Overview

- Assessing Local Production and Seasonality
- Defining Local
- Integrating Local
- Tracking Local Purchases
  - Page County Schools
  - Oakland Unified Public Schools
- Resources
- Questions

Housekeeping

- To download handouts:
  ![Download Handouts](handouts.png)
- 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

Poll: Who is on the line?

Our Presenters

Maggie Gosselin
Program Analyst
Maggie.gosselin@fns.usda.gov

Diane Dovel
Food Service Director, Page County Schools
ddovel@pagecounty.k12.va.us

Alex Emmott
Farm to School Supervisor
Alexandra.emmott@ousd.k12.ca.us

Assessing Local Production and Seasonality
Don’t Forget: Local Can Span the Tray

Local Production & Seasonality Resources
- Conversations with farmers and other producers
- Visits to the farmers market
- Outreach to cooperative extension agents
- Outreach to districts and state farm to school coordinators
- USDA Census of Agriculture
- The Farm to School Census
- Seasonality Charts

Defining Local

Ways to Define Local
- Within a radius
- Within a county
- Within a state
- Within a region
- A combination!
A More Nuanced Approach…

- A district’s definition of local need not be static. It may change depending on the:
  - Season
  - Product
  - Special events

Integrating Local

What’s Already Local on Your Menu?

- Look at your records.
- Ask your suppliers whether they purchase local products.

What Could Be Local?

- Conduct a menu audit:
  - Are there items that could easily be replaced with local products?
- Think about ways to integrate:
  - Harvest of the month program
  - New recipe development
  - Salad Bar
  - Seasonal Cycle Menu
- Include tracking of locale in future contracts.

Forecasting Your Needs

- How many students am I feeding?
- How much food do I need?
- How much can I spend total?
- How much can I spend on local products?

Tracking Local Purchases: Page County Public Schools

About Page County Public Schools

- Number of Schools: 9
- Number of Students: 3529
- Number of Meals Served: 3440
- Percentage of Students Receiving Free and Reduced Price Lunches: 53%
Page County’s Definition of Local

- Three-tiered definition of local
  - Within the County
  - Within the Region (within 90 miles of Luray, VA)
  - Within the State

- While a product that meets the first tier definition is preferred, a product that falls within any of the three tiers would be considered a local product.

Growth in Local

- In 2012-13, Page County Elementary Schools spent $13,572.75 or 33.1% of its produce budget on local produce and eggs. The goal for 2013-14 is to spend 38.1% of its produce budget locally. So far in 2013, August through October, Page Elementary Schools have spent $4,158 out of $5,765.34 or 41.9% of its produce budget on local produce and eggs.

Tracking Local Purchases

<table>
<thead>
<tr>
<th>School</th>
<th>Local Produce</th>
<th>Non-local Produce</th>
<th>Total Produce</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luray (LES)</td>
<td>4759.25</td>
<td>9863.35</td>
<td>14618.6</td>
</tr>
<tr>
<td>Shenandoah (SHEN)</td>
<td>4343</td>
<td>6695.4</td>
<td>9638.4</td>
</tr>
<tr>
<td>Springfield (SPR)</td>
<td>2878.72</td>
<td>4389.3</td>
<td>7268</td>
</tr>
<tr>
<td>Stanley (STAN)</td>
<td>7079</td>
<td>10534.3</td>
<td>17613.3</td>
</tr>
<tr>
<td>Total</td>
<td>$19,010.97</td>
<td>$34,821.14</td>
<td>$54,832.51</td>
</tr>
</tbody>
</table>

*Includes produce and eggs, excludes meats, grains and dairy.

Local Produce Budget by School: Aug – May 2012-13

<table>
<thead>
<tr>
<th>School</th>
<th>Local Produce</th>
<th>Non-local Produce</th>
<th>Total Produce</th>
</tr>
</thead>
<tbody>
<tr>
<td>LES</td>
<td>1063</td>
<td>1866.97</td>
<td>2929.97</td>
</tr>
<tr>
<td>SHEN</td>
<td>1246</td>
<td>1637.74</td>
<td>2883.74</td>
</tr>
<tr>
<td>SPR</td>
<td>515</td>
<td>675.6</td>
<td>1191.6</td>
</tr>
<tr>
<td>STAN</td>
<td>1033</td>
<td>1585.03</td>
<td>2618.03</td>
</tr>
<tr>
<td>Total</td>
<td>$4158</td>
<td>$5765.34</td>
<td>$9923.34</td>
</tr>
</tbody>
</table>

Tips for Tracking Local Purchases

- Set goals
- Start at the beginning of a year
- Be diligent and consistent about recording (and do it at least monthly)
- It’s all worth it!

About Oakland Unified School District

- Number of Schools: 85
- Number of Students: 37,000
- Number of Meals Served: 39,000 daily
- Percentage of Students Receiving Free and Reduced Price Lunches: 70%
- Fun Fact: OUSD Nutrition Services sponsors an after school produce market in 20 low-income elementary schools across the district which sell affordable, local, organic & pesticide free produce to parents and community members.
Today in Oakland is CALIFORNIA THURSDAY, when we source an entire school lunch from within the state of California. This is the next step for FARM TO SCHOOL in Oakland.

Our Goal: To calculate the percent of our food we are currently purchasing from within California.

We are using the 2012-13 school year as a baseline against which to compare the 2014-15 school year, after the full implementation of the California Thursdays program.

How do we define a California product?

Level I, II, III California?
The Baseline Project: **LESSONS LEARNED** so far...

1. Narrow your scope
2. Establish your questions early
3. Be consistent
4. Present yourself as a partner
5. Use existing resources
6. Divide and conquer!

 resources

**Farm to School Resources**

- The Food Buying Guide for Child Nutrition Programs
- Pecks to Pounds
- State resources
  - Seasonality Charts
  - Seasonal Menus
- Many more ideas and examples listed on the resource handout!

**Resources**

- USDA Farm to School Website and E-Letter (at [www.fns.usda.gov/farmtoschool](http://www.fns.usda.gov/farmtoschool))
- Farm to School Census
- Farm to School Regional Leads
- More procurement resources coming soon!

**How are we doing?**

- Please complete this QUICK evaluation: [https://www.surveymonkey.com/s/Q76NG2L](https://www.surveymonkey.com/s/Q76NG2L)
- Please join us for the rest of the series! To register, please go here ([https://www.surveymonkey.com/s/WT8ZWYS](https://www.surveymonkey.com/s/WT8ZWYS))