

Farm to School in the Gold Country

California Farm to School Network
www.cafarmtoschool.org

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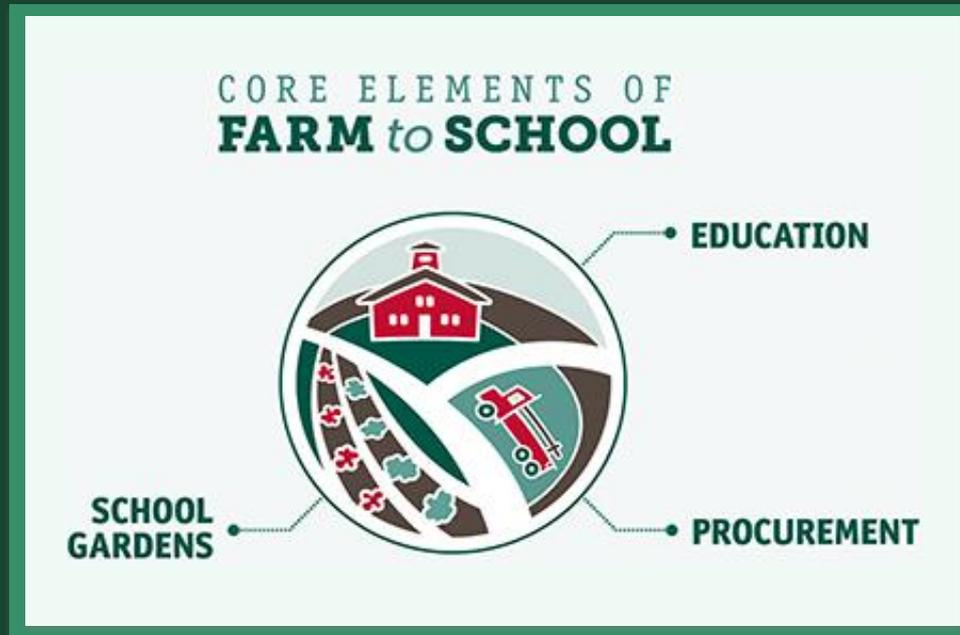
Kevin Hesser, Gardens to Grow In

Agenda

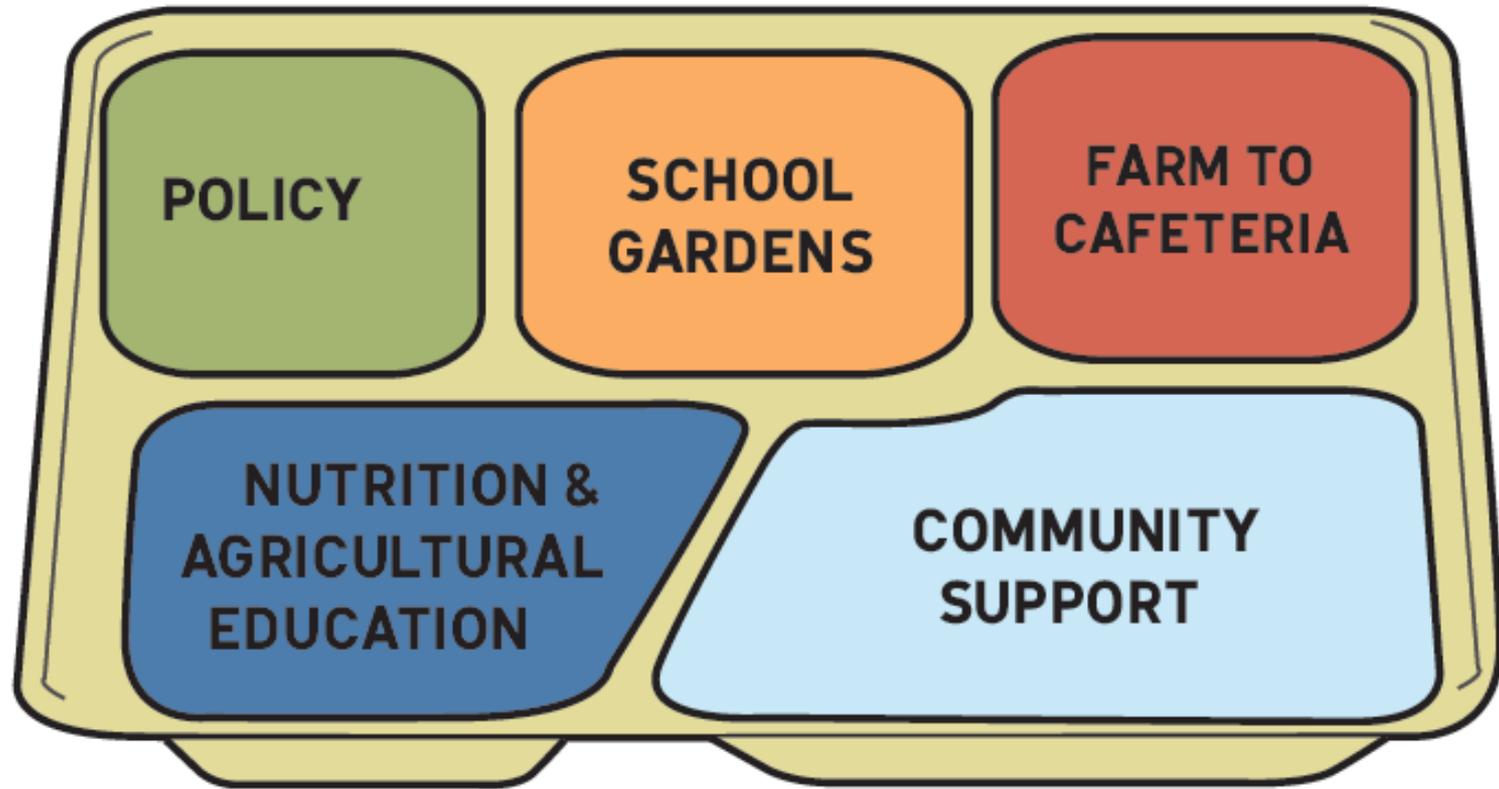
- I. Icebreaker
- II. Farm to School Overview – Why and What?
- III. Strategies and Regional Approaches
- IV. Breakout Groups by Topic
- V. Report Out – Regional Action Items
- VI. Regional Networking
- VII. Wrap Up

What is Farm to School?

Farm to School enriches the connection communities have with fresh, healthy food and local food producers by changing food purchasing and education practices at schools and preschools.



Changing the School Environment



Program → Set of Activities → Environmental Change

Educational Strategies

- Harvest of the Month – Classroom
- Farm Field Trips
- School Gardens
- Mock Farmers Markets
- Farmer Visits



Impact on Students



- Increased student consumption of fruits and vegetables (**+.99 - 1.3 servings per day**) among students
- Increased student willingness to try new foods and healthier options
- Increased knowledge of CA agriculture

Procurement Strategies

- Harvest of the Month – Cafeteria
- Cafeteria Promotions
- Taste Tests
- Speed Dating Events
- Farm Field Trips for Staff
- Staff Trainings



Impact on School Food



- Increased school lunch participation rates ranging from **3% - 16%**
- Increased local food procurement from **10% to 86%**
- Increased staff morale/motivation
- Increased collaboration with teachers

Policy / Community Strategies

- School Wellness Policies
- Local Measures and Taxes
- Health Fairs
- Healthy Food Fundraisers
- Others?



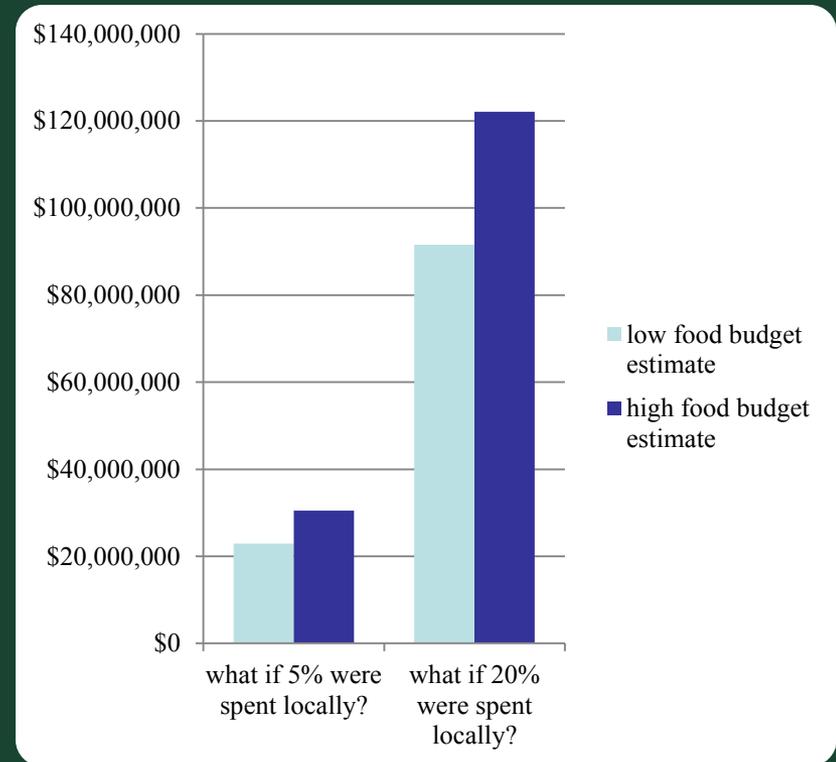
Impact on Farmers and Community



- Average 5 percent increase in income from farm to school sales for individual farmers
- \$2.16 re-circulated back into the local community for every \$1 spent
- Each new Farm to School job contributes to the creation of an additional 1.67 jobs

CA Farm to School

- 625 / 860 school districts completed survey
- 56% are engaging in Farm to School
- Of \$274 million spent on school food, \$51 million was spent on local food
- Fruits, vegetables, beef, chicken, seafood, grains, etc.



Oakland Unified School District

Oakland Unified School District *Farm to School Timeline*

After-school produce stands

Visioning and Goal-setting

Went out to bid for school meals, HOTM, FFV

New distributors selected

Farm to School Coordinator hired

Measure J passed

Facilities upgrades begin

(Upgrades complete!)

California Thursdays begin

USDA Farm to School grant to expand CA Thursdays

2009

2010

2011

2012

2013

2014

2015

2016

How do I start?

- 1) Find out what is already happening – check with your regional lead!
- 1) Identify regional stakeholders



California Farm to School Network

- Regular blog updates / stories
- FoodCorps
- Monthly activities
- Listserv
- Resources
- Webinars
- Calendars





Thank You!



For more information:

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