

SAMPLE

Dear Food Service Director:

Recent Federal legislation, Public Law 110-161, The Consolidated Appropriations Act of 2008, authorized funds for the Fresh Fruit and Vegetable Program (FFVP) to all States not currently in the FFVP. Schools must offer free fruits and vegetables to students during the school day. Twenty five schools in each state can participate. The purpose of the program is to increase fresh fruit and vegetable consumption in elementary and secondary schools. The level of funds provided to any one school depends on the demographics of schools that are selected to participate in the program.

Enclosed with this letter is a School Profile you should complete and return to this office by (DATE) if you are interested in being considered for this program.

Use of Funds

Funds are to be used primarily to purchase fresh fruits and vegetables to be made available at no charge to students. A small percentage of funds may be used for operating and administrative costs incurred for costs such as value added purchases, preparation and distribution of fruits and vegetables. In the Proposal narrative on the School Profile sheet, please indicate what types of costs, not dollar amounts, besides food purchases you might incur. The project should be structured so that maximum benefits go to children.

Expectations of Participating Schools

Selected schools must make free fresh fruits and vegetables available to students at times other than at meal service periods. Participating schools will be asked to provide information about participation, purchases, and costs, to the State agency through the school food authority. This type of information is probably readily available already. We will amend our Agreement with you if any of your schools are selected to participate.

Selection Criteria

Schools will be selected by the State agency, based on guidance in this memorandum and oversight by USDA. 18(g) of the National School Lunch Acts states the selection criteria for schools to participate in this program:

- To the maximum extent practicable, the majority of schools selected are those in which 50% or more of students are eligible for free or reduced price meals;
- Priority is given to schools that submit a plan for implementation of the program that includes a partnership with 1 or more entities that provide non-Federal resources (including entities representing the fruit and vegetable industry) for the acquisition, handling, promotion, or distribution of fresh fruits and vegetables; or other support that contributes to the purposes of the program, such as nutrition education.
- Additionally, schools that are applying must provide a certification of support signed by the school food manager, the school principal and the district superintendent or equivalent positions as determined by the school. The School Profile prototype is enclosed. It is designed to capture this information as well as essential information that you would need in your review and selection process and that we will need to

determine funding levels. You may modify this form, but you must retain all data elements that are marked with an asterisk.

How To Apply

Included with this letter is the School Profile sheet to be completed for each school that wishes to be considered for participation. The profile sheet is designed to capture essential information that is readily available and may be completed by a school or by the SFA on behalf of their schools.

If you have any questions, please contact us. We hope that you will consider taking part in the Fresh Fruit and Vegetable Program as another way to help your students develop lifelong healthful eating habits.

Enclosure