



2015 Management Evaluation Noteworthy Initiative

Monterey County: More Produce in Schools Project

While partnering with the Team California for Healthy Kids subcommittee in Monterey County, one of our strategies was to fill school children's plates and salad bars with local produce and provide nutrition education lessons. Within this group, we had three main objectives; to encourage consumption of local fruits and vegetables, encourage students to drink water and engage in daily physical activity. The Grower Shipper Foundation, a partner, funded a subcontractor to visit all 25 school district food service directors to complete an assessment survey for more produce in schools. After the survey was completed, it was apparent that many school districts were very interested in attaining a salad bar, receiving training for food service staff on salad bar etiquette, and/or procuring local produce to showcase on the salad bar. We provided technical assistance to schools in helping them acquire grant funding for salad bars. The Grower Shipper Foundation also hosted a fundraiser; where all proceeds went to the purchase of salad bars. Over the past two years, with grant funds or fundraising, over 30 salad bars have been added to the elementary schools in the county. LHD staff and Healthy Eating Lifestyle Principles (HELP) staff have provided trainings and technical assistance to food service staff.

Another strategy of the subcommittee was to encourage local purchasing of produce. Ag Against Hunger, a partner in the subcommittee, was able to offer salad greens free of charge to interested school districts. Working together, we approached our contacts at the school districts. To date, we have five school districts and two afterschool youth programs receiving free salad greens, to be placed in the salad bar, and during the school year there are other produce items that become available free of charge, i.e. strawberries, cabbage, spinach, etc. Over 40,000 pounds of fresh produce have been provided to the participating schools since March 2013.