



# GROWERS' 101: SELLING TO THE SCHOOL MARKET

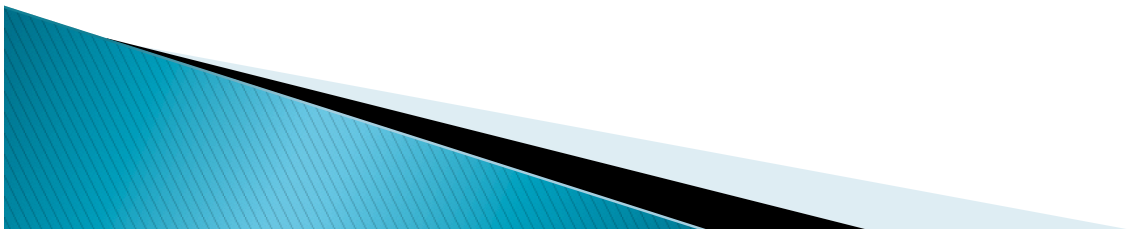
*Presented by:*



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS  
*making a difference together*

# WHAT WE'LL COVER TODAY

- ▶ Who is the Farm to School Taskforce?
- ▶ What is Farm to School?
- ▶ Why should you consider selling to schools?
- ▶ How can you sell to schools?



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS  
*making a difference together*

# Who We Are: Community Health Improvement Partners


- ▶ **Community Health Improvement Partners**
  - Assess and address priority health needs through collaboration
- ▶ **San Diego County Childhood Obesity Initiative**
  - Public-private partnership facilitated by Community Health Improvement Partners
  - reduce and prevent childhood obesity through policy, systems, environmental change
  - Engaged in food systems issues as a means of addressing some of the root causes of poor diet and obesity



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS  
*making a difference together*

# Who We Are: San Diego County Farm to School Taskforce

## ▶ Mission:

-  consumption of local, healthful, seasonal foods & improve food literacy

## ▶ Goals:

1. Educate
2. Collaborate
3. Local Procurement
4. F2S Programming
5. Media
6. Policy



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS  
*making a difference together*



# Who We Are: San Diego County Farm to School Taskforce

## ▶ Co-chairs:

- Valley Center–Pauma Unified School District
- Escondido Union School District

## ▶ Members:

- School Districts, Growers, Distributors, Non-Profit Organizations



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS  
*making a difference together*

# WHAT IS FARM TO SCHOOL?

F2S activities: procuring local or regional food; food, agriculture & nutrition education

## CORE ELEMENTS OF **FARM to SCHOOL**



# WHY SELL TO SCHOOLS?

- ▶ Be part of an important movement that is improving the food system & fighting childhood obesity
- ▶ Schools have significant buying power
- ▶ Regular, consistent sales opportunities
- ▶ F2S is a great way to market your business to the school community



# THE OPPORTUNITY: HIGH DEMAND

## ▶ Healthy, Hunger Free Kids Act

- ½ cup of fruit and vegetables must be served to claim as a reimbursable meal
- Vegetable subgroups
  - dark green vegetables
  - beans and peas
  - Starchy vegetables
  - red and orange vegetables
  - other

Lunch Meal Pattern			
	Grades K-5	Grades 6-8	Grades 9-12
Meal Pattern	Amount of Food <sup>a</sup> Per Week (Minimum Per Day)		
Fruits (cups) <sup>b</sup>	2½ (½)	2½ (½)	5 (1)
Vegetables (cups) <sup>b</sup>	3¾ (¾)	3¾ (¾)	5 (1)
Dark green <sup>c</sup>	½	½	½
Red/Orange <sup>c</sup>	¾	¾	1¼
Beans and peas (legumes) <sup>c</sup>	½	½	½
Starchy <sup>c</sup>	½	½	½
Other <sup>c,d</sup>	½	½	¾
Additional Veg to Reach Total <sup>e</sup>	1 <sup>e</sup>	1 <sup>e</sup>	1½ <sup>e</sup>
Grains (oz eq) <sup>f</sup>	8-9 (1)	8-10 (1)	10-12 (2)
Meats/Meat Alternates (oz eq)	8-10 (1)	9-10 (1)	10-12 (2)
Fluid milk (cups) <sup>g</sup>	5 (1)	5 (1)	5 (1)
<b>Other Specifications: Daily Amount Based on the Average for a 5-Day Week</b>			
Min-max Calories (kcal) <sup>h</sup>	550-650	600-700	750-850
Saturated fat (% of total Calories) <sup>h</sup>	< 10	< 10	< 10
Sodium (mg) <sup>n,i</sup>	≤ 640	≤ 710	≤ 740
Trans fat <sup>h</sup>	Nutrition label or manufacturer specifications must indicate zero grams of trans fat per serving.		



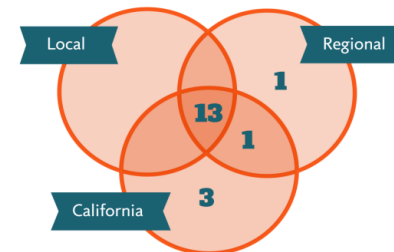
COMMUNITY HEALTH  
IMPROVEMENT PARTNERS  
*making a difference together*

# THE OPPORTUNITY: HIGH DEMAND

## ▶ Local Demand

- Many districts already purchasing locally grown foods: >\$1 million!
- Growing interest among districts to buy more local produce

How many districts purchase local, regional, and California-grown produce?



**Local** Grown or raised in California within 25 miles of the San Diego County line  
**Regional** Grown or raised in California within 250 miles of the San Diego County line  
**California** Grown or raised in the state of California

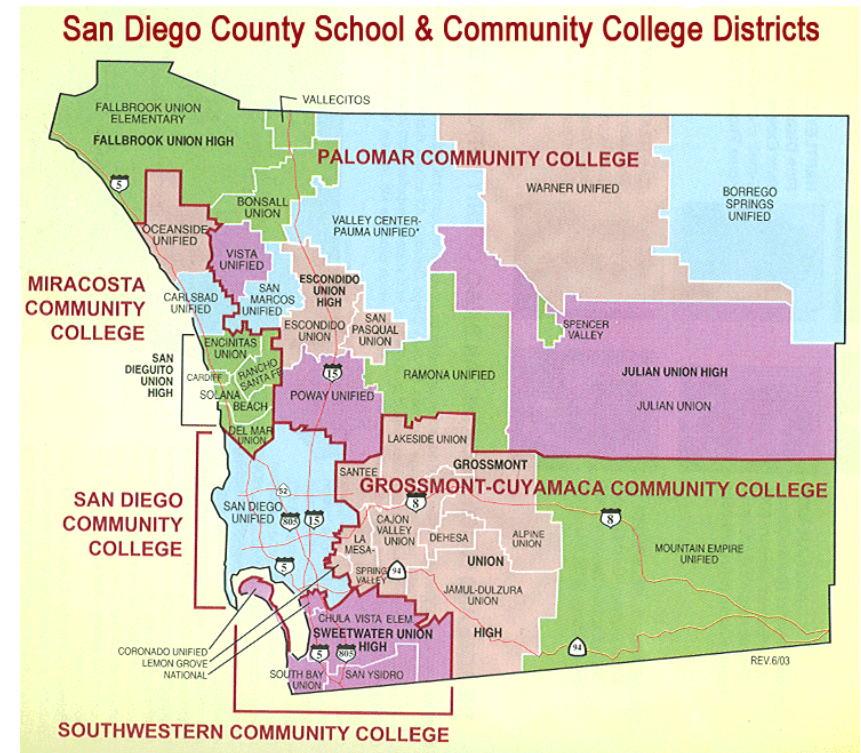


COMMUNITY HEALTH  
IMPROVEMENT PARTNERS  
*making a difference together*



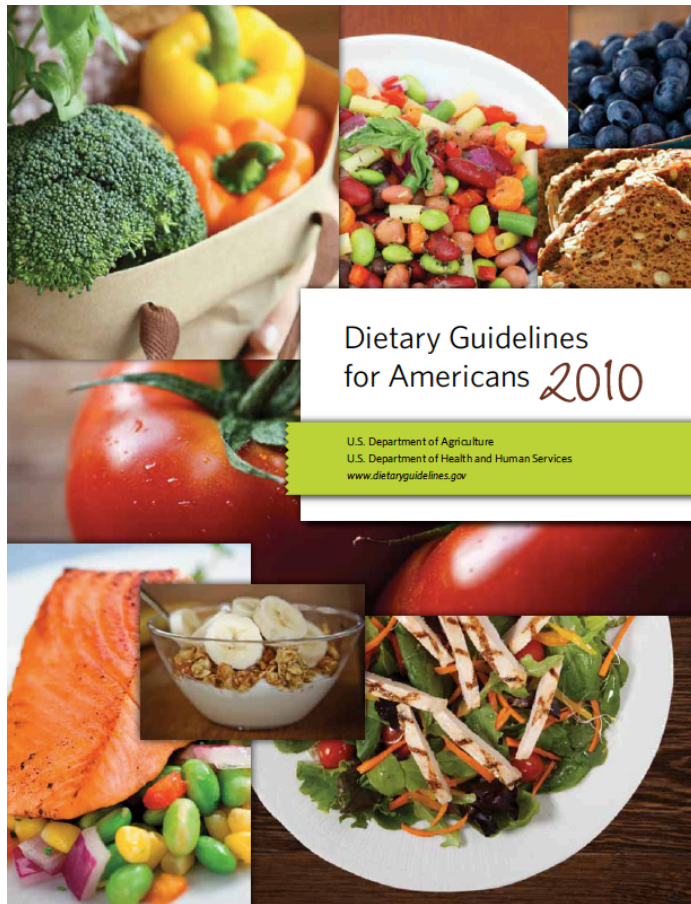
# THE OPPORTUNITY: SAN DIEGO COUNTY SCHOOL DISTRICT PROFILE

- ▶ **Districts**
  - 42
  - 1–200+ sites
- ▶ **# of Meals**
  - Breakfast: 109,540
  - Lunch: 236,404
- ▶ **Annual Produce Purchases**
  - SDUSD: \$3.9 million
  - Jamul–Dulzura: \$2,000
  - Total: \$8.8 million



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS  
*making a difference together*

# THE SCHOOL ENVIRONMENT



- ▶ Budget constraints
- ▶ Kitchens that aren't equipped & staff that aren't trained for cutting, peeling and cooking whole food
- ▶ Nutrition regulations
- ▶ School food regulations

# FARM TO SCHOOL: 2 MARKETS

## ▶ On-site Education

- Smaller Market (CSA drop-offs, on-site farm stands, classroom education)
- Target audience: parents, teachers, PTAs



## ▶ Institutional Meals

- Larger Market (School Breakfast, Lunch, Supper, Snacks)
- Target audience: students

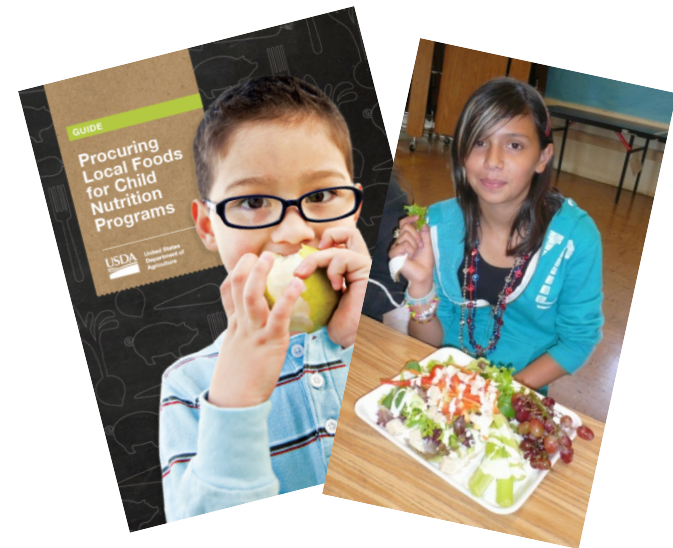


COMMUNITY HEALTH  
IMPROVEMENT PARTNERS  
*making a difference together*



# METHODS

- ▶ **School Food Services (Direct)**
  - Informal Bid Process (Purchases of \$83,400 or less)
  - Typically works better for small growers or growers who can deliver
  
- ▶ **Distributor**
  - Formal Bid Process
  - Typically works better for large growers



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS  
*making a difference together*

# WHAT DO SCHOOLS NEED?



- ▶ Adequate quantities
- ▶ Consistent quality & size
- ▶ Reliable delivery
- ▶ A price that fits their budget

*“If you sell to Whole Foods Market, you are okay to sell to the school market.”*



# PREPARE YOUR BUSINESS

- ▶ What products could you sell to schools?

Districts' top five produce purchases:

1. lettuce
2. oranges
3. apples
4. carrots
5. bananas

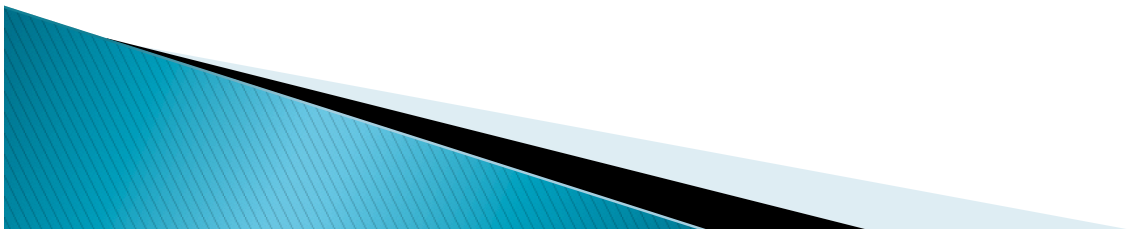
Month	Item	Vegetable Subgroup	Suggested Taste Test Example
September	Apples		
October	Winter Squash	Red/Orange	Pumpkin
November	Persimmons		Fuyu
December	Greens	Green	Kale (featured raw)
January	Citrus		Grapefruit
February	Beets	Purple	
March	Peas	Starchy	Sugar Snap Peas, Snow Peas, English Peas
April	Carrots	Red/Orange	Encourage yellow, purple
May	Berries		Blueberries
June	Corn	Starchy	
July	Melon		
August	Bell Pepper	Red/Orange	Encourage yellow, red



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS  
*making a difference together*

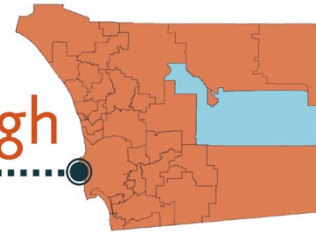
# PREPARE YOUR BUSINESS

- ▶ What price do you need?
- ▶ Are you willing to expand, add infrastructure or plant a new crop?
- ▶ Insurance
- ▶ Food safety plan



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS  
*making a difference together*

# Farm to School in Julian Union & Union High School Districts



## District Contact

**Susi Jones, Executive Director, Julian Pathways**  
760-765-2228, susi.jones@juesd.net  
<https://sites.google.com/a/juesd.net/home/>

Point person for local growers: **Jeremy Manley**  
Preferred sourcing method: **Direct**

## Purchasing Power

Annual food costs: **N/A**  
% spent locally: **10-15% in winter,  
50-70% in spring & fall**  
Annual produce purchases: **\$18,000**  
Minimum daily servings of produce: **250**  
USDA Fresh F&V Program Participant: **No**

## Size & Capacity

Schools: **4**  
Students: **500**  
Production kitchens: **1**  
Satellite kitchens: **0**  
Produce processing capacity: **Limited**

## Vendors & Growers

Produce distributor(s): **Wynola Flats, Sysco**  
Entrée distributor(s): **Jeremy's on the Hill**  
Distributors provide product origin labeling: **Yes**  
Buys directly from growers: **Yes**  
Can purchase product growers need to move quickly: **Yes**

## Drop sites:

**1: Jeremy's on the Hill**

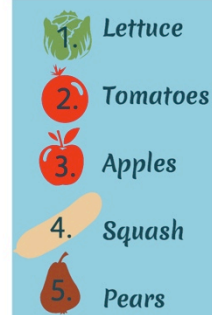
## Local definition:

**Grown within school district boundaries**

## Top concerns & needs:

Top local purchasing concerns:  
**Volume requirements too small, cost/budget constraints**  
Top local purchasing needs:  
**Competitive pricing, F2S marketing materials**

## Top produce items:



## Lunches served daily:

**210**

## F2S Goals:

- **Education:** Increase knowledge of food origins & the benefits of local, healthy eating
- **Procurement:** Increase exposure & access to fresh, locally grown F&V
- **Outreach:** Share F2S info & best practices

## F2S Programming

F2S Taskforce member: **Yes**  
F2S programming: **Yes**  
F2S goals: **Yes**  
Schools with edible gardens: **2**  
Grades: **K-12**  
F2S activities: **Staff lead, staff education, cafeteria integration, classroom education, farm connections, community programming, garden programming**

## Local Procurement

HOTM calendar: **Yes**  
2012-13 frequency of local purchases: **Daily**  
Local procurement language in solicitations: **No**  
Interested in cooperative purchasing agreement: **Maybe**  
Interested in product origin labeling: **Yes**  
Interested in F2S training & materials: **Yes**



# OUSD Nutrition



Livin' La Vida Local



eat  
localgrown



# San Diego Unified Harvest of the Month Purchases 2013-2014

HOTM 2013-2014	Produce Item	Volume LB	Volume /Unit	Unit
<b>SEPTEMBER</b>	<b>Plums/Pluots (CA)</b>	42,205.00	1690	28lb cases
<b>OCTOBER</b>	<b>Red Seedless Grapes</b>	8,660.00	1949	22lb cases
<b>NOVEMBER</b>	<b>Organic Fuyu Persimmons</b>	14,840.00	742	20lb cases
<b>DECEMBER</b>	<b>Organic Fuyu Persimmons</b>	9,860.00	493	20lb cases
<b>JANUARY</b>	<b>Organic Bloomsdale Spinach</b>	1,275.00	425	3lb case
<b>FEBRUARY</b>	<b>Minneola Tangelos</b>	40,600.00	1015	40lb box
<b>MARCH</b>	<b>Sliced Easter Egg Radishes</b>	1,860.00	1860	1lb bag sliced
<b>APRIL</b>	<b>Kumquats</b>	7,140.00	714	10lb case
<b>MAY</b>	<b>Organic Avocado</b>	25,050.00	1002	20lb cases
<b>JUNE</b>	<b>Red Seedless Watermelon</b>	68,352.00	68352	by the lb
<b>JULY</b>	<b>White Nectarines (CA)</b>	7,450.00	298	25lb case
<b>AUGUST</b>	<b>Plums (CA)</b>	11,004.00	393	28lb case
		238,296.00		



# 3 F2S MODELS FROM A LOCAL GROWER'S PERSPECTIVE

## San Diego Unified School District

- Distributor
- Benefits
- Challenges

## Escondido Union High School District

- Direct
- Benefits
- Challenges

## Cardiff School District

- Direct
- Benefits
- Challenges



Stehly Farms  
Organics

# A Distributor's Perspective: Sunrise Produce



# KNOW YOUR CUSTOMER




- ▶ Become familiar with schools in your community (use district profiles)
- ▶ Become familiar with school food procurement regulations
- ▶ Talk with your school nutrition director
- ▶ Talk to us!




COMMUNITY HEALTH  
IMPROVEMENT PARTNERS  
*making a difference together*

# RESOURCES: SAN DIEGO FARM BUREAU



**THE SAN DIEGO GROWN EXCHANGE**  
**Welcome**



Home Contact Login

## Welcome to the San Diego Grown Exchange

The San Diego County Farm Bureau created this tool to help local farmers find retail stores, restaurants, distributors, and institutional buyers interested in sourcing locally grown products. On this site local farmers and buyers can meet and then make a direct connection for transactions.

The San Diego Grown Exchange was made possible by a federal grant funded by the American Recovery & Reinvestment Act of 2009 and is part of the County of San Diego Health and Human Services Agency's Healthy Works project to improve residents' access to healthy local food.

[Signup as a Buyer](#) [Signup as a Seller](#)

© 2012 San Diego Farm Bureau. All rights reserved.





# RESOURCES: SAN DIEGO COUNTY FARM TO SCHOOL TASKFORCE

- Coordinate efforts of 20+ districts, growers, distributors
- Create & share resources to explain & streamline process

## Why Local Matters: A Primer for Schools

**HELLO!**  
From the San Diego County Childhood Obesity Initiative

The San Diego County Farm to School Taskforce (F2S Taskforce) is a subcommittee of the San Diego County Childhood Obesity Initiative, a project facilitated by Community Health Improvement Partners.

The F2S Taskforce was launched in 2010 in cooperation with Whole Food Market. We work with more than half of San Diego County's school districts, as well as growers, distributors and partner agencies, to increase food literacy and consumption of local, healthy, and seasonal foods within schools.

**Did you know?**

**Organic Giant**  
San Diego County has the largest numbers of small and organic farms of any county in the nation.<sup>10</sup>

**Little to Lose, Much to Gain**  
Studies estimate that every dollar spent locally generates at least twice as much for the local economy as dollars spent elsewhere.<sup>11</sup>

**More Health, More Wealth**  
San Diego has the 19th largest agricultural economy in the United States; it is a major economic driver in the county.<sup>12</sup>

**Leading the Way**  
San Diego is one of few U.S. counties with a declining childhood obesity rate. From 2005-2010, our rate has decreased 3.7%.<sup>13</sup>

**A Healthy Student is a Successful Student**  
Studies show that students who eat better are more likely to succeed in school, score higher on standardized tests, and perform better academically.<sup>14</sup>

**What Is "Local"??**  
San Diego: Grown or raised within San Diego County  
Regional: Grown or raised within 250 miles of San Diego County boundary and within California  
California: Grown or raised within California

**Background**  
One in three children are overweight or obese in San Diego County.<sup>15</sup> This alarming fact is partly due to the current structure of the American food system: the majority of U.S. agricultural output becomes either animal feed or refined flours, oils, and sweeteners,<sup>16</sup> while only 2% of the nation's agricultural production is devoted to fruits, nuts, and vegetables.<sup>17</sup> Perhaps unsurprisingly, the American diet is heavy in fat and sugar—a trend that is associated with higher risks of obesity, diabetes, hypertension, and cardiovascular disease.<sup>18</sup> In contrast, small-scale, organic and/or sustainable farms that sell to local residents not only avoid or mitigate many of the above economic, they can actually build both healthier ecosystems and healthier people through fresh, nutrient-dense foods. Small-scale farmers selling locally tend to grow more fruits and vegetables and less meat, often without the aforementioned negative externalities.<sup>19</sup> By supporting local produce growers, we can improve the health of our students, our communities, and our ecosystems.

**Health**

- Because locally procured fruits and vegetables may require less travel time and processing, they may be fresher or ripier, and therefore tastier and more nutritious.<sup>20, 21</sup>
- Incorporating local foods can increase school meal participation, thereby resulting in higher fruit and vegetable consumption.<sup>22</sup>

**Food Service**

- Higher meal participation means higher revenues for school districts.
- Local foods may be cheaper in season.
- A local, diversified supply chain creates greater resiliency to climate change and processing contamination.<sup>23</sup>

**Education**

- Local procurement provides an opportunity to educate students about nutrition, food systems, and healthy eating habits.
- Face-to-face interactions with local farmers create meaningful education opportunities for students.
- Schools can also educate parents and other community members about the benefits of healthy, local foods.
- Nutrition education and local procurement.


**Community**

- Local producers and processors retain
- Buying local "recycles" money with multiplier effect by laying the ground processor, and distributors.<sup>24, 25</sup>

**F2S Taskforce's Three Tiered Definition\***

- San Diego County
- Regional
- California\*\*

\*Please note the following map does not reflect the entire region defined as California. Foods grown outside the local and regional boundaries within California are considered CA-grown.





COMMUNITY HEALTH  
IMPROVEMENT PARTNERS  
making a difference together




# What We Offer

## District profiles

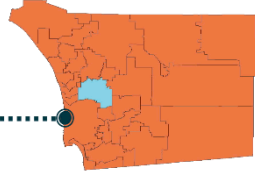
- [Alpine Union School District](#)
- [Bonsall Union School District](#)
- [Borrego Springs Unified School District](#)
- [Cajon Valley Union School District](#)
- [Chula Vista Elementary School District](#)
- [Coronado Unified School District](#)
- [Encinitas Union School District](#)
- [Escondido Union High School District](#)
- [Escondido Union School District](#)
- [Fallbrook Union Elementary School District](#)
- [Grossmont Union High School District](#)
- [Julian Union & Union High School Districts](#)
- [La Mesa-Spring Valley School District](#)
- [Lakeside Union School District](#)
- [Lemon Grove School District](#)
- [National School District](#)
- [Poway Unified School District](#)
- [San Diego Unified School District](#)
- [San Dieguito Union High School District](#)
- [San Marcos Unified School District](#)
- [San Ysidro School District](#)
- [Solana Beach School District](#)
- [Sweetwater Union High School District](#)
- [Vallecitos School District](#)

## Farm to School in



# Poway Unified

## School District



<p><b>District Contact</b></p> <p><b>Babre Lewis, MBA, SNS, Director of Food &amp; Nutrition</b> 858-668-2570, blewis@powayusd.com PowayUSDnutrition.com</p> <p>Point person for local growers: <b>Greg Harms</b> gharms@powayusd.com</p> <p>Preferred sourcing method: <b>Either through distributor or direct</b></p> <p><b>Size &amp; Capacity</b></p> <p>Schools: 37 Students: 34,569 Production kitchens: 6 full, 5 some Satellite kitchens: 26 Produce processing capacity: <b>Limited</b></p> <p><b>Drop sites:</b> <b>Produce: 11; F2S: 1</b></p> <p><b>Top concerns &amp; needs:</b></p> <p><b>Concerns:</b> Food safety &amp; liability, volume requirements too large, potential threat to distributor relationship, ordering method, payment arrangement, internal purchasing policies, product selection</p> <p><b>Needs:</b> High quality product, lightly processed products available, product origin labeling, purchasing information, food safety assurances, direct grower contact, direct purchase regulations</p> <p><b>F2S Programming</b></p> <p>F2S Taskforce member: <b>Yes</b> F2S programming: <b>Yes</b> F2S goals: <b>Yes</b> Schools with edible gardens: <b>10</b> Grades: <b>PreK-12</b> F2S activities: <b>Cafeteria integration, staff lead</b></p>	<p><b>Purchasing Power</b></p> <p>Annual food costs: <b>\$2.8 million</b> % spent locally: <b>N/A</b> Annual produce purchases: <b>\$315,000</b> Minimum daily servings of produce: <b>9,000</b> Cost per daily produce serving: <b>40-45 cents</b> USDA Fresh F&amp;V Program Participant: <b>No</b></p> <p><b>Vendors &amp; Growers</b></p> <p>Produce distributor(s): <b>American Produce, Food 4 Thought</b> Entrée distributor(s): <b>A&amp;R Distributors, Pilgrim's Pride, Integrated, Don Lee Farms, Tyson, Advance Pierre, JTM</b> Distributors provide product origin labeling: <b>Some yes, upon request</b> Buys directly from growers: <b>No</b> Can purchase product growers need to move quickly: <b>N/A</b></p> <p><b>Top produce items:</b></p> <ol style="list-style-type: none"> <li>1. Apples</li> <li>2. Bananas</li> <li>3. Oranges</li> <li>4. Potatoes</li> <li>5. Carrots</li> </ol> <p><b>Lunches served daily:</b> <b>8,750</b></p> <p><b>Local definition:</b></p> <ul style="list-style-type: none"> <li>• San Diego: grown/raised within San Diego County</li> <li>• Regional: grown/raised within 250 miles of San Diego County boundary &amp; within CA</li> <li>• CA: grown/raised within CA</li> </ul> <p><b>F2S Goals:</b></p> <ul style="list-style-type: none"> <li>• Engage produce distributors to localize procurement</li> <li>• Educate staff on menu planning</li> <li>• Feature at least 1 local/regional F or V each month</li> </ul> <p><b>Local Procurement</b></p> <p>HOTM calendar: <b>No</b> 2012-13 frequency of local purchases: <b>Monthly</b> Local procurement language in solicitations: <b>Yes</b> Interested in cooperative purchasing agreement: <b>Maybe</b> Interested in product origin labeling: <b>Yes</b> Interested in F2S training &amp; materials: <b>Yes</b></p>
---	---



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS  
making a difference together

# What We Offer

## ▶ Harvest of the Month

Month	Item	Vegetable Subgroup	Suggested Taste Test Example
September	Apples		
October	Winter Squash	Red/Orange	Pumpkin
November	Persimmons		Fuyu
December	Greens	Green	Kale (featured raw)
January	Citrus		Grapefruit
February	Beets	Purple	
March	Peas	Starchy	Sugar Snap Peas, Snow Peas, English Peas
April	Carrots	Red/Orange	Encourage yellow, purple
May	Berries		Blueberries
June	Corn	Starchy	
July	Melon		
August	Bell Pepper	Red/Orange	Encourage yellow, red



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS  
*making a difference together*

# What We Offer

- ▶ Let's Go Local!  
Produce Showcase
- ▶ October 24, 2014,  
2 - 5 p.m.
- ▶ \$25



**LET'S GO LOCAL!  
PRODUCE SHOWCASE**



Are you an institutional produce buyer who wants to connect to growers and produce distributors selling local produce?  
Are you a grower interested in institutional sales?  
Are you a distributor interested in sourcing more local produce?

Well, then we've made your job easy...

**Come to the Let's Go Local!  
Produce Showcase**

**When:**  
Food Day, Friday, October 24, 2014, 2 - 5 p.m.

**Where:**  
The Ranch  
441 Saxony Road, Encinitas, CA 92024

**Cost:**  
Free > Institutional Buyers & Restaurants  
\$25 > Grower Exhibitors  
\$150 > Distributor Exhibitors

**Who Should Attend:**  
San Diego County & Orange County  
Institutional Produce Buyers  
Schools Hospitals Universities  
Early Childcare Centers Senior Living Centers

Restaurants  
Produce Growers  
Produce Distributors

**FOR MORE INFORMATION & TO REGISTER:  
[WWW.2014LETSGOLOCAL.EVENTZILLA.NET](http://WWW.2014LETSGOLOCAL.EVENTZILLA.NET)**



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS  
*making a difference together*

# What We Offer

- ▶ Technical Assistance
  - Identify district and distributor contacts
  - Assist through the process

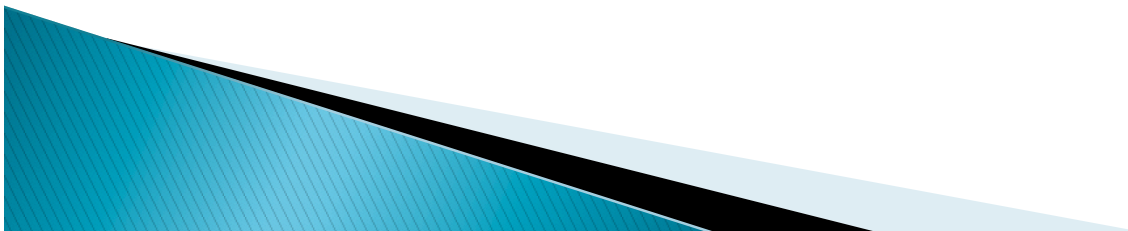


COMMUNITY HEALTH  
IMPROVEMENT PARTNERS  
*making a difference together*



# Thank you!

[www.OurcommunityOurKids.org](http://www.OurcommunityOurKids.org)



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS  
*making a difference together*