growing Power Carrots at CPS

Growing Power Milwaukee, Wisconsin

miles from Chicago: 96

About Carrots

Carrots grow in North America year-round. Carrots come in a variety of colors, including yellow and purple. You are eating fresh carrots from Wisconsin in January because they can be stored in dry, cool places for many months. This is true of many fall season root vegetables which grow under the ground. Carrots are very good for you, and keep your eyes, heart, joints and bones healthy with the doses of Vitamin C and beta-carotene they provide.

About Growing Power

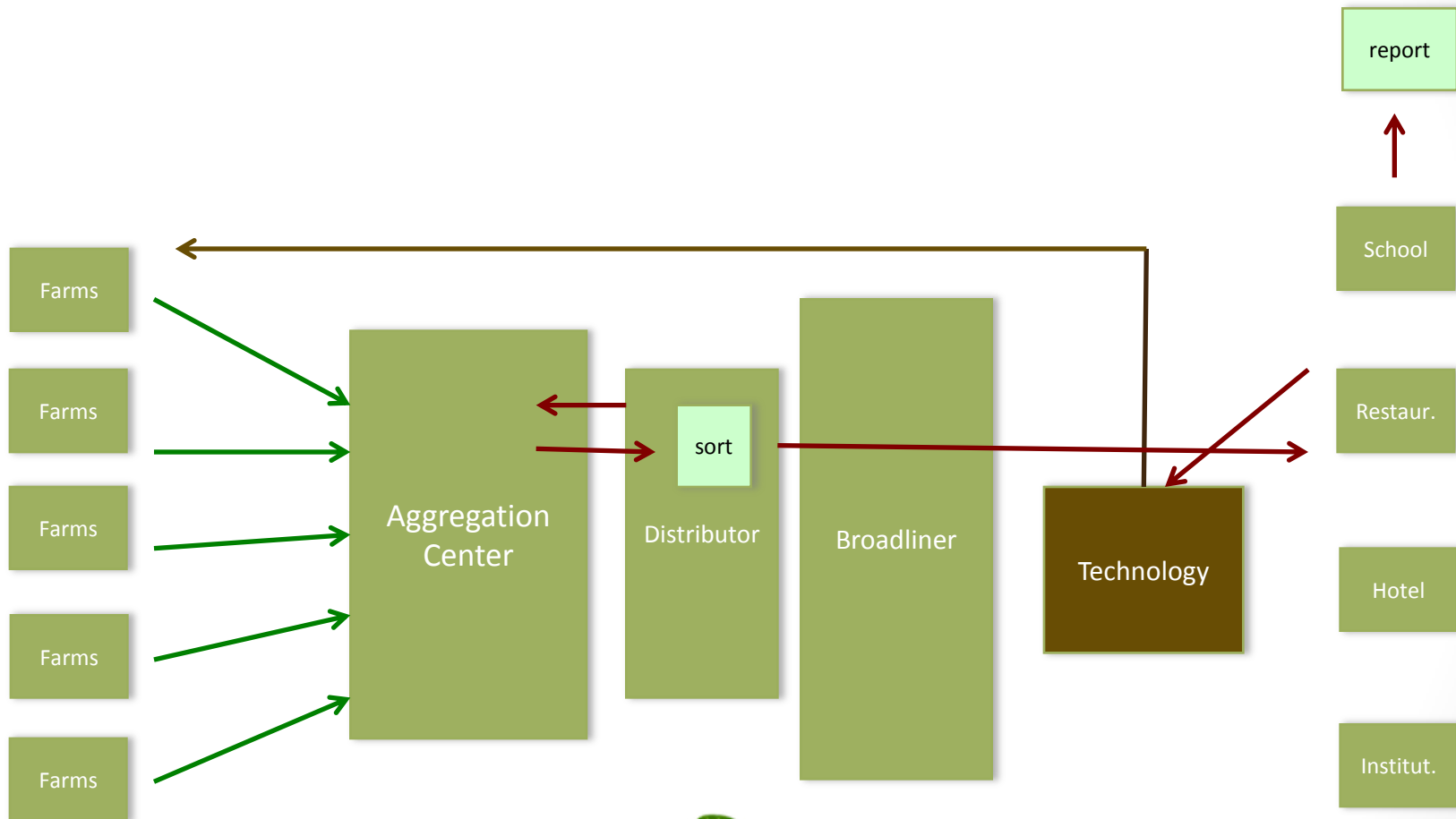
Growing Power is a farm that specializes in growing vegetables year-round. Some vegetables grow in greenhouses, and some grow with the help of fish using a process called aquaponics. Growing Power founder Will Allen used to be a star college basketball player, and was recruited by the NBA. He will be at CPS on January 15th to discuss his carrots in your lunch and how he got started in farming.

Growing Power founder Will Allen welcomes visitors from all over the world to his farms.

Fresh Local Produce

is good for you!

Our system in a nutshell.



Our next steps:

- Build the east coast farm network to meet supply for 2014 school year: NY, ME, VT, DE, MA, CT, NH, VA, NC, MD, PA
- Create aggregation pathways to get products into distribution, such as our hub in WI. We have the distribution and demand in place in Boston and DC.
- Create user-facing web tools for east coast network
- Engage farmers to grow for year-round IQF program for schools and universities (DCPS, Boston schools, BU, Harvard and Tufts)
- Engage schools in our ABF poultry initiative.
- Educate schools, universities and foodservice on the program.

