

# Promoting Your Farm to School Program

*March 17, 2016*



**Welcome!**



# Today's Speakers



**Bob Gorman**  
*MPRO Farm to School Lead*  
*USDA FNS*



**Chef Ann Cooper**  
*Food Service Director,*  
*Boulder Valley Public*  
*Schools*

# Housekeeping

- To make a comment or ask a question use the *chat* function.
- **This webinar will be recorded.** Both a PDF of the slides and 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 copy of today's presentation and any referenced handouts has been emailed to you and can be found in the "reminder email" that was sent to you just before the start of the webinar.
- Please complete the evaluation after the webinar.



# SNA Continuing Education Units & Professional Standards



## Setting goals and Establishing an Evaluation Baseline

Dear Ellen

Our records indicate you registered for this meeting but were unable to attend. It is possible you attended and are receiving this message in error because you joined a colleague on the same computer or you opened the webinar link more than once. No worries!

Attached as downloadable files you'll find a copy of the presentation and handouts.

- All webinars in this series are being recorded and will be added to our website as soon as possible.
- Find the evaluation toolkit from Spark Policy here: [Evaluation Toolkit](#)
- Join us for the next webinar in our series!

**Finding and Buying Local Foods: February 4,**

### Details

Date: Thu, Jan 28, 2016  
Time: 02:00 PM EST  
Duration: 45 minutes  
Host: **Carren Quizon**

### Downloadable Files

[Setting Goals and Evaluation...](#)  
[FTS Eval Goals&Benchmarks ...](#)  
[FTS Eval Goals&Benchmarks ...](#)

### Presenter Information

**Bob Gorman**



If you are listening to a recording of this webinar and would like a SNA CEU, please email [FarmtoSchool@FNS.USDA.Gov](mailto:FarmtoSchool@FNS.USDA.Gov)

# RSU1 Bath, Maine



# Farm to School Census



I JUST VOTED IN USDA'S  
**"ONE IN A MELON"**  
CONTEST.

DO YOU KNOW A SCHOOL DISTRICT  
WITH A GREAT FARM TO SCHOOL  
PROGRAM?



Cast your vote too!  
*Contest closes April 15th*



**USDA** The United States Department of Agriculture  
Food and Nutrition Service

<https://farmtoschoolcensus.fns.usda.gov>



THE  
**FARM to SCHOOL**  
PROGRAM

# Increasing Participation in School Lunch Programs with Farm to School Programming



 **Boulder Valley** School District  
*Excellence and Equity*

**Ann Cooper,**  
**Director of Food Services**

# BVSD Food Services

*We believe that all children of the Boulder Valley School District will have daily access to fresh, flavorful and nutritious food made with wholesome and when possible local ingredients so that every child may thrive.*



 **Boulder Valley** School District  
Excellence and Equity

[www.bvsd.org/food](http://www.bvsd.org/food)

# BVSD Food Services

- 52 Schools: 30K Students
- 13,000 meals each day
- Scratch Cooking
- Salad Bars
- 3 Production Kitchens
- Nearly 200 Staff
- ADP up 16% last year in past 4 years



# Scratch Cooking is the Centerpiece of Sustainable School Lunch Programs



Our Yearly Local Purchases:

50K # Produce

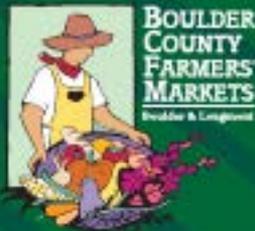
150K # Beef & Poultry

Chef Ann Foundation and Boulder Valley School District

**farmer**  
ERIC SKOKAN  
{Black Cat Farm}



“When I tell people I am a farmer, their reponse tells me how special my work is to everyone. Grow, eat and love your food!”



**Boulder Valley School District**  
*Excellence and Equity*



**We Work with Over a  
Dozen Local  
Producers Every Year**

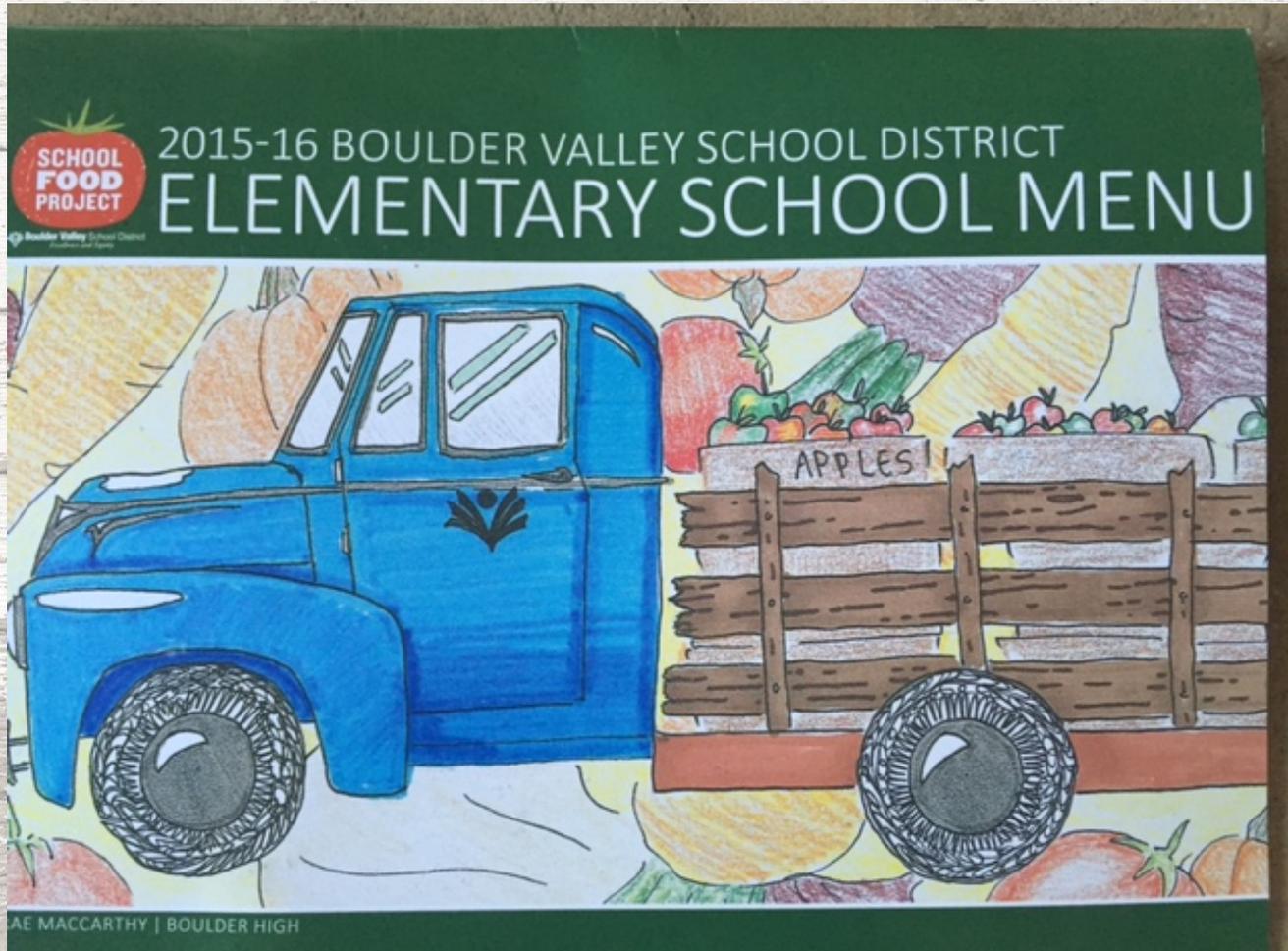
# Sous Chefs Recipe Testing...



# Tasting Events



# School Lunch Menu Calendar



# Farm to School Education

CHRIS CERCEDA | CARROTS



## MARCH



WATCH FOR FRESH LOCAL CARROTS ON THE MENU AND THE SALAD BAR!

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 Red Pork Tamales Green Chile and Cheese Tamales Korean BBQ Turkey Sliders Brown Rice™ and Refried Beans™	2 Spaghetti Marinara and Meatballs Toughen Marinara Shredded Pork™ Soft Taco Roasted Carrots™	3 Natural Hamburger™ Black Bean and Corn Burger™ Crispy Chicken Fillet Sandwich Oven Baked Fries™	4 Chicken Potstickers with Fried Rice Cheese Raviole and Breadstick Turkey Bacon Bagel Sandwich	5
6	7 Pesto Pizza Cheese Pizza Eggplant Parmesan	8 Natural Hot Dog™ Fatt Kashmiri Rice with Sweet Chili Tolu Berk Green Chile™ with Black Pearl Rice Baked Beans™	9 Natural Beef Nachos™ Beef Nachos™ with Cheese Sauce Treated Turkey Provolone Sub	10 Oven Roast Chicken with Brown Rice™ Cheese Calzone Hot Italian Hoagie Glazed Carrots™	11 Chicken Strips with Dipping Sauce and Biscuit Toasted Chicken Sandwich (if available) BBQ Pork ribs™ with Biscuit	12
MEATLESS MONDAY						
13	14 Natural Peppersi Pizza Cheese Pizza Pulled Pork™ Sandwich	15 Centennial Chicken™ Street Taco Macaroni and Cheese Sweet and Sour Chicken with Brown Rice™	16 French Roast Casserole with Turkey Sausage™ and Berry Sauce™ Cheese Raviole and Breadstick Chicken Quesadilla	17 Natural Hamburger™ Black Bean and Corn Burger™ Bratwurst and Sauerkraut™ Oven Baked Fries™	18 Roast Turkey™ Dinner with Mashed Potatoes™, Gravy and Biscuit Vegete Quesadilla Cranberry Chicken™ Sliders	19
20	21	22	23	24	25	26
SPRING BREAK						
27	28 Natural Peppersi Pizza Cheese Pizza Natural Meatball Sub	29 Natural Hot Dog™ Toasted Cheese Sandwich (if available) Chicken Enchiladas Carrot Cake	30 Natural Beef Nachos™ with Cheese Sauce (if available) Chicken Enchiladas Kung Pao Chicken and Rice™	31 Oven Fried Chicken with Biscuit Cheese Calzone Pork Green Chile™ with Black Pearl Rice		



**CHRIS CERCEDA**  
UNIVERSITY HILL ELEMENTARY

I LIKE TO EAT...  
*watermelon, because it makes me feel so good and so cool.*  
MY FAVORITE VEGETABLE DISH IS...  
*salad, because it tastes so good.*

## LOCAL PARTNERS



# How We Increase Participation

- Fresh, Delicious Food
- Marketing and Outreach
- Lunchroom Education Programs



# BVSD Food Truck: Marketing and Outreach



# School Food Project Website



 Boulder Valley School District  
*Excellence and Equity*

MEALS

PROGRAMS

FOOD TRUCK

CATERING

About Us

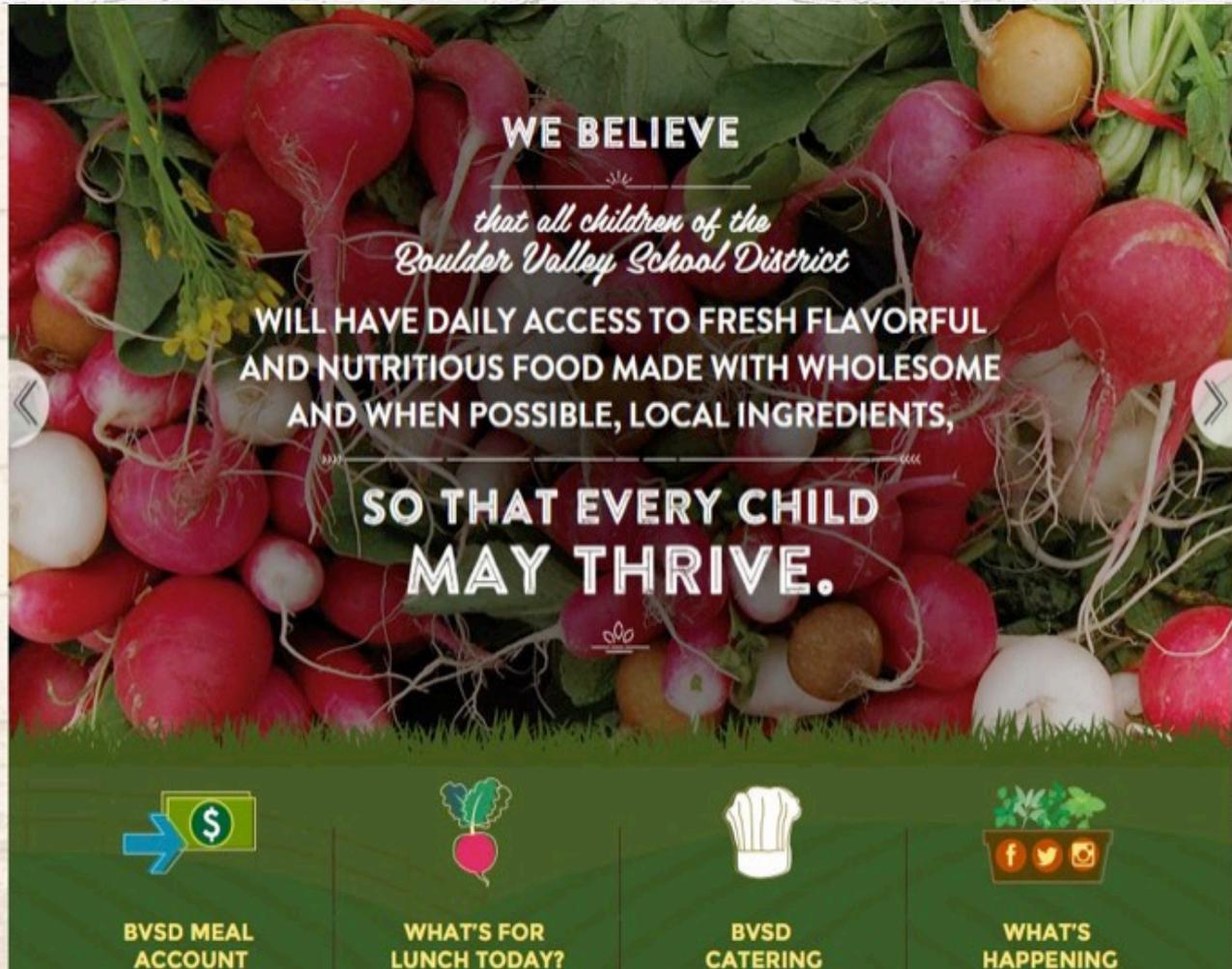
FAQ

Employees

GET  
*Involved*

newsletter  
SIGN-UP

SUPPORT



**WE BELIEVE**

*that all children of the  
Boulder Valley School District*

**WILL HAVE DAILY ACCESS TO FRESH FLAVORFUL  
AND NUTRITIOUS FOOD MADE WITH WHOLESOME  
AND WHEN POSSIBLE, LOCAL INGREDIENTS,**

**SO THAT EVERY CHILD  
MAY THRIVE.**

 **BVSD MEAL ACCOUNT**

 **WHAT'S FOR LUNCH TODAY?**

 **BVSD CATERING**

 **WHAT'S HAPPENING**

# Social Media, Parent Letters, & Volunteers



# Community Events: Harvest Festival



# Community Events: Market Day



# Education: Farm to School Programming



# Lunchroom Education Programs



# Harvest of the Month



# Harvest Collector Cards

## Peach

AUGUST

{fruit}

The **peach** is a member of the rose family and is rich in potassium, fluoride and iron.

**Did you know?**

There are over 700 varieties of peaches. Some are even flat like hockey pucks.

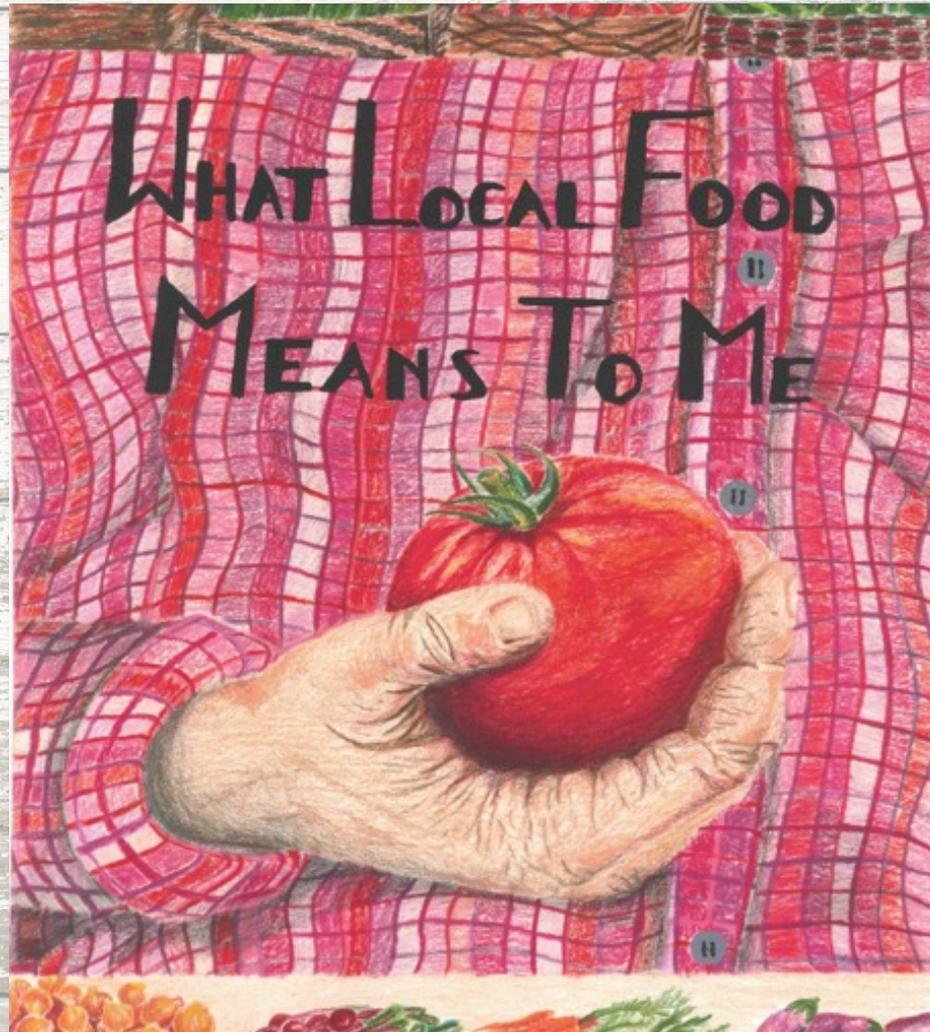


HARVEST OF THE MONTH



BOULDER COUNTY  
  
FARMERS MARKETS

# Poster Art Contents



# Partnering with Farmers



Chef Ann Foundation and Boulder Valley School District

Today on the Salad Bar:

Organic Carrots



Farm Visits &  
Farm Fresh  
Produce on Our  
Salad Bars!

from

Ollin Farms

Longmont, CO



# Farmer Visits



# Salad Bar Signs



# Salad Bar Toppers



# Rainbow Days



# Chef Demonstrations



# Iron Chef Competitions

## Elementary



## Secondary



# School Gardens



# Garden as a Classroom



# Garden to Cafeteria





# Weekend Bags of Food Sent Home for Food Insecure Families!





# Students Eating Delicious Local Food!

Chef Ann Foundation and Boulder Valley School District



# The Lunchbox: Marketing Tour

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

# Marketing Toolkit



[coloradofarmtoschool.org/marketing-toolkit](http://coloradofarmtoschool.org/marketing-toolkit)

# Thank You! Questions?



**Upcoming Webinar:**  
School Gardening  
March 31, 2:00 PM EST

