

Farm to School Planning and Building a Team

January 15, 2015

To hear the webinar, dial 888-566-1192
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THE
FARM to SCHOOL
PROGRAM

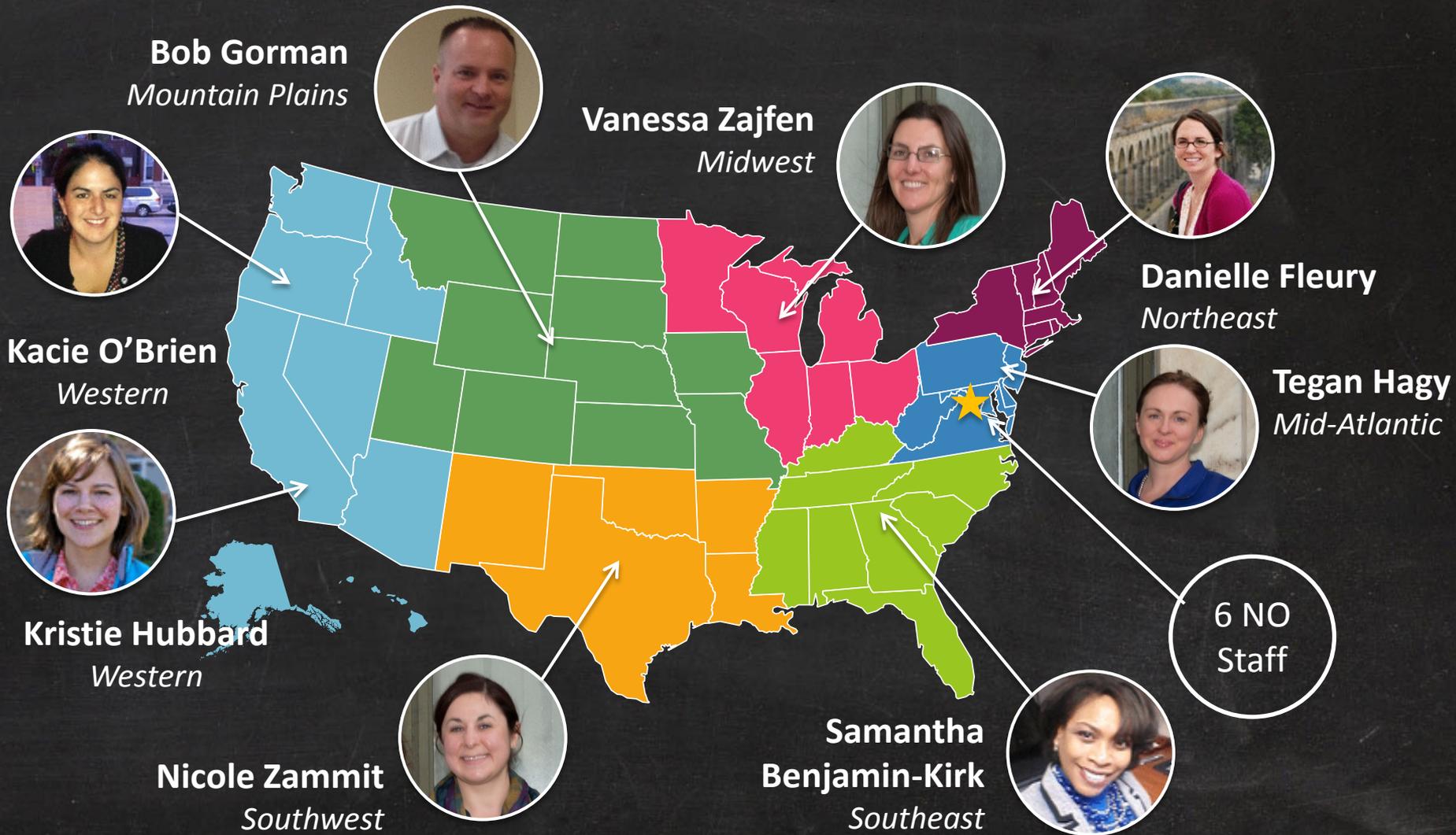


Tegan Hagy
Farm to School
Regional Lead MARO



Bob Gorman
Farm to School
Regional Lead MPRO

The USDA Farm to School Team



Upcoming Webinar: Wednesday, January 28

Setting Goals and Establishing an Evaluation Baseline



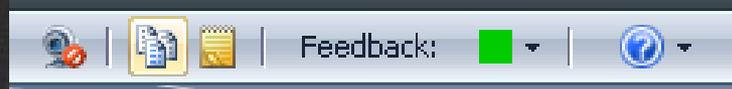
Dr. Lyn Kathlene
Senior Research Associate
Spark Policy Institute



Dr. Tia Henderson
Research Manager
Upstream Public Health

Housekeeping

- To download handouts:



- To make a comment or ask a question:



- » Type your question or comment using the Q&A tab
 - » Ask your question or comment on the phone at the end of the webinar by pressing *1
- Please turn off your computer microphone, all audio will be through the phone.
 - The webinar will be recorded and available on the USDA Farm to School website: <http://www.fns.usda.gov/farmentoschool/webinars>

SNA Continuing Education Units



Poll: Who is on the line?

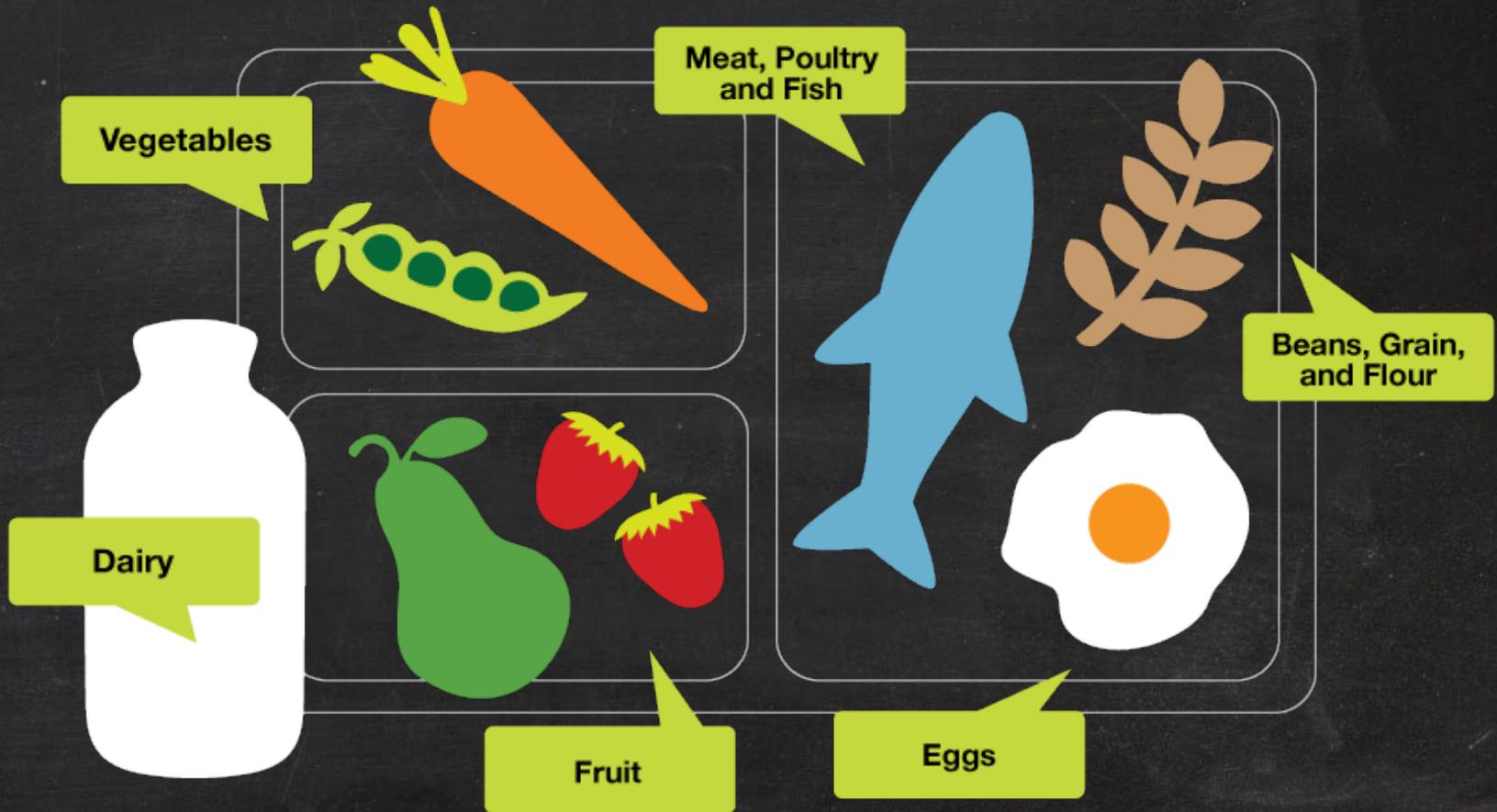


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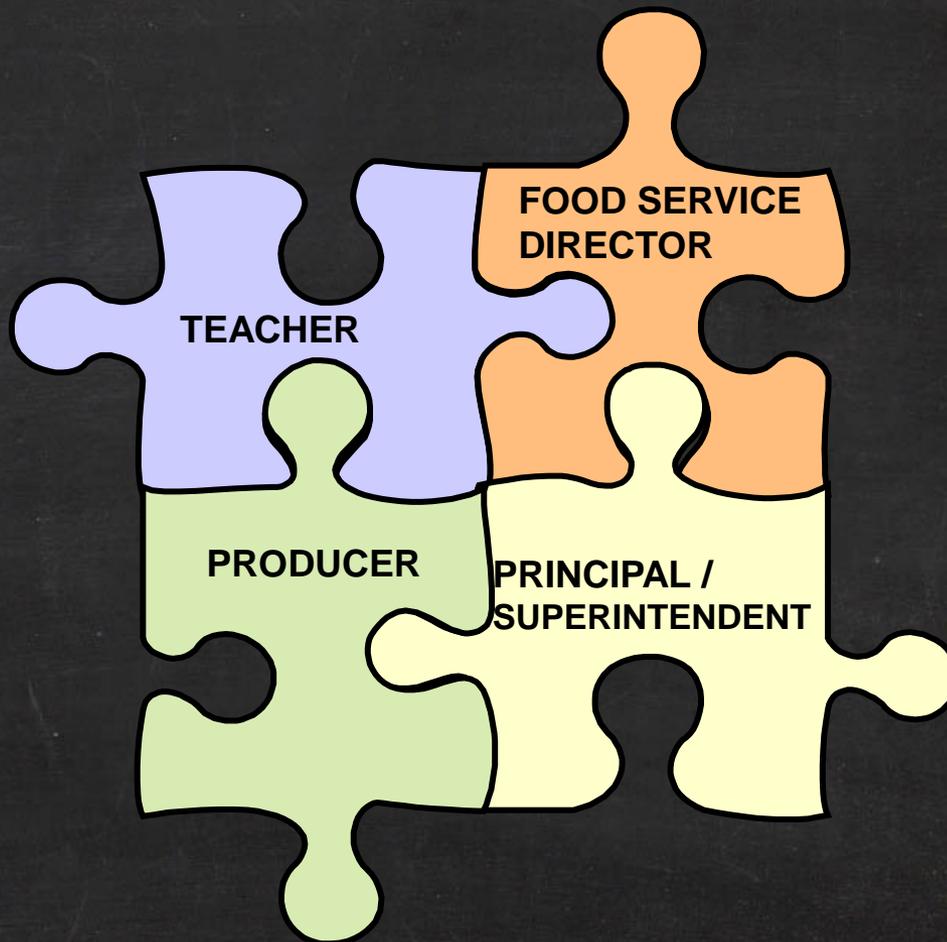
Overview

1. Early Considerations
2. Local perspective
 - » Idea Charter Schools, TX
 - » Springfield Public Schools, MO
3. Questions and peer sharing

What Types of Products?



The Farm to School Team



Who Else is in the Huddle?

- School nurses
- PTA/PTO members
- Custodial staff
- Local Chefs
- Researchers
- Extension agents
- Communication director
- Nonprofits
- Healthcare professionals
- KIDS!



Where to Find Help

Department of Agriculture – Producers

Department of Education – Schools

Local Cooperative Extension Agencies

National Farm to School Network – Farmtoschool.org



Additional Resources

Farm to School Census Website



The screenshot displays the website's navigation menu on the left and the main content area on the right. The navigation menu includes: National Overview (highlighted), State & District, Census Data Explorer, Farm to School Home, Media Kit, Planning Toolkit, and Resources. At the bottom of the menu is a button labeled "Grow your program". The main content area features the heading "NATIONAL OVERVIEW" and a sub-heading "Bringing the farm to school" above a colorful illustration of a farm scene with a red barn, a schoolhouse, a tractor, and children.

THE FARM to SCHOOL CENSUS

NATIONAL OVERVIEW

Bringing the farm to school

National Overview
State & District
Census Data Explorer
Farm to School Home
Media Kit
Planning Toolkit
Resources

Grow your program

www.fns.usda.gov/farmtoschool/census#/



Additional Resources

Farm to School USDA Website

Search

Programs Data Newsroom Research Forms

Site Map Advanced Search Help Search Tips A to Z Map

Home » Other Resources

Facebook Twitter YouTube Email Flickr RSS

Print

Farm To School



The USDA Farm to School Planning Toolkit

Questions and Resources for Designing a Robust Farm to School Program

Grow Your Farm to School Program

Our new Farm to School Planning Toolkit helps school districts dig in with helpful questions to consider and resources to reference when starting a farm to school program.

2 of 6

- Farm to School
- Census
- Fact Sheets
- Farm to School Grants
- Procuring Local Foods
- State Contacts
- USDA Farm to School Staff
- Videos and Webinars
- Resources

See Also

- Agricultural Marketing Service
- Know Your Farmer, Know Your Food
- Cooperative Extension Offices
- USDA Food Hubs

www.fns.usda.gov/farmentoschool



Poll: What is the status of your farm to school team?



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ABOUT SPEAKER

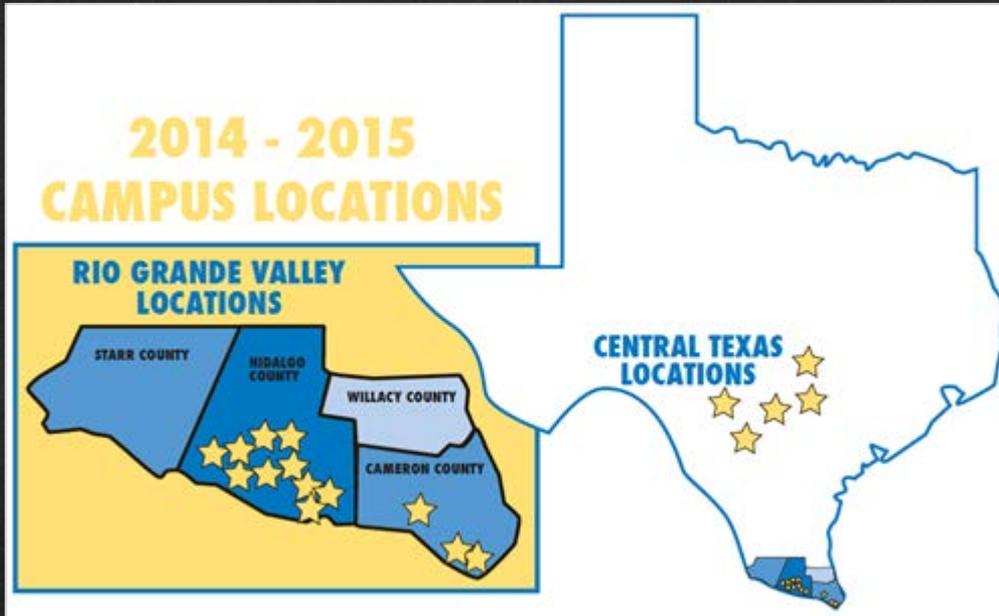


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IDEA PUBLIC SCHOOLS FARM PROGRAM



ABOUT OUR DISTRICT



FAST FACTS

- Started in 2001 in Donna, Texas
- Serve 20,000 students across 36 schools across 3 regions in Texas
- 100% of our graduating seniors have gone to college for 7 years

ABOUT OUR PROGRAM

- We currently grow about 5000 lbs. annually of vegetables using organic practices from our 3 on-campus farms.



The “Come and See” Approach to Team Building

- Talk less and show more
 - » Don’t talk it up. Say it simply but show it creatively.
- Engage others in the story
 - » Teachers come out more regularly to our farm once we started selling produce at on-campus farmer’s markets.
- Define your need
 - » Plan your “ask” prior to asking
 - » Have an F.A.Q. of what you think the potential team might ask
- Don’t have a defined “team” set in your head
 - » Everyone is a part of your team if it helps achieve the goal. Even the frustrating water supply company.



Farm Program Formal Team

Weekly Meetings/Updates

- Farmers
- Farm Program Developer

Monthly Meetings

- Farm Program Developer
- Vice President of Auxiliary Services
- Nutrition Coordinator
- Menu Planner
- PEP Grant Manger



Farm Program Informal Team

Advisors

- Green Gate Farms (Austin, TX)
- Terra Preta Farms (Edinburg, TX)
- Texas Ag-Extension (Weslaco, TX)
- FNS Regional Lead (Nicole Zammit)

Campus Level Feedback

- Principals
- Teachers
- Students
- Staff



FARM TIPS AND TRICKS TO A BETTER TEAM

- **Start Small. Build Success.**
 - » Use current structures and develop the rest.
- **Observe and Reflect. Adjust as necessary.**
 - » Always ask, How can I serve their needs while achieving my own?
 - » Work within other's frameworks (How have they responded in the past?)



FARM TIPS AND TRICKS TO A BETTER TEAM

- **Things fail. Plan for it.**
 - » Diversify and pilot partnerships with others to ensure continuity
 - » Create documentation for yourself and for those behind you.
- **Be flexible with yourself and others.**
 - » Some people won't follow through or take a long time to do so. Be patient because things don't change in a day, week, or sometimes the school year



Culture Integration



Our environment, the world in which we live and work, is a mirror of our attitudes and expectations. -Earl Nightingale

Menu Upgrade



"Tell me what you eat, and I will tell you what you are." - Jean Anthelme Brillat-Savarin

Implementation Plan

- **Dramatic Production Increase**
 - » Scale up using current land to try and reach 20% of the districts' annual produce needs by 2018
- **Educational opportunities**
 - » Seek out funding/partnership to scale our school gardens across the district and create more educational opportunities for a varied student age (K-12)
 - VISTA / Foodcorps / etc.



Final Thoughts



Introductions

Becky Morgan

Special Projects



Hannah Garrad

Project Intern

Dietetic Student



**Springfield Public Schools
Farm 2 School
2014-2015
Building A Team**



Springfield Public School

- Third largest city in Missouri (St Louis & Kansas City)
- Largest public school district in Missouri
- 25,600 student enrollment
- 3,000 employees
- 36 elementary schools, 10 intermediate/middle schools, 5 high schools, gifted center, early childhood center, 12 Choice programs that cater to diverse needs
- 21% multi cultural and 95% average attendance
- Free/Reduced lunch is 61% elementary, 54% middle school, 44% high school



Team Members

- Local Food Access Team (LFAT)



Mission, Vision, Value

- **Mission:** To provide local foods to all Springfield Public School students; educate students and families on the food system and model healthy eating
- **Vision:** A community that values, supports, and eats locally produced foods
- **Goals:** We value education and provision of safe, local, healthy food for students that support our local community (producers, suppliers, consumers, etc)



Accomplishments

- Field Trips
 - » College of the Ozarks
 - » Fasnicht Farms
- Taste Tests
 - » Three pilot schools
- School Board Dinner
 - » Local chef
- Springfield Community Food Hub Co-Op
 - » Ozarks Food Harvest
 - » O'Reilly Family with Greater Springfield's Farmers Market



College of the Ozarks



Summer Taste Tests

Cherry Tomatoes
Sliced Cucumbers



Sourced From:
Fassnight Farms
Approx. 3 miles



Fall Taste Tests

Peaches & Sweet Corn



Cantaloupe & Cucumber/ Tomato



Butternut Squash & Cucumber/Watermelon



Board of Education Dinner



Challenges for the Team

- New Administration
 - » Superintendent
 - » CFO
 - » Nutrition Director
- Transportation of Produce
 - » From Hub to School Sites



Challenges for the Team

- Size of District
- Commitment to Project
- Attendance



Learning Outcomes

- Communication
 - » Internal
 - » External
- Adding to the team



Learning Outcomes

- Utilizing Farm to School experts
 - » St. Louis University
 - » Food Corps
 - » University of Missouri
Agriculture Extension



Questions?



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The USDA Farm to School E-letter!

Delivered every other Tuesday, chock full of updates, webinar info, relevant news, and field notes!



USDA
United States Department of Agriculture

 THE FARM *to* SCHOOL PROGRAM

June 17, 2014 | Volume 3, Issue 12

Feature

School's Out, but Farm Fresh Foods are Still In

Summer can be a season of joy and relaxation, but for many children who rely on free and reduced price meals during the school year, it can also represent a time of great need. USDA strives to ensure that children have access to the nutrition they need to return to school healthy and ready to learn. Local foods and agriculture-based activities can **improve the quality and appeal of summer meals, bolster farm to school efforts with continuous programming, engage children in building healthy habits, and support local and regional food systems all year long.** So as this school year draws to a close, we'd love to continue the conversation with you about bringing local, nutritious foods to children, even when school isn't in session.



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