



Farm to School Sales

Advisory Committee on Minority Farmers



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Savannah, Georgia*

Objectives

- What is farm to School
- How can farmers participate in farm to school programs
- Understand School Food Service Environment
- Farm to School Grant Program
additional funding opportunities



Farm to School Census

Bringing the farm to school

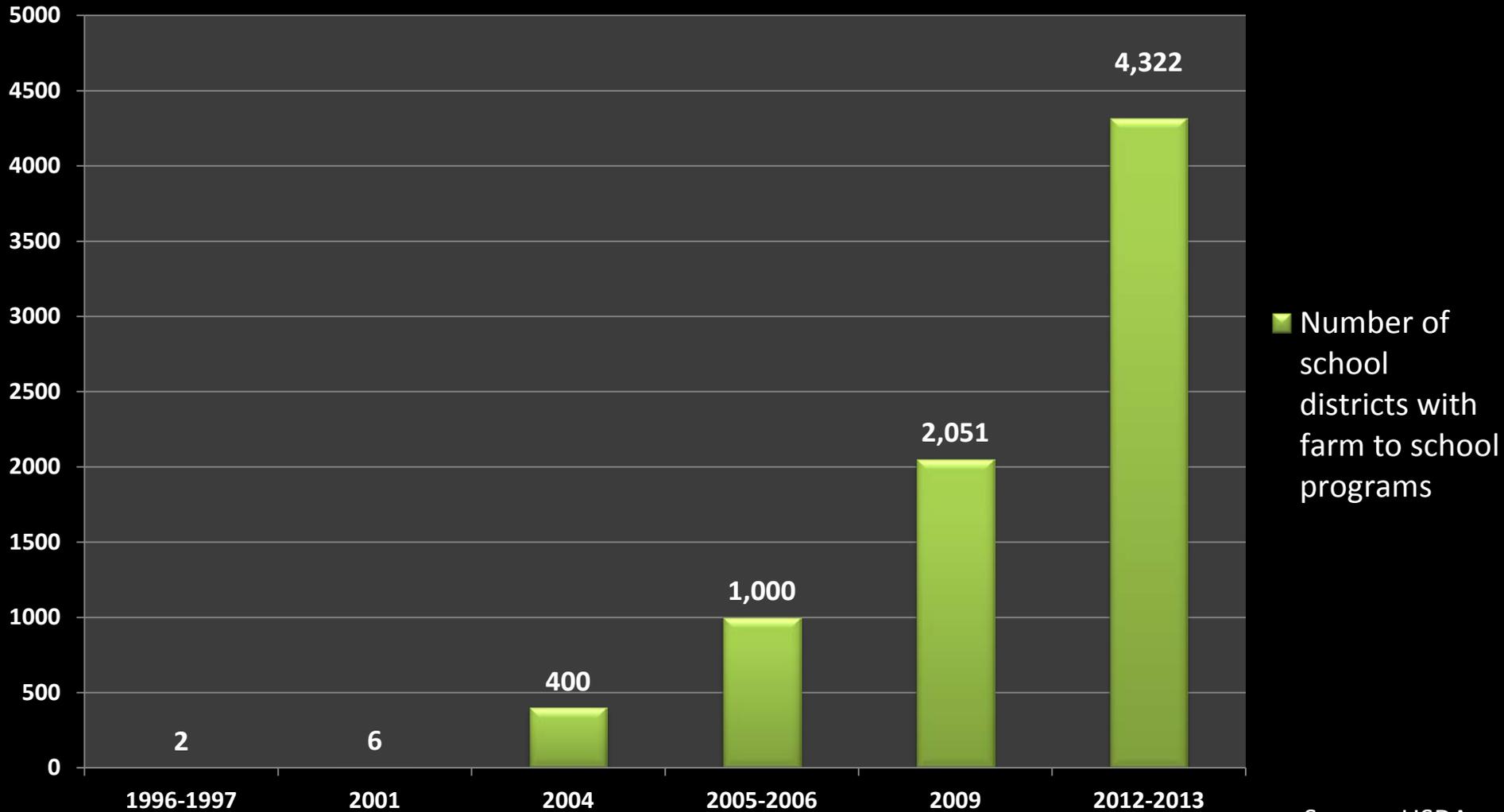


4,322
districts

40,328
schools

23,513,237
children

Growth of Farm to School Programs



Source: USDA.



Selling to school districts can be a win-win

Schools win because:

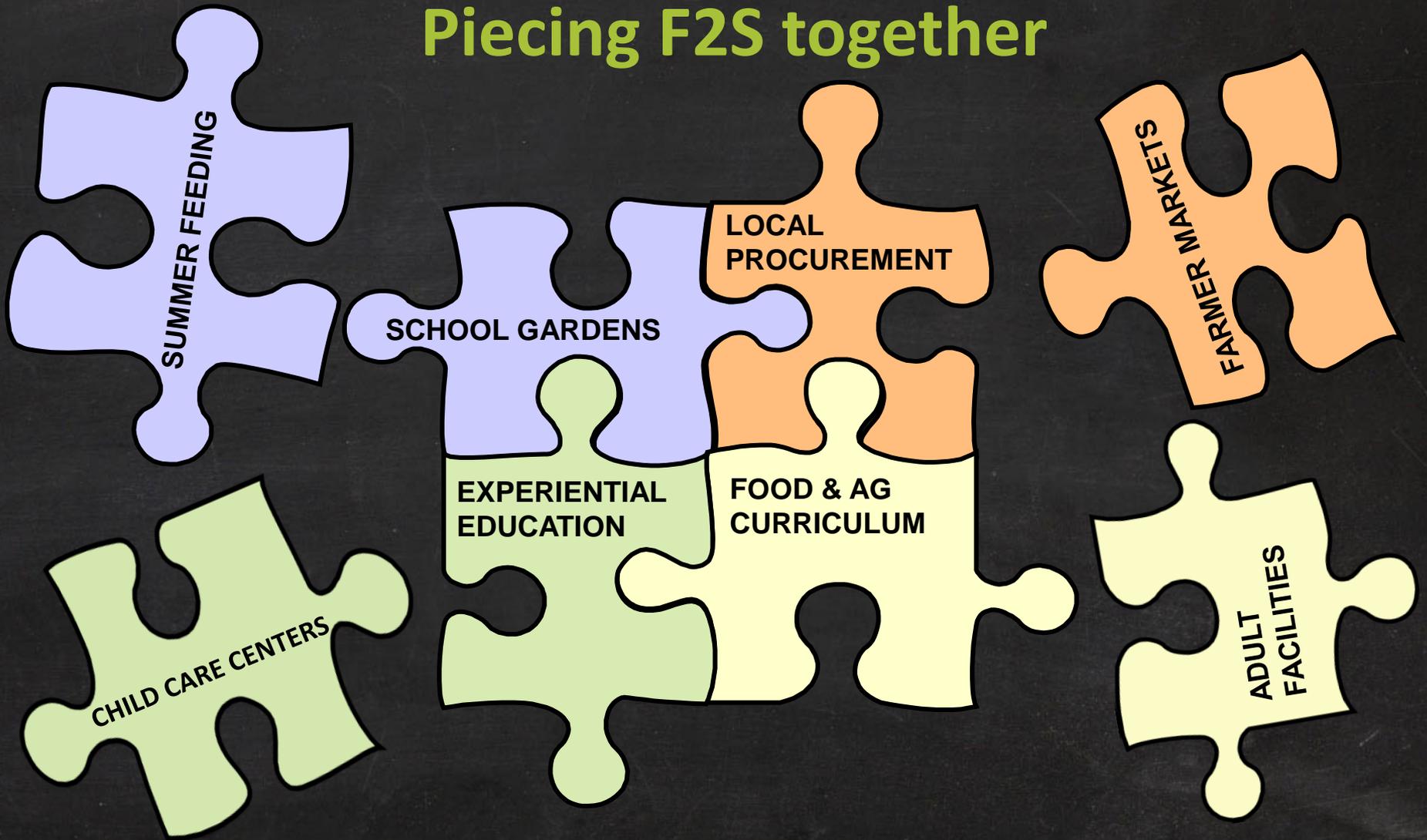
- Receive your local product
- Food are more nutritious
- Market their food service program
- Farm Education possibilities

Producers win because:

- Another revenue source
- Market your farm/company
- Know where your food goes
- Feed your community
- Grow your next generation of customers



What is Farm to School and Piecing F2S together



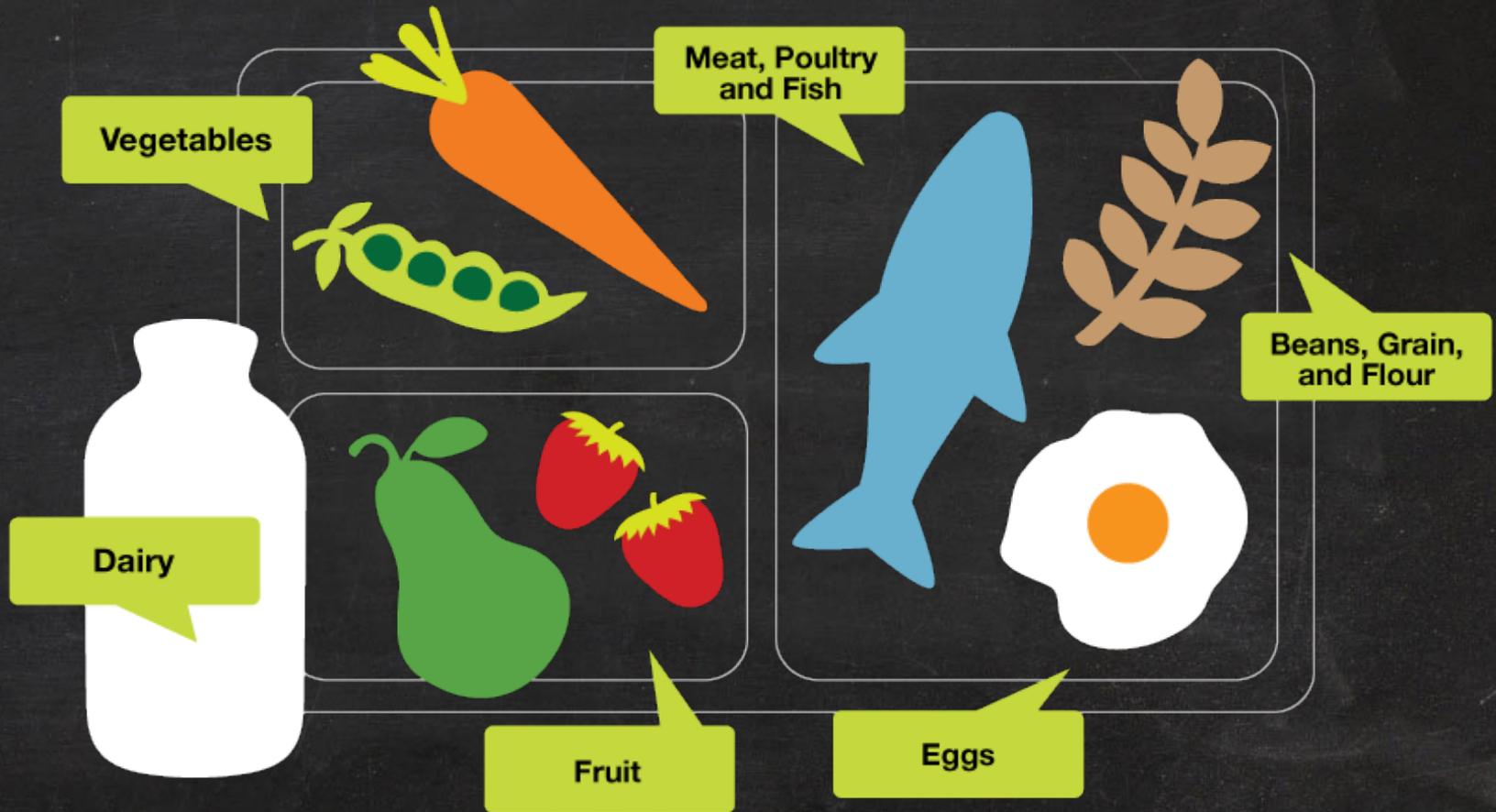
Healthy Hunger Free Kids Act of 2010

Increased spending on fruits and vegetables

- Increased the amount of fruits and vegetables in meal components
- Fruit and or Vegetable must be chosen at lunch
- Increase reimbursement rate of 6 cents per meal



Which Types of Local Products?





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Competitive Environment

Who are your competitors?

1. Food Service Distributors

- Volume pricing
- Logistics
- Consistent products
- Variety

2. Other Producers

- Pricing
- Delivery schedule
- Processing



Connections between Food Service Directors & Farmers

- Feeding people
- Based and rooted in their communities
- Not paid enough for their hard work
- Interested in nourishing their communities
- Care about their community's and want to make sure that those who need it most are fed

School Food Service Background

Food Service Directors:

- Pressure from new regulations
- Farm to School knowledge – other priorities
- Work different positions within the district



Tight Budgets

Food cost per tray is generally between \$1.25 - \$1.35

Food Service Directors will pay for a perceived value to the operation

According to the Farm to School Census \$385,771,134 spent on local purchasing



Local Procurement Guide

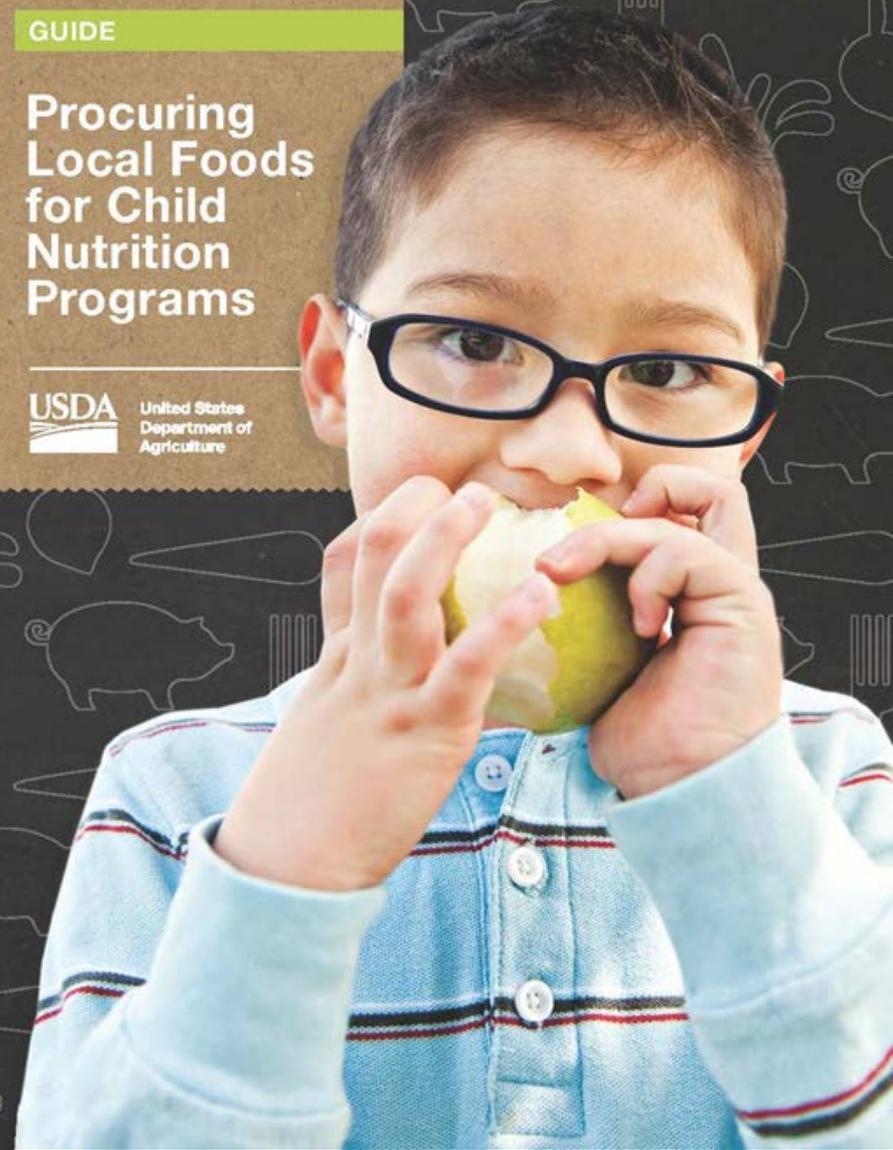
everything you need to
know about local sourcing:

<http://www.fns.usda.gov/farmtoschool/procuring-local-foods>

GUIDE

Procuring
Local Foods
for Child
Nutrition
Programs

USDA United States
Department of
Agriculture



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Not Just Lunch- federal funds go into all of these programs

Opportunities

- Breakfast
- Lunch
- Snack
- Dinner
- Summer Feeding
- The Fresh Fruit & Vegetable Program



Personnel

Issues:

- Not enough staff buy in
- Staff not trained
- Time to train
- Cost to train
- Recipe development

Facilities and Equipment

Lack of:

- Equipment
- Processing capabilities
- Storage
- Table/Prep space
- Space in general



Food Safety

The USDA does NOT require producers be GAP Certified

- GAP certification is suggested
- Food Safety Farm to School Checklist
- Food Service Director visit



Calendars

Plan ahead

- Consider your timetable
- School Menus completed
 - late winter/early spring for following year
 - month to month

Forward contracting is a great way for the farmer and producer to plan together. Schools have production records from pervious years to make this process easier.



Payment

Be sure to understand the districts payment structure

- No on the spot payments
- No cash payments
- Invoiced - 30,60,90 days depending upon district
- Make sure payment details are clear



Providing Added Farm to School Value

- Farm tours
- Farmer in classroom visits
- Marketing you and your farm
- Managing client relationships
- Direct delivery



How to connect

Many different ways to connect with schools

- Call and make appointment with the Food Service Director (brings samples if available)
- Farm to School Task Force
- Food policy councils
- Department of Ag
- Farm to School Network





Schools spend more
than
\$10 billion
on food



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Farm to School Grant Program



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Grant Program

- \$5 M available annually
- 4 types of grants
 - » Planning (schools)
 - » Implementation (schools)
 - » Support service (all others)
 - » Training grant



Competitive Grants For:

- » Training;
- » Supporting operations;
- » Planning;
- » Purchasing equipment;
- » Developing partnerships; and
- » Implementing farm to school programs.



Who can apply?

Eligible schools (preK-12 School Food Authorities (SFA's) that participate in the National School Lunch or Breakfast program);

- » State and local agencies;
- » Indian tribal organizations;
- » Agricultural producers or groups of agricultural producers; and
- » Non-profit entities.

For what kind of project?

Funding is intended only for those projects that will ultimately benefit children in grades PreK-12 served through the National School Lunch, School Breakfast Program, Child and Adult Care Food Program, Summer Food Service Program and/or Seamless Summer Option.



Grant Opportunities

USDA Grants and Loans that Support Farm to School Activities

Funding from the US Department of Agriculture is available to assist farms, schools, and every link in between in feeding kids healthy local meals; teaching them about food, farming and nutrition; and supporting local agricultural economies. While the programs listed below provide a good starting point for those looking to bolster farm to school efforts, other USDA grant and loan programs support local food systems work as well. Visit www.usda.gov/knowyourfarmer for more information.



Note: Eligibility guidelines can be quite specific, so be sure to confirm your eligibility on the webpage for the grant or loan program before applying. In addition, non-eligible entities can often partner with eligible entities to benefit from programs they might not otherwise have access to.



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Resources on the web

USDA Farm to School

- Farm to School grants
- USDA Farm to School contacts
- List of recourses
- Webinars

USDA New Farmers

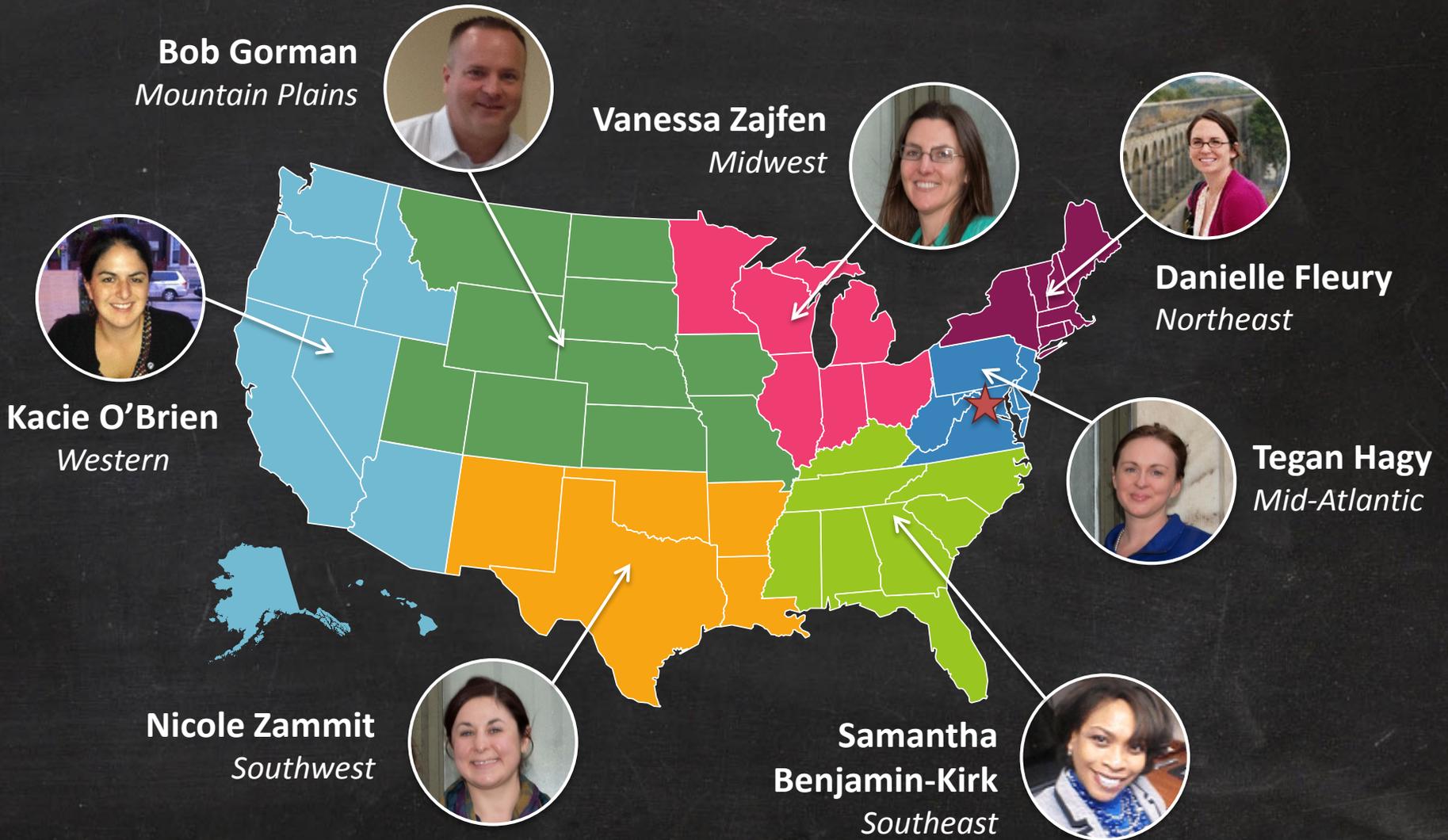
- Protecting the Environment
- Education & Assistance
- Managing risk

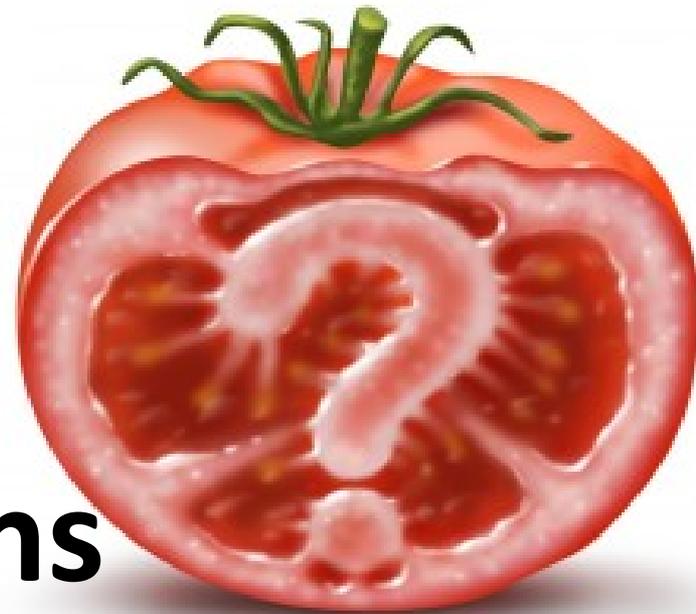
F2S Network

- Local farm to school contacts
- List of recourses



Regional Leads





Questions