

CELEBRATING FARM TO SCHOOL!

September 29, 2011 ♦ 3:00 – 4:00 pm EST



Today's Presenters

- **U.S. Department of Agriculture Update**
Loren LaCorte, **USDA Farm to School Team Lead**
Food and Nutrition Service
- National Farm to School Network Update
Anupama Joshi, Co-Founder & Director
- FoodCorps Introduction & Update
Debra Eschmeyer, Co-Founder & Program Director

USDA Farm to School Team Update



Loren LaCorte, Team Lead
USDA, Food and Nutrition Service



Recent Activities at USDA



- Geographic Preference Option Final Rule
- USDA's Farm to School Grants
 - Healthy Hunger-Free Kids Act of 2010
- USDA Farm to School Team's 2010 Summary Report
- Farm to School Bibliography
- USDA Farm to School Website Updates

Geographic Preference Option Final Rule



- Final Rule published April 22, 2011
<http://www.fns.usda.gov/cnd/governance/regulations/2011-04-22.pdf>
- Implementation Guidance:
 - Policy Memo SP 18-2011 (issued 2/1/11), Procurement Geographic Preference Q&As
 - FAQs on USDA's Farm to School website



<http://www.fns.usda.gov/cnd/F2S/>

General CNP Procurement



- USDA's Free Online Procurement Training
 - Covers general procurement requirements of the Child Nutrition Programs
 - Available through National Food Service Management Institute
 - Accessed through USDA Farm to School Website at:
<http://www.fns.usda.gov/cnd/F2S/f2spolicy.htm>

USDA Farm to School Grants

- Funded thru Healthy, Hunger-Free Kids Act of 2010
- Competitive grants
- Administered thru USDA
- Total funding = \$5M
- Funding available October 2012
 - i.e., FY 2013
- Individual grants are not to exceed \$100,000

USDA Farm to School Grants (cont.)

Who's Eligible?

- Eligible schools
- Indian Tribal Organizations
- State and Local agencies
- Producers or groups of producers
- Nonprofits organizations

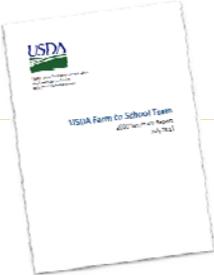
To Fund What?

- Training
- Supporting operations
- Planning
- Purchasing equipment
- Developing school gardens
- Developing partnerships
- Implementing Farm to School activities

More info on USDA Farm to School website:
<http://www.fns.usda.gov/cnd/F2S/f2s-grants.htm>

USDA Farm to School Team 2010 Summary Report

- Published in July 2011
- Available USDA Farm to School Website:
<http://www.fns.usda.gov/cnd/F2S/>
- Summarizes Team's Observations in 2010



Areas of Interest

- School's Food Service Infrastructure
- Farm to School Implementation and Promotion
- Procurement Process
- Farm to School Education
- Food Safety
- Impact and Evaluation
- Local, State and Federal Policy
- Farmers' Perspective



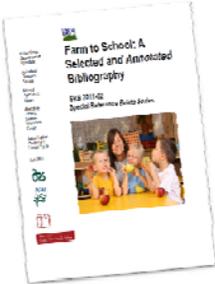
15 School Districts

- Harrisonburg City Public Schools, Harrisonburg, VA
- Boston Public Schools, Boston, MA
- Jamestown Public Schools, Jamestown, RI
- Burlington School District, Burlington, VT
- Jefferson County Public Schools, Louisville, KY
- Montgomery County Public Schools, Mount Sterling, KY
- Chilton Public Schools, Chilton, WI
- Hilbert School District, Hilbert, WI
- Independence Community School District, Independence, IA
- Union Public Schools, Tulsa, OK
- Morrison Public Schools, Morrison, OK
- Ventura Unified School District, Ventura, CA
- Riverside Unified School District, Riverside, CA
- Bethel School District, Eugene, OR
- Eugene School District, Eugene, OR



Farm to School Bibliography

- Authored by National Agriculture Library
- Peer reviewed literature, organizational websites, report citations, Cooperative Extension Service publications, and more.
- Available at:
<http://www.nal.usda.gov/afsic/pubs/srb1102.shtml>



USDA Farm to School Website 

<http://www.fns.usda.gov/cnd/F2S>

- Implementing Farm to School **NEW**
 - Tips for farmer/school
 - Distribution model examples
 - Evaluating efforts
 - Food safety information & resources
- Sights, Sounds, and Stories
 - Stories of the school districts the Team visited
 - Archived & upcoming webinars
- Available Federal Grants & Resources

USDA Farm to School Website 

<http://www.fns.usda.gov/cnd/F2S>

- Policy (procurement regs & policies)
 - Procurement methods **NEW**
 - Geographic preference option **NEW**
 - Developing product specifications **NEW**
 - Online procurement training (free)
- State Gov't Farm to School Contacts **NEW**
- FAQs
- Links to "Food Hub Corner" & Cooperative Extension Offices map



Future Activities & Staying Connected



Upcoming Activities: 

- USDA Farm to School Grants
- ERS Farm to School Census
- AMS Food Hub Resource



Economic Research Service (ERS) Farm to School Census 

- Collaboration with Occidental College and the National Farm to School Network
- Establish National baseline data
- Census estimated release in January 2012
- Disseminated thru State agency offices to School Districts
- 2nd public comment period in Fall of 2011

Agricultural Marketing Service (AMS) Food Hubs 

- AMS's Food Hubs Database
 - Inventory of regional food hubs in operation
- Food Hub Resource Guide
 - Estimate release this Fall
- Food Hub website

<http://www.ams.usda.gov/AMSV1.0/foodhubs>



Staying Connected 

USDA Farm to School Website
<http://www.fns.usda.gov/cnd/F2S>

Farm to School Listserv
 Click on "Email Updates" on USDA website

National Email Contact
farmtoschool@fns.usda.gov

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 National Farm to School Network - Nourishing Kids and Communities

Celebrating Farm to School!
 Anupama Joshi
 National Farm to School Network



 National Farm to School Network - Nourishing Kids and Communities



- > Training & Technical Assistance
- > Information Services
- > Policy
- > Media & Marketing
- > Networking
- > Research

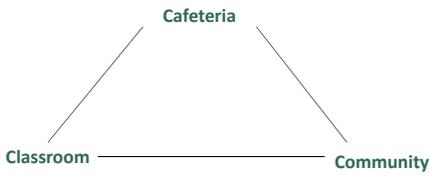
National Staff
 8 Regional Leads, 50 State Leads

 National Farm to School Network - Nourishing Kids and Communities

"We envision a nation in which Farm to School programs are an essential component of strong and just local and regional food systems, ensuring the health of all school children, farms, environment, economy and communities."

 National Farm to School Network - Nourishing Kids and Communities

Farm to School





National Farm to School Network - Nourishing Kids and Communities

Growth of Farm to School

1997
handful of programs
6 states

2011
2500+ programs
10,000+ schools
all 50 states

2012
to be determined...ERS
Farm to School Census

| Year | Operational Programs (#) | States (#) |
|------|--------------------------|------------|
| 1997 | ~100 | 6 |
| 2004 | ~400 | 20 |
| 2006 | ~800 | 38 |
| 2010 | ~1000 | 43 |
| 2011 | ~2000 | 50 |

National Farm to School Network - Nourishing Kids and Communities

Learn about Farm to School

Join our Network

LUNCH Bites
20 minute webinars

www.farmtoschool.org

- Information resources, contacts, media, events, funding
- Online e-newsletter
- Lunch Bites webinars – 2nd Tuesdays
- State Farm to School Policy listing

http://www.farmtoschool.org/files/publications_382.pdf

National Farm to School Network - Nourishing Kids and Communities

- Research & Evaluation resources:**
 - Evaluation toolkit
http://www.farmtoschool.org/files/publications_385.pdf
 - Summaries from 4 Farm to School Evaluations
http://www.farmtoschool.org/files/publications_376.pdf
 - Upcoming Research short course - November 5, 2011
- Farm to School Assistance for CDC grantees:**
 - Communities Putting Prevention to Work (CPPW)
 - Community Transformation Grants (CTG)
- Networking Sessions**
 - Nov 7, 2011 in Oakland, CA; Regional and State conferences
 - 2012 – 6th National Farm to Cafeteria Conference

National Farm to School Network - Nourishing Kids and Communities

September 2011

Farm to School Promotions at stores—
partnership with
National Cooperative Grocers' Association
&
Organic Valley



National Farm to School Network - Nourishing Kids and Communities

Educating and inspiring families to eat more real food!

- Schools Contest
- Iowa Farm to School Chapters Challenge
- Recipes
- Games, coloring pages, activities




National Farm to School Network - Nourishing Kids and Communities

Expansion into Preschools (0-5 year age children)

- Introducing Farm to School concepts in Preschools, HeadStart, Childcare centers
- Farm to Preschool Subcommittee established, year-long planning process initiated



www.farmtoschoolmonth.org

October 2011 is the first ever National Farm to School Month



www.farmtoschoolmonth.org

Invite a Farmer or Chef to school





www.farmtoschoolmonth.org

Materials & Resources

- Communications Toolkit
- Social media suggestions, sample media pitches
- Fact sheet, PowerPoint template
- Posters, Stickers, promotional materials for sale
- Menus
- Farm to School Champions Award



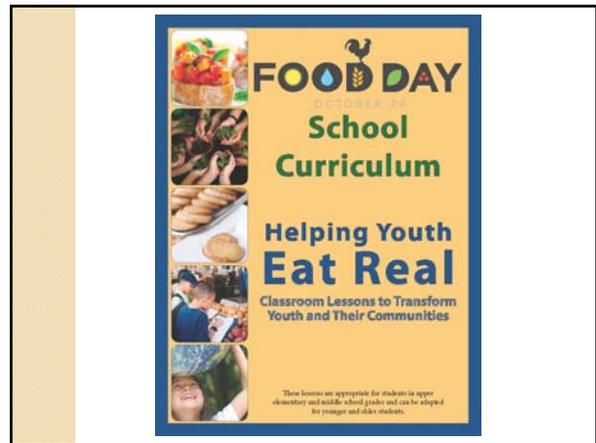
www.farmtoschoolmonth.org

Farm to School Month Poster Contest

“Celebrating Farm to School”

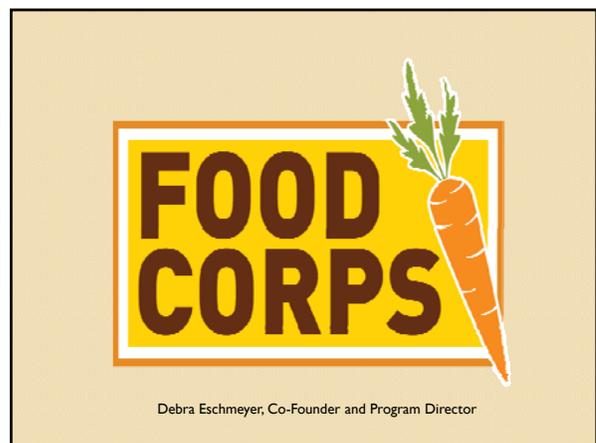


- Cash and in-kind prizes
- 3 winning posters will be used for the 2012 celebrations



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Director





What is FoodCorps?

- A national nonprofit service organization
- Improving school food environments
- 3 Pillars:
 - Knowledge
 - Engagement
 - Access

2011:

- 10 states
- 50 Service Members
- 140 Schools
- 60,000 Students

2020:

- 50 states
- 1,000 Service Members
- Millions of students



OUR VISION

A nation of **well-nourished** children

- Who grow up:
 - knowing **what healthy food is**
 - how it grows and where it comes from*
 - and who have access to it every day**
- A generation of young leaders with the skills and experience to turn that vision into a reality.

At the bottom left, there are four small icons: a schoolhouse, a leafy vegetable, a carrot, and a bunch of grapes.

The Need: Where We Are Today

Two simple line drawings are shown side-by-side: a fork on the left and a television set on the right. The television has a screen and two dials on the right side.

The Solution: FoodCorps




- A scalable national response
- Mobilizing driven young leaders for a year of public service
- Working to consistently improve school food environments through education, engagement, and access
- To give all children an enduring relationship to healthy food

The Solution: FoodCorps



The three pillars of FoodCorps Service:

- Teaching **hands-on** nutrition education
- Building and tending **school gardens**
- Sourcing **high-quality** local food



The Core of FoodCorps: Service Members



- Highly motivated AmeriCorps Service Members
- Spend a **year-long term** of service in public schools in limited-resource communities of need
- Actively improve the school food environment via FoodCorps' three pillars
- Receive a small stipend and an education award
- Receive ongoing mentorship, training and professional development




MEET A MEMBER!




Norris Guscott

- Serving with The Food Project in Lynn, MA
- Serving Ingalls School, a K-5 elementary school that is 90% free/reduced

Our Partners: Host and Service Sites



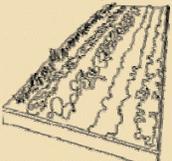
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| <p>HOST SITES</p> <ul style="list-style-type: none"> • Nonprofit organizations, academic institutions, and public agencies with the capacity to work statewide • Oversee the operation of FoodCorps within their state • Determine the communities and non-profit organizations with which Service Members will serve | <p>SERVICE SITES</p> <ul style="list-style-type: none"> • Grassroots organizations working in high-need communities • Have local expertise on the unique needs of their community • Responsible for the day-to-day oversight and guidance of Service Members and their work. |
|---|--|

Projects: Garden Grants



- A philanthropic partnership between FoodCorps, the Whole Kids Foundation, and Whole Foods Market
- Expect to raise **\$2 million** via small check-out donations during the 2011 back-to-school season
- **1,000 schools** will receive **\$2,000** grants to build or expand their gardens
- FoodCorps will provide resource kits and technical expertise

www.gardengrants.com





How You Can Join Us



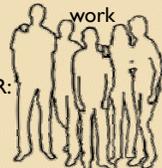
- Plant a garden
- Volunteer
- Spread the word
- Mentor a Service Member
- Donate to support our work

BE OUR FRIEND!

SIGN UP FOR UPDATES:
foodcorps.org

LIKE US ON FACEBOOK:
[facebook.com/FoodCorps](https://www.facebook.com/FoodCorps)

FOLLOW US ON TWITTER:
[@FoodCorps](https://twitter.com/FoodCorps)



Join us!
www.foodcorps.org



A silhouette of a person carrying a basket, a city skyline, and corn plants.

THANK YOU!

QUESTIONS?



Three photos: a tractor on a road sign, people in a garden, and a plate of food.