Getting Started with Local Foods at Schools

Lessons learned from the Northeast Iowa Food & Fitness Initiative
[www.iowafoodandfitness.org]

Cafeteria Challenges

• Too expensive
• Too much prep time
• No Equipment
• Bidding
• Working with several farms
• Students won’t eat it

1. Start Small

Cafeteria...Kitchen Equipment

1. Start Small

Locally-Grown Food Purchases by K-12 Schools in Northeast Iowa

Northeast Iowa Food & Farm Coalition
3258 Washington Street • Decorah, IA 52101
Part of the NE Iowa Food & Fitness Initiative - ISU Extension and Outreach
2. Measuring Success

Locally-Grown Food Purchases by K-12 Schools in Northeast Iowa

<table>
<thead>
<tr>
<th>Year</th>
<th>Purchases</th>
<th>Enrollment</th>
<th>$ per student</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014/15</td>
<td>$17,215.06</td>
<td>656</td>
<td>$26.24</td>
</tr>
<tr>
<td></td>
<td>$19,000.00</td>
<td>1116</td>
<td>$17.03</td>
</tr>
<tr>
<td></td>
<td>$9,235.65</td>
<td>777</td>
<td>$11.89</td>
</tr>
<tr>
<td></td>
<td>$14,923.98</td>
<td>1687</td>
<td>$8.85</td>
</tr>
<tr>
<td></td>
<td>$1,261.55</td>
<td>364</td>
<td>$3.47</td>
</tr>
<tr>
<td></td>
<td>$500.00</td>
<td>157</td>
<td>$3.18</td>
</tr>
<tr>
<td></td>
<td>$3,323.31</td>
<td>1209</td>
<td>$2.75</td>
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<tr>
<td></td>
<td>$905.62</td>
<td>330</td>
<td>$2.74</td>
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</tbody>
</table>

3. Define Local

4. Identify Products

- Chicken Hodge Podge
  - Rice Blend
  - Steamed Broccoli
  - Local Yogurt
  - Apple
  - Milk

- Beef Goulash
  - Whole Grains
  - Whole Beans
  - Salsa & Bean Cream

- Sweet Potato Pie
  - Local Cafe

- Peach Juice
  - Milk

- Local Pork Roast
  - Mixed Potatoes
  - Broccoli
  - Pineapple
  - Milk

- Local Pork Ribs
  - Whole Grains
  - Whole Beans
  - Salsa & Bean Cream

- Local Cornbread
  - Local Grapes

- Chicken-Noodle Soup
  - Local Carrots
  - Local Fresh Broccoli
  - Milk

F2S Cycle Menu

- Meets federal regulations
- Utilizes Iowa-grown foods
- 5 week cycle: fall, winter and spring variations
6. Communicate Expectations

Cafeteria Coaches Volunteers

https://www.educateiowa.gov/event/cafeteria-coaching-webinar

7. Recruit Help!

Cafeteria Coaches Volunteers

https://www.educateiowa.gov/event/cafeteria-coaching-webinar

Cafeteria... Taste Tests

Cafeteria... Food Service Education
Cooking skills – Using local food – Food Safety

Keys to Success

Farm to School
1. Cafeteri
2. Classroom
3. Community

Partner Schools:
School Wellness Teams
Wellness Action Plans
AmerCorps/FoodCorps
F2S Cycle Menu

• Meets federal regulations
• Utilizes Iowa-grown foods
• 5 week cycle

<table>
<thead>
<tr>
<th>13</th>
<th>14</th>
<th>15</th>
<th>16</th>
<th>17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lettuce Salad</td>
<td>Turkey Wrap</td>
<td>Teriyaki Wrap</td>
<td>Turkey Wrap</td>
<td>Ham Sandwich</td>
</tr>
<tr>
<td>Veggie Bowl</td>
<td>Shredded Cabbage</td>
<td>Shredded Chicken</td>
<td>Pineapple</td>
<td>Pineapple</td>
</tr>
<tr>
<td>with Apple</td>
<td>with Apple</td>
<td>with Apple</td>
<td>with Apple</td>
<td>with Apple</td>
</tr>
</tbody>
</table>

Pictured, clockwise from top left: salad bar box, frozen cubed squash, fresh-cut shredded cabbage, thawed strawberries, frozen sweet potato fries, hamburger patties.

Farm to School Processing and Delivery Project

Pilot Districts

<table>
<thead>
<tr>
<th>School District</th>
<th>Enrollment</th>
<th>Free/Reduced Lunch Rate</th>
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<tbody>
<tr>
<td>Allamakee CSD</td>
<td>1155</td>
<td>51%</td>
</tr>
<tr>
<td>Decorah CSD</td>
<td>1800</td>
<td>26%</td>
</tr>
<tr>
<td>Postville CSD</td>
<td>589</td>
<td>75%</td>
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<tr>
<td>Turkey Valley CSD</td>
<td>400</td>
<td>20%</td>
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<tr>
<td>Total</td>
<td>3944</td>
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Goals

1. Small and Medium-Sized Farm Viability
2. Local Economic Development
3. Job Creation and Development
4. Healthy Food Access and Equality
5. Beginning Farmers
6. Food System Research and Education
Delivery Routes to Schools

- Monday: Deliver to 1 – 5 school districts. Up to 80 miles roundtrip. Average of 3.5 hours.
- Tuesday: Deliver to 3 school districts en route to a metro center. Included 1 community food box site.
- Wednesday: Deliver to 5 school districts en route to a metro center.
- Thursday: Deliver to 5 school districts en route to the meat processor and organic vegetable farms.
- Operational trucking costs: $0.60 per mile.
- With labor added, trucking costs were $1.30 per mile.

Increase in local food purchases by pilot districts

<table>
<thead>
<tr>
<th></th>
<th>2012-13 (Baseline)</th>
<th>2013-14</th>
<th>2014-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Total local food purchases by pilot schools</td>
<td>$10,451</td>
<td>$22,897</td>
<td>$52,401</td>
</tr>
<tr>
<td>B. Increase from baseline</td>
<td>$12,446</td>
<td>$41,950</td>
<td></td>
</tr>
<tr>
<td>C. Total purchases by 4 schools from hub</td>
<td>$0</td>
<td>$10,334</td>
<td>$38,521</td>
</tr>
<tr>
<td>D. Percent of purchases from food hub</td>
<td>$0</td>
<td>45%</td>
<td>74%</td>
</tr>
</tbody>
</table>

Summary

1. Partnering with a food hub is an effective way for schools to increase their local food purchases.
2. The logistics of offering fresh-cut produce are challenging. Requires at least three weeks’ notice to offer and deliver a fresh-cut product.
3. Frozen products give the hub more time to make the sales, but frozen tends to be more expensive.
4. Additional challenges came with packaging of the final processed product. Don’t assume that commercial kitchens or meat lockers will have boxes, containers, or the correct equipment for the finished product.
5. A regular, weekly delivery schedule works well for schools.
6. Schools should consider advance menu planning and generous lead time when working with local farmers and food hubs.