

Overview of the 2015 Farm to School Census

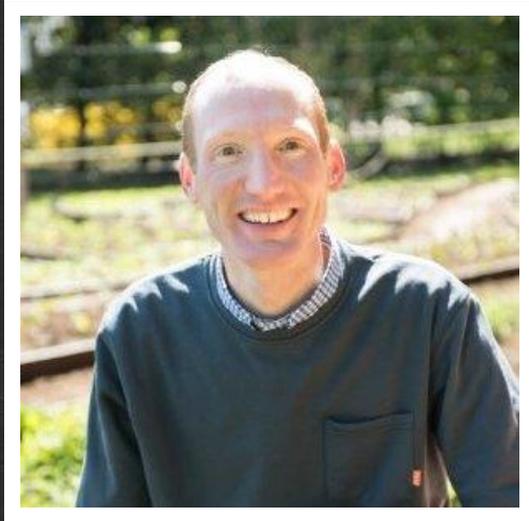
August 11, 2016



Welcome!



Today's Presenters



Matt Benson
Program Analyst
USDA FNS



Erin McGuire
Policy Director
NFSN

Housekeeping

- To make a comment or ask a question use the *chat* function.
- This webinar will be recorded.
 - » A link to the recording will be available on the Office of Community Food System's website:
<http://www.fns.usda.gov/farmentoschool/webinars>
 - » A PDF copy of today's presentation is already online here.
- Please complete the evaluation after the webinar.



Agenda

1. Background
2. Overview of Census website
3. Uses of Census data
4. Q&A



HHFKA (2010) Sec. 243

The Secretary of Agriculture shall create a Farm to School Program to

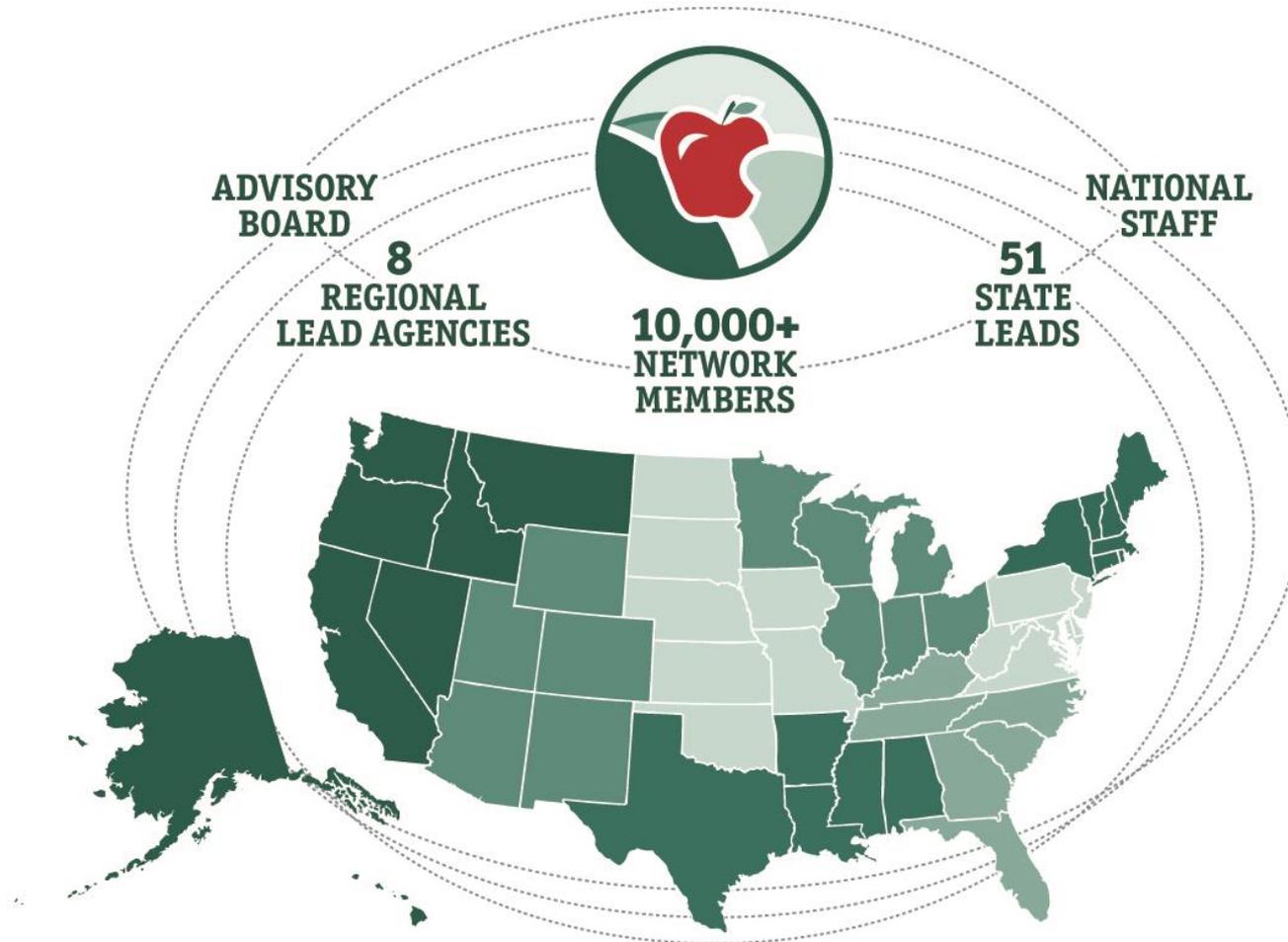
1. Distribute grant funding.
2. Provide training and technical assistance.
3. Disseminate research and data.





NATIONAL FARM to SCHOOL NETWORK

Growing Stronger Together





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Growing Stronger Together

National Farm to School Network is a hub for:

Information

Networking

Advocacy

Connecting people to:

Resources

People

Policy



FARM TO SCHOOL WORKS!

42% of districts surveyed by USDA say they participate in farm to school activities. That's...

5,254
DISTRICTS



42,587
SCHOOLS

..bringing the farm to school. [Learn more](#) ▶



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Uses of the USDA Farm to School Census

Presented by:



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Overview

- Storytelling
- Advocacy
- Program planning and grant writing
- Evaluation



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Farm to School Story

www.farmtoschool.org

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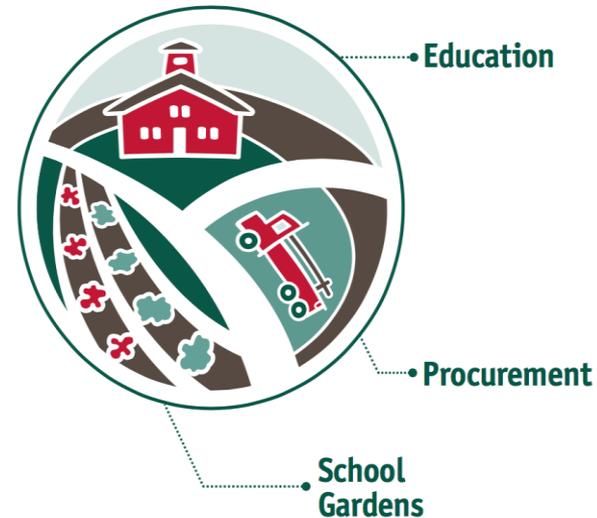


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GROWING STRONGER TOGETHER

WHAT IS farm to school?

Farm to school enriches the connection communities have with fresh, healthy food and local food producers by changing food purchasing and education practices at schools and early care and education sites. Students gain access to healthy, local foods as well as education opportunities such as school gardens, cooking lessons and farm field trips. Farm to school empowers children and their families to make informed food choices while strengthening the local economy and contributing to vibrant communities.





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Farm to School Story

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WHY farm to school?

Kids Win

Farm to school provides all kids access to nutritious, high quality, local food so they are ready to learn and grow. Farm to school activities enhance classroom education through hands-on learning related to food, health, agriculture and nutrition.

Farmers Win

Farm to school can serve as a significant financial opportunity for farmers, fishers, ranchers, food processors and food manufacturers by opening the doors to an institutional market worth billions of dollars.

Communities Win

Farm to school benefits everyone from students, teachers and administrators to parents and farmers, providing opportunities to build family and community engagement. Buying from local producers and processors creates new jobs and strengthens the local economy.

BY THE numbers

42,587

Number of schools involved*

23.6 million

Number of students reached*

\$789 million

Dollar amount spent on locally purchased foods*



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Farm to Institution of New England

<http://dashboard.farmtoinstitution.org/schools>

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FARM TO SCHOOL

REGION AT-A-GLANCE

79%

OF SCHOOLS HAVE
FARM TO SCHOOL
PROGRAMS

**1.24
MILLION**

STUDENTS HAVE
ACCESS TO FARM TO
SCHOOL PROGRAMS

**\$17.4
MILLION**

IS SPENT ON LOCAL
FOOD EACH YEAR
BY SCHOOLS

74%

OF SCHOOLS
PLAN TO BUY MORE
LOCAL FOOD



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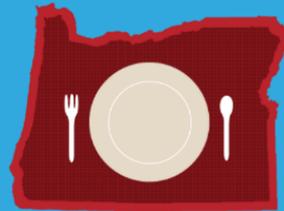
Ecotrust

Oregon Farm to School and School Garden Network

www.oregonfarmtoschool.org

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Farm to school is transforming Oregon—generating **\$21** million for our communities, **100+** jobs, and feeding over **500,000** kids.





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ENVIRONMENT

462 K-12 schools have gardens—that's approximately **45%** of all schools in the state!

From growing school gardens, to sustainable food purchasing and composting, farm to school is an earth friendly practice. Gardens and cafeterias are essential classrooms where students can learn about everything from water quality and ecosystem services to composting

and reducing food waste. In fact, at least 265 of Oregon's school gardens are used to support curriculum, strengthening students' environmental literacy and ecological ethics.



35 out of **36** Oregon counties have school gardens.



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Farm to School Advocacy

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STATE FARM TO SCHOOL LEGISLATIVE SURVEY 2002-2014

Covers state legislation proposed between 2002 and October 2014,
as available through state legislative websites at the time of publishing.

PUBLISHED | MARCH 2015

FARM TO SCHOOL ADVOCACY



Got more than five minutes? You are an expert in your field, so share your work. Invite your legislator...

- to tour a farm with school children
- to serve lunch to children in a school cafeteria: "Legislator in the lunchroom"
- to work with children in a school garden
- to cook with children in a classroom



Numbers to pull for advocacy

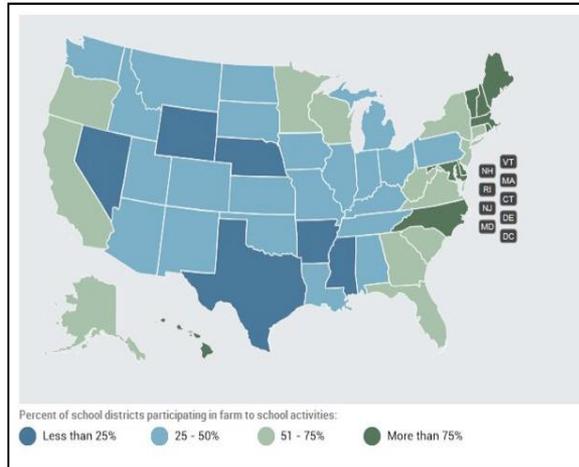
- % of schools participating in farm to school activities and how many *plan to*
- How much \$\$ is being spent in your community
- What is being bought in your community
- % of schools districts planning on to do more farm to school activities
- How many school gardens are in your community



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Alaska Farm to School

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Left: Alaska was in the top 22 for participating in farm to school activities in the 2013 USDA Farm to School Census.

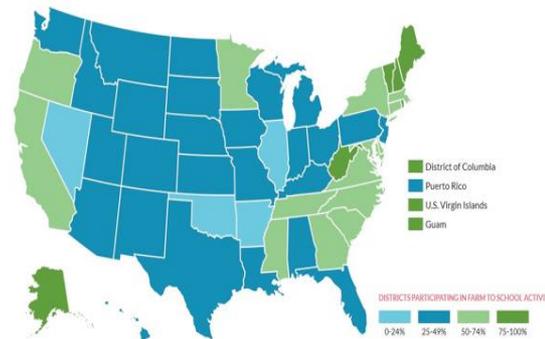
Below: Students in Bethel tour Meyer Farm.



Above: Local lunch in Bristol Bay Borough School District: Alaska Pollock Olympia, fresh baked Alaska Grown barley bread, wild Alaska berry jam.

Right: Alaska moved to the top 10 for participating in farm to school activities by the 2015 USDA Farm to School Census.

USDA surveyed over 18,000 school districts regarding farm to school activities and approximately 70% of those surveyed responded.

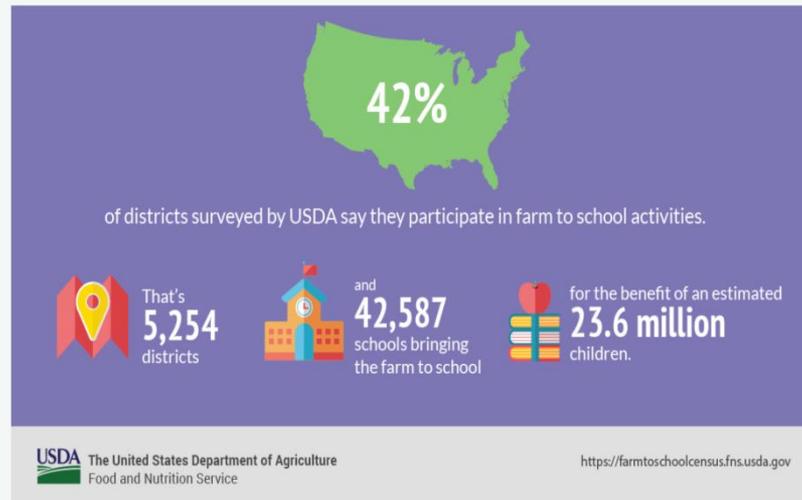




Census says: farm to school is booming!

NFSN Staff Tuesday, March 15, 2016

By *Natalie Talis*, Policy Associate



Today, the USDA released new data from its **2015 Farm to School Census** and the results are clear: farm to school is booming! Thanks to efforts from teachers, school nutrition professionals, farmers, parents, students and other community members like *you*, farm to school activities have grown from a handful of schools in the late 1990s to



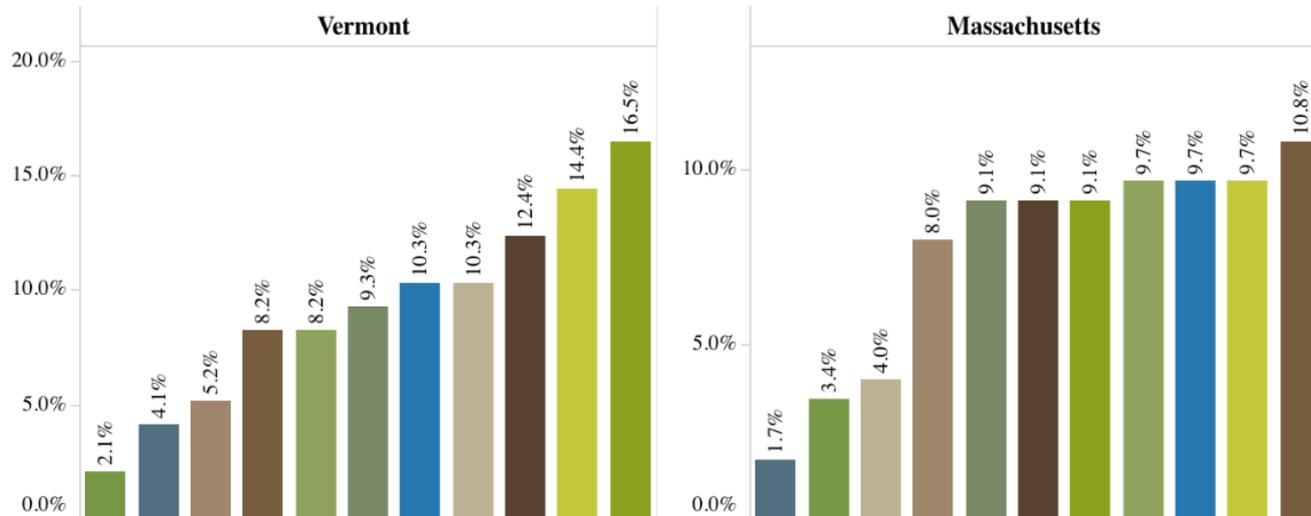
Program Planning

- Use data to target communities who are at the “tipping point”
- Identify communities with no school gardens
- Identify barriers to farm to school in your community
- Use purchase data to identify farmers that would be interested in farm to school (apples anyone?)



Would like to buy...

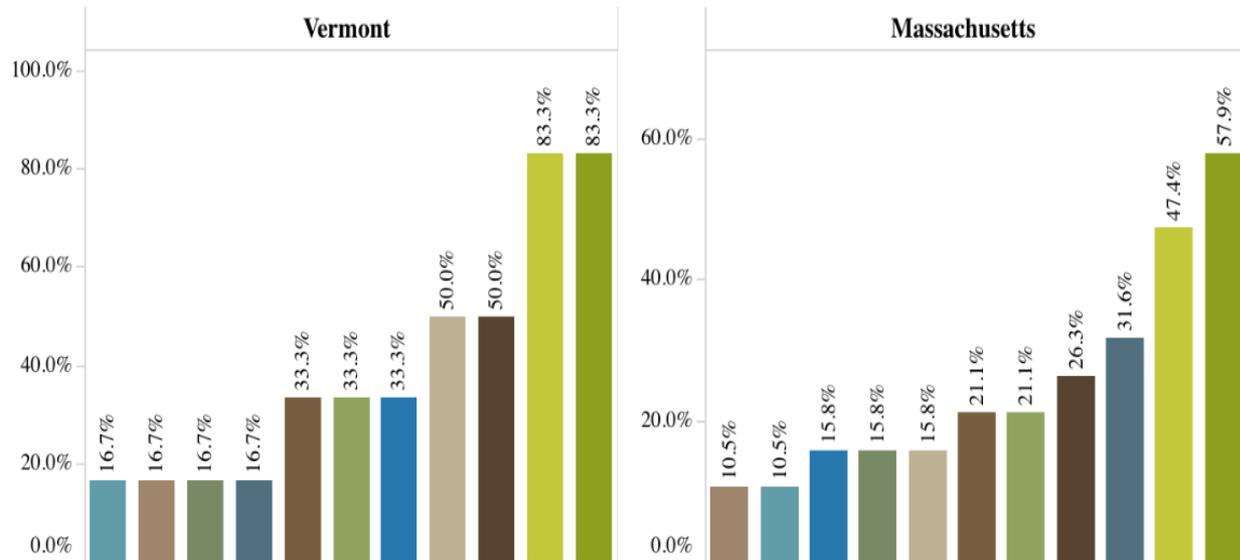
- local meat
- local grains/flour
- local plant-based proteins
- local milk
- local seafood
- local baked goods
- local herbs
- local eggs
- local other dairy (e.g., cheese)
- local fruit
- local vegetables





Barriers to purchasing local food products...

- Hard to find year-round
- Lack of reliability in delivering ordered items
- Having quantity delivered equal to quantity...
- Higher prices
- Lack of availability of processed/precut pr...
- Unstable product prices
- Lack of local product range
- Getting on-time deliveries
- Local items not available from primary ven...
- Getting product delivered that meets qualit...
- Hard to find new suppliers/growers or distr...





Grant writing

- NFSN proposes to use a XX grant to rapidly build the capacity of school districts in the state of XX to implement and grow F2S activities. These XX states were chosen because of their unique combination of:
 - Significant numbers of low-income children, particularly in densely populated areas, in need of effective nutrition interventions to combat high rates of obesity and other diet-related illnesses;
 - A combination of large urban centers and rural agricultural communities within the state that can work together to increase local procurement for school food and increase market opportunities for the states' farmers;
 - Large statewide school food budgets with significant room to increase the amount spent on local procurement;
 - An existing level of F2S activity in place so that rapid scaling in a XX period is feasible;
 - The presence of opportunities for on-going funding and support of F2S to sustain the growth enabled by this initiative;
 - Presence of a few more advanced F2S school districts that can serve as demonstration districts for training other districts and schools across the state.



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Evaluation for Transformation:

A Cross-Sectoral
Evaluation Framework
for Farm to School





Program Outcome: Students and their families access locally produced, healthy food through schools

Indicator 1: Student access to local, healthy foods in schools

Measure 1.1: Number of students participating in, or exposed to, farm to school activities such as school gardening, cooking, nutrition and food-based lessons



Program Outcome: Local and regional economic impact

Indicator 1: Increase in market opportunities/income generation for local producers, processors and distributors through sales to school districts and potentially to other institutions through procurement activity.

Measure 1.1: Total dollar amount of all local products purchased by school districts and schools

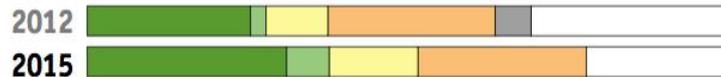
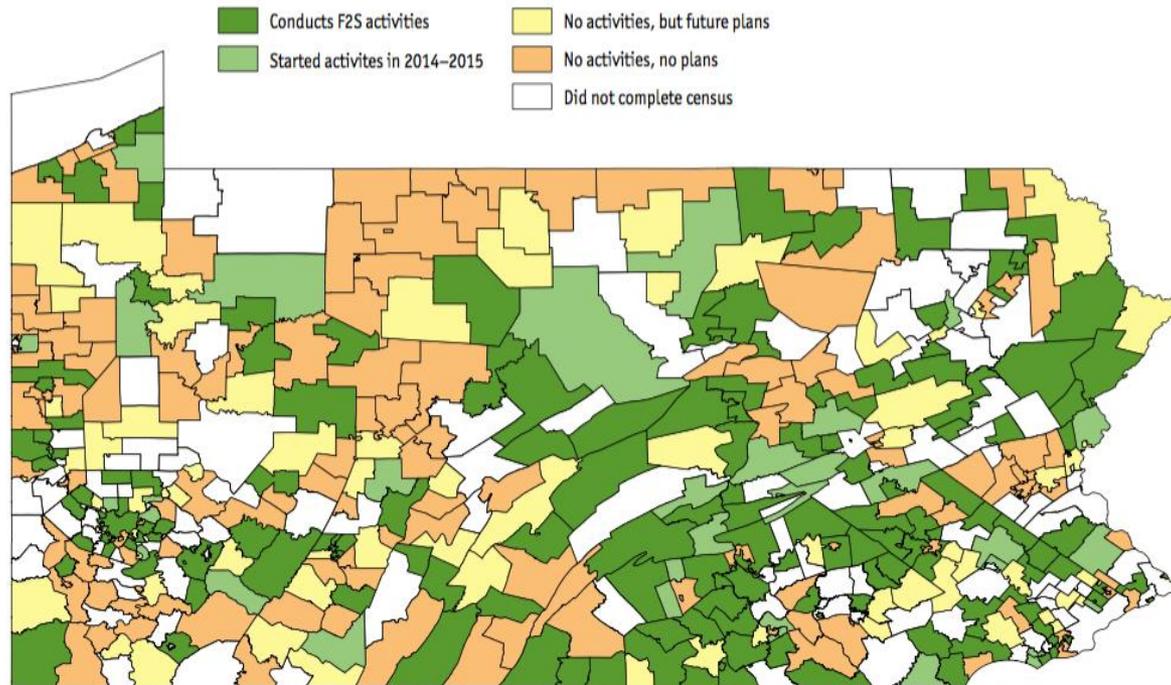


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NFSN – Seed Change

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2015 F2S Census Pennsylvania



133 school districts improved their score





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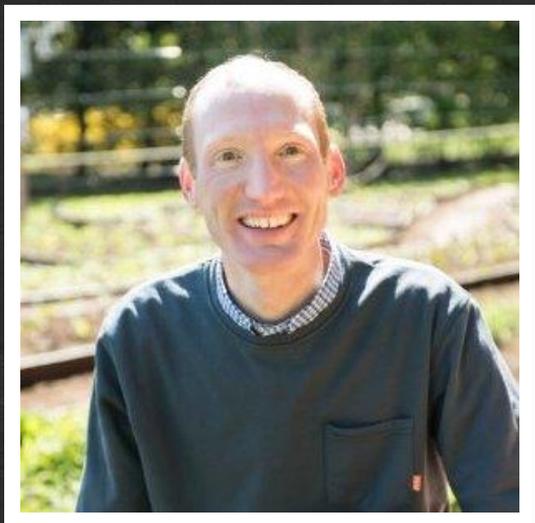


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Thank you!
Questions?



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