

Finding, Buying and Serving Local Food

Using DoD Fresh to Purchase Local

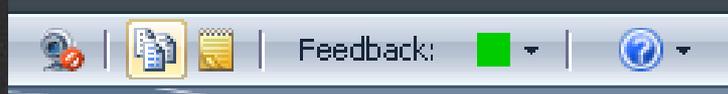
June 12, 2014

To *hear* the webinar, dial 800-988-0278,
passcode: 75319



Housekeeping

- To download handouts:



- To make a comment or ask a question:



- » Type your question or comment using the Q&A tab
 - » Ask your question or comment on the phone at the end of the webinar by pressing *1
- Please turn off your computer microphone, all audio will be through the phone.
 - The webinar will be recorded and available on the USDA Farm to School website: <http://www.fns.usda.gov/farmentoschool/webinars>

Poll: Who is on the line?



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Our Presenters



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Overview

- What is the DoD Fresh Program?
- How does the program work?
- Purchasing local through DoD
- Local Perspective from Texas
- Resources and Questions





Buying Local

- 1) **What:** Which types of products?
- 2) **Where:** From which sources?
- 3) **How:** The mechanics of sourcing local correctly.
 - » Today: Using DoD Fresh to purchase local produce.



What is the DoD Fresh Program?



What is DoD Fresh?

DoD Fresh = The Department of Defense
Fresh Fruit and Vegetable Program

The Program is operated by the Defense
Logistics Agency.



Brief History

- 1994 – The Healthy Meals for Healthy Americans Act directed the Secretary of Agriculture to “to provide technical assistance to schools and other entities to ensure compliance with nutritional requirements under the school lunch program.” FNS and AMS began exploring options to help schools procure more fruits and vegetables.
- 1995 – USDA entered into an agreement with DoD
 - » DoD had an extensive supply chain in place to deliver produce to military bases and other sites, and USDA saw this is an opportunity to leverage DoD’s existing infrastructure

Brief History, Cont.

- The 2002 farm bill established a “specialty crop requirement” for commodity entitlement funds, which allocated \$50 million to the purchase of fresh fruits and vegetables for child nutrition programs exclusively through DoD Fresh.
- By Fiscal Year 2010, the program had seen huge growth--45 states, VI, DC, PR and Guam were participating. DLA also began delivering to several Indian Tribal Organizations that participate in FDPIR.
- Today, almost every state participates in DoD Fresh.



Purchases

» Total Purchases

- » SY 2012 \$80.8M
- » SY 2013 \$112M
- » SY 2014 Estimated \$132M

» Local Purchases

- » SY 2012 - \$14M
- » SY 2013 - \$15M
- » SY 2014 to date - \$18M



How the DoD Fresh Program Works



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Which part of the dollar are we talking about?



Cash Reimbursement

DoD Fresh USDA Foods



The Whole Process

DLA contracts with produce vendors (some vendors subcontract with other distributors).



Vendors submit catalogs and prices for approval by DLA every week. Vendors update catalogs weekly.



Schools order produce every week and receive weekly deliveries (in some states produce is delivered to a warehouse).



DLA bills FNS for produce ordered and delivered. FNS reimburses DLA with USDA Foods entitlement dollars.

USDA Foods Entitlement

- States receive an entitlement based on the number of meals served times the per meal rate published in the Federal Register in July.
- In collaboration, states and schools set aside a portion of USDA Foods entitlement to spend through DoD Fresh.



Where does the money come from?

- Section 32 of the Act of August 24, 1935
 - » 30 percent of annual customs receipts to support the farm sector through a variety of activities
 - » 2002 Farm Bill designated that \$50 Million of Section 32 funds be used to purchase fresh fruits and vegetables by the Department of Defense.
- Section 6 of the Richard B. Russell National School Lunch Act
 - » Established a guaranteed level of assistance (currently 12%) for USDA Foods

DoD Fresh Allocations

- Each spring, FNS requests an estimate of how much of their entitlement states intend to spend through DoD Fresh the following school year.
- FNS does not impose a cap on the amount of entitlement funds states can allocate to DoD Fresh.
 - » However, some states impose cap on the amount of entitlement districts can allocate to DoD Fresh.
- States can increase or decrease allocations at any time and FNS adjusts state entitlements every month.



DoD Fresh Allocations for Districts

- Managed by state agencies
 - » Some states set aside a specified amount and fair share to all districts interested in participating
 - » Most allow districts to decide how much entitlement they want to allocate to DoD Fresh.
 - » Some districts allocate 100% of their USDA Foods entitlement to DoD Fresh. This tactic works well for small districts to maximize their USDA Foods dollars.



How do schools order?

- Some schools order through state systems (Ex. Texas has an ordering system for all USDA Foods, including fresh produce through DoD Fresh)
- Some schools indicate what products they want via email or paper survey to the state agency (rare!)
- Most schools and states order directly through FFAVORS



What is FFAVORS?

Search catalog by: Item Description Item Code
 Catalog sort order: Item Description Item Code
 Default Fund Source: State Funds Federal Funds Snack Funds

	State \$	Federal \$	Snack \$	Total Cost This Order
Starting Balance	N/A	\$18,000.00	N/A	
Spent, Previous Orders	\$713.48	\$17,995.31	\$0.00	
Cost, This Order	\$0.00	\$0.00	\$0.00	\$0.00
Remaining Balance	N/A	\$4.69	N/A	

Enter desired case qty for item(s) below and then click the Add Items To Cart button at bottom of catalog.

Available Items:
(Items already in your shopping cart will not appear on this screen.)

Case Quantity	Item Code	Description	Case Contents	Case Price	Fund Source
<input type="text"/>	14P01	APPLE ANY TYPE USF/XF 100-113 1/40 LB CS *** LOCAL GROWN ***	40 LB	\$35.35	<input type="radio"/> State <input type="radio"/> Snack <input checked="" type="radio"/> Fed
<input type="text"/>	18B41	CAULIFLOWER MULTI-COLOR 6-8 CT 8 LB CS	8 LB	\$19.38	<input type="radio"/> State <input type="radio"/> Snack <input checked="" type="radio"/> Fed
<input type="text"/>	15N95	ORANGE CARA PINK 80 CT 1/35 LB	35 LB	\$29.87	<input type="radio"/> State <input type="radio"/> Snack <input checked="" type="radio"/> Fed
<input type="text"/>	15P16	POTATOE SWT LOCAL 40LBCS (CO-OP) *** LOCAL GROWN ***	40 LB	\$14.96	<input type="radio"/> State <input type="radio"/> Snack <input checked="" type="radio"/> Fed
<input type="text"/>	14P23	STARFRUIT 20-30 CT 1/8 LB CS	8 LB	\$26.31	<input type="radio"/> State <input type="radio"/> Snack <input checked="" type="radio"/> Fed



Poll: Are you
receiving local
products through
DoD Fresh?



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DoD Fresh Supporting Local



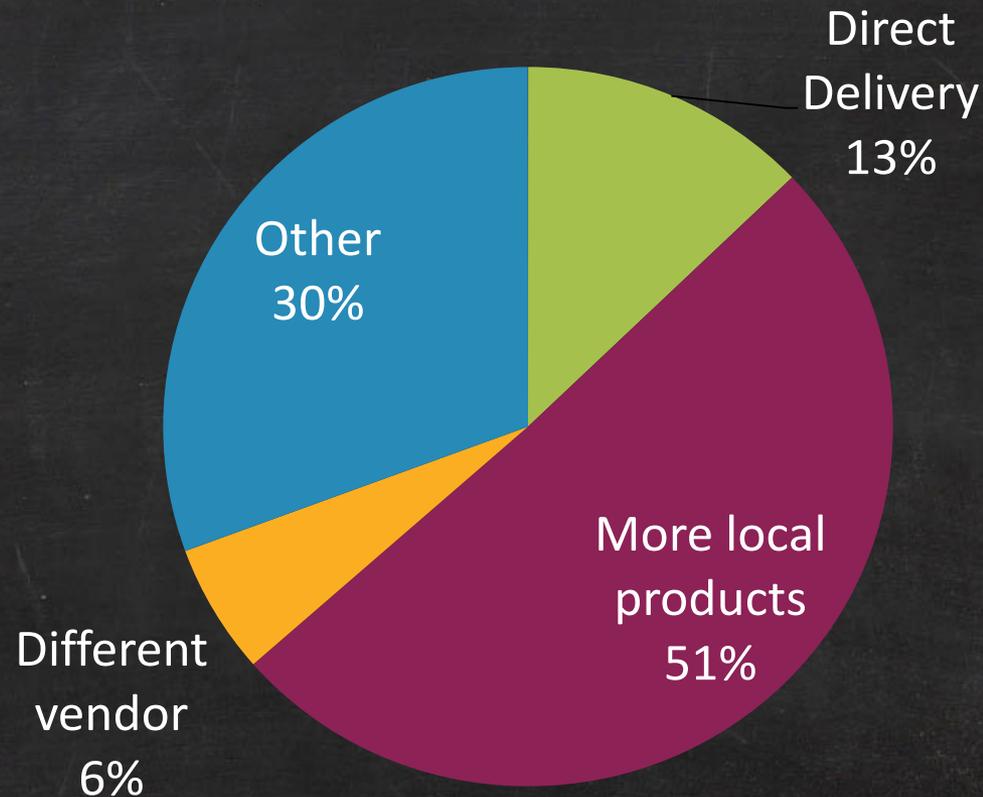
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Local Produce through DoD Fresh

- Vendors are encouraged to connect with local producers
 - » Most already do!
- Many state agencies and other stakeholders help make connections.
- Local produce must be within a reasonable price range of national averages.



What Would Improve DoD Fresh in your State?



USDA is Working with DoD to Increase Local Offerings

- Update Interagency Agreement
- Improve communication among FNS/DoD/State Agencies
- Changes to FFAVORs



Working with DoD Fresh to source more local products



Connecticut:

- Holds an annual Know Your Farmer Meeting to facilitate producer relationships with the DoD Vendor.

Working with DoD Fresh to source more local products

North Carolina:

- Fosters relationships between growers and DoD vendor.
- Facilitates transportation from farm to DoD vendor facility.



Example: Texas Department of Agriculture



DoD Farm to School in Texas

Overview

- Program utilizes a portion of entitlement set aside for the DoD Fresh Program
 - » Not intended to meet all produce needs
- Schools submit orders into an online order form via demand driven system
 - » TX-UNPS
- Products are delivered through contracted warehouses
 - » Schools order produce to coincide with assigned delivery schedule



DoD Farm to School in Texas

Brief History

- Pilot program March 2003 in North Texas region
 - » Now available statewide
- Three agencies involved in implementing the program
 - » Texas Department of Agriculture, Department of Defense and USDA-Southwest Region Office
- Product availability chosen based on seasonality and availability





Produce Availability

Farm to School (FtS) Products & Delivery Periods					
Delivery Period Week of:	SY 2015				
1-Sep-14	FTS003 Watermelons, Seedless / 2 per (35 lb. cs) \$18.25				
8-Sep-14					
15-Sep-14					
22-Sep-14					
29-Sep-14					
6-Oct-14		FTS004 Apples, Whole (40 lb. cs) \$38.50			
13-Oct-14					
20-Oct-14					
27-Oct-14					
3-Nov-14					
10-Nov-14			FTS001 Oranges, Early Seeded Variety (40 lb. cs) \$26.50	FTS002 Grapefruits, Red (40 lb. cs) \$26.50	
12-Jan-15					
19-Jan-15					
26-Jan-15					
2-Feb-15					
9-Feb-15					
16-Feb-15					
23-Feb-15					
23-Mar-15					
30-Mar-15					
6-Apr-15					
13-Apr-15					
20-Apr-15					
27-Apr-14	FTS003 Watermelons, Seedless / 2 per (35 lb. cs) \$18.25		FTS005 Potatoes, Red (50 lb. cs) \$27.50		
4-May-15					
11-May-15					
18-May-15					





Participation

	SY 2012-2013	SY 2013-2014
DoD Fresh Program Participation	421 (31% of total SFAs)	524 (39% of total SFAs)
DoD Fresh Program Entitlement	\$13,054,265	\$19,500,000
DoD Farm to School Program Participation	224 (16% of total SFAs)	173 (13% of total SFAs)
DoD Farm to School Program Entitlement	\$1,487,445	\$1,926,107



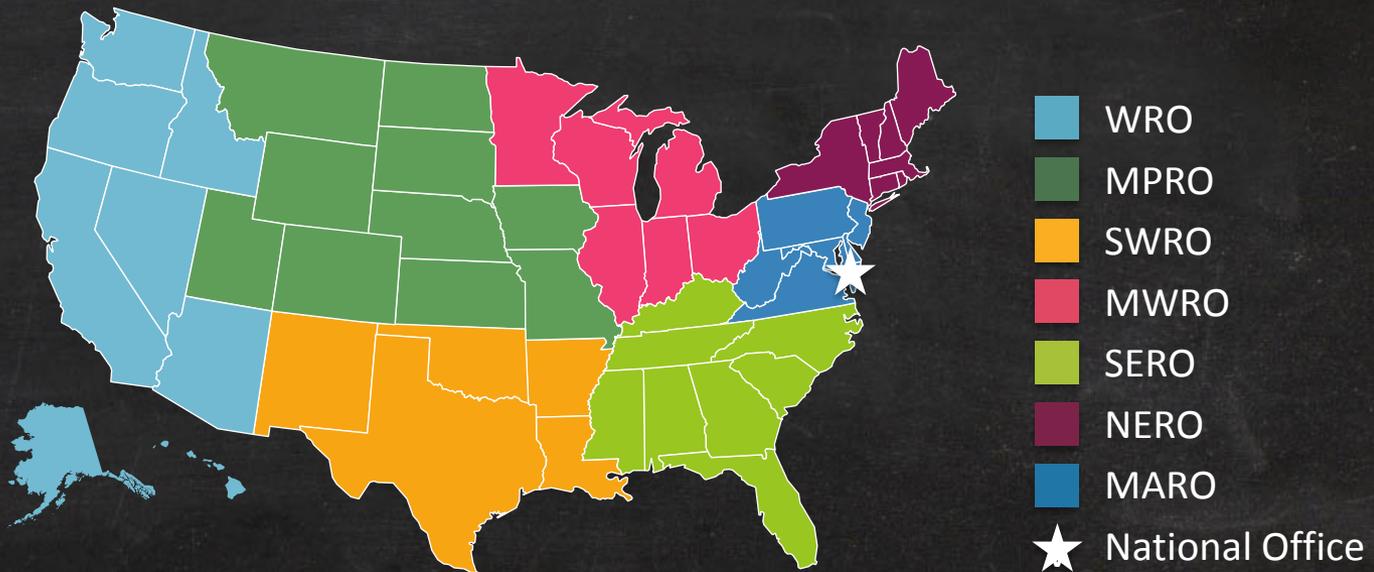
Statewide Initiative Partnership

- Raise awareness and speak to the advantages of participation
- Assist participants with identifying local, seasonal products
- Identify USDA-developed recipes that include local, seasonal products
- Help interested parties engage in other farm to school activities
- Provide training and technical assistance related to all farm to school activities



Farm to School Resources

- USDA Farm to School Website and E-Letter
(at www.fns.usda.gov/farmentoschool)
- Farm to School Census
- Farm to School Regional Leads

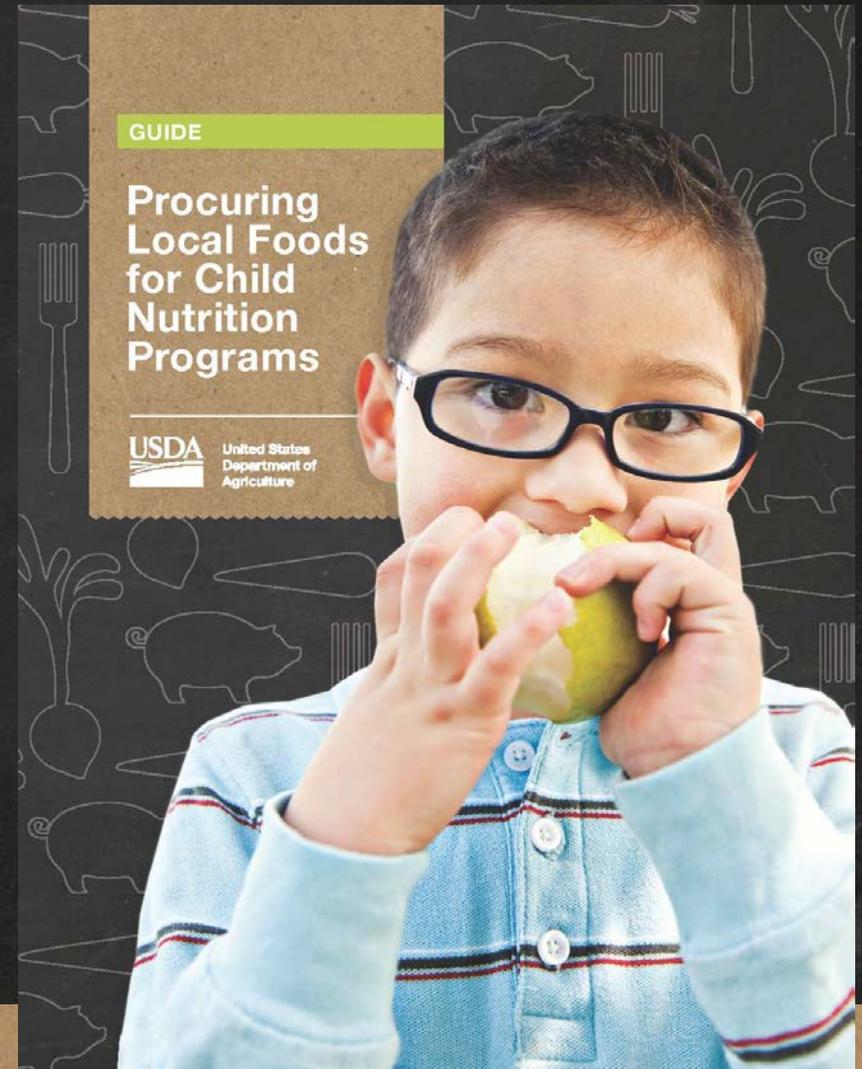


Local Procurement Guide – Now Available!

Available at

<http://go.usa.gov/KAFH>

(the Resources page on the USDA Farm to School website)



Questions?



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