

Sustaining Your Farm to School Program

Matt Russell, Grants Manager
April 30, 2015



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



USDA Staff



Matt Russell

Farm to School Grants
USDA Food & Nutrition Service
Matthew.russell@fns.usda.gov

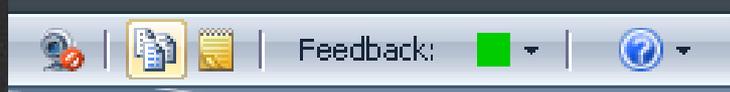


Bob Gorman

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

Overview

- What does it mean to sustain your program?
- Additional grant opportunities
- Local perspectives:
 - » Sunny Young, Oxford School District
- Resources
- Questions



Poll:

Who's on the line?



THE
FARM *to* **SCHOOL**
PROGRAM

What is program sustainability?



Institutionalization

- Supportive policies
 - » At the school, district, community, and state level.
- Dedication and buy-in
 - » Among administrators, parents, school nutrition staff, farmers, community members, and (most importantly!) students.
- Clear documentation
 - » Have a clear action plan and revisit it on a regular basis

Financial Stability

- Financial support:
 - Federal school meal dollars
 - District/school funds
 - Grants (more on this later!)
 - Donations
 - Fundraising events
- In-kind support:
 - Volunteer hours
 - Staff time
 - Supplies and materials



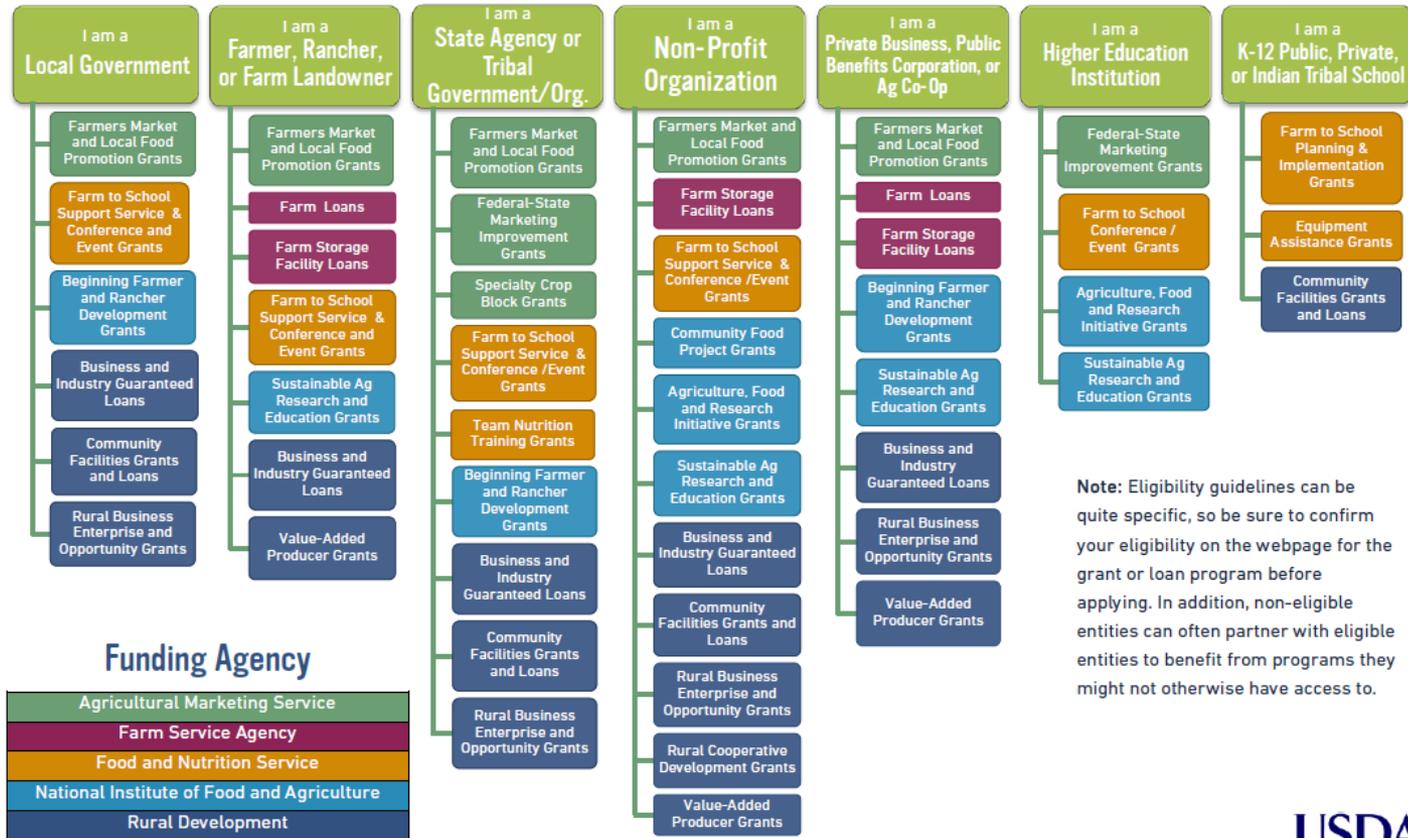
Federal Grant Support

- USDA Funding Chart
 - <http://www.fns.usda.gov/farmentoschool/fact-sheets>
- Know Your Farmer Know Your Food
 - www.usda.gov/knowyourfarmer
- Other federal programs
 - CDC, Department of Education
 - Americorps, etc.



USDA Grants and Loans that Support Farm to School Activities

Funding from the US Department of Agriculture is available to assist farms, schools, and every link in between in feeding kids healthy local meals; teaching them about food, farming and nutrition; and supporting local agricultural economies. While the programs listed below provide a good starting point for those looking to bolster farm to school efforts, other USDA grant and loan programs support local food systems work as well. Visit www.usda.gov/knowyourfarmer for more information.



Note: Eligibility guidelines can be quite specific, so be sure to confirm your eligibility on the webpage for the grant or loan program before applying. In addition, non-eligible entities can often partner with eligible entities to benefit from programs they might not otherwise have access to.





Other Financial Resources

State Funds:

- State Departments of Agriculture, Education, etc.

Private Foundations:

- Foundations nation wide support farm to school efforts

Corporate Giving:

- Local companies will donate goods and services

Private Donors:

- Community members

Nonprofit Organizations:

- National Farm to School Network
- National Sustainable Agriculture Coalition
- And more!

Poll: How confident are you that you'll be able to secure the funds and other support you need to keep your program operating in the future?



THE
FARM *to* **SCHOOL**
PROGRAM

Every Program is Unique



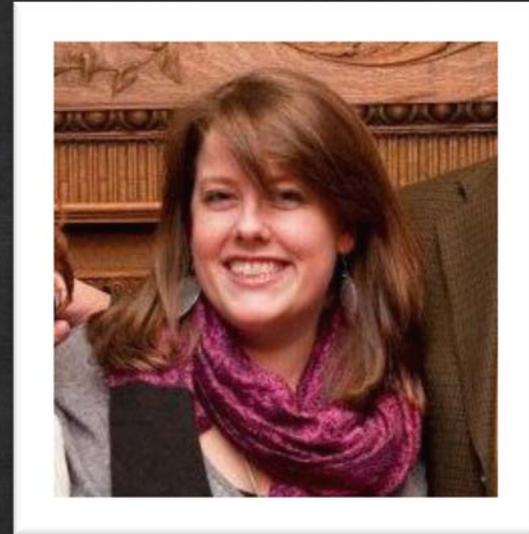
Sunny Young

Program Director

Good Food for Oxford Schools

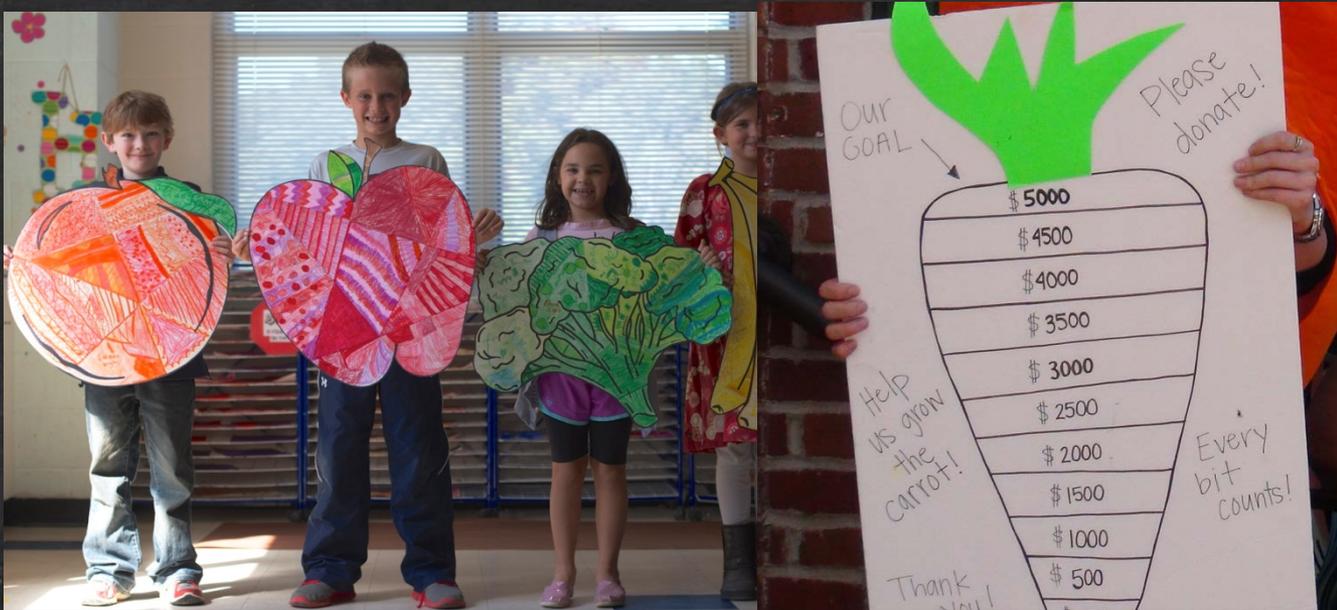
Oxford Public Schools, MS

www.oxford.k12.ms.us/GFOS



Sustaining Your Farm to School Program

The Local Perspective



- Good Food for Oxford Schools' effort to address future funding needs for program sustainability.

Presented by Sunny Young, project coordinator of Good Food for Oxford Schools



- Building a budget and sticking to it
- Involving school administrators and advisory council
- Reaching out to the community
- Lessons learned in Oxford

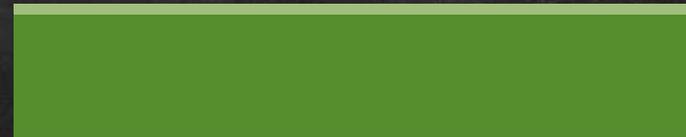


GOAL: \$60,000

- Project Coordinator
- Farm to School Conference
- Internships
- Equipment
- Samples
- School Gardens
- Educational Marketing Materials
- Fieldtrips
- Events
- Evaluation



\$60,000 Needed to Create Success



Building a budget and sticking to it





Administrators

- Impress them
- Share your goals, tailored to theirs
- Share your budget
- Ask for a specific amount
- Be willing to compromise, offer to present to others

Advisory Council

- Keep them up to date
- Ask them to support
- Gather contacts
- Gather ideas
- Involve them in reaching out

**Involving school administrators and
advisory council members**



The Rule of 7

Thank You

Gracias

Merci

Xiè Xie

Danke

Asante

धन्यवाद

Program Goals

OXFORD SCHOOLS
Good Food For



Better tasting and better for you food, including local food when possible



Salad bars and gardens for every school



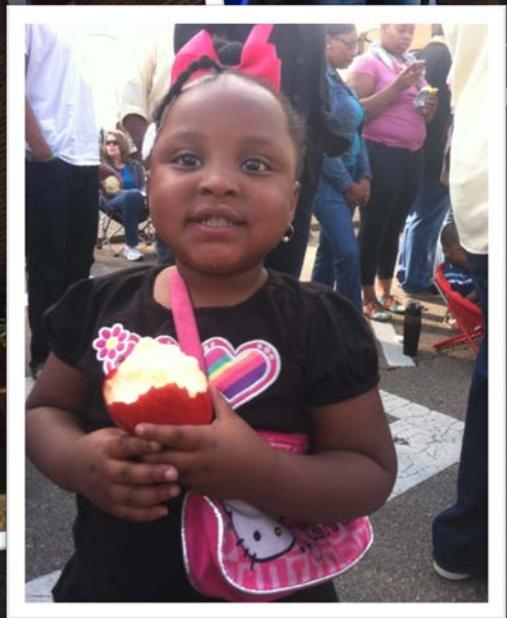
Good food education for each student



www.oxfordsd.org/gfos · www.facebook.com/osd.gfos



Reaching out to the community



THE FARM to SCHOOL PROGRAM

Lessons learned in Oxford

Donate Now!

As the holidays approach,
consider gifting Good Food
for Oxford Schools

just \$10

to ensure the program
continues to bring good food
and gardens to ALL students
in the Oxford School District

Donate online here:

www.oxford.k12.ms.us/gfos

Resources



THE
FARM *to* **SCHOOL**
PROGRAM

USDA Farm to School Toolkit

Growing Your Farm to School Program

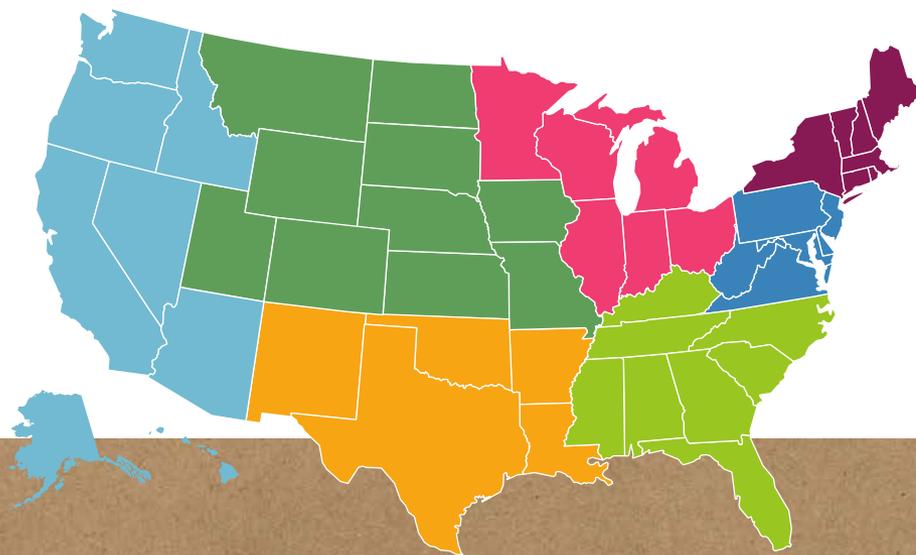
- » Questions to consider and helpful resources to reference when starting or growing a farm to school program.
- » Designed for use by schools, school districts, and community partners.
- » Filled with tips and examples, insights from others, and lists of resources for further research.

Download the toolkit from the USDA website



Other Farm to School Resources

- National Farm to School Network - www.farmtoschool.org
 - » Regional and state leads
- USDA Farm to School Website and E-Letter
 - » Farm to School Census
 - » Farm to School Regional Leads and State Contacts



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.



USDA Farm to School Grant Program

Authorized in the Healthy Hunger Free Kids Act of 2010

- Up to \$5 million awarded on an annual basis

Competitive Grants For:

- Training;
- Supporting operations;
- Planning;
- Purchasing equipment;
- Developing partnerships; and
- Implementing farm to school programs.



Upcoming Webinar

Evaluating Your Program

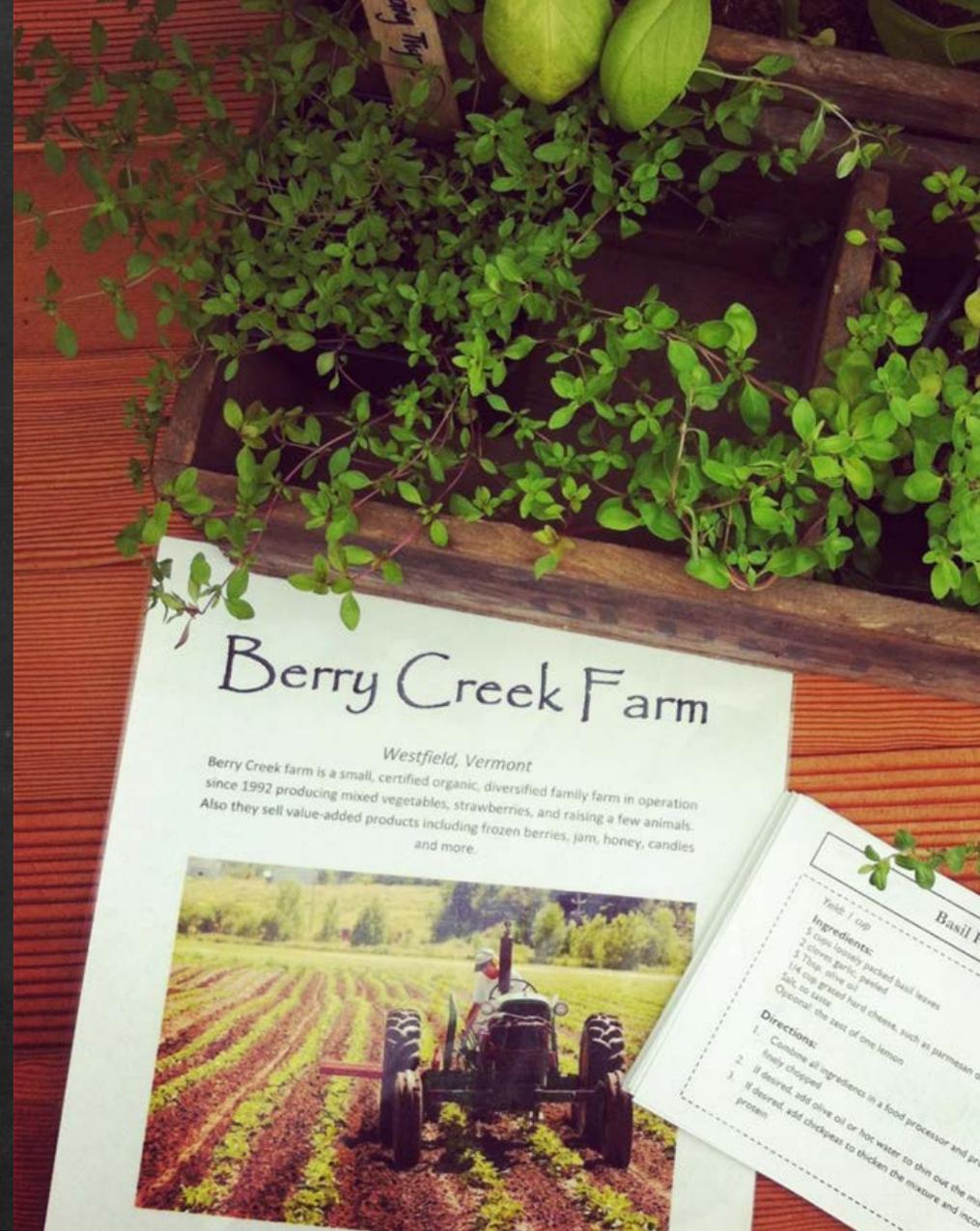
WEDNESDAY, May 13



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:

- 1 cup 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:

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

