



**Serving Local
Foods**

THE LIFECYCLE OF FARM TO SCHOOL TRAINING SERIES

ICE BREAKER

- What local foods/meals do your students get the most excited about?
- In general, what foods/meals do your students get the most excited about?



PRE-WORKSHOP SURVEY



<https://forms.gle/Uad6XYfB4pQwFmTu5>

To view survey on smart phone: open camera app, focus your screen on the QR Code to scan it. You will see a pop-up notification to view the QR Code details.



ACTION PLAN

- <https://dpi.wi.gov/sites/default/files/imce/school-nutrition/doc/serving-local-foods-action-plan.docx>

OBJECTIVES

- Learn how to market and promote the local foods served at your schools to both students and the community
- Be able to educate students about where their food comes from and create excitement to discover new foods.
- Engage students through your school garden as a tool for education, learning and sustenance





BENEFITS TO SERVING LOCAL FOODS

General benefits

- Promotes life-long healthy eating habits
- Connects food to core curriculum like health, science
- Draws school and community together
- Builds local economy
- Promotes sustainability

Food Service Benefits

- Relatively inexpensive
- Increases access to local foods
- Expands variety of food offerings for menu planning
- Introduces students and school staff to food service operations
- Increases participation in school meal programs



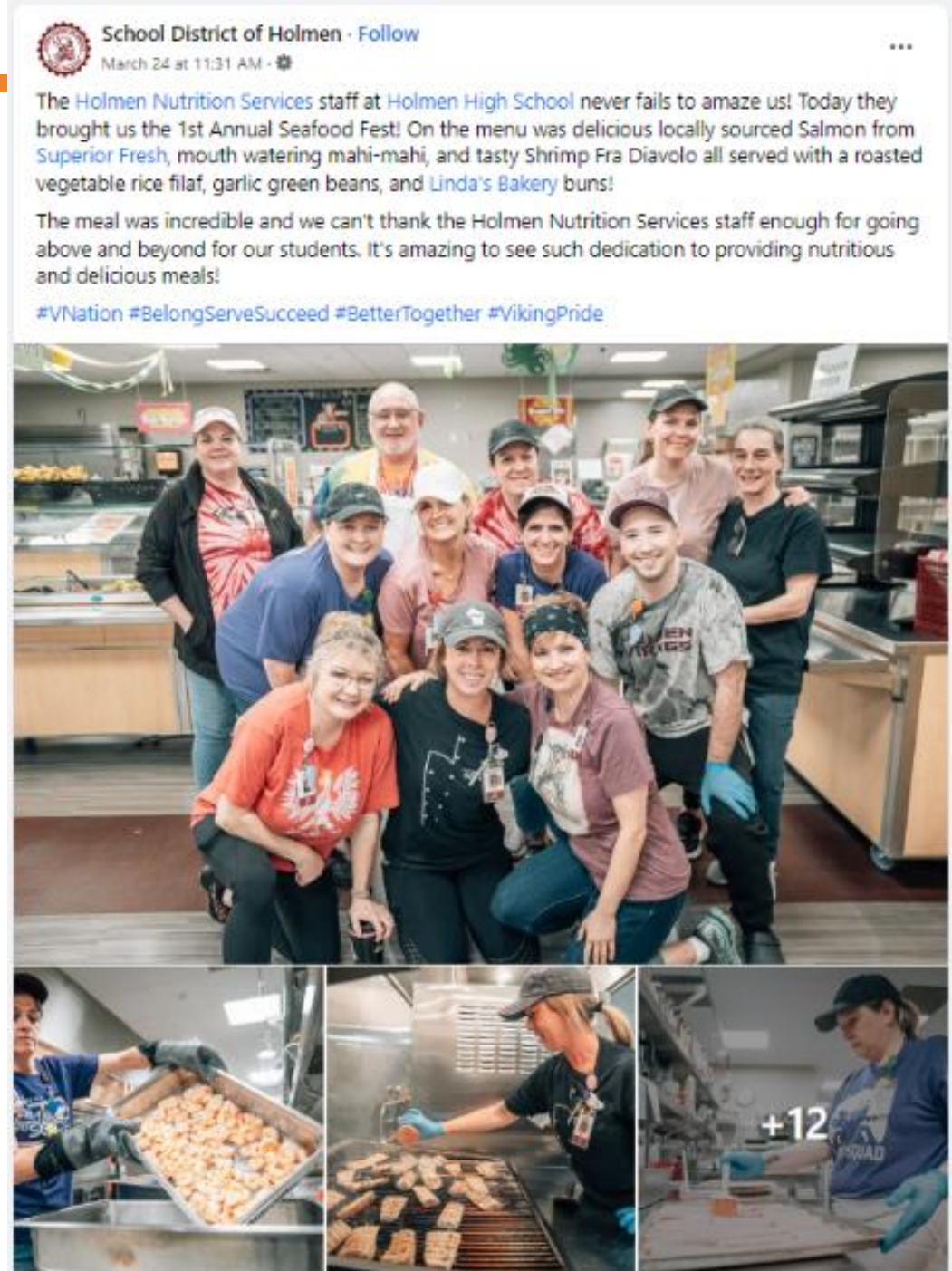
SERVING LOCAL FOODS- OREGON SCHOOL DISTRICT & GREENFIELD FARMS



MARKETING AND PROMOTING YOUR LOCAL FOODS

SOCIAL MEDIA

- Free and easy
- Way to engage students, parents and the community
- Visual representation of your food
- Connection to local farmers



SOCIAL MEDIA- FARMS USE IT TOO!



Cattail Organics

March 21 · 🌐

This week in delicious farm to school news! We have been partnering with Marshfield for over a year now and we love their creative, healthy and delicious preparation of farm food even in the hardest to eat local months!! @marshfieldschoolsnutrition



marshfieldschoolsnutrition 8h

🔁 Boomerang by Instagram >



FRESH SPINACH ✓

HARD BOILED EGGS 🥚

BACON 🥓

CREAMY DRESSING 😊



Seasonal Harvest LLC

February 11 · 🌐

Thank you [Elmbrook Schools Food Service](#) for appreciating local food and for supporting all our local farms.



Elmbrook Schools Food Service

February 1 · 🌐

Beet Sticks, Rutabaga Sticks, and Yam Sticks, OH MY! So many new and fresh vegetables (and fruits) are being offered in Elmbrook, thanks to [Seasonal Harvest LLC](#)! Try everything out for yourself and let the Food Service staff know what you think!

Harvest of the Month program encourages students to try new foods



IN YOUR COMMUNITY

Program encourages students to try new foods



BROADCAST MEDIA

EDUCATION

3,000 pounds of lettuce for 80,000 salads: Howard-Suamico Schools grows greens in class



Danielle DuClos
Green Bay Press-Gazette

Published 5:01 a.m. CT April 17, 2023



Jack Mantey, a seventh-grader at Bay View Middle School, waters the hydroponic garden tower. Courtesy Of Kimberly Slamen

HOWARD – The Howard-Suamico School District is giving farm to table a new meaning by growing fresh lettuce in its classrooms.

What's for lunch? St. Paul schools serve up bison nachos

The special meal was dished up districtwide Monday, but carried extra significance in American Indian Magnet School's renovated cafeteria.

By **Anthony Lonetree** Star Tribune | MAY 1, 2023 — 3:32PM



RICHARD TSONG-TAATARII, STAR TRIBUNE

Lunch monitor Marqueta Henderson checked in on the kids eating their bison nachos at the American Indian Magnet School in St. Paul on Monday.

BROADCAST
MEDIA
CONTINUED

OTHER MARKETING IDEAS

- Newsletter
- Take home flyers for students to bring to families
- Cafeteria & Menu Signage
- Local food events
- Community connections- farmers markets, partnerships, etc.




MENU SIGNAGE: LOCAL FOODS AT BREAKFAST



Oconto Elementary School Breakfast Menu

March
2023

Fresh Vegetables and Fruit offered Daily!

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
		1 Plain Long John Cocoa Puffs Fun with D&J Crackers Vegetable Selection Banana 1% Milk	2 Breakfast Bowl Cheerios Fun with D&J Crackers Vegetable Selection Fresh Orange 1% Milk	3 Mini Eggo Waffles Cheese Stick Syrup Choice of Cereal Fun with D&J Crackers Vegetable Selection Applesauce 4 OZ. 8 FL. OZ.
6 Cheesy Ham Melt Choice of Cereal Fun with D&J Crackers Vegetable Selection Fresh Apple 1% Milk	7 Blueberry Loaf Cheese Stick Apple Jacks Fun with D&J Crackers Vegetable Selection Diced Pears 1% Milk	8 Coffee Cake Cheese Stick Cocoa Puffs Fun with D&J Crackers Vegetable Selection Banana 1% Milk	9 Blueberry Breakfast Bark Frosted Mini Wheats Fun with D&J Crackers Vegetable Selection Fresh Orange 1% Milk	10 Breakfast Burrito Choice of Cereal Fun with D&J Crackers Vegetable Selection Applesauce 1% Milk
13 Spring Break Week!	14	15	16	17
20 Pancakes Cheese Stick Syrup Choice of Cereal Fun with D&J Crackers Vegetable Selection Fresh Apple 4 OZ. 8 FL. OZ.	21 Breakfast Sandwich Cinnamon Toast Crunch Fun with D&J Crackers Vegetable Selection Diced Pears 1% Milk	22 Breakfast Pizza Cocoa Puffs Cereal Bar Fun with D&J Crackers Vegetable Selection Banana 1% Milk	23 Cinnamon Roll Apple Jacks Fun with D&J Crackers Vegetable Selection Fresh Orange 1% Milk	24 Breakfast Banana Split Yogurt Parfait Choice of Cereal Fun with D&J Crackers Vegetable Selection Applesauce 1% Milk
27 Brekkie Choice of Cereal Fun with D&J Crackers Vegetable Selection Fresh Apple 1% Milk	28 Apple Cinnamon Muffin Cheese Stick Frosted Mini Wheats Fun with D&J Crackers Vegetable Selection Diced Pears 1% Milk	29 Plain Long John Cocoa Puffs Fun with D&J Crackers Vegetable Selection Banana 1% Milk	30 Breakfast Bowl Cheerios Fun with D&J Crackers Vegetable Selection Fresh Orange 1% Milk	31 Mini Eggo Waffles Syrup Choice of Cereal Fun with D&J Crackers Vegetable Selection Applesauce 1% Milk



SPAIN

¡Delicioso!

**SPANISH
PASTA SALAD**



PAELLA



ABLONDIGAS

STEVENS POINT
SCHOOL
DISTRICT

GROUP
DISCUSSION-
SHARE YOUR
MARKETING
STRATEGIES!



HARVEST OF THE MONTH

- **Emily Latham**, MPH, UW-Extension, Health Communications
State Outreach Specialist



AmeriCorps Wisconsin
**LOCAL
FOODS
DATABASE**



AmeriCorps Wisconsin
**FARM TO SCHOOL
PROGRAM**



BREAK

AROUND THE WORLD IN 80 TRAYS

Chicken al Pastor
Fort Atkinson School District





ARROZ CON POLLO – ACADEMY OF EXCELLENCE

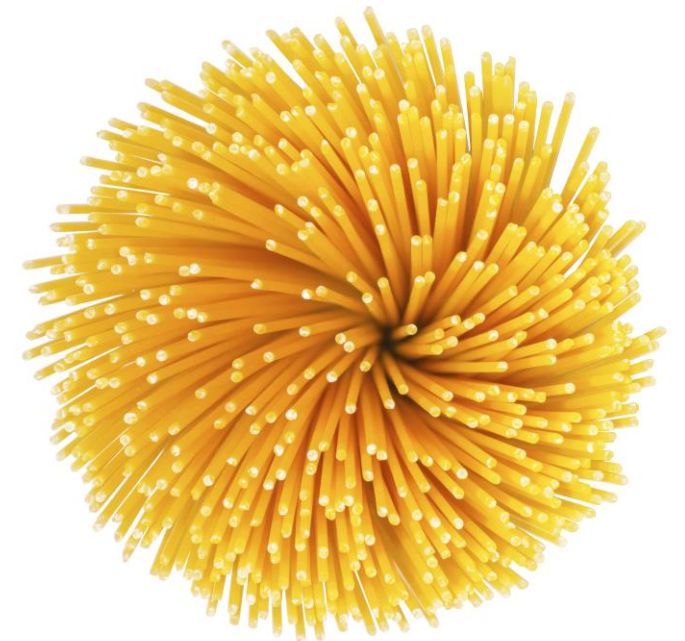




WISCONSIN
HEIGHTS
SCHOOL
DISTRICT –
GREEK
CHICKEN
FLATBREAD



SIENA CATHOLIC SCHOOLS



Team Nutrition Resources for Serving Local Foods

Claire Koenig, MPH, RDN, CD
Nutrition Education Consultant
School Nutrition Team



WISCONSIN DEPARTMENT OF
Public Instruction
Jill K. Underly, PhD, State Superintendent

GROUP DISCUSSION-ACTION PLAN



What tactics could you use to educate your students about where their local food comes from?



What resources are available to you to help promote your local foods?



Who at your school or district could help you promote your local foods and get the word out to the community?



How will you connect your garden maintenance and growing schedule to education for students?

IN-PERSON
WORKSHOPS AT
SCHOOL
NUTRITION
SUMMER
TRAINING



- **Farm to School: Into the School Garden**- Wednesday July 19th
10:30am-4:00pm Northcentral Technical College in Wausau,
Wisconsin
- **Farm to School: On the Menu**- Thursday August 10th 8:00am-
3:00pm Waukesha High School

POST- WORKSHOP SURVEY



<https://forms.gle/zfczL2SCrgnXq9Ar8>

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Office of the Assistant Secretary for Civil Rights
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- 2. fax:**
(833) 256-1665 or (202) 690-7442; or
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program.intake@usda.gov

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