

Promoting your Farm to School Program

March 19, 2015



To hear the webinar, dial: 888-566-1192
Passcode: 5894178



Moderator



Bob Gorman

*MPRO Farm to School Lead
USDA Food & Nutrition Service*
Robert.gorman@fns.usda.gov

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



To Receive your SNA CEU certificate email Bob at:

Robert.gorman@fns.usda.gov

**Just released
Monday!**

Farm to School Grants 2016!

Be sure to check out our priority areas in summer and pre-k meals programs!



Visit the USDA Farm to School website for more information.



Poll: Where
would you rank
your marketing
knowledge?



Overview

Most expensive item in your cafeteria is a child not choosing a school meal.





Overview

Increase customers' expectations of your program



Overview

- Students
- Teachers
- Principals
- Parents
- Custodians
- Office staff





To be Successful

- Take a look at what is going on outside of the school that has had an impact on the Child Nutrition Program.
- Read trade and professional publications.
- Eat at local restaurants frequented by your customers and potential customers.
- Collect menus to look for trends.
- Learn about what other school food service managers and directors are doing.
- Observe how successful companies are attracting your attention to their products and services.

Provo School District, Utah

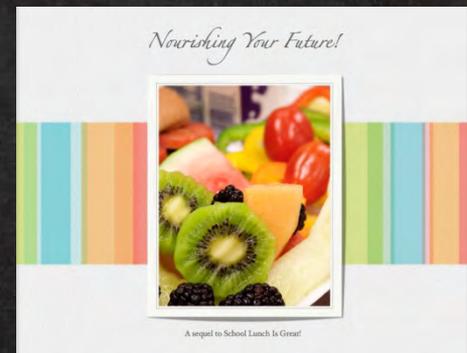
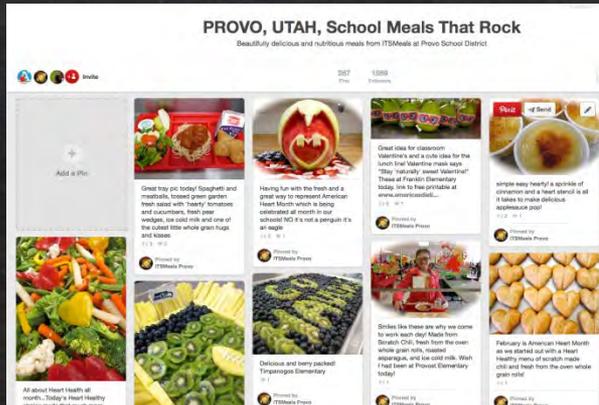
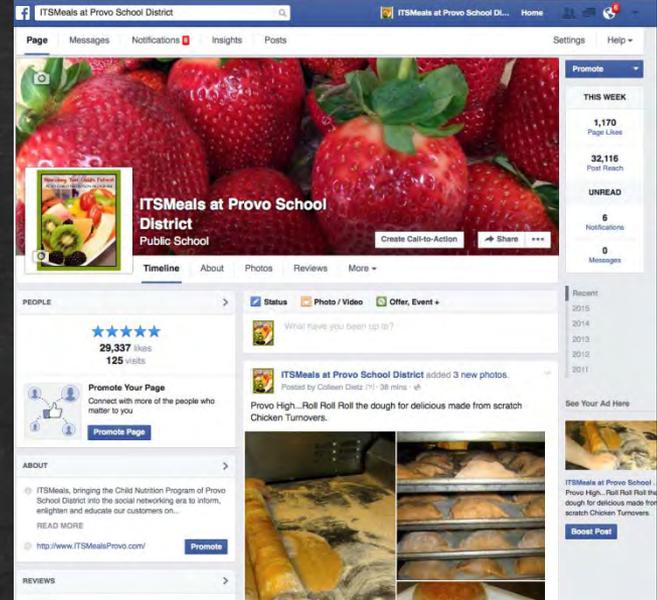
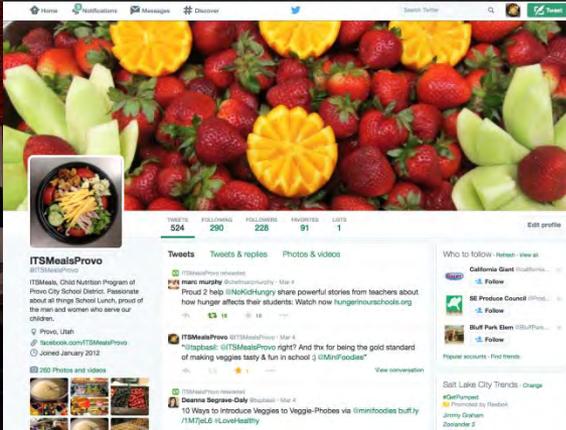


Jenilee McComb
*Child Nutrition Director
Provo City Schools, Utah*



Colleen Dietz
*Administrative Assistant
Provo City Schools, Utah*

Magically Marketing Child Nutrition through Social Media



THE FARM to SCHOOL PROGRAM

WHO?



Maureen Williams Voll ▶ ITSMeals at Provo School District

August 16, 2014 · 🌐

CONFESSION: When I first saw the food art on this page, I thought: Cute, but who has the time, and do the kids even notice/care? After making a simple watermelon shark this week at school, my mind was BLOWN! The kids were CRAZY for that shark. They clustered around it, they had traffic jams in the lunch line, they talked about it AND they went home and told their parents about it! In the future I will do my best to MAKE THE TIME. Thank you so much for your inspiration! I seriously would not have tried it if it wasn't on this page! Between ITSMeals at Provo School District and Sc road to LunchLady AWESOM



Lessons from the Lunch Lady ▶ ITSMeals at Provo School District

March 3 at 6:54pm · York, PA · 🌐

Creative ways to serve fresh kale?

Please send me the rosemary chicken recipe jtuobs@crsd.k12.ar.us. I have changed our whole school menu's because of you guys and the kids are loving it. Thanks for what you do. Everything we have tried has been great



Coombabah Primary School Tuckshop ▶ ITSMeals at Provo School District

February 8 · 🌐

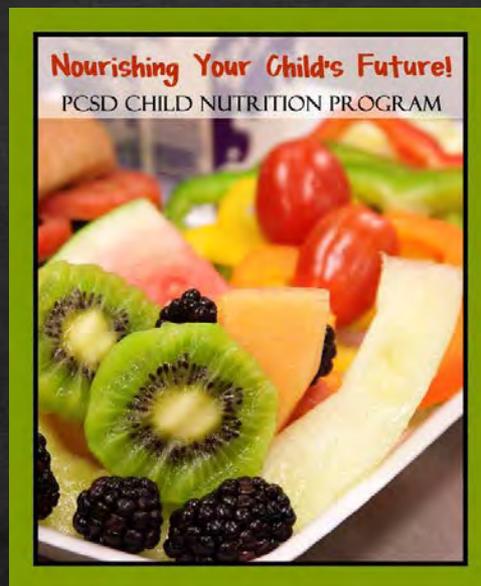
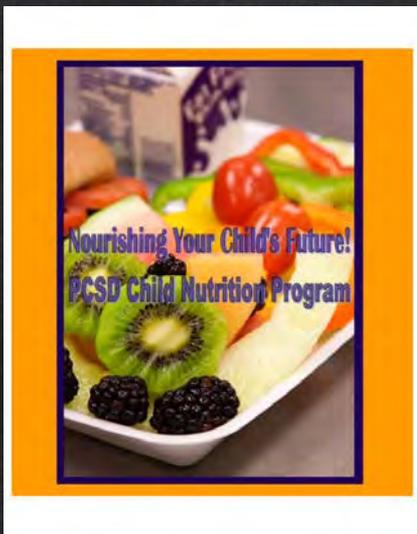
We had some monster fun at our school today. Some of the students were that excited they couldn't sleep the night before.

Thankyou for letting me share the idea with our kiddies. It was certainly a special welcome to school for our youngest students



Creation of OUR Facebook Page www.facebook.com/ITSMealsProvo

Our Child Nutrition Program slogan,
“Nourishing Your Child’s Future”



Cost and Time To Include Social Media in Your Program

Facebook

Pinterest

Twitter

=

TIME
AND
LABOR



Choosing the Magic to Share



ITSMeals at Provo School District

Posted by Colleen Dietz [?] · February 27 at 2:44pm · Edited ·

It was a pleasure to read [The Lunch Tray](#) Bettina Elias Siegel's Blog post telling the true story behind the "School Lunches Around the World" article that has been circulating social media. I for one had the article shared on my personal page several times.

We are happy to say that one of the photos garnered from [School Meals That Rock](#) and included in her post came from us here at ITSMeals. We started our page to show our parents. We continue our page to show all who want to see what can happen and does happen in School Lunch. So often it is only the negative that is broadcasted far and wide. It is refreshing to see one story debunked. I hope you will read the true story behind those photos, and also continue to share our page with others so that they too can join us and see what happens in one district every day!



Why I'm Fed Up With Those Photos of "School Lunches Around the World"

I love being a kid-and-food blogger because I'll never, ever run out of topics to write about (as evidenced...

THELUNCHTRAY.COM

7,920 people reached

Boost Post





Almost 30,000 followers on Facebook!
How long did it take?

- March 4, 2011 to NOW,
and it keeps on growing!

Building Trust



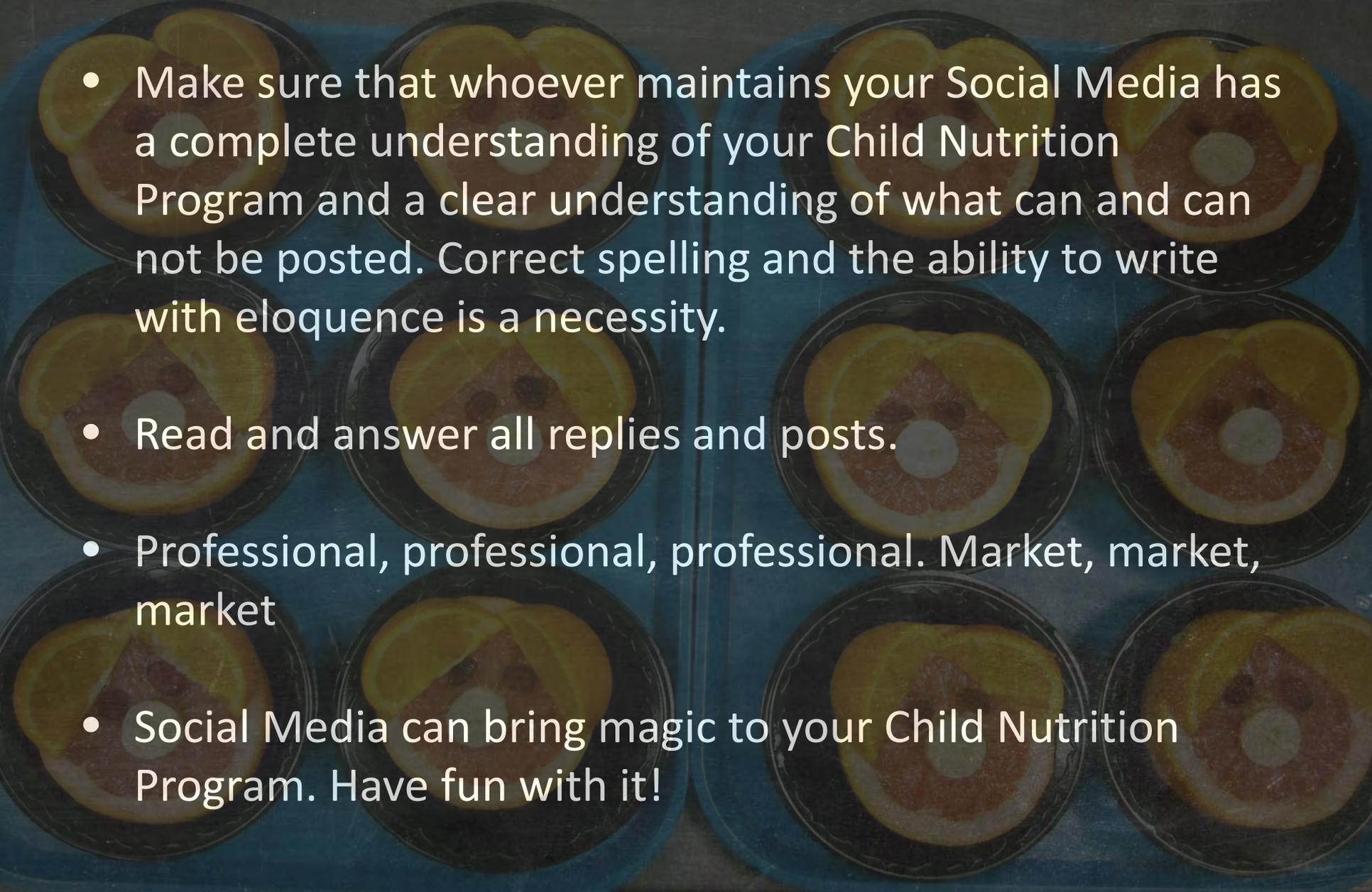
Builds trust by



Starting your own Child Nutrition Program

Social Media Presence

- Receive Permission from School District officials.
- Follow School District laws, rules, and expectations.
- Determine whose job it will be to keep your Social Media ALIVE. They need computer skills and be skilled in Social Media etiquette.
- You will need a slogan, logo, and name.
- Be honest with ALL posts.
- Update daily.

- 
- Make sure that whoever maintains your Social Media has a complete understanding of your Child Nutrition Program and a clear understanding of what can and can not be posted. Correct spelling and the ability to write with eloquence is a necessity.
 - Read and answer all replies and posts.
 - Professional, professional, professional. Market, market, market
 - Social Media can bring magic to your Child Nutrition Program. Have fun with it!

Specialty Days



THE FARM to SCHOOL PROGRAM



Serving Lines





Customer Service

Magic of a Good Attitude

Love what
you do!



Be a Team
Player



HAVE FUN!

#FoodArt



Serving Children



THE FARM to SCHOOL PROGRAM

Reaching the World

Child Nutrition Programs can reach out and touch the world!



JomarRachelle Dioso ▶ ITSMeals at Provo School District

May 27, 2014 · 🌐

Thank you for your ideas !!! My lil one does not like to try new things but when she saw this "pizza" she just had to try it out. I could not believe how tasty it is with all these fruits in combo with the coconut 😊 We are always looking for ways to have the whole fam eat healthy and we believe your page is just the best! Thank you so much for all that you do for the kids health we appreciate you.



Who cares about "School Lunch"?

People from across the U.S. and each of these countries do!

7,676 mi

Distance from Provo, UT to Gold Coast QLD



Map data ©2015

Jennifer Munro ▶ ITSMeals at Provo School District

Our students enjoyed their fruity pizzas for breakfast today. Great idea, Thankyou.



You updated your cover photo.

Posted by Colleen Dietz [?] · May 21, 2014 · Edited · 🌐

Watermelon Pizza today, 100's and 100's of slices being made across the district! Fresh Fruit Fun!





Lunch Lessons: Changing the Way We Feed Our Children

Ann Cooper, Founder Chef Ann Foundation





School Food Challenges:

Food

Finance

Facilities/Equipment

HR/Staff Training

**Marketing &
Education**

Teaching Kids About Food Buying Locally Grown Food - Food with a FACE and PLACE



Farmer's Market Purchasing “Real” Whole

Nutritious/Delicious Farm Fresh Food

Fresh Fruit

Fresh

Vegetables

Whole Grains

Healthy Protein



Lunch & Learning About Food - Chef Demos



Education: Cooking Classes & Iron Chef Competitions



Gardens as Classrooms

THE EDIBLE
SCHOOLYARD
PROJECT

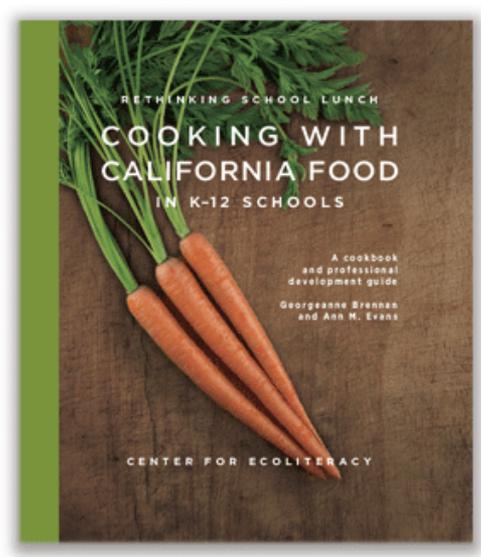
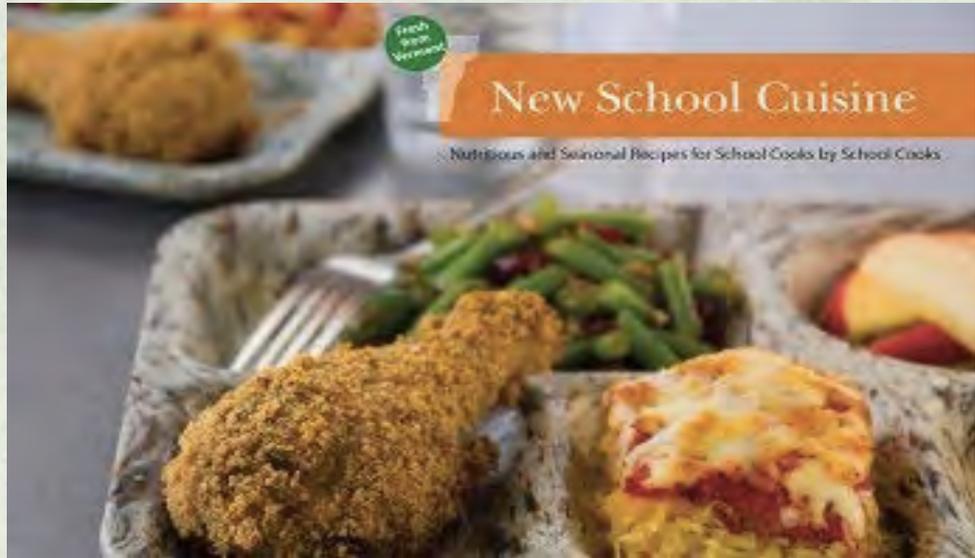
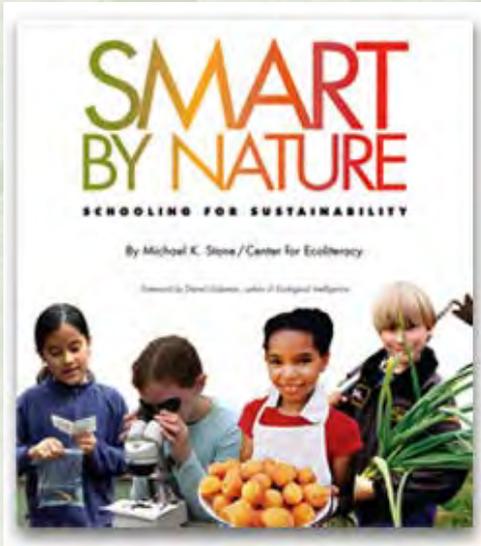


Teaching Students Where Their Food Comes From



Gardens In Every School!

School Garden – Cooking – Ag & Environmental Curriculums



Collaborating Classrooms - MyGarden

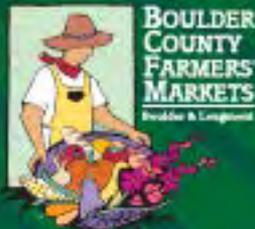


[About MyGarden Lesson Plans](#) [About](#)

farmer
ERIC SKOKAN
{Black Cat Farm}



“When I tell people I am a farmer, their reponse tells me how special my work is to everyone. Grow, eat and love your food!”



Boulder Valley School District
Excellence and Equity



Educating Students: Harvest of the Month Cards



Boulder Valley School District
Equity and Equity

2014-15 BOULDER VALLEY SCHOOL DISTRICT SECONDARY SCHOOL MENU



KYRA PEASE | CASEY MIDDLE SCHOOL

KYRA 14

MARCH



STAY INSPIRED IN THE KITCHEN!
Keep your meals tasty and interesting by using herbs, spices, vinegars, lemons and lime. These simple ingredients offer great taste without adding excess fat or sugar to your meals.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 Natural Pepperoni Pizza Cheese Pizza Topped Ham and Cheese Sandwich	3 Natural Hamburger* Casseroles Cheese Q* Cheese* Casseroles Oven Baked Fruit*	4 Grilled Marinate and Meatballs Sage/Hot Marinara	5 Chicken Freshness with Fried Rice Cheese Baked* and Breadsticks Caramel Cake	6 Red Pork Tostitos Shrimp Q* Cheese and Casserole Red*Red Beans*	7
8	9 Natural Pepperoni Pizza Cheese Pizza Natural Meatball Sub	10 Chicken Eggroll* with Veggie Fried Rice Sautéed Chicken Sandwiches Q*	11 Natural Beef Nachos* with Cheese Sauce Bean Nachos* with Cheese Sauce Fiesta Cass*	12 Oven Baked Chicken with Rice* Cheese Linguine Caramel Casseroles*	13 Natural Hot Dog* Sweet Potato Black Beans Potatoes French Fries	14
15	16 Green Pizza Cheese Pizza Beef Burrito	17 Grilled Chicken* Street Tacos Fried* Breaded Cheese Stuffed Potatoes* with Beef Marinate Rice* and Corn Salsa*	18 Macaroni and Cheese BRO*Potato Pot* Casserole Carni* Cass*	19 Natural Hamburger* Hot Veggie Fried Rice* Oven Baked Fruit*	20 Baked Turkey* Black and Green Ranchford Quinoa Pasta* and Black Marinate Potatoes* and Casserole	21
22	23	24	25	26	27	28
SPRING BREAK						
29	30 Natural Pepperoni Pizza Cheese Pizza Natural Meatball Sub	31 Natural Hot Dog* Cheese Q* Cheese* Casseroles				



**JOSAPHINA
BRINKEROFF**
HEATHERWOOD
ELEMENTARY

MY FAVORITE SALAD BAR ITEM IS...
grated cheese, because it
makes it taste so so good.

IF I HAD A VEGETABLE GARDEN
I WOULD GROW...
radishes and carrots.



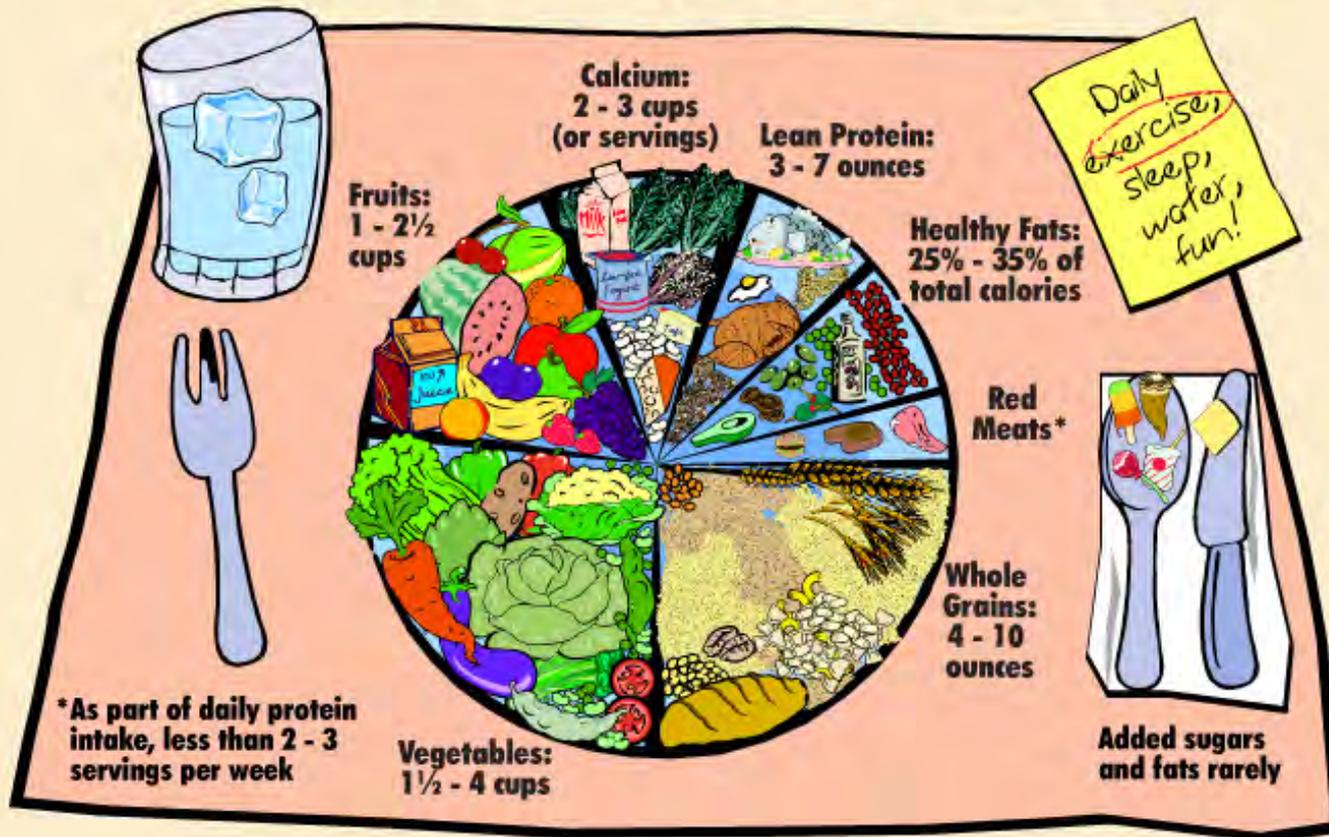
LOCAL PARTNERS



HARVEST OF THE MONTH | WATCH FOR FRESH LOCAL CARROTS ON THE MENU AND SALAD BAR!

Healthy Kids Meal Wheel – At the Smithsonian

Chef Ann's Healthy Kids Meal Wheel



To find school lunch alternatives, go to www.chefannfoundation.org.



Build Gardens!



Harvest Tastings!



Garden Tastings!



Menu Tastings!

The Five Meal Components - You Pick 3!

Full Meal - Hot



- . Vegetable
- . Fruit
- . Meat or Meat Alternate
- . Milk
- . Grains

Full Meal - Salad



Remember you **must** choose at least one fruit or one veggie or one cup of salad greens :

1/2 Cup of Fruit



1 Cup of Salad Greens



1/2 Cup of Vegetable



Wrong



Why?

Fruit or vegetable portion not a 1/2 cup

Right



No fruit or vegetable selected



Only 2 meal components are selected



Healthy portions, but needs a meat or meat alternate, grain or milk



Pick at least 3 out of the 5 meal components. Be sure to include:

- 1/2 cup of fruit
- or
- 1/2 cup of vegetables
- or
- 1 cup of salad greens

so you have a balanced and delicious lunch!

Brought to you by...



Rockstar Valley School District
Rockstar and Rocker

Full Meal - Hot



Healthy Complete Meals!

Marketing Healthy Food – FB & Social



A Facebook profile for 'The School Food Project'. The cover photo shows hands preparing a meal on a blue tray with corn, tomatoes, and a melon slice. The profile picture is a red tomato with the text 'SCHOOL FOOD PROJECT'. The name is 'The School Food Project' and the category is 'Non-Profit Organization'. Navigation tabs include 'Timeline', 'About', 'Photos', 'Likes', and 'More'. Action buttons for 'Create Call-to-Action', 'Liked', 'Message', and a menu icon are visible.

SCHOOL FOOD PROJECT

The School Food Project
Non-Profit Organization

Create Call-to-Action Liked Message

Timeline About Photos Likes More



A Facebook profile for 'BVSD School Food Project Food Truck'. The cover photo features a red food truck with 'FRESH and DELICIOUS' and 'LOCAL' branding, and illustrations of various vegetables. The profile picture is a smaller view of the truck. The name is 'BVSD School Food Project Food Truck' and the category is 'Food & Grocery'. Navigation tabs include 'Timeline', 'About', 'Photos', 'Reviews', and 'More'. Action buttons for 'Create Call-to-Action', 'Liked', 'Message', and a menu icon are visible.

SCHOOL FOOD PROJECT

BVSD food truck

BVSD School Food Project Food Truck
Food & Grocery

Create Call-to-Action Liked Message

Timeline About Photos Reviews More



Food Trucks for High Schools!

Support Local Family Farms – Farmer’s Markets & Farm Bill!



USDA
United States
Department of Agriculture

WHOLE FOODS

SCHOOL FOOD PROJECT BVSD's School Food Project presents the

2014 Harvest Festival

October 26
Noon-4 p.m.
Casey Middle School
1301 High St., Boulder

FARM-TO-SCHOOL
The School Food Project sources local foods when possible and provides hands-on food and farm-to-school education programs that encourage students to try new foods, eat more fruits and vegetables, learn about where the food comes from and develop lifelong healthy eating habits.

AT THE FESTIVAL

- Iron Chef competition** – Best after-school snack.
- Kids' activities**
 - Live music by Left Insect Market Boys
 - Goats from Mt. Flower Goat Dairy
 - Local farmers and vendors
 - Raffle with fabulous local food prizes
- Local food** – demonstrations and tastings from local chefs and vendors
- Harvest of the Month** – Taste the harvest of the month, then get the new harvest trading cards and have them signed by BVSD's partner farmers
- BVSD's new food truck** enjoy fresh local entrees.
- School garden demonstrations** and activities with Growin', Growing Gardens: The Kitchen Community and BVSD

SEED SWAP
Do you have seeds you saved from your garden? Or organic seeds left over from planting this year? Bring them to the BVSD Harvest Festival **Seed Swap!** Learn to grow, harvest, clean, dry, and store seeds. Return your garden failures to bring seeds to participate – All are welcome. Label seeds with the variety, year and what you love about them.

FOR MORE INFO

Contact:
Cary Roberts
The School Food Project
Program Coordinator
702-363-6900
caryr@bvsd.org

Boulder Valley School District
Students and Staff

♥ DONATE

The Lunch Box • The Lunch Line

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FOUNDATION

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FOR PARENTS

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Changing the way we feed our kids.

Parent Advocacy

NEW Parent Advocacy Toolkit.
Learn how you can help
change your school's food.

GET STARTED

ABOUT

PROGRAMS

RECIPES &
MENUS



PROCUREMENT

MANAGEMENT

MARKETING

Tools for school food change

Tasty Recipes

SCALE AND DOWNLOAD over 200 healthy,
USDA compliant, school-tested recipes.

SEARCH RECIPES



Training Videos >



Breakfast >



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Management Tools >

www.thelunchbox.org



WHY
support salad bars

GET
a salad bar in your school

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news, tips, & stories

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Search the Site

SIGN UP FOR OUR
NEWSLETTER

www.saladbars2schools.org



Salad Bars
+
Schools
=

More Fruits & Vegetables
For Children

\$10,105,607
RAISED SO FAR

315
SCHOOLS WAITING
FOR A SALAD BAR

2,000,000
KIDS SERVED

4,000
SALAD BARS
GRANTED

We donate salad bars to schools
so that every child across our
nation has daily access to fresh
fruits and vegetables.



**GET A SALAD BAR
IN YOUR SCHOOL**

SEARCH BELOW OR [LEARN MORE](#)

www.saladbars2schools.org

MAKE A RAINBOW

at the SALAD BAR

RED

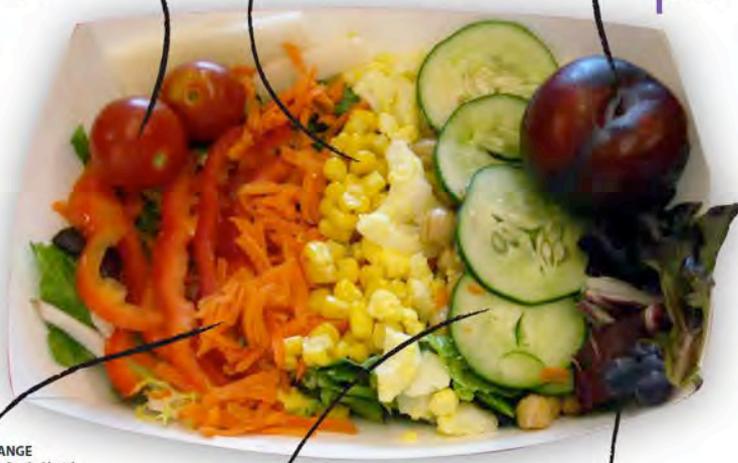
Lycopene and anthocyanins!
The delicious variety of red fruits and veggies can prevent cancer and help keep you from getting sick.

YELLOW

Eat yellow for antioxidants and an abundance of Vitamin C. Eating yellow also helps to maintain healthy skin and strengthens bones and teeth.

PURPLE

Purple colored fruits and veggies can help reduce your risk of getting a number of life-threatening diseases.



ORANGE

Lots of antioxidants!
Vitamin C and beta carotene (vitamin A) galore. Fight off those colds and help out your eyes.

GREEN

So many veggies are green!
Lots to choose from and lots of nutrients to gain. Eat **dark** leafy greens for your heart and eat broccoli and zucchini for reducing your chance of getting cancer.

BLUE

Blueberries. The magical fruit that helps improve your memory and aid in brain function.



LET'S MOVE
Salad Bars
to Schools



NFVA
National Fruit &
Vegetable Alliance



United Fresh



©Kirsten Boyer Photography

Eating The Rainbow!

Kids Eating More Fresh Fruit & Veggies



kirsten boyer photography

Today on the Salad Bar:

Organic Carrots



Farm Visits & Farm Fresh Produce on Our Salad Bars!

from

Ollin Farms

Longmont, CO





HEALTHY BREAKFAST 4 KIDS

Do One Thing: Healthy Universal Breakfast After the Bell In the Classroom

<p>A Choose one:</p> <ul style="list-style-type: none">  Burrito  Bagel with cream cheese  Cherry Apple Bar 	OR	<p>B Choose two*:</p> <ul style="list-style-type: none">  Muffin  Yogurt  Cereal  Granola
--	----	--

AND

<p>C</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  1/2 c fruit </div> <div style="text-align: center;">  4 oz juice </div> <div style="text-align: center;"> <p>AND/OR</p>  8 oz milk </div> </div>
--

** If you choose only one item from box B, you must choose both items from box C.*

WRONG	RIGHT
 Bagel with cream cheese	 Breakfast burrito
 Bagel with cream cheese and juice	 Breakfast burrito and juice
 Muffin and milk	 Cereal and milk
 Muffin, cereal, fruit and milk	 Cereal, fruit and milk

We proudly serve these local products on our breakfast menu...



Food Truth & Food Literacy In EVERY School



It Should Be a Birthright in Our Country: That Every Child Has Healthy Delicious Food in School – Every Day!

[DONATE](#) [The Lunch Box](#) • [The Lunch Line](#)

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Changing the way we feed our kids.

The Lunch Box

ALL NEW with more recipes, tools, resources, and support for school districts

[LEARN MORE](#)



Colorado Farm to School Task Force



Lyn Kathlene
Senior Research Associate
Spark Policy Institute



Farm to School Marketing Toolkit

Dr. Lyn Kathlene
March 2015

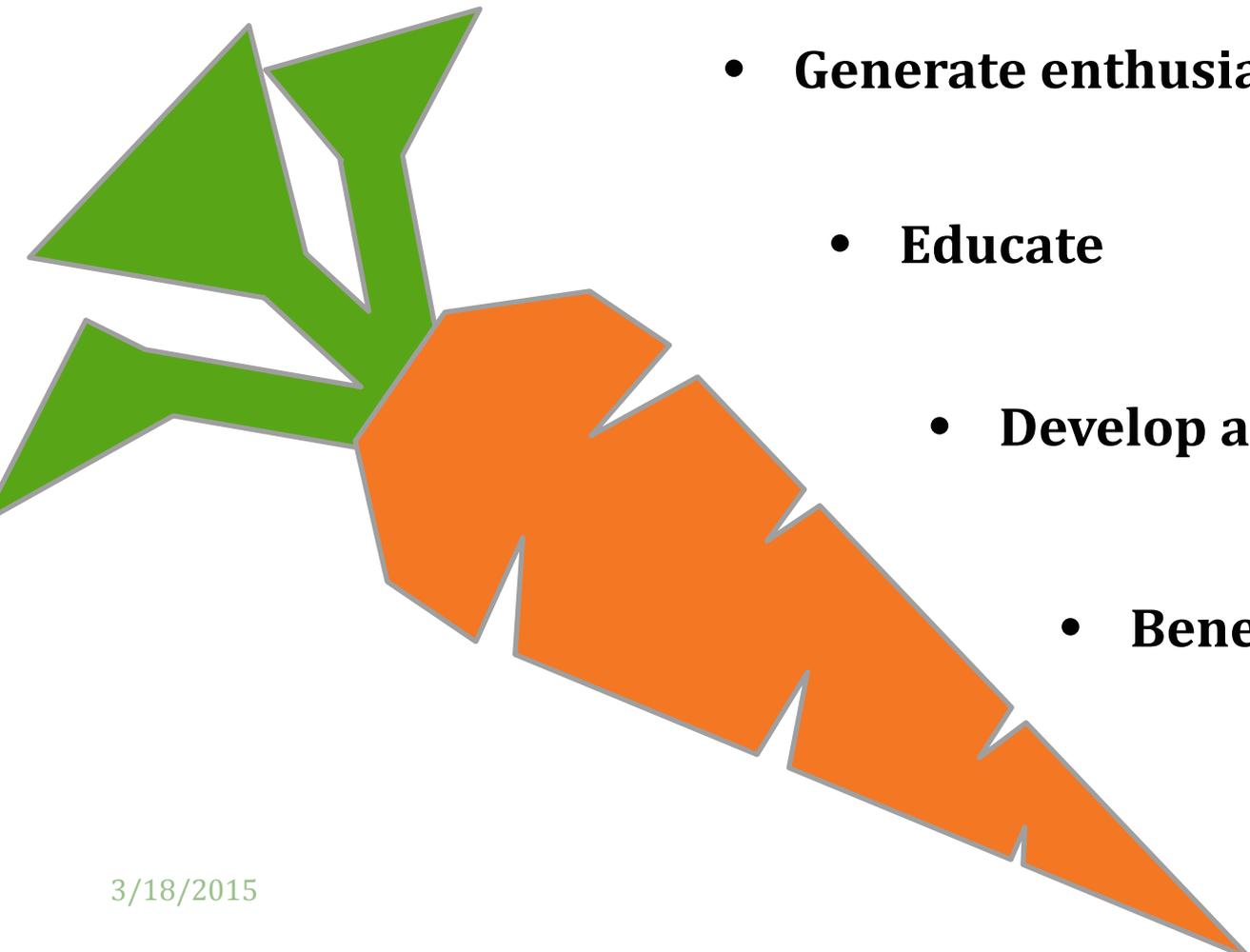


Marketing Toolkit





Why Market your FTS Activities?

- 
- **Generate enthusiasm**
 - **Educate**
 - **Develop a base of support**
 - **Benefit target audiences**

What is the FTS Marketing Toolkit?

Audiences to engage:

Nutrition Services Staff

Teachers

Administrators

Students

Parents & Community

Producers



What is in the Toolkit?



Growing local markets,
nutritious food,
and healthy children.

www.coloradofarmtoschool.org



Get Involved ▾

Task Force ▾

Evaluation ▾

Food Safety

Marketing

Docs & Media ▾

Blog ▾



About Us



FTS in Colorado



Search the site...

Upcoming Events

MAR
14
Sat

12:00 pm Food Systems and
Policy Grants W... @ La Plata
County Fairgrounds, Pine Room



*Growing local markets,
nutritious food,
and healthy children.*

www.coloradofarmtoschool.org



Get Involved ▾

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Docs & Media ▾

Blog ▾

Marketing

Toolkit for Marketing Your Farm to School Program!

Do you want to get the word out that your school has an amazing farm to school program? The more people who know about your program, the more support and resources will flow to it!

Get started on your marketing efforts today with this practical toolkit that contains templates and examples for everyone!



Who do you want to reach?

We have guidance, tools, and resources to reach the many audiences that could be actively engaged in your farm to school program, including:

- Nutrition Services Staff
- Teachers
- Administrators
- Students
- Parents & Community
- Producers

Repository of Tools

We are collecting tools and examples from around the country. If you would like to share your marketing materials with everyone, click [here](#).

Search the site...



Tell Everyone What's Been Happening in your Schools!



Post your Events on our Website!



Got a Farm to School Question? Ask our Experts!

Students



Farm to school provides all children access to nutritious, local food so they are ready to learn and grow. Farm to school activities, such as school gardens, cooking lessons and farm field trips, enhance classroom education through hands-on learning related to food, health, agriculture and nutrition. Farm to school also empowers children to make informed food choices while supporting the local economy.



Benefits to Students¹



- Supports educational outcomes for students
- Farm to school curriculum activities are a platform to teach core content areas such as science, math, and language arts
- Improvement in early childhood and k-12 eating behaviors
- Increase in knowledge and awareness about gardening, agriculture, healthy eating, local foods and seasonality





Marketing Resources, Tools, and Examples

Activities with Students



Templates and guidance for engaging students in activities to help them learn about growing, cooking and eating fresh, healthy food!

- 
- [A-Z Salad Bar Event](#)
 - [Colorado Proud School Meal Day](#)
 - [Farm Field Trips](#)
 - [Farmer Trading Cards](#)
 - [Recipe Contests](#)
 - [Taste Testing](#)

Promotional Materials for Students



Ideas and templates for creating marketing materials to promote your Farm to School activities in the cafeteria, classrooms, hallways and throughout your school!

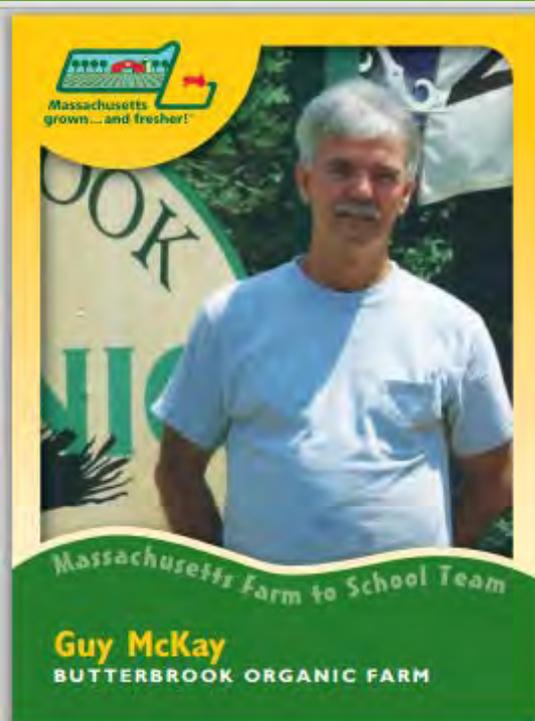
- [Farmer Cut-Out/Stand Up Poster](#)
- [Farm to School Month Poster](#)
- [Posters - What's in Season](#)
- [Harvest of the Month Materials](#) - including [Calendars \[PDF\]](#) [\[PPT\]](#) and more!
- [Cal-Pro-Net Center - Outreach Toolkit](#), including [Know Your Customers](#) and more!



Supporting Resources

- [¹FTS Benefits Fact Sheet](#)
- [Chefs Move to Schools](#)
- The [USDA Farm to School Resources](#) page includes additional resources for education/curriculum integration, school gardens, and menu planning.

Activities with Students



Massachusetts Farm to School Team ButterBrook Organic Farm Stats

ADDRESS	982 Main Street Acton, MA 01720
ACRES FARMED	37
FARMING SINCE	1990
CROPS	Corn, greens, melons, potatoes, tomatoes
EQUIPMENT	85hp John Deere tractor, Chalmer
FARM ANIMALS	Chickens, turkeys
CONTACT	ButterBrookFarm@aol.com (978) 263-1936

"When we say 'local', we mean from
our field to your table."



Farm to School Taste Tests in School Cafeterias

A quick-start guide for chefs, parents, and cafeteria and school staff

What is a Farm to School taste test?

A Farm to School taste test is an event that offers students small samples of local foods during school lunch hours in the cafeteria. Anyone can organize a Farm to School taste test: a chef, a parent, the cafeteria staff, a school nurse, students, etc. Samples of local foods are offered to students separately from the school lunch at a designated table in the cafeteria or by passing samples out to each lunch table.



Why a Farm to School taste test?

A taste test:

- Provides students the opportunity to try a variety of foods, introducing them to foods that are locally grown and in season.
- Facilitates a change in food choices, thus allowing new and local foods that are accepted by students to be integrated into school meals.
- Involves students and staff in changing school food.
- Creates positive food environments.
- Is a fun and memorable experience.

How do you conduct a Farm to School taste test in the cafeteria?

First, involve the cafeteria staff. As the implementers of the Child Nutrition Programs at your school, they are a critical component to any Farm to School program and their support is necessary in order to host a taste test in the cafeteria. It is their workspace after all!

Promotional Materials for Students



ONE TO GROW ON
A Garden-Based Learning Program for Preschoolers

BEETS

Beets are **vegetables**.
They **grow** in a **garden**.
We eat the **roots**.
We eat beets **cooked**.



Beets are **red**.
Beets are **good** for our **bodies**.

MISSISSIPPI STATE UNIVERSITY

Mississippi State University Preschool Garden Crew
Departments of Food Science, Nutrition and Health Promotion & Plant and Soil Sciences
Discrimination based upon race, color, religion, sex, national origin, age, disability, or veteran's status is a violation
of federal and state law and MSU policy and will not be tolerated. Discrimination based upon sexual orientation or
group affiliation is a violation of MSU policy and will not be tolerated.

Supporting Resources

National Farm to School Network

Summary of Farm to School Benefits

The core elements of farm to school (local procurement, school gardens, food and farm related education) provide for unique crosssectoral outcomes and linkages in public health, community economic development, education and environmental quality.

Population	Benefits	Cross-sector Benefits
Students		
Fruit and vegetable consumption	Increased +0.99 to +1.3 servings/ day	Public Health 
Physical activity	Reduced screen time and increased physical activity	Public Health 
Food-system awareness	Increased knowledge regarding: gardening, agriculture, healthy food, local food, seasonality	Public Health 
Food choices	Willingness to try new and healthy food; choosing healthier options in the cafeteria and at home	Public Health  Education  Environmental Quality 
Academic achievement	Overall improvement (K-12)	Education 
Behavior	Improved life skills, self-esteem and social skills	Education 
Schools		
Meal participation	Average increase of 9% (range 3% to 16%)	Public Health  Economic Development 
Local Sourcing	Up to 50% of all produce purchases in season	Economic Development  Environmental Quality 
Improved cafeteria operations	Increased offerings of fruits and vegetables, new seasonal recipes, new waste management policies	Public Health 
Food service staff	Improved morale, increased knowledge	Education  Economic Development 
Teachers	Positive diet and lifestyle changes	Public Health 
Farmers		
Income	Average increase of 5%	Economic Development 
Markets	Increased diversification and new opportunities	Economic Development 
Community		
Economy	\$2.16 economic activity generated for every \$1 spent	Economic Development 
Job creation	Each new farm to school job contributes to the creation of additional 1.67 jobs	Economic Development 
Families	Increased food security and positive diet changes	Public Health 



Get Started

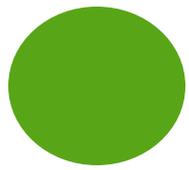
First Lady Michelle Obama is calling on chefs to join the fight against childhood obesity by adopting a school and working with teachers, parents, school nutrition professionals and administrators to help educate children about food and to show them that healthy eating can be fun.

Why Partner

Chefs and Schools have a unique opportunity to work together to teach kids about food in a fun, appealing way. The Chefs Move to Schools program seeks to utilize the creativity and culinary expertise of chefs to help schools ensure that America's youngest generation grows up healthy.

How to Partner

Chefs Move to Schools focuses on the interests and expertise of each chef volunteer and the needs of each school. There are many ways the partnership can work to positively impact the eating habits of children. To make the process easier for you and to get the best match for both chefs and schools, Chefs Move to Schools is built around two tracks—the classroom and the cafeteria. Follow these four steps to get started:



Promote your FTS!

- **Nutrition Services**
- **Teachers**
- **Administrators**
- **Students**
- **Parents & Community**
- **Producers**

www.coloradofarmtoschool.org



Farm to School Marketing Toolkit

www.coloradofarmtoschool.org

More Resources

The Cornell Center for Behavioral Economics (B.E.N)



smarterlunchrooms.org/

More Resources

The National Farm to School Network



farmtoschool.org

More Resources

The USDA's Farm to School Website



fns.usda.gov/farmentoschool/farm-school



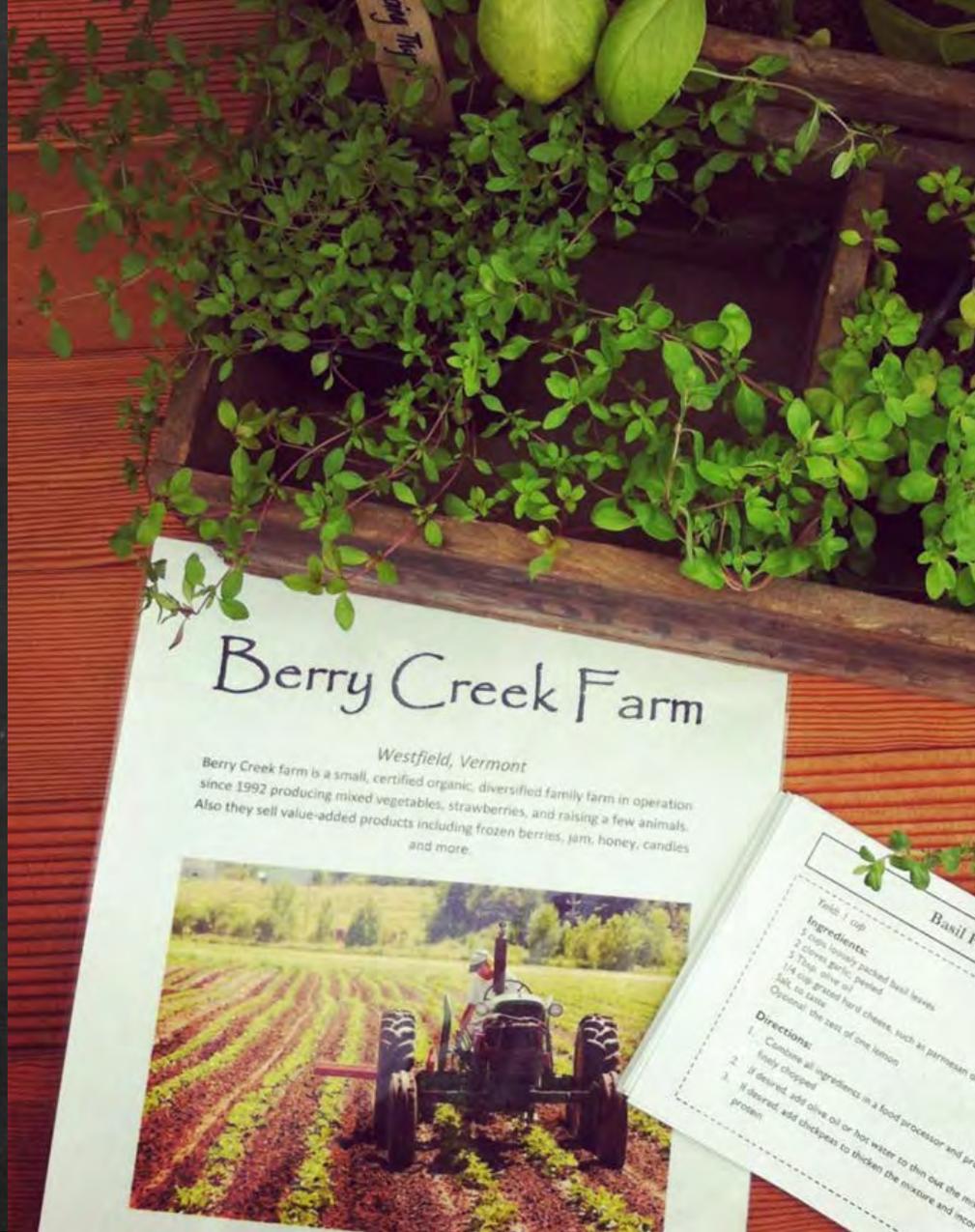
Upcoming Webinar on April 2nd: School Gardening



Thank You! Questions?

To Receive your SNA CEU
certificate email

Robert.gorman@fns.usda.gov



Berry Creek Farm

Westfield, Vermont

Berry Creek farm is a small, certified organic, diversified family farm in operation since 1992 producing mixed vegetables, strawberries, and raising a few animals. Also they sell value-added products including frozen berries, jam, honey, candies and more.



Yield: 1 cup

Ingredients:

- 2 cups loosely packed basil leaves
- 2 cloves garlic, peeled
- 1/4 cup olive oil
- 1/4 cup grated hard cheese, such as parmesan or pecorino
- Optional: the zest of one lemon

Directions:

1. Combine all ingredients in a food processor and process until finely chopped.
2. If desired, add olive oil or hot water to thin out the mixture.
3. If desired, add thickness to thicken the mixture and increase protein.

