Growing Farm-to-School in Iowa

Ingredients to make Farm-to-School Work

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Farm-to-School Benefits

- Connecting students to environment
- Providing healthy school meal options
- Increasing school meal participation
- Keeping local dollars local

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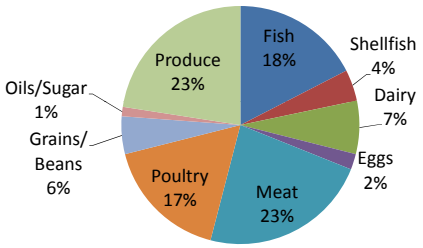
2007 Foodborne Outbreaks by Food Product



Surveillance for Foodborne Disease Outbreaks --- United States, 2007, MMWR 59(31); 973-979

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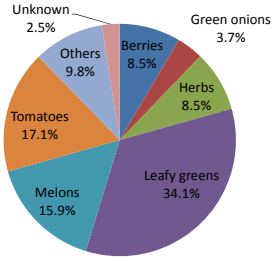
Produce Outbreaks by Item, 1998-2008



Source: FDA 2009

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High Risk Products may be Available Through F2S

- Lettuce and Leafy Greens
- Melons
- Tomatoes

Pathogens of Concern in Produce

- *E. coli* O157:H7
- *Salmonella*
- *Listeria monocytogenes*
- Hepatitis A virus
- Norovirus

What's the source of contamination?

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Produce Contamination Sources

- Water, manure, and soil
- Insects, rodents, and other wild life
- Equipment cross contamination
- Human handling
- Chemicals and pesticides
- Physical hazards (glass, plastic, wood, etc.)

Support for Produce Programs in Schools

Produce Benefits

Bottom Line:

- ➢Benefits of consuming fresh produce far outweigh the risks
- ➢Food safety risks can be minimized

Farm-to-School Programs: Local Purchasing

- Increasing in popularity
- Biggest concerns for foodservice directors:
  - Procurement
  - Food Safety

Working with Farmers is Different

- Negotiate Quantity and Quality
- Payment
- Delivery/Transportation
- Liability insurance
- **Verification of Food Safety Practices**

Good Agricultural Practices

Conditions on the farm are critical to produce safety.

Good Agricultural Practices: 8 Principles

1. Water Sources
2. Manure Use and Handling
3. Worker Health and Hygiene
4. Sanitary Facilities
5. Field Sanitation
6. Packing Facility Sanitation
7. Transportation
8. Traceability

Source: FDA

A Challenge for Schools

Availability of farms that have received Good Agricultural Practices audits varies widely.

Conducting a Farm Visit

- School buyers should visit every supplier
- Focus on food safety
- *How can you help facilitate effective visits?*

What Should School Foodservice Directors Require?

USDA
GAP & GHP
AUDIT PROGRAM
FRUIT & VEGETABLE PROGRAMS

Direct From Farm

You the buyer are ultimately responsible for purchasing produce from a safe source

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Diverting Local Produce to a Processor

- May be more cost-effective.
- Results in more fresh-cut produce

FDA Requirements for Fresh-Cut Processing Facilities

- Food Code
- Current Good Manufacturing Practices (CGMP)
- Guide to Minimize Microbial Food Safety Hazards of Fresh-cut Fruits & Vegetables
- Dept. of Inspections and Appeals: www.dia.iowa.gov

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Formal and Informal Purchasing

- Why, because…
- Regulations ensure Federal Funds, when used to purchase products or services, result in the best and most responsive product at the lowest price.

- Not to be confused as we only buy the lowest priced item

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Formal and Informal Purchasing

- Informal Requirements
  - Small purchase threshold: Below $100,000
  - Quotes (email, fax, phone)
  - Specifications
- Formal Requirements
  - Large purchase threshold: Above $100,000
  - Competitive sealed bids
  - Competitive negotiations
  - Specifications

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Formal and Informal Purchasing

- Provide bid document to at least 3 vendors
- Splitting purchases
- Geographic preference
  - 2008 Farm Bill allows geopref for unprocessed local produce

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Formal and Informal Purchasing

- Write clear and detailed specifications to:
  - Clarify what you want
  - Provide consistency from supplier to supplier
- Provide estimated amount to be purchased

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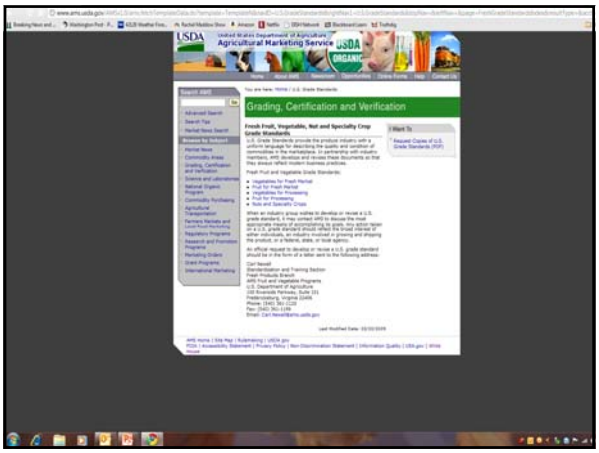
U.S. Grade Standards

- Developed by the Agricultural Marketing Service (AMS)
- Describes measurable "quality" and "condition" characteristics of fresh produce
- Provides fair market trade for produce grown in the U.S.
- Updated periodically due to industry requests



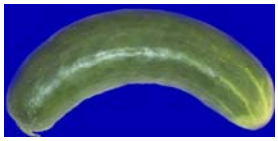
U.S. Grade Standards

U.S. No. 1. Grade Standard for Blackberries:

Firm, well colored, well developed and not overripe, free from caps (calyxes), mold and decay, and damage caused by dirt or other foreign matter, shriveling, moisture, disease, insects, mechanical, or other means.

No more than 10 % of the berries in any lot may fail to meet the requirements of this grade, including not more than 5 % for defects causing serious damage, and not more than 1 % for berries that are affected by mold or decay.

Shape



Looks may not affect taste!

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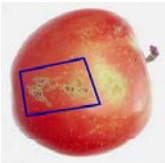
Texture

Scars

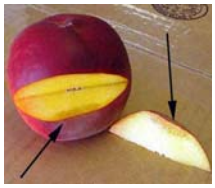


Color

White shoulders on strawberries

Growth Cracks

Bruising

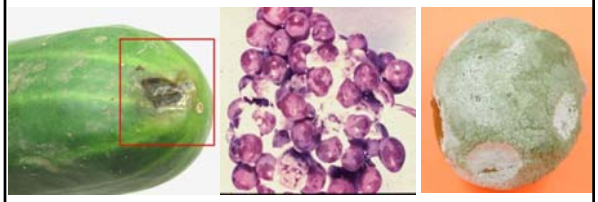


Sunken Discolored Areas (SDA)

Shriveling

Surface Discoloration

Decay



Defects

Quality and condition impact cost and food safety

Specifications

Other resources

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Specifications

Bid specification: Apples

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Specifications

Bid specification based on USDA Grades:

Apples, McIntosh,
40 lb. case, 125 count, U.S. Extra Fancy or U.S. Fancy only, quantity to be purchased during bid period: 200

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Specifications

Bid specification based on Descriptors:

Apples, Variety name, color requirement
2 ¾" diameter, firm to touch, 90% free from decay, surface discoloration, and internal browning and bruising, quantity to be purchased during bid period: 200 cases, unit of purchase?

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Unit of Purchase

Pounds, count, bushel, peck?

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Helping the Local Farmer Help You

- Share with growers other benefits:
  - Potential new market
  - Advertising through menus, web site, etc.
  - Time saving: Not sitting in farmer's market
- Help farmers with local produce pricing

Direct from Farm/Purchasing Cooperative

- Iowa State University Produce Calculator for growers- www.iastatelocalfoods.org
- Oklahoma Farm to School Website
  - http://www.okfarmtoschool.com/resources/fts-distro-foodsafetymanual/index.htm

Strawberries	servings/lb	serving size	meals served daily	lbs needed	price/lb	price/serving
basis = whole fruit	7	3/8 cup	0.0	0	$	$
Strawberries	10.5	1/4 cup	0.0	0	$	$

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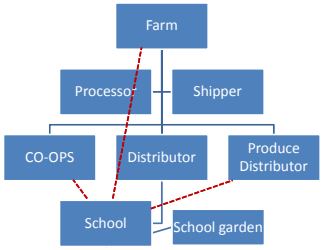
Traceability



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Traceability

Best Practices for School Foodservice Operations

- Purchasing records
- Receiving and storing (Avoid commingling)
- Documenting service of fresh produce
- Tracking internal distribution
- Conducting mock recalls

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After the Purchase

- Receive or reject
- Inspect the delivery vehicle
- Take and record temperatures, if required
- Safely store, handle, and serve

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Receiving Produce

Receive based on District's Specifications

- Produce size
- Count
- Quality or grade
- Appearance
- Quantity ordered

Receiving Produce

- Reject produce that does not meet district's specifications

Questions

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Marketing Farm-to-School

- Health benefits greatly outweigh food safety risks
- Serving and marketing go hand in hand
- Marketing starts with **Back of the House** production
- Products are showcased in **Front of the House**

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Marketing Farm-to-School

Back of the House: Equipment

- Cutting boards and knives
  - Demonstration

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Marketing Farm-to-School

Back of the House: Equipment

- Food processing
  - Manual
  - Mechanical

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Marketing Farm-to-School

Back of the House: Equipment

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Marketing Farm-to-School

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Marketing Farm-to-School

Mechanical
Slicing Equipment

- Carrots
- Cucumbers
- Summer squash
- Zucchini squash
- Strawberries

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Marketing Farm-to-School

Commercial salad spinners

–Manual

–Mechanical

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Marketing Farm-to-School

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Marketing Farm-to-School

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Marketing Farm-to-School

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Marketing Farm-to-School

Fruit and vegetable dips

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Marketing Farm-to-School

Work Simplification Techniques

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Marketing Farm-to-School

- Welcome community volunteers
- Provide food safety training

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Marketing Farm-to-School

Front of the House

– Types of service:
  - Self
    - Bulk service
    - Pre-portioned
  - Assisted

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Marketing Farm-to-School

1. How many times is the new food served?
2. How does the food look from the customer's point of view?
3. Do the colors compliment each other?
4. Is the item attractive and eye appealing?
5. Is the item in a form that is easy for children to eat?
6. Is the food being served at the correct, safe temperature?

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Marketing Farm-to-School

1. Identify food sources on published menus
2. Visit with classroom teachers about using local foods in lessons
3. Table tents, posters, displays showcasing locally grown foods
4. Local media- CALL THEM!
5. Social media: Facebook, Twitter

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Marketing Farm-to-School

White House
Executive Chef
Sam Kass

Chefs Move TO SCHOOLS

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Marketing Farm-to-School

HealthierUS
School Challenge

TEAM NUTRITION IOWA

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Marketing Farm-to-School

- Iowa State University Extension Farm to Foodservice at www.iastatelocalfoods.org
- Bureau of Nutrition, Health and Transportation Services Farm to School at http://www.iowa.gov/educate/index.php?option=com_content&view=article&id=1235&Itemid=2120
- Iowa Department of Agriculture and Land Stewardship Farm to School http://www.agriculture.state.ia.us/AgDiversification/farmToSchoolProgram.asp

Marketing Farm-to-School

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Marketing Farm-to-School

Passion
for your job
is ap**peal**ing to
customers

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Marketing Farm-to-School

Remember to smile, smile, smile

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Demonstration

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