

SAMPLE

Dear Food Service Director:

Recent Federal legislation, Public Law 110-234, The Food, Conservation, and Energy Act of 2008, authorized funds for expansion of the Fresh Fruit and Vegetable Program (FFVP) to all 50 States, the District of Columbia and Guam, Puerto Rico and the Virgin Islands. Schools must offer free fruits and vegetables to students during the school day. The purpose of the program is to increase fresh fruit and vegetable consumption in elementary schools. The level of funds provided to any one school must be calculated by funding each student at \$50 to \$75 per year.

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 expenditures go toward the purchase of fresh fruits and vegetables.

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.

Selection Criteria

Schools will be selected by the State agency, based on guidance in this memorandum and oversight by USDA. Section 19 of the National School Lunch Acts states the selection criteria for schools to participate in this program:

- Only elementary schools may participate;
- Selected schools must also operate the National School Lunch Program;
- Each interested school must submit an application for participation in the FFVP;
- Each selected school must have 50 percent or more of its students eligible for free/reduced price meals;
- Highest priority must be given to schools with the highest percentages of low-income students, to the maximum extent practicable;
- Schools with the highest percentages of low-income students must be notified that they have priority to be selected for participation given their high need.
- Outreach must be conducted to schools with the highest free and reduced priced need before any schools can be selected.

- The total enrollment of all schools selected in the State must result in a per-student allocation of \$50 to \$75 per year.

School Application

The school application must include:

- The total number of enrolled students and the percentage eligible for free/reduced price meals;
- A certification of support for participation in the FFVP signed by all of the following: (a) school food manager, (2) school principal, and (3) district superintendent (or equivalent position);
- A program implementation plan including efforts to integrate the FFVP with other efforts to either promote sound health and nutrition, reduce overweight and obesity, or promote physical activity; and
- A description of partnership activities undertaken or planned. While optional, each school is encouraged to develop partnerships with one or more entities that will provide non-Federal resources, including entities representing the fruit and vegetable industry.

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.