



M A S S  
**Farm**  
P R

A Collaborative Effort  
Sustained by Advocates  
of Local Agriculture  
and Child Nutrition

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# The Three Cs of Farm to School



## Community



## Classroom



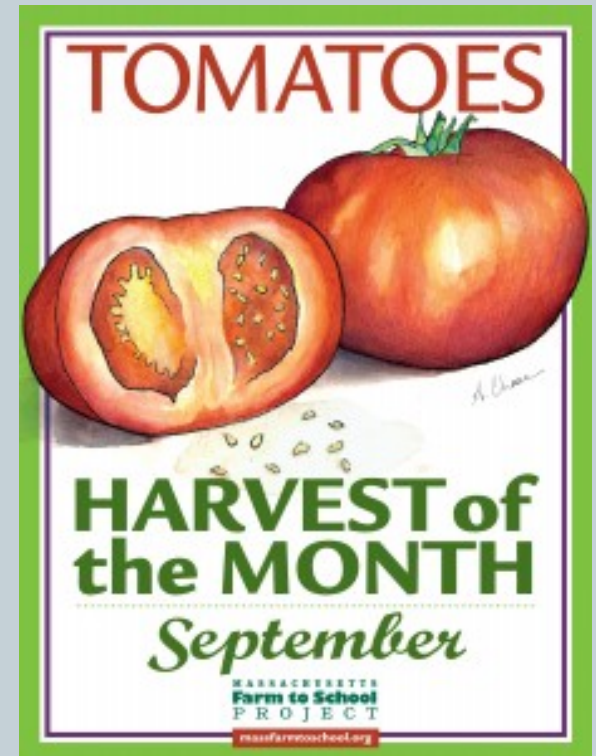
## Cafeteria



# What Mass. Farm to School Does



- Technical Assistance – “Matchmaking”
- Promotion
- Education
- Advocacy
- Farm to School Network



# Local Sourcing



- Buy local products directly from the farm
- Work with distributors to source locally and increase transparency and tracking of local products
- Use contracts to your advantage – build local procurement language into RFPs for food service management companies and/or distributor contracts





# Food Service RFP & Contract

**Build local procurement language into RFPs for food service management companies and/or distributor contracts.**

- **Make your objectives clear**
- **Design a structure for assigning points or value to meeting those objectives**
- **Build in accountability**





# Produce Bids

**If your school is writing a produce bid, USDA provides a framework for using the location of the product as an evaluation tool.**

**It's not just about price.**

## **SOURCING**

2.1 Geographic Preference, Provide produce grown within a 250 mile radius of Oakland, Ca.

Rated Best Able to Meet Guidelines –  
20 points

Rated 2<sup>nd</sup> Best Able to Meet Guidelines –  
15 points

Rated 3<sup>rd</sup> Best Able to Meet Guidelines –  
10 points

# Contracts = Commitments



- **Food Service Management Company RFPs - Require measureable amount local sourcing**

Amherst-Pelham:

“The FSMC has documented policies and procedures that support the “green” operation of the program and the use of greater than 20% locally grown and processed produce in all of their programs.”

- **Distributor Bids – Specify sourcing & traceability**

Oakland, CA: “Traceability Provide information regarding the farm of origin of locally and non-locally grown products (whole and processed produce) including: a list of farms and products sourced from each farm,

unique product identification numbers for locally grown products from aggregated products, and farm of origin information clearly marked on each case delivered to cafeterias. If produce not purchased directly

from a farm please provide as much information as available regarding the source of produce. A sample of a traceability report will be requested with any produce samples provided.”

# Lasting Change

## Wellness Policies & Accountability Plans



- Policies can establish a long-term commitment to student health
- Wellness policies put school food into a wider context
- A strong, active advisory committee representing a full range of district stakeholders is essential
- District wellness policies can empower communities – make it suit your priorities!



# Wellness Policies

**Next phase of HHFKA will require Wellness Policy accountability.**

**Use the Wellness Policy to link fresh, local foods to student wellbeing.**

“For meals and snacks provided by the School District, preference will be given to foods that are locally grown and processed (canned or frozen); -when possible, within 50 miles of City, Massachusetts and secondarily within the state of Massachusetts. Fresh foods or freshly cooked (and non-fried) food will be given a preference over canned or preserved foods. Our goal is to spend at least 15% of the annual produce budget on locally grown fruits and vegetables. “



# Worcester Wellness Policy



## **Worcester Public Schools Wellness Policy (excerpts):**

- Foods and beverages sold at school, to students in the cafeteria, will meet the nutrition recommendations of the U.S. Dietary Guidelines for Americans.
- The school cafeteria serving space(s) will focus on marketing the reimbursable meal and other “whole-food” commodities such as milk, fresh fruit, and vegetables.
- The School Nutrition Program will purchase locally grown fruits and vegetables in season and continue to work with the Department of Agriculture to secure and develop availability.

## **Worcester Public Schools Superintendent’s Accountability Plan:**

- Working with Massachusetts Farm to School, small farms, large farms, traditional distributors, alternative distributors, and direct with manufacturers if necessary, the Department of School Nutrition will procure fresh menu components in the least processed state possible while maintaining food safety serving standards.
- School Nutrition office staff will order whole grain breads and evaluate North East produce supply weekly with a preference given to locally grown. Orders, deliveries, and consequent service will be determined by nutrient density and quality.

# Working with Mass. Farm to School



Mass. Farm to School provides consultation to districts on a variety of farm to school efforts including local procurement assistance, RFP language, education program development and more.

Contact us to find out how we can support your district's farm to school program.

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# Setting up Local Sourcing Relationships



## Springfield Public Schools

- **‘Adopt a Farm’ Program**
  - Product identification
  - Farm identification
  - Distribution
- **Benefits of ‘Adopt a Farm’ Program**
  - For the Farm
  - For the School