



## Farm to School 101

Lizzie Severson, RD, CD  
Katherine Pike, RD, CD  
WI Department of Public Instruction

## Agenda

- What is Farm to School?
- Ways to make it happen in your school
- Considerations
- Resources



## What is Farm to School?



Cafeteria



Community



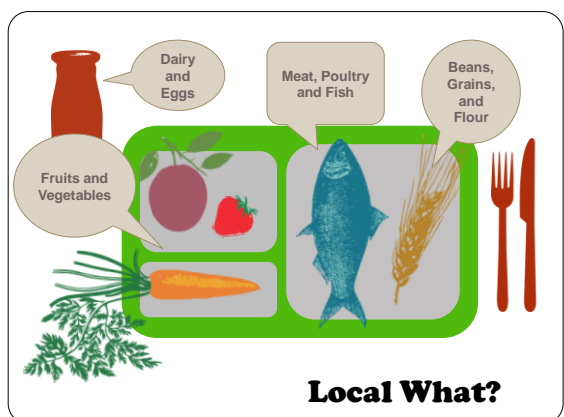
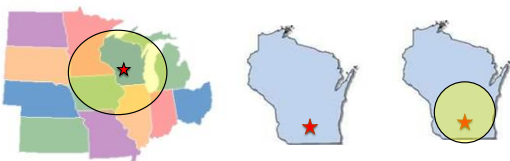
Classroom

## Goals of Farm to School

- Increase fruit and vegetable consumption
- Increase market opportunity for producers
- Support local economic development
- Increase knowledge and attitude
  - Nutrition
  - Agriculture
  - Food
  - Environment



## What is local?



**Local What?**

## Farm to School 101

- Purchasing
- Using Local Products in School Programs
- Marketing/Promotion
- Educational Opportunities



## Purchasing

- What's available in your area?
  - **Handout:** Seasonal Availability of WI Fruits & Vegetables
  - Call farmers early
- How much will you need?
  - Taste test
  - Salad bar
  - Offer on main line
- Budget considerations?



## Purchasing Options

- Through broad line distributors
- From food processors
- Through Food Service Management Companies
- From individual producers
- From producer co-ops
- From farmer's markets
- From school gardens
- Through DoD Fresh



## Purchasing Considerations: Food Safety

- Food Safety Plan
- Liability Insurance
- Farm Visits
- Transportation
- Storage



## You've Got the Local Food... Now What?



Whole Items



Garden Bars

- Substitute item or ingredient already used
- Develop new recipes and menus to include local products

## Helpful equipment to have in your kitchen:

- Robot Coupe/Food Processors
- Knives & Cutting Boards
- Braising Pan
- Convection Ovens
- Steamer
- Food Storage Containers
- Vacuum Sealer
- Freezer



## F2S Program Promotion



- Presentation
- Marketing
- Advertising
- Harvest of the Month

## Presentation



## Presentation



## Presentation



## Marketing



- Hit your target audience
- Send home mailing(s)
- Morning announcement about HOM or local specials
- Booth at back to school night
- Invite a school club to assist with marketing of food or preparation
- Marketing clubs (DECA, FBCLA)
- Home economics classes (FACE)
- Agriculture education classes/clubs (FFA, 4H)



## Advertising

- Colorful signage in the cafeteria
- Highlight items on your menus
- Promote with local grocery stores
- Provide recipes using HOM



## Harvest of the Month



- Showcase local item in a month
- Bold on school menus
- Template signage
- Education component
- Don't be afraid to use the same one twice
- Doesn't have to be each month

## Harvest of the Month



## Student Involvement

- Incorporate into school lessons
- Network with teachers
- Provide teachers with handouts
- Play nutrition nugget videos
- Bring your farmer to school day
- Create a learning environment in cafeteria
  - Food Coaches
  - Display students projects



## Student Involvement: School Gardens



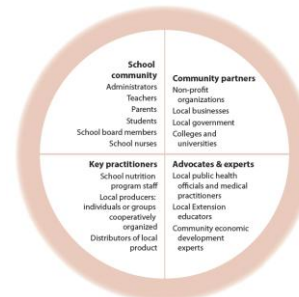
[http://www.co.brown.wi.us/f\\_brown/d/uw\\_extension/microfarm\\_manual.pdf](http://www.co.brown.wi.us/f_brown/d/uw_extension/microfarm_manual.pdf).

## Nutrition Education: Nutrition Nuggets

- [http://fns.dpi.wi.gov/fns\\_ffvpned](http://fns.dpi.wi.gov/fns_ffvpned)



## Community Involvement



## Positive Outcomes

- Increased participation
- Local economic benefit
- Increased consumption of fruits and vegetables
- Increased knowledge of food systems
- Stronger appreciation of staff



## Resources: Don't reinvent the wheel!

USDA Resources:

[www.fns.usda.gov/cnd/f2s](http://www.fns.usda.gov/cnd/f2s)

- Farm to School resources
- Farm to School listserv
- Farm to School grants
- Farm to School related policies and policy guidance



Wisconsin's Farm Fresh Atlases:

<http://www.farmfreshatlas.org/>

## Resources

- Center for Integrated Agricultural Systems (CIAS)
  - <http://www.cias.wisc.edu/toolkits/>
  - Food Service Director Toolkit
  - Producer Toolkit
  - Got Dirt?
  - Got Veggies?
  - Prototype materials
- Department of Public Instruction
  - [http://fns.dpi.wi.gov/fns\\_f2s](http://fns.dpi.wi.gov/fns_f2s)
  - Grant Opportunities



## Activity

- Write down one thing (or more) you could do in your school to make Farm to School happen
- Write down who will help you make it happen
- Write down a tentative timeframe



## Words of Wisdom from Wood County Farm to School Program:

Be flexible, have fun and  
celebrate small successes!



## CONTACTS



Katherine Pike, RD, CD  
Nutrition Program Consultant  
(608) 266-2410  
[Katherine.pike@dpi.wi.gov](mailto:Katherine.pike@dpi.wi.gov)

Lizzie Severson, RD, CD  
Nutrition Program Consultant  
(608) 267-9233  
[Elizabeth.severson@dpi.wi.gov](mailto:Elizabeth.severson@dpi.wi.gov)



## Thank You!

In accordance with Federal Law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, or disability.

To file a complaint of discrimination, write USDA, Director, Office of Adjudication, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410 or call toll free (866) 632-9992 (Voice). Individuals who are hearing impaired or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339; or (800) 845-6136 (Spanish). USDA is an equal opportunity provider and employer.