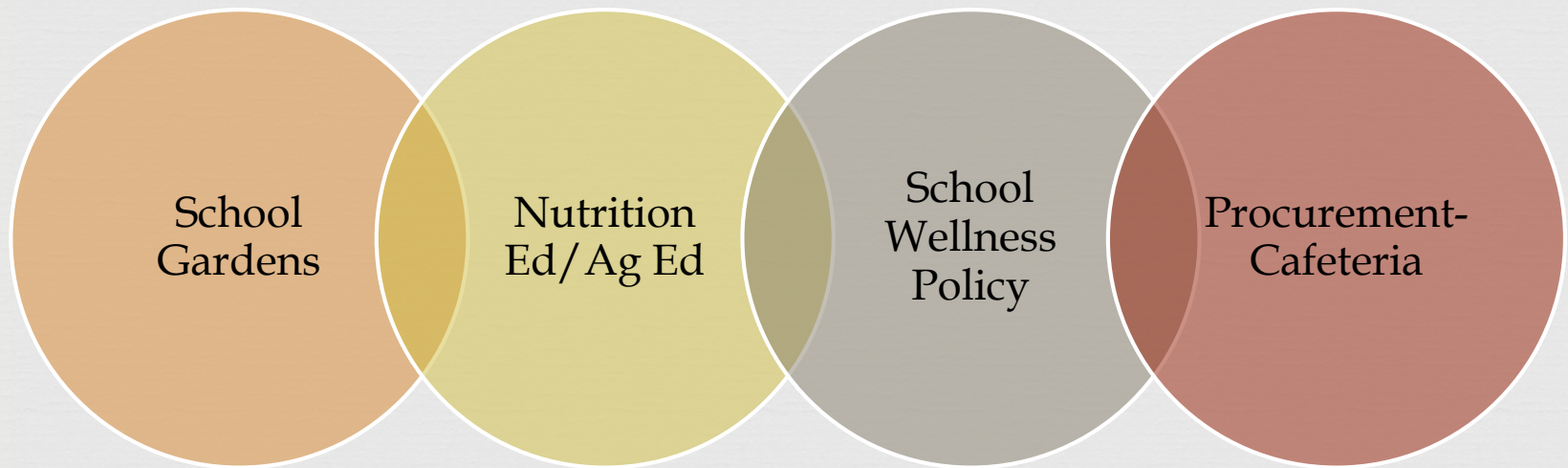


Getting the Farm to the School: Procurement Strategies



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What is Farm to School?



Getting Started in Procurement

Our Goals for Today:

- œ Understand Sales from the School Perspective
- œ Outline Sales Strategies for Farmers



School Districts...



- ❧ Small budgets= less than \$2 per student per day
- ❧ Strident Federal/State Nutrition Requirements
- ❧ Lack of Scratch Cooking Skills in line staff
- ❧ Orders based on Serving Sizes not Standard Produce Pack Size (1/2 cup serving sizes)
- ❧ Unfamiliar dealing directly with farmers- not chefs
- ❧ Heavy reliance on Distributors- very comfortable with mediated sales vs. direct sales
- ❧ Competitive with one another

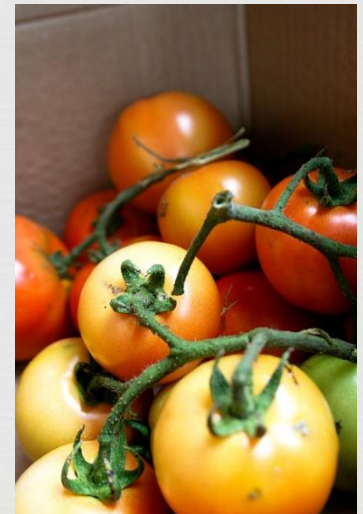
Why sell to schools??



Selling to Schools:



- ☞ Another Revenue Stream for Farm
- ☞ Community pressure with Farm to Fork awareness
- ☞ USDA rules changing & USDA money flowing
- ☞ Averaging about \$9k/year added to revenue
- ☞ Change the Food System
- ☞ Sell the Whole Field= Grade B Product



Tips & Tools for Selling to Schools

RELATIONSHIP, RELATIONSHIP, RELATIONSHIP!

- ∞ Connect Directly with the School District Food/Nutrition Services Director
- ∞ Samples
- ∞ Farm Tours
- ∞ Provide a Hot Sheet WITH Grade B Product
- ∞ Focus on the Salad Bar to start with
- ∞ Creative Harvest Plans with U-Pick
- ∞ Help them learn Pack Sizes & Planting/Harvesting Cycles
 - ∞ UC SAREP/FarmsReach Pack Size

PERSISTENCE!!

How to Start a School P.O. & Get Paid

⌘ W-9 Form

⌘ Proof of Liability Insurance

⌘ Maybe GAP/Food Safety Certification

⌘ School District's CBO

HIPAA FINANCIAL DISCLOSURE OF POLICY OR OTHER HEALTH CARE PROVIDED AS NECESSARY	
Physician Orders (For Use Following Treatment) (PO-OT)	
FIRST NAME: _____ LAST NAME: _____ MIDDLE NAME: _____ ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____ PHONE: _____ FAX: _____	
A CONCOMITANT RESTRICTION (CPR): (Specify type of restriction) CPR: _____ If none, check appropriate box: <input type="checkbox"/> None <input type="checkbox"/> Other	
B MEDICAL INTERVENTIONS: (Specify type of intervention) INTERVENTIONS: _____ If none, check appropriate box: <input type="checkbox"/> None <input type="checkbox"/> Other	
C ANY NOTES: (Specify notes) NOTES: _____ If none, check appropriate box: <input type="checkbox"/> None <input type="checkbox"/> Other	
D ANY FINALLY ACKNOWLEDGED NOTATIONS: (Specify notation) NOTATIONS: _____ If none, check appropriate box: <input type="checkbox"/> None <input type="checkbox"/> Other	
E MEDICAL CODES/GOALS:	
F SIGNATURE: (Specify signature) SIGNATURE: _____ DATE: _____ TITLE: _____	

More Advanced Tools for Schools



- œ DOD Fresh & Commodity Sales (Ed Jones)
- œ Outside Fundraising
- œ Getting Salad Bars= WIC/CDE/CDFA
- œ Harvest of the Month
- œ Smarter Lunchrooms Movement
- œ Bids
- œ Grow-Out/Forward Contracts

Final Thoughts



- 1) Change the Culture of Buying & Selling
- 2) Persistence, Persistence, Persistence

Resources



- ❧ www.HarvestHubYolo.com/Guidebook
- ❧ UC SAREP & Farms Reach- Produce Pack Guide
- ❧ CAFF- CA Farm to School Network
- ❧ Ask me for Schools Price Per Pound & Usage Summaries

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