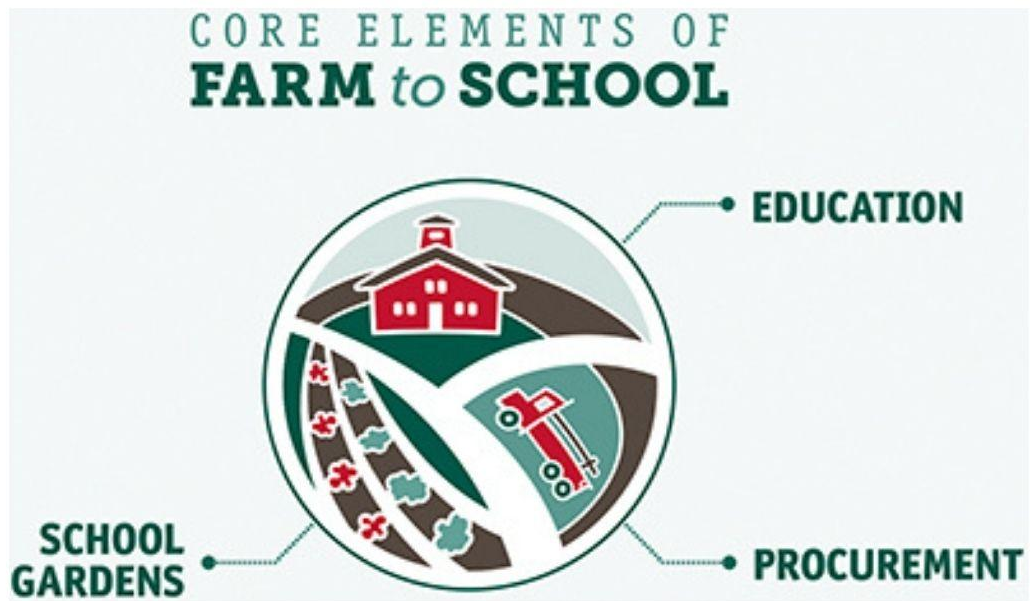


SEPTEMBER 28, 20201
FARM TO SCHOOL PROCUREMENT 101

LEARNING OBJECTIVES

1. OSU - What is farm to school at OSU and how to get plugged in
2. ODE - Overview of Farm to School Grant Program
3. OFS&SG Network - Sponsors procurement experience
4. ODA - Producer procurement experience
5. Discussion

WHAT IS FARM TO SCHOOL?



Farm to School is a

- Not a new "program"
- Cross cutting theme
- You are already doing it
 - FoodHero
 - Oregon Harvest for Schools
- SNAP-Ed encouraged

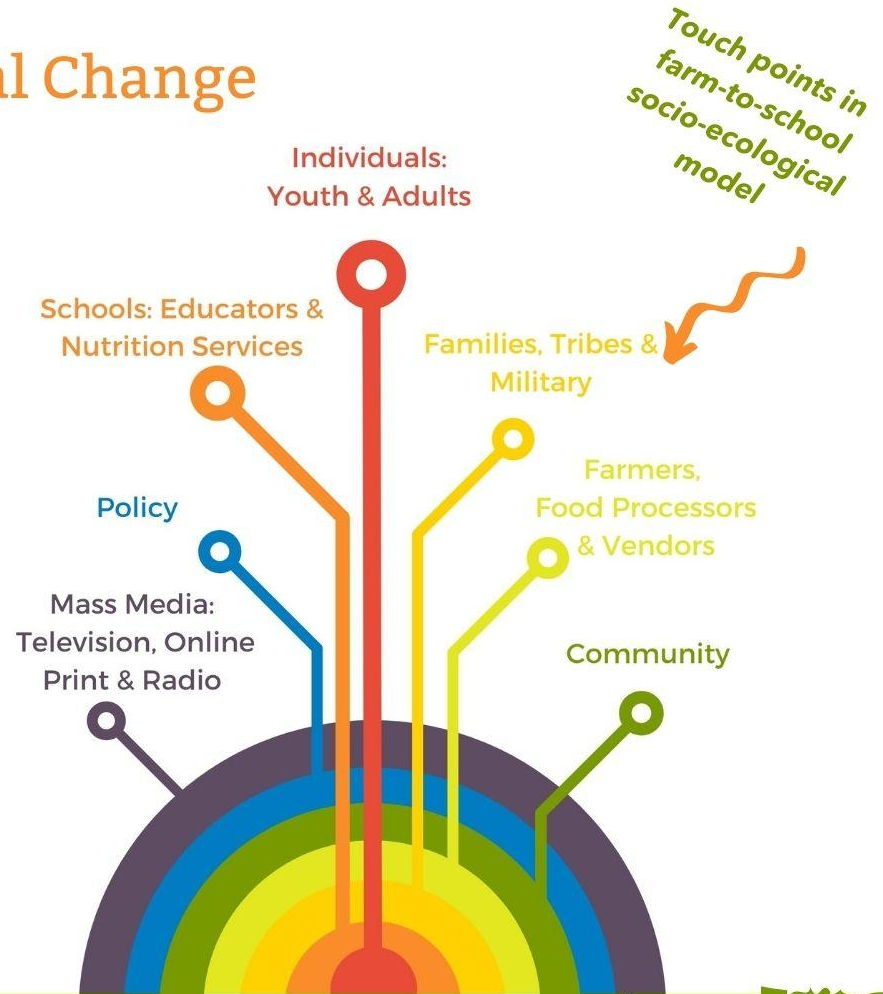
Policy, Systems, Environmental Change

Theory & evidence

Socio-ecological models instruct us that in order to change individuals' behaviors we have to work on multiple levels of influence simultaneously and on strategies that positively influence policy, systems and environmental change.

Public-private partnerships are critical

No single entity has the mission directive or resources to work at the scale and for the duration needed to nudge collective norms and culture related to health, education, environment and the economy.



GET PLUGGED IN

1. Statewide OSU F2S Website

<https://extension.oregonstate.edu/farmentoschool>

1. County F2S Areas of Work

2. OSU Farm to School Workgroup

- a. Monthly Meeting Tuesdays October 19, 2021 9:30-10:30

- b. <https://us02web.zoom.us/j/3729582056>

- c. Meeting ID: 372 958 2056

3. Contact OSU Farm to School Coordinator

- a. Michelle Markesteyn, PhD

- b. michelle.markesteyn@oregonstate.edu

- c. 503-476-6080

MENU ITEMS MAY CHANGE DUE TO SUPPLY CHAIN ISSUES

The Food and Nutrition Services Department is experiencing unprecedented issues with the supply chain, which are causing alterations to posted menus with little to no notice.

The supply chain issues are caused by multiple factors including labor and material shortages across all phases of production, transportation, manufacturing and distribution.

We are working closely with our distributors and manufacturers to secure both the food and supply items needed to support our program and offer the level of service we are accustomed to providing. Thank you for your patience and understanding.

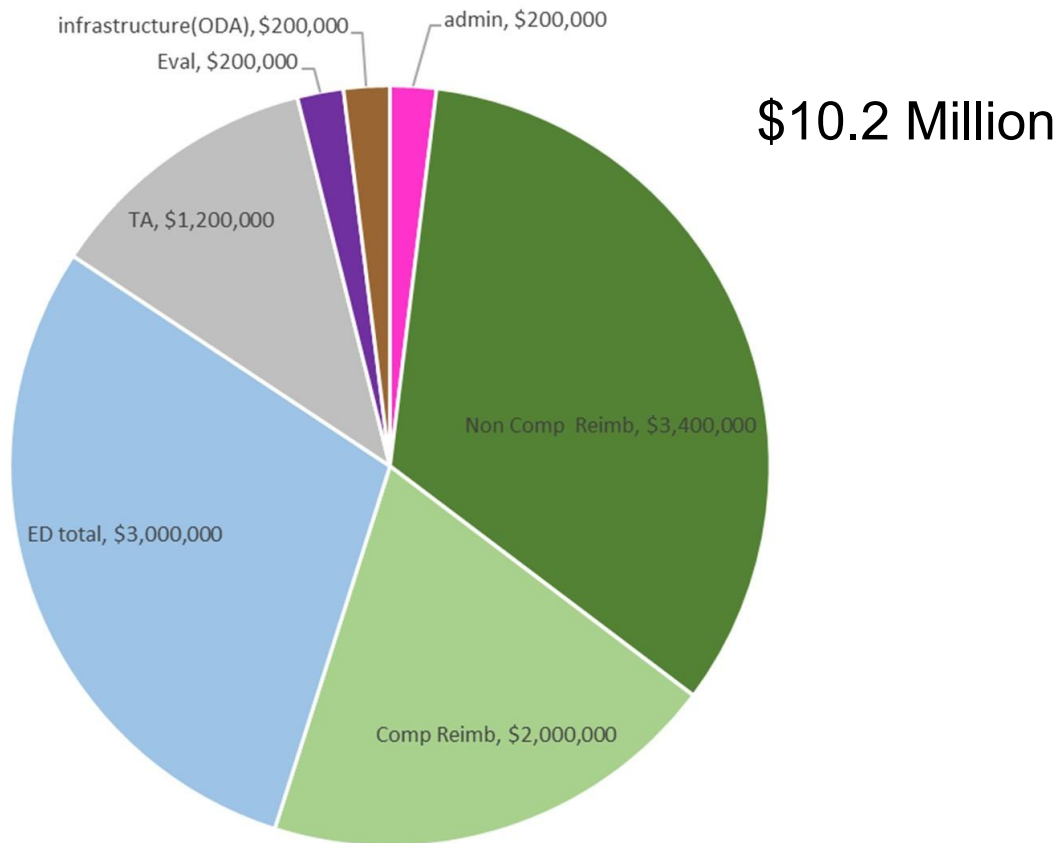


OREGON FARM TO CHILD NUTRITION PROGRAMS

Oregon Farm to Child Nutrition Programs Grants



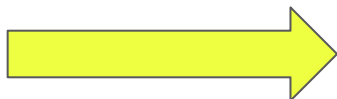
Oregon Farm to Child Nutrition Programs Grants



Oregon Farm to Child Nutrition Programs Grants

Website: www.bit.ly/f2sor then click on “Oregon Farm to CNP Grant”

(This link has been corrected!)



Oregon Farm to Child Nutrition Programs



[Oregon Child Nutrition Programs COVID-19 Response and Resources](#)

This page contains the most recent information available on how the 2019 Novel Coronavirus is affecting Child Nutrition Programs in Oregon.

[Oregon Farm to CNP Grant](#)

Click here for help with the Oregon Farm to CNP Reimbursement Grant, or to apply for the Oregon Farm to CNP Education Grant.

Looking for help? Here's the Oregon Farm to School and School Garden [Resource People](#) from the Oregon Farm to School & School Garden Network. Updated Septem

NEW

Check out the [latest issue](#) of our Oregon Farm to CNP Newsletter! These issues will be stored on our Oregon Farm to CNP in the News page, below.

If you need help sourcing products, take a look at our new resource, a [Grab & Go Product Availability List](#), categorized by region.

Farm to Child Nutrition Programs

Incorporating local food into school meals, farm field trips and other educational programming.

- [Getting Started](#)
- [Promoting and Education](#)
- [Purchasing](#)
- [Oregon Regional Procurement Hubs](#)
- [Oregon Farm to Preschool](#)
- [Meetings & Trainings](#) including the Oregon Farm to School & School Garden

School Gardens

- [Getting Started & Resources](#)
- [Oregon School Garden Map](#)
- [School Garden Food Safety](#)
- [Oregon Regional School Garden \(Education\) Hubs](#)
- [Oregon School Garden Resource Guide](#)
- [Chickens and Pollinators in Oregon School Gardens](#)



Oregon Farm to CNP Grant



Oregon Farm to Child Nutrition Grant School Years 2021-2022 & 2022-2023

Welcome to the Oregon Farm to CNP Grant website. Please sign up for our [LISTSERV](#) to be notified of updates and changes. If you have questions about the grant, please contact us by emailing [Farm to CNP](#).

[Oregon Farm to CNP Noncompetitive Reimbursement Grant](#)

[Oregon Farm to CNP Education Grant \(Competitive\)](#)

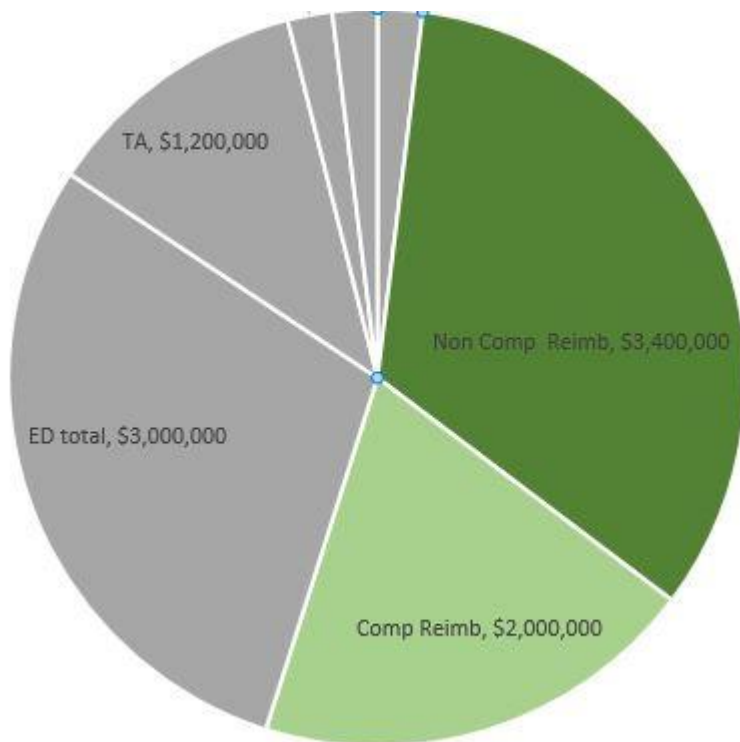
[Oregon Farm to CNP Competitive Reimbursement Grant](#)

[Oregon Farm to CNP Technical Assistance Grant \(Competitive\)](#)

New and improved website! Instead of thousands of words on a page, we now have accordion-style interface / separate pages for each grant!



Reimbursement Grant



Noncompetitive Reimbursement Grant for Oregon Grown & Processed Food

- ~400 sponsors: School districts, CACFP's.
- Oregon Grown or Processed Food
- Designed to reimburse the locally sourced items that aren't "always on the tray" anyway.

Competitive Reimbursement Grant for Oregon Grown & Processed Food

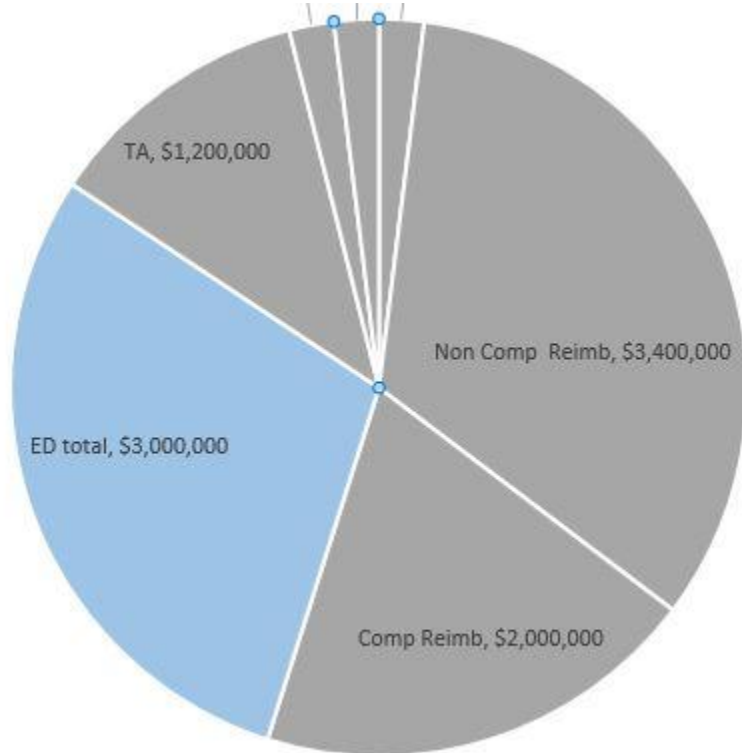
- When Sponsors run out of funds, they can apply to receive more here.
- Fill out an application
- Preferential points for plan for BIPOC, Women-owned, Native, Disabled Vet, emerging small businesses, culturally sensitive meals and more!

Reimbursement Grant

Determination of awards:

- Take “pot of money”, divide it by meals served
- lunch=1 meal; breakfast 3=1; snack 4=1; suppers 1=1 to get a factor
- (Usually works out to .08 cents)
- Take each individual SD and multiply by that factor
 - Examples: PPS= \$204,724. Scio = \$3,104
- Minimum \$500 award. Not worth it for a small school district to be in this for \$20 bucks...
- May use up to 25% of the funds for things that aren't food (labor for prep, small equipment for processing, sourcing, delivery, etc.)

Competitive Education Grant



This is where the magic happens!

- It's been said: *If you just place food in front of students, they may or may not eat it. But if you teach them about the food and where it comes from, they devour it!*
- Mini-grants for starter programs up to \$10k.
- Full grants from \$10k-\$100k.
- **These grants will fund food-; ag-; or farm-based educational activities.**

Competitive Education Grant

- Projects can be varied. Sometimes we don't know about if the project is feasible or a good one until we hear about it!
- It's up to the applicant to be CREATIVE and find a sometimes unique and refreshing take on how to do Farm to CNP education! The sky's the limit!
- Things to steer clear of in a proposal include stick-built or permanent structures, capitol assets like vehicles.
- You can pay for labor in the form of hours, but not FTE, because portions of the position can be for other duties other than F2CNP.
- Can pay for 25% for other things not directly related to activities.



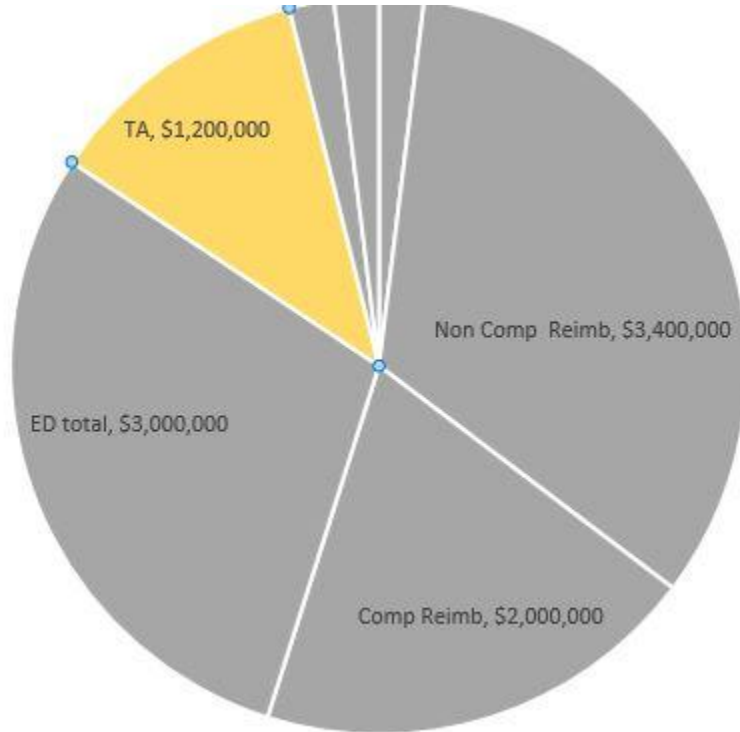
Competitive Education Grant

Last Biennium, nearly **42,000 Oregon students** were able to participate in this grant.

We awarded fifty-nine awardees totalling **\$3.5m**, which will provide over **113,000 hours** of farm to school educational programming. The funding was available to school districts, Sponsors of Child and Adult Care Food Programs, Educational Service Districts, nonprofit entities, commodity commissions or councils, watershed councils, Oregon Food Producers and Tribal organizations across the state – from the Oregon Coast, through the metro regions, to remote Eastern Oregon.

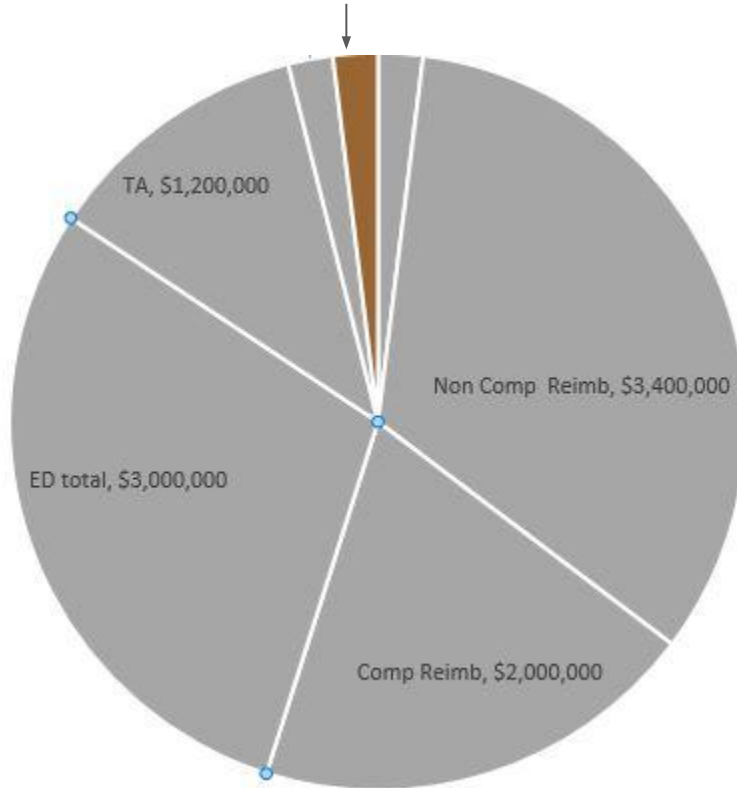


Competitive Technical Assistance Grant



- This allows applicants to provide statewide technical assistance, support and resources to Oregon Farm to School programs.
- Past projects have funded our regional hubs to provide support for grantees.
- Projects are VERY varied. Examples include Network/hubs, ODA project, Ecotrust OH4S project, etc.

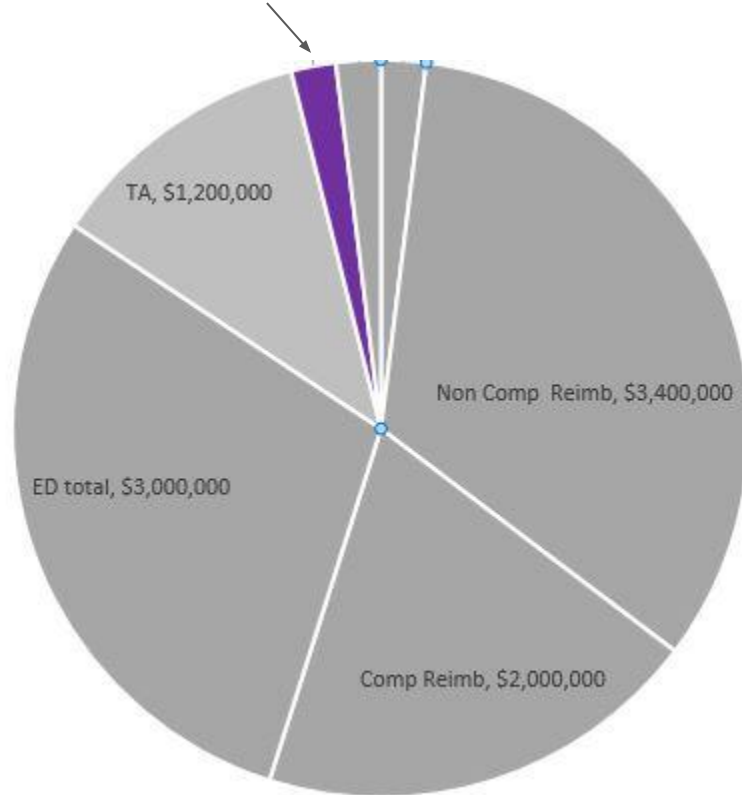
ODA Producer Infrastructure Grant



These funds are transferred to ODA via an Intergovernmental Agreement.

Amy Gilroy coordinates this

Evaluation Grant



We are able to enter into an Intergovernmental Agreement with OSU to conduct our Evaluation of this project.

*Michelle is coordinating this.

Contact us:

The whole team at farmtoCNP@state.or.us



Individually:

rick.sherman@state.or.us

amy.williams@state.or.us

emily.griffith@state.or.us



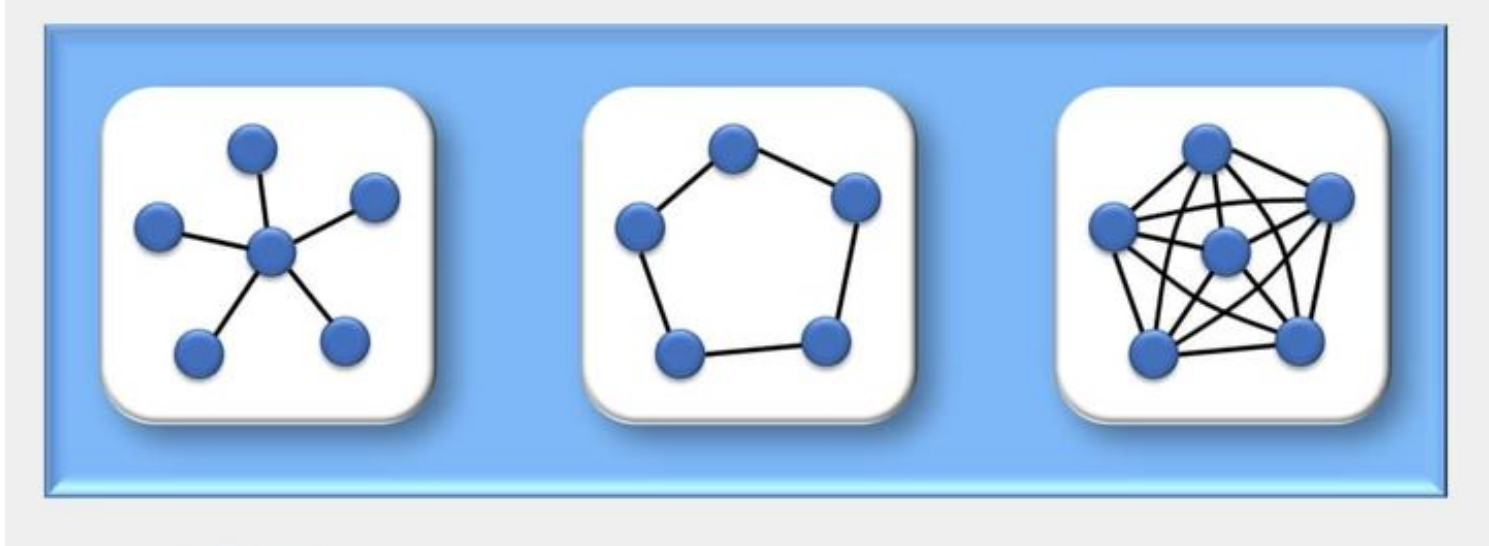


OREGON

Farm to School & School Garden

NETWORK

Welcome to the Network!



Program areas:

- Building Connection
- Technical Assistance, Resources, Training
- Measuring Impact
- Advocacy



Understanding Local Procurement



BUILDING RELATIONSHIPS

“There’s a farm for every school and a school for every farm.”



What Procurement Support Means

Helping child nutrition programs

- Get inspired to give it a try!
- Identify goals that work for them
- Connect with local products
- Plan menus & find recipes that work for the unique needs of the school/district/center
- Helping navigate requirements for local procurement and grant programs



What Procurement Support Means

Helping producers and processors

- **Get inspired to give it a try!**
- **Identify products that are a good fit for CNP**
 - **Maybe use a solicitation or Request for Information (RFI)**
- **Connect with CNP buyers**
- **Understand requirements for selling to CNP**
- **Think about additional F2S opportunities to complement selling to CNP**



START SMALL AND BUILD FROM SUCCESS

- **Harvest of the Month-** feature one item each month
- **Plan ahead, make a calendar**
 - Producers, distributors, and local organizations can help to know what is available
- **Where to purchase:**
 - **Directly from a local farm or producer**
 - Farm stands or farmer's market
 - **Produce distributors** – Duck Delivery, Charlie's Produce, Organically Grown Company, Aloha Produce, Cascade Fruit & Produce
 - **Broadline distributors** – SYSCO, Food Services of America, Franz, Goody Man Distributing



FRUIT OR VEGETABLE HARVEST OF THE MONTH

Month	Harvest of the Month	Newsletter	Recipe	
October	Hispanic Heritage Foods	Peppers	Arroz Con Pollo	
November	Winter Squash	Winter Squash	Turkey Pumpkin Chili	
December	Cabbage	Cabbage	Ramen Cabbage Salad	
January	Microgreens		Add microgreens to salad bar or as tasting in hot line	
February	Radish	Radish	Raw radish slices with meals	
March	Carrots	Carrots	Carrot Soup with Lime Juice	
April	Spinach	Spinach	Spinach in place of lettuce for salads	
May	Indigenous Foods			



WHICH FRUITS & VEGETABLES?

**THOSE THAT CAN BE USED IN
THEIR WHOLE FORM**

**PRODUCTS THAT CAN BE
EASILY PROCESSED**

whole strawberries

tomatoes

small apples

cucumbers

sweet peas

broccoli

potatoes

cauliflower

pears

melons

Products that are more difficult: corn on the cob, winter squash, carrots (different sizes and need peeling)



WHAT OTHER PRODUCTS?

- **Locally processed products**
 - **Examples: Tamales, noodles, bean dips**
- **Local grains, legumes, protein**
- **Spices**
- **Dried fruit**
- **Nut butters**



WHAT OTHER PRODUCTS?

- **Locally processed products**
 - **Examples: Tamales, noodles, bean dips**
- **Grains**
- **Legumes**
- **Animal protein**
- **Spices**
- **Dried fruit**
- **Nut butters**



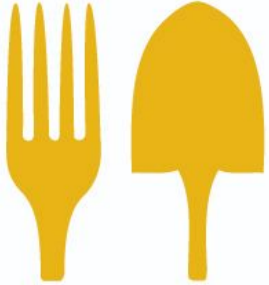
HELPING PRODUCERS AND CNP FOOD BUYERS CONNECT!

- [Oregon Harvest for Schools Directory](#)
- Local Food Hubs & Buyers Guides
- Farmer's Markets & CASs
- Regional Gatherings



PROMOTING FARM TO SCHOOL

- Tasting events
- Farmer visits
- Farm field trip
- Food Hero & [Oregon Harvest for Schools Materials](#)
- Media & Community attention/appreciation



OREGON
HARVEST
for
SCHOOLS



MAKING A PURCHASE

••••

Behind the scenes

**PROCUREMENT
METHODS**

● **FORMAL**
> \$150,000

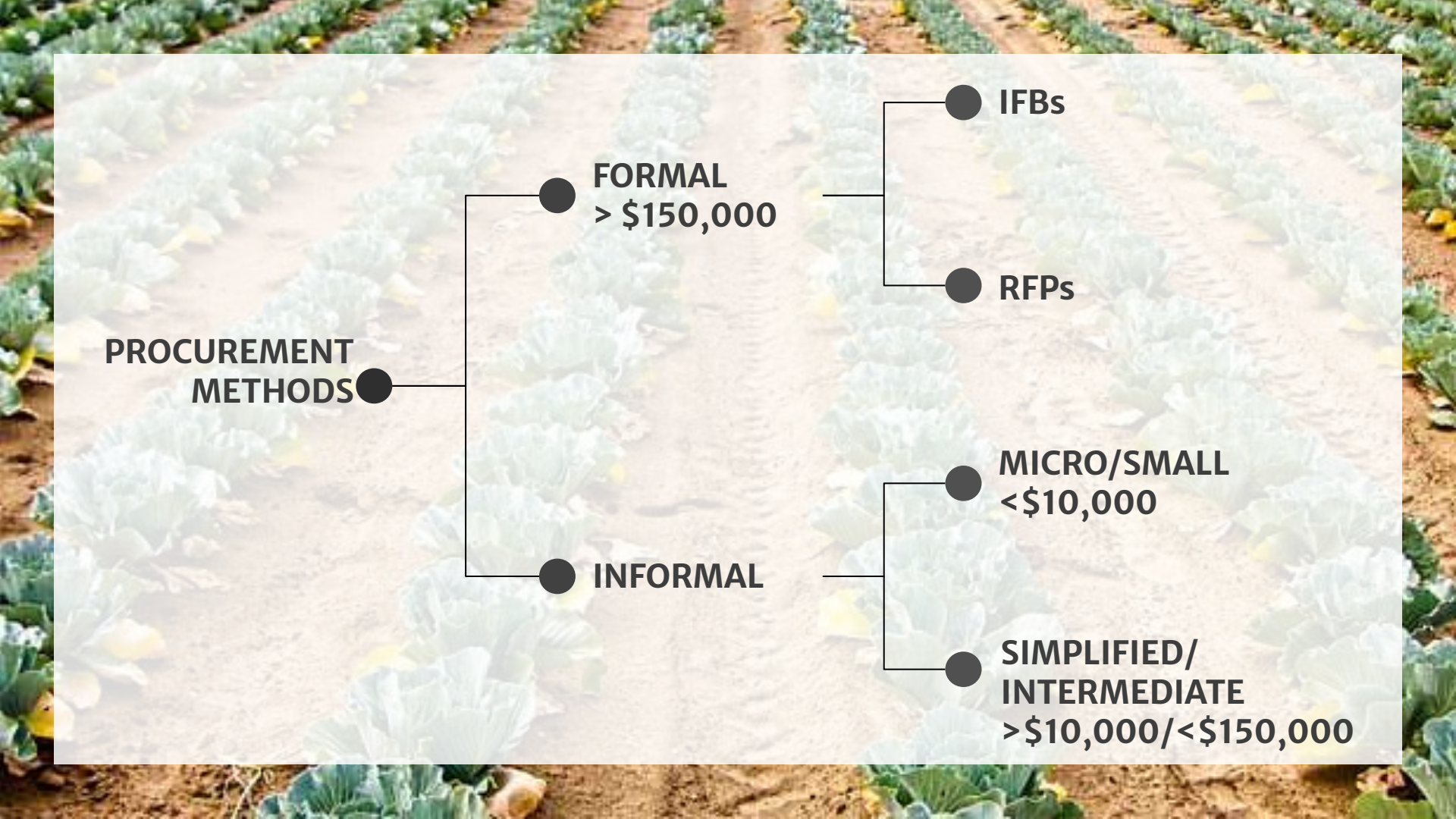
● **IFBs**

● **RFPs**

● **INFORMAL**

● **MICRO/SMALL**
<\$10,000

● **SIMPLIFIED/
INTERMEDIATE**
>\$10,000/<\$150,000



**PROCUREMENT
METHODS**

● **FORMAL**
> \$150,000

● **IFBs**

● **RFPs**

● **INFORMAL**

● **MICRO/SMALL**
<\$10,000

● **SIMPLIFIED/
INTERMEDIATE**
>\$10,000/<\$150,000



INFORMAL PURCHASE METHODS

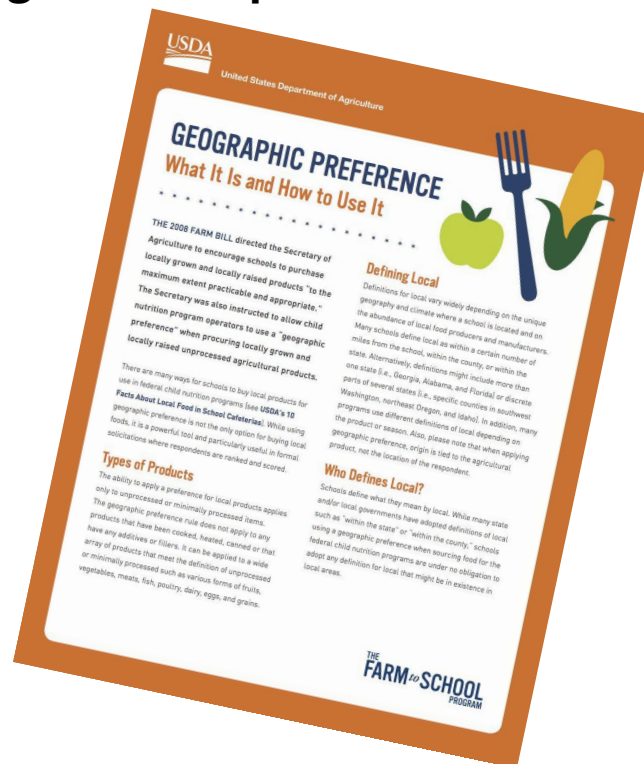


BASIC STEPS TO INFORMAL PURCHASING

SMALL <\$10,000	INTERMEDIATE >\$10,000/<\$150,000
Decide what you want to buy	Decide what you want to buy <i>and put it in writing</i>
Do price research, if needed	Identify and gather at least 3 quotes from suppliers
Make the purchase	Evaluate responses
“Manage the contract”	Make purchase with lowest price quote <i>(apply geographic preference, if using)</i>
Distribute purchases between suppliers	“Manage the contract”

GEOGRAPHIC PREFERENCE

This tool can be used by school food buyers to make local purchasing more competitive within the procurement rules.



A close-up photograph of a large pile of ripe, red and yellow apples. The apples are densely packed, filling the entire frame. The colors range from bright red to a mix of red and yellow, indicating they are ripe. The lighting is soft, highlighting the texture of the apple skins.

**OTHER
FUNDING &
PROGRAMS
FOR LOCAL
PURCHASES**



OTHER FUNDING STREAMS THAT CAN BE USED TO BUY LOCAL

- Any funding from USDA for school meals
- FFVP: Fresh Fruit and Veggie Program
- USDA Pilot Project (for unprocessed fruits and vegetables)
- DOD Fresh



Resources for Producers

Amy Gilroy, Farm to School Manager

September 28, 2021



**OREGON
DEPARTMENT OF
AGRICULTURE**

Oregon Department of Agriculture Farm to School Program

- Farm to School Technical Assistance
- Resource for “school ready” producers and food businesses
- Product development
- Oversee *new* Farm to School Producer EI Grant



Inaugural grantees!

Aichele Farms, Stanfield OR
Tortilleria Y Tienda De Leon, Portland OR
Cody Orchards, Parkdale OR
Ella Bella, Talent OR
Mudbone Grown, Corbett OR
Mama Tees Farm, Willamina OR



**OREGON
DEPARTMENT OF
AGRICULTURE**

Challenges Producers Face in Your Regions

- Food Safety and School Market Requirements
- Access to Natural Resources & Capital
- Product Development
- Navigating School Food Procurement
- Understanding Costs to Grow
- Crop Planning
- Setting Product Price
- Unique Needs of BIPOC producer/Food Businesses
- Distribution
- Product Forecasting for School Markets
- Contracts and Agreements
- Lack of Cold Storage



Orientation to the School Marketplace

- Be transparent with producers about the realities of working with schools.
- Schools are eager to support producers in their communities but there is a learning curve.
 - Peer to peer work
- Start small and expect big rewards!



[Selling to Schools: Tips for Oregon Producers](#)

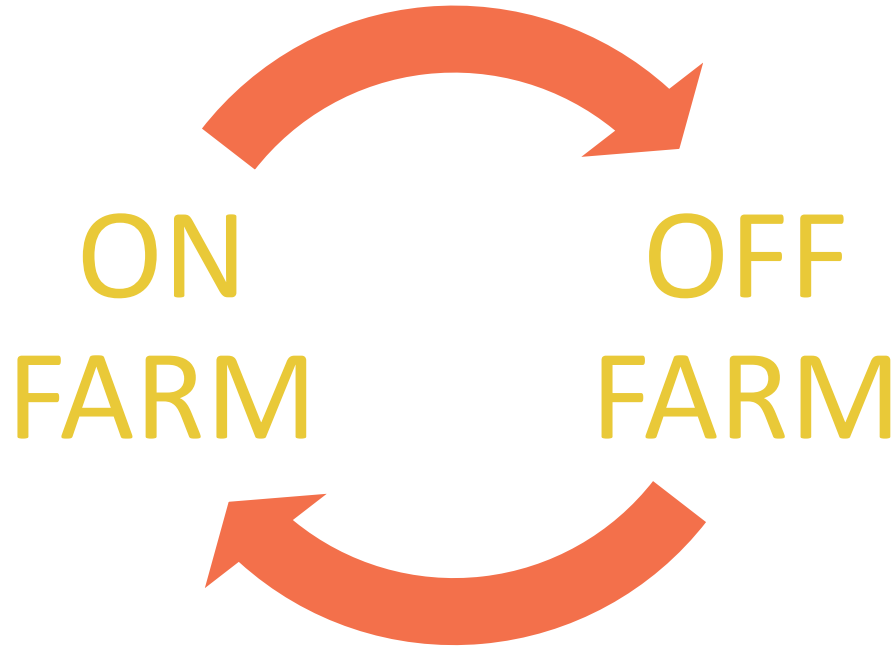
Will be updated Spring 2021



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Food Safety Requirements?

- Most frequently asked



Food Safety and Selling to Schools

[Food Safety Requirements for Producers Operating Under the Oregon Farm to School Program \(Off Farm\)](#)

[FDA Standards for Produce Safety Coverage and Exemptions Chart \(On Farm\)](#)

[Produce Growers - FSMA Produce Safety Rule Decision Tool - Are you Covered? \(On Farm\)](#)

[Contact ODA Produce Safety Division](#)



Click here



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When do I need a food safety license?... It depends.



- Product type
- Form of product
- Volume in quantity and sales

Need help?

[ODA Food Safety Search Engine](#)



Food Safety Education and Training for Growers

Produce Safety Alliance Grower Training



On Farm Readiness Reviews (OFRR) Videos

- Agricultural Water
- Soil Amendments
- Sanitation
- Wildlife & Domesticated Animals
- Worker Health & Hygiene

Produce
Safety
ALLIANCE



Oregon
Department
of Agriculture



Oregon State University
Extension Service

[Sign up for a Grower Training Class](#)



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General Resources for Producers

Oregon Agricultural & Commercial Seafood

Commodity Commissions

- 22 in Oregon overseen by ODA

New and Small Farm Resources

- Education and Training
 - Financial Assistance
 - Land Access
 - Marketing
- USDA Rural Development, FSA, and NRCS all have point contacts for new farmers and ranchers in Oregon



Resources for Value Added Producers



Value Added Producers must prepare a statement that includes information on how the product contributes towards the school meal pattern and must include the creditable ingredients and serving or portion sizes.



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Tools to Help

[Food Buying Guide
Mobile App](#)



Child nutrition program-specific information for meeting meal pattern requirements – user friendly and searchable!

[USDA Food Buying Guide Main Page](#)

Recipe Analysis Workbook

Product Formulation Statement Templates

Samples of PFS - contact me

How to prepare a PFS... coming soon!

Whole Grain Corn Tamale



More than 15,000 tamales to Portland Public Schools, now selling to Umatilla, Beaverton, and Hood River



Whole Grain Wheat Yakisoba Noodle



2500 pounds every 6 weeks to Portland Public Schools and 4000 pounds every 2 months to Eugene 4J Schools

FOOD
MANAGEMENT

BEST K-12 MEAL



Locally made whole-grain rich yakisoba noodles with shredded cabbage and chicken tossed in yakisoba sauce. Served at Portland Public Schools (Oregon).

NEWS & TRENDS > K-12 SCHOOLS

Who's serving the best K-12 school meals in America?





Farm to School Producer & Processor Toolbox

- School Market Readiness Assessment
- Orientation to the School Marketplace
- Communicating with School Food Directors
- Working with Distributors
- Small Farm Food Safety Checklist

*Some materials will be available in multiple languages



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Communication & Media Assets

September 23, 2021





To celebrate the diversity of producers in the farm to school program by:

- 1) **Campaign:** Using a consistent brand identity for peer-to-peer recognition among producers (ODA)
- 2) **Toolkit:** Providing low-cost and low-tech tools for promotions and events for practitioners (hubs and others)


Message Options Table Design Layout

Send View Properties Delete Insert Image Insert Image Right Merge Cells Split Table Undo Width: 231px Height: 0.27"

To:

Cc:

Subject: It's National Dairy Month!




Dear Oregon Dairy Producers,

June is National Dairy Month! To celebrate we are promoting Oregon dairy products in our summer meal programs. If you are interested in participating in this special promotion please contact me by May 1st.

Thank you for everything you do for farm to school!

Amy

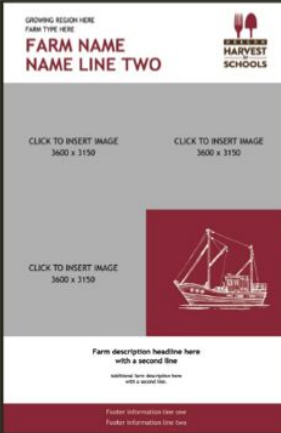
Amy Gilroy, Farm to School Manager
Oregon Department of Agriculture - Agricultural Development & Marketing Program
Food Innovation Center, 1207 NE Nasto Parkway, Portland, OR 97209-2832
PH: 503.709.5380 | Oregon.gov/OSA Pronouns: she, her, hers




1



Oregon Harvest for Schools
info@ohs.state.or.us | 503.966.4552 | 435 Capitol St., NE Salem, OR 97301



GROWING REGION HERE
Farm type here
FARM NAME
NAME LINE TWO

CLICK TO INSERT IMAGE
3600 x 3150

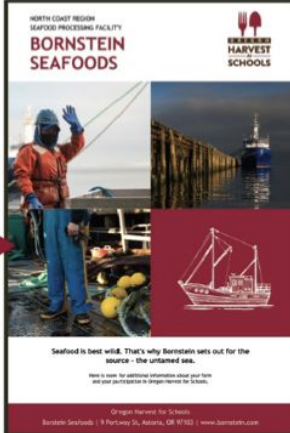
CLICK TO INSERT IMAGE
3600 x 3150

CLICK TO INSERT IMAGE
3600 x 3150

Farm description headline here
with a second line
smaller font size description here
with a second line

Further information link one
Further information link two

This fresh template is ready for images and text



NORTH COAST REGION
SEAFOOD PROCESSING FACILITY
BORNSTEIN
SEAFOODS

CLICK TO INSERT IMAGE
3600 x 3150

CLICK TO INSERT IMAGE
3600 x 3150

Seafood is best wild. That's why Bornstein sets out for the source - the unfarmed sea.
Here is space for additional information about your farm and your participation in Oregon Harvest for Schools.

Oregon Harvest for Schools
Bornstein Seafoods | 1 Parkway St., Astoria, OR 97103 | www.bornstein.com

Looking beautiful all filled out!



Dairy Processors



Ranchers & Fisheries




Fruit Growers



Vegetable Growers



Whole Grain/Value Added -
i.e., Tamales & Noodles



GROWING REGION HERE
FARM NAME
NAME LINE 2
NAME LINE 3

CLICK TO INSERT IMAGE
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CLICK TO INSERT IMAGE
1800 x 1575

INSERT TYPE OF FARM
INSERT FARM NAME
FARM NAME LINE 2
Insert farm description here

Insert website here

Oregon Harvest for Schools

Amy Gilroy, MPH
Farm to School Manager
Oregon Dept of Agriculture
Phone: 503-709-5360
Email: amy.gilroy@oda.oregon.gov



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