



California Department of Food and Agriculture

Maximize use of California grown fruits and vegetables in all FNS programs in California





Child Nutrition Programs





LEAF: Linking Education, Activity and Food

- 🍏 **Developed in response to California's rising childhood obesity epidemic**
- 🍏 **Senate Bills 19 and 56:**
 - 🍏 **Pupil Nutrition, Health and Achievement Act of 2001**
 - 🍏 **Purpose: Implement changes in school nutrition and physical activity policies and practices to improve children's lifelong health. This includes establishing nutrition standards for foods sold/served outside the reimbursable meal during the school day and increasing the offering of fruits and vegetables.**



LEAF: Pilot test of SB 19

Nutrition standards and fruit and vegetable promotion in middle and high schools

- ❖ LEAF grant program established by Nutrition Services Division (NSD), California Department of Education (CDE), with \$4 million funding from the California Department of Food and Agriculture (CDFA)
- ❖ 16 middle and high schools from 9 districts competitively selected; grants of approx \$250,000 each
- ❖ NSD administered evaluation and technical assistance



Pilot Test of SB 19

- 🍏 21 months (January 2003 – September 2004)

- 🍏 Nutrition Standards

 - 🍏 Food

 - 35

 - 10

 - 35

- 🍏 Promotion of California grown fresh fruit and vegetables



Pilot Test of SB 19

🍏 Nutrition Standards

🍷 Beverages

- Not carbonated
- No less than 50 % juice (no added sweeteners)
- Water
- Milk (non-dairy and flavored)
- Electrolyte replacement beverages

- 🍏 NSD contracted with the University of California, Center for Weight and Health (CWH) for a comprehensive evaluation



Impact of LEAF on purchases of fresh fruits and vegetables

- 🍏 **Basic Fruit – apples, bananas, and oranges**
- 🍏 **All other Fruit – grapes, melons, peaches, nectarines, apricots, pears, plums, strawberries, watermelon, kiwi, pineapple, mango, papaya, mixed fruit, fruit salad**
- 🍏 **Carrots and Celery**
- 🍏 **Fresh Potatoes**
- 🍏 **Salad Greens**
- 🍏 **All other vegetables**



Impact of LEAF on purchases of fresh fruits and vegetables

Vegetables

-  Carrots and Celery
-  Fresh Potatoes
-  Salad Greens
-  All other vegetables



Key Findings

- 🍏 **Most LEAF schools increased their fresh fruit and vegetable offerings through the school meal programs by:**

Key Findings

- 🍏 Adding a fruit/salad bar and/or
- 🍏 Expanding the existing meal offerings



Key Findings

🍏 LEAF schools, as a whole, increased purchases of fresh fruits and vegetables in all categories except fresh potatoes

- 63% of schools reported increased fruit purchases
- 69% of schools reported increased vegetables purchases





Key Findings

- 🍎 **LEAF was especially successful at increasing the variety of less familiar produce offered**
 - 🍎 **Increases in produce purchases were most apparent in the non-basic categories**
 - 🍎 **The largest increases were seen in “other fruit” and “other vegetable” categories**
 - 🍎 **This trend appeared to be driven by the addition of fruit and salad bars that offered a myriad of vegetable offerings**



Key Findings

- 👛 **The largest increases were seen in “other fruit” and “other vegetable” categories**
- 👛 **This trend appeared to be driven by the addition of fruit and salad bars that offered a myriad of vegetable offerings**



Key Findings

- 🍏 **The trend of increased produce purchases was especially noted when school sites added:**
 - 🍏 fresh salad / fruit bars
 - 🍏 cooking, taste-testing, and gardening classes
 - 🍏 field trips to farms or farmer's markets
 - 🍏 improved kitchen facilities
 - 🍏 substantive improvements and upgrades to food presentation and consistency

Key Findings

- 🍏 Food service directors embraced providing more produce but were concerned about increased costs related to:

Preparation

Storage

Refrigeration

Labor





Key Findings

- 🍏 **Increased provision and variety of produce involves increases in both on-going and one-time capital expenditures**
 - 💰 **The more unusual produce tends to cost more**
 - 💰 **The handling/preparation of produce is labor-intensive**
 - 💰 **More fresh produce requires increases in storage space and refrigeration**



Key Findings

- ❗ Adding salad bars generally requires purchase of new serving equipment/facilities
- ❗ Some costs were offset by increased meal revenues from increased participation
- ❗ Schools may require additional funds to cover the one-time capital expenditures



In closing: SNAP has both tangible and intangible outcomes

🍏 Intangible outcomes:

- 🍏 Has opened the door for inter and intra-agency networking
- 🍏 Created Synergy around a common goal



In closing: SNAP has both tangible and intangible outcomes

🍏 Tangible outcomes:

- 👛 Local SNAPs in three counties



Tangible outcomes

- 🍏 **LEAF Pilot leads to strongest Nutrition Standards in the country: SB 12**
- 👛 **Sponsored by the CA School Boards Association, the Center for Public Health Advocacy, and supported by the Governor, the State Superintendent of Public Instruction and the California School Nutrition Association.**



Tangible outcomes

🍏 SB 12

🍷 July 1, 2007: all snacks, entrees, and beverages sold in middle, junior, or high schools must meet these standards

- *Fruit and non-fried vegetables offered for sale at any location where food is sold.*



Tangible outcomes

🍏 SB 12 Nutrition Standards: Snacks

- 🍏 Not more than 35 percent of total calories from fat excluding nuts, nut butters, seeds, eggs, cheese packaged for individual sale, fruits, vegetables that have not been deep fried, or legumes
- 🍏 Not more than 10 percent of total calories from saturated fat, excluding eggs or cheese packaged for individual sale
- 🍏 Not more than 35 percent of total weight from sugar, including naturally occurring and added sugars, excluding fruits or vegetables that have not been deep fried.
- 🍏 Calorie limits on individual foods.



Tangible outcomes

🍏 SB 12 Nutrition Standards

🍏 Entrees items must contain:

- 🍏 *no more than 400 calories per entree,*
- 🍏 *no more than 4 grams of fat per 100 calories,*
- 🍏 *categorized as entree items in the School Breakfast Program or National School Lunch Program.*



Tangible outcomes

🍏 Beverage Standards

🍏 Beverages allowed (to be phased in by 2009) generally the same as SB 19

🍏 *No carbonated beverages shall be sold to pupils from 1/2 hour before to 1/2 hour after the school day*

Including High Schools!



California Fresh Start **an \$18.2 million pilot**

- 🍎 **Legislation, sponsored by the Governor, will:**
 - 🍎 **Increase fruits and vegetables served through the School Breakfast program**
 - 🍎 **Require nutrition education that must include fruit and vegetable sampling**
 - 🍎 **CDE receives \$400,000 for**
 - 🍎 **Online professional development**
 - 🍎 **Comprehensive evaluation**



California Fresh Start an \$18.2 million pilot

- 🍏 **State Breakfast Reimbursement to Increase by 10 cents:**
 - 💰 **From \$.14 to \$.24, an increase of 71%!**
 - 💰 **90% to be spent on direct purchases of fruits and vegetables**
 - ➡ **at least one serving of fruit or vegetables**
 - ➡ **cannot spend the money on juice**
 - 💰 **10% for labor, equipment, and/or nutrition education that supports fruit and vegetable offerings.**



California's Fresh Start is Now!

