Farm to Childcare

Connecting Young Children with Local Foods and Farmers

CACFP Renewal| July 31

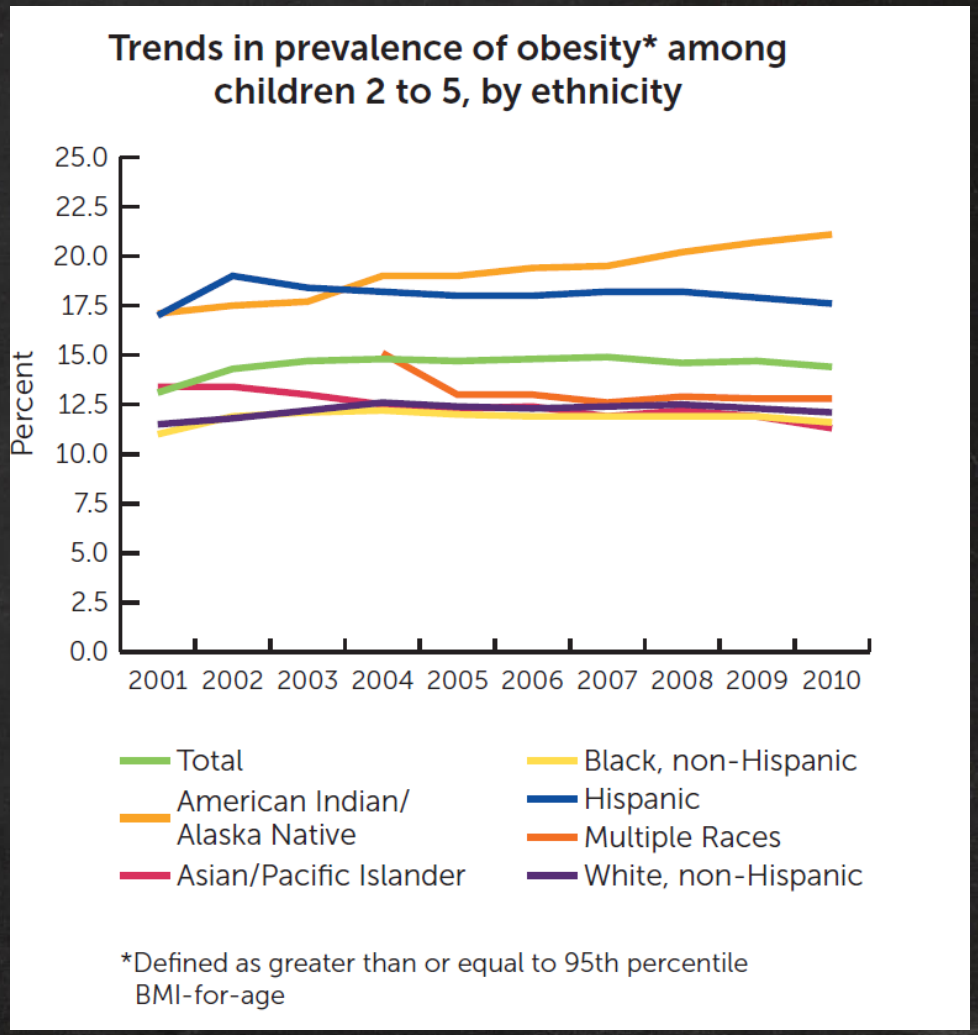
Welcome!

USDA | THE FARM to SCHOOL PROGRAM

Why Focus on Nutrition in Childcare?

Childhood Obesity:

- Diabetes
- Asthma
- High Blood Pressure
- High Cholesterol
- Bone/ Joint Problems
- Sleep Apnea



What is Farm to Childcare?

National initiative to increase access to farm fresh and healthy foods to children

- Increases child consumption
- Can increase quality of meals
- Stimulates the local economy by keeping money in local circulation
- Provides transparency to the consumer
- Availability of unique or specialty products
- Can potentially impact your bottom line
- Can build life-long healthy eating and physical activity habits

Research

Nutrition education can improve preschoolers' at-home diet, according to a group randomized trial published in the Journal of the Academy of Nutrition and Dietetics. Recent articles focus on:

- Changing foodservice practices (i.e. purchasing, marketing, taste education...)
- Classroom education for children
- Indirect parent education through newsletters or other activities that encourage parents to make changes at home

A Children's Garden

Most frequently used messages include trying new foods:

- Eating a variety of vegetables
- Eating a variety of fruits
- Incorporating more healthy diary into the diet
- Engaging in physical activity
- Eating healthier snacks
- Safe and healthy food preparation with children

Types of Gardens

Network of Garden Resources

- University of Arizona Cooperative Extension
  - UA Nutrition Network (Tucson)
- Arizona Nutrition Network
- Valley Permaculture Alliance
- Flagstaff Food Link
- Food Corps, Inc.
- Food Bank of Southern Arizona
- Arizona Department of Health Services
- National Farm to School Network
- Arizona Department of Education's School Garden Webpage

Garden to Café: Foodborne Illness

CDC Surveillance Report 1988-1992
Identified 5 rick factors contributing to foodborne illnesses:

1. Inadequate cooking
Salmonella, app, Escherichia coli (e-coli), Campylobacter, Vibrio cholera

2. Improper holding temperatures
   Listeria monocytogenes, Clostridium perfingens, Salmonella, E-coli, Bacillus cereus, Staphylococcus

3. Contaminated equipment
   Salmonella, E-coli, Hepatitis A, Norovirus, Staphylococci Enterotoxins

4. Poor personal hygiene
   Salmonella, E-coli, Shigella, Norovirus, Hepatitis A

5. Food from unsafe sources/ untreated water
   Clostridum botulinum, Giardia lamblia, Cryptosporidium parvum, Vibrio cholera, Hepatitis A, Norovirus

Arizona Food Code

Definition:

1-201.10 (B)(4) “Approved” means acceptable to the regulatory authority or to the food regulatory agency that has jurisdiction based on determination of conformity with principals, practices, and generally recognized standards that protect public health.

Food Safety in School Gardens

School Garden Food Safety Trainings for

- implementing safe growing and handling practices
- standards-based lessons that bring the garden into your classroom curriculum
- intro to gardening taught by local experts

Last In person training is scheduled for August 29th!

ADHS School & Community Garden Program

- Certification
- Food safety guidance
- Free soil testing (lead)

For more information please contact

Kathryn Mathewson

(602) 364-3952

Kathryn.Mathewson@azdhs.gov

http://www.azdhs.gov/phs/oeh/fses/school-garden/

Garden to Café Considerations

Education

Population served

- 30+ students
- Trace back is stronger

Parents

- Power of choice
- Assumption of safe food
- Awareness of student involvement in the garden program for education

Food Safety

- Small setting where vegetables are being sampled
- Not being stored, processed, cooked; immediate consumption

Production

Population served

- 100+ students
- Trace back in weaker

Parents

- Power of choice
- Assumption of safe food
- Awareness of student involvement in the garden program for production

Food Safety

- Food is stored, processed and cooked
- Not consumed immediately

Specific Food Safety for Children Under 5

NAME	POISONOUS PARTS
Aloe Vera	All parts
Asparagus	Uncooked, young shoots
Azalea	All parts
Box Plant	Leaves, stems
Castor Bean	Seeds
China Berry	Berries
Crocus	All parts, especially bulbs
Daffodil	All parts, especially bulbs
Dumb Cane c	All parts, especially bulbs
Elephant Ear	All parts
English Ivy	Leaves, berries
Ground Ivy	All parts
Holly	Leaves, berries
Iris	Bulbs, stems, leaves
Juniper	All parts
Lantana	Leaves, berries
Mistletoe	All parts, especially berries
Toadstools	All parts
Oak	Raw acorns, young shoots
Oleander	All parts, especially seeds
Poinsettia	Leaves, sap
Philodendron	All parts
Poison Sumac	Leaves, fruit
Tomato Leaves	Leaves

What Does Local Mean?

Who defines local?

- School food authorities

What are you trying to accomplish?

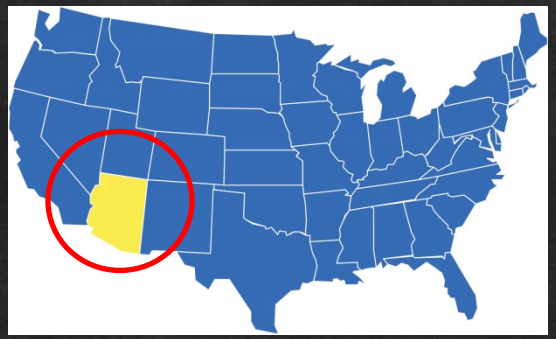
- **Quality**: Is there a need to access fresh products for increased shelf life, increased meal acceptability, taste preference?
- **Transparency**: Do you want to bring as much local product as possible onto the menu as quickly as possible?
- **Education**: Do you want to couple local purchases with farm visits and have personal relationships with suppliers?

What Does Local Mean?

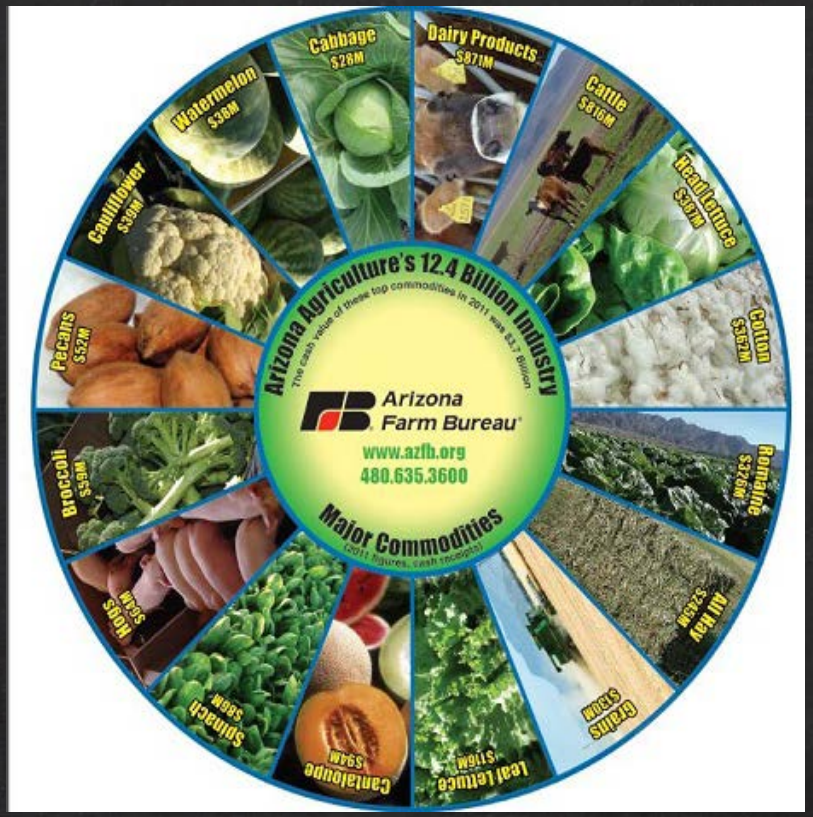
- Within a radius
- Within a county
- Within a state
- Within a region

A district's definition of local may change depending on the:

- Season
- Product
- Special events



Resources for Finding Local Products



- State Resources
  - » Good Food Allies
  - » AZFB Fill Your Plate
  - » Local First Arizona
- Producer Associations
  - » Western Growers Foundation
  - » Arizona Farm Bureau
  - » Arizona Beef Council
  - » Arizona Pork Council
  - » Arizona Dairy Council
  - » Yuma Fresh Vegetables
- Farmers' Markets
  - » http://arizonagrown.org/

Yuma Farm Tour

Farm to School Training

Yuma Farm Tour
December 5, 2012

The Arizona Department of Education is partnering with Yuma Elementary District and Yuma Visitor's Bureau to explore Yuma's agriculture. We invite school food buyers to join us on December 5, 2012 for a regional farm tour in Yuma, Arizona.

This daylong training will take you through the Farm to School supply chain. We will visit two Arizona farms and a produce cooling facility in Yuma and Gila Valley emphasizing high-quality standards and practices in agriculture. This tour will feature best practices in food safety, procurement, and marketing.

A special thank you to JV Farms, Barkley Farms, and Tanimura & Antle for hosting our farm tour!

For more information Log-on and register at:

www.ade.az.gov/onlineregistration

Registration deadline: November 23, 2012

Barkley Ag Enterprises, LLP

Yuma College of Agriculture and Life Sciences

Tanimura & Antle

JV Farms — Produce for a healthier tomorrow.

Yuma Arizona — Yuma Visitors Bureau

Yuma School District One — One Community Pursuing Excellence

Power Plate — Eat Well. Play Well. Your Food!

Ashley Schimke
Farm to School & School Garden Program Specialist
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(602) 364-2282

Arizona Department of Education

School Garden Tours

School Garden Tour

Special thanks to

escuela MANZO

Pima County Public Library

College of Agriculture and Life Sciences
Cooperative Extension
Maricopa County
Arizona

Tucson Village Farm

Native Seeds S·E·A·R·C·H

Community Food Bank of Southern Arizona

TUSD

Arizona Department of Education

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Buyer Supplier Meetings

...potential suppliers!

Coming soon

Buyers talking to...

National Farm to School Network

- Program Models
- Curricula
- Parent Education
- Research & Evaluation
- Grants
- Resources for Families
- Publications and Presentations
- Seasonal Menus & Recipes
- Policy

Today's Objectives

What is Farm to School?

- Available local products
- Defining local
- Where to get local + Resources

Procurement Principles and Regulations

- Overview Federal Regulations
- Applicability in Arizona
- Defining local vs specifying local

Procurement Methods

- Request for Information
- Examples for Informal/Formal Bids
- Split bids
- USDA's Geographical Preference Option
- DoD Fresh Produce Program
- Forward Contracts

Procurement Principles and Regulations

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What Is Procurement?

Procurement is the purchasing of goods and services.

The procurement process involves:

4 Key Concepts

1) American Grown
2) Knowledge of State and Local Regulations
3) Competition
4) Responsive and Responsible

1

The Buy American Provision

The National School Lunch Act requires SFAs to purchase domestically grown and processed foods to the maximum extent practicable.

2

State and Local Procurement Policies

- Schools must be aware of procurement requirements at the federal, state and local levels and are responsible for complying with all levels of regulations.
- In some cases, state and federal regulations may be in conflict with each other.

3

Competition

Competition is essential to ensure the best cost and quality of goods and services.

Why is Competition Important?

- Price!
  - » In a competitive procurement environment:
    - Sellers may accept a smaller margin of return on a given sale rather than make no sale at all
    - Schools may receive more goods or services at a lower price than in a non-competitive environment

Why is Competition Important?

- Quality!
  - » In a competitive environment:
    - Businesses seek to differentiate themselves in terms of quality and innovation
    - Each procurement offers an opportunity to consider new and/or higher quality products and services

4

Responsive and Responsible

Awards must be made to vendors that are responsive and responsible.

- Responsive means that the vendor submits a bid that conforms to all terms of the solicitation.
- Responsible means that the vendor is capable of performing successfully under the terms of the contract.

Procurement Procedures

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Requests for Information

- Survey the market to understand:
  - » Quantity available
  - » Price point
  - » Seasonal availability
  - » Willingness to work with schools
  - » Whether geographic preference is necessary
  - » Who the producers are!
- Collaborate with surrounding districts
- Work with a community partner

Procurement Procedures

≤ Competitive Threshold >

(Arizona Bid Threshold = $100,000)

Informal

Small Purchase
(Requires price quotes from at least 3 bidders)

Formal

Sealed Bids (IFBs) & Competitive Proposals (RFPs)
(Requires public advertising)

“Three Bids and a Buy”

Develop a Specification

- Granny Smith, US. No. 1, 5 185 count boxes per week for Sept-Dec

Solicit Bids

- Contact vendors (by phone, fax, email, in-person or via mail) and provide them with specifications (or if calling, read same information to each vendor)

Bid Documentation

- Document or maintain each vendor’s bid and constraints; then file it.

Vendor	Art’s Apples	Olivia’s Orchard	Apple Crunch Inc.
Price/box	$40	$47	$37

“Three Bids and a Buy”

Develop a Specification

- Green apples, US. Fancy or No. 1, prefer 5 185 count boxes per week but willing to consider other pack sizes for Sept-Dec

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- Green apples, US. Fancy or No. 1, prefer 5 185 count boxes per week but willing to consider other pack sizes for Sept-Dec.

Solicit Bids

- Contact **ONLY LOCAL** vendors (by phone, fax, email, in-person or via mail); provide them w specifications (or if calling, read same information to each vendor)

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Vendor	Art’s Apples	Olivia’s Orchard	Apple Crunch Inc.
Price/box	$40	$47	$37

"Three Bids and a Buy"

Develop a Specification

- Green apples, US. Fancy or No. 1, prefer 5 185 count boxes per week but willing to consider other pack sizes for Sept-Dec.
- **Must provide harvest tour to two 3rd grade classes in October.**

Solicit Bids

- Contact **ONLY LOCAL** vendors (by phone, fax, email, in-person or via mail); provide them w specifications (or if calling, read same information to each vendor)

Bid Documentation

- Write down each vendor's bid and constraints; then file it.

Vendor	Art's Apples	Olivia's Orchard	Apple Crunch Inc.
Price/box	$40	$47	$37

Proceed with Caution (and Document)

"Acorn Lane School District issued a solicitation for 1,000 cases of green apples on September 5. To encourage competition, Acorn Lane School District emailed the solicitation to 14 known vendors, placed an ad in the local paper, and followed up with 8 of the 14 vendors by phone. Only one bid was received on September 15. Since the teachers required green apples, not red ones, to complement their lesson. Acorn Lane School District selected the lowest bidder, Green Apple Farms."

Splitting Procurements

- SFAs cannot arbitrarily divide purchases to fall below the small purchase threshold.
- In some instances, however, characteristics of a product or market justify the need to separate it from the overall food procurement.

  …such as Harvest of the Month Programs, taste tests, products for a Farm to School Month promotion. (But you still can't use local as a specification!)

Formal Procurement Solicitations

Invitation for Bid (IFB)

Procurement by competitive sealed bidding is done by issuing an invitation for bid (IFB).

Use it when:

- A complete, adequate, and realistic specification is available.
- The contract can be awarded on the basis of price.

Request for Proposals (RFP)

Procurement by competitive proposal is done by issuing a request for proposal (RFP).

Use it when:
Conditions aren't appropriate for a sealed bid. Price won't necessarily be the sole basis for the award.

Sections of a Solicitation

- Contract Type
- Introduction/Scope
  - » Ex. We heart farm to school and want to include as much local as possible. Our goal is to serve 20% local products.
- **General Descriptions of Goods and Services (AKA Specifications)**
  - » **Ex. Product specifications**
- Timelines and Procedures
- **Technical Requirements**
  - » **Ex. Determine responsive and responsible vendors**
- Evaluation Criteria

Two Ways to Use Specifications to Target Local Products

1. Use product specifications
2. Use additional requirements to determine vendor responsiveness

1

Use Product Specifications to Target a Local Item

Consider requesting:

- A variety that is unique to the region
- Products are delivered within 24 or 48 hours of harvest

Potential Specifications, Requirements, and Evaluation Criteria to Target Local Products

- Such as:
  - » Particular varieties unique to the region
  - » Freshness (e.g. Delivered within 48 hours)
  - » Size of farm
  - » Harvest techniques
  - » Crop diversity
  - » Origin labeling
  - » Able to provide farm visits or class visits

Competition Killers

Do not…

- Place unreasonable requirements on firms;
- Require unnecessary experience;
- Give noncompetitive awards to consultants;
- Have organizational conflicts of interest;
- Specify only brand name products; or,
- Make arbitrary decisions in the procurement process.
- **Use local as a product specification.**

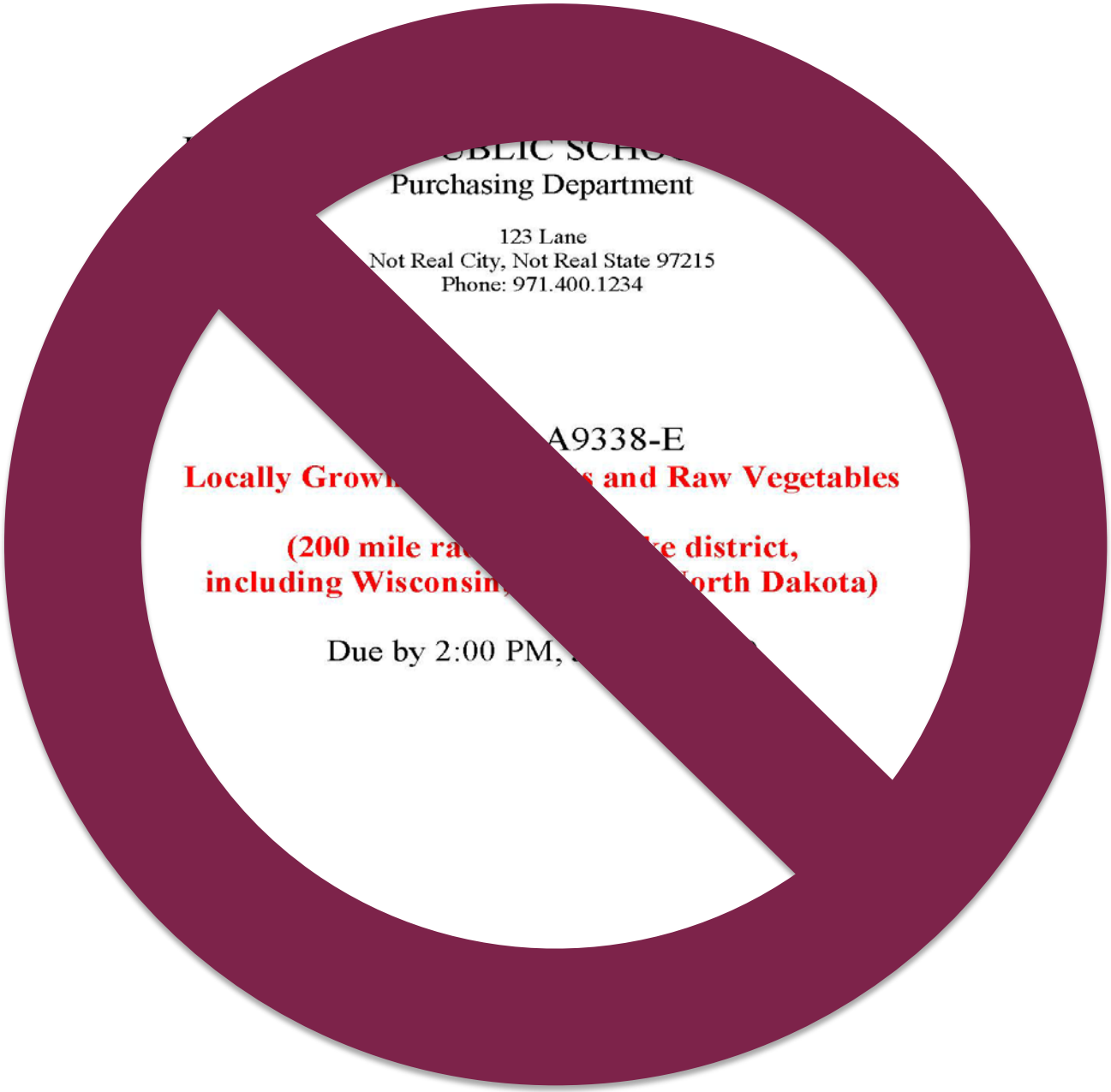
IMAGINARY PUBLIC SCHOOL DISTRICT
Purchasing Department

123 Lane
Not Real City, Not Real State 97215
Phone: 971.400.1234

RFP A9338-E
Locally Grown Fresh Fruits and Raw Vegetables

(200 mile radius from fake district,
including Wisconsin, Iowa and North Dakota)

Due by 2:00 PM, July 20, 2009



Purchasing Department

123 Lane
Not Real City, Not Real State 97215
Phone: 971.400.1234

A9338-E

Locally Grow and Raw Vegetables

(200 mile ra district,
including Wisconsin orth Dakota)

Due by 2:00 PM,

Local as a Specification

- "This RFP is restricted to producers within the state."
- "This RFP is for Virginia grown products for Virginia grown week"
- We are soliciting bids from producers within a 150 mile radius.
- We are soliciting bids for Washington grown products.
- Only products grown within a 300 mile radius will be accepted.

Additional Production Standards

- Certified Organic
- No-till
- Pesticide Free
- Grass-fed
- Cage Free

Example: Use Product Specifications

Product Specification

- Granny Smith,
- US. Fancy,
- 5 - 185 count boxes per week for September - December

Example: Use Product Specifications

Product Specification

- Granny Smith **or local variety**,
- US. Fancy **or No. 1**,
- **Prefer** 5 - 185 count boxes per week **but willing to consider other pack sizes** for September – December
- **Delivered within 48 hours of harvest**

2

Use Additional Requirements to Determine Vendor Responsiveness

- Remember that you must award to a vendor who is both responsive and responsible!
- Evaluate responsiveness in any procurement procedure/solicitation – IFB, RFP or Informal.
- All vendors must be able to provide the products you need to be considered responsive. Vendor requirements may include the ability to provide:
    - Farm visits or class visits
    - State, county, of farm of origin labeling
    - Harvest techniques
    - Crop diversity
    - Products grown on a certain size farm

Example: Use Criteria to Determine Responsiveness

Product Specification

- Granny Smith **or local variety**, US. Fancy **or No. 1**, **Prefer** 5 - 185 count boxes per week **but willing to consider other pack sizes** for September – December. **Delivered within 48 hours of harvest**

	Apple Lane	Great Granny's	Fred's Fuji's
Contractor ability to meet all specifications Product quality Delivery Packaging and Labeling	✓	✓	✓
Three references, past history	✓	✓	✓
Able to provide harvest tour to two 3rd grade classes October	--	✓	✓
Able to provide state of origin on all products	--	✓	✓
Delivered within 48 hours of harvest	--	✓	✓

Example: Use Criteria to Determine if Vendor is Responsible

Product Specification

- Green apples, US. Fancy or No. 1, prefer 5 185 count boxes per week but willing to consider other pack sizes for September - December

Criteria to determine if vendor is responsible	Apple Lane	Great Granny's	Fred's Fuji's
Guarantees on-time delivery	✓	✓	✓
Provides 24-hour customer service line	✓	✓	✓
Able to provide 3 school district references	✓	✓	✓
Successful track record of working with local producers	--	✓	✓

Other Things to Consider When Writing Solicitations to Target Local Products

- Be flexible
- Don’t include unnecessary requirements
- Consider what a vendor new to the school food market might not know
  - » Condition upon receipt of product
  - » Food safety needs
  - » Size uniformity

Use Criteria to Evaluate Vendor Proposals

- Use those same criteria mentioned before, but assign weights to evaluate in an RFP.
- The amount of weight determines how important the criterion is.
- Think about including criteria such as:
  - » Able to provide farm visits
  - » State of origin or farm origin labeling
  - » Provide products grown on a particular size farm

Example: Use Criteria in an RFP

Product Specification

- Green apples, US. Fancy or No. 1, prefer 5 185 count boxes per week but willing to consider other pack sizes for September - December

	Apple Lane	Great Granny's	Fred's Fuji's
Price = 60	30	40	60
Contractor ability to meet all specifications Product quality = 15 Delivery = 10 Packaging and Labeling = 5	25	30	30
Three references, past history = 10	10	10	10
100 possible points	65	80	100

Example: Use Criteria in an RFP

Product Specification

- Green apples, US. Fancy or No. 1, prefer 5 185 count boxes per week but willing to consider other pack sizes for September - December

	Apple Lane	Great Granny's	Fred's Fuji's
Price = 40	30	35	40
Contractor ability to meet all specifications Product quality = 15 Delivery = 10 Packaging and Labeling = 5	25	30	30
Three references, past history = 10	10	10	10
Able to provide farm/facility tour or classroom visits = 5	0	5	5
Able to provide state of origin on all products = 5	0	5	5
Delivered within 48 hours of harvest = 10	0	10	7
100 possible points	65	95	97

The Geographic Preference Option

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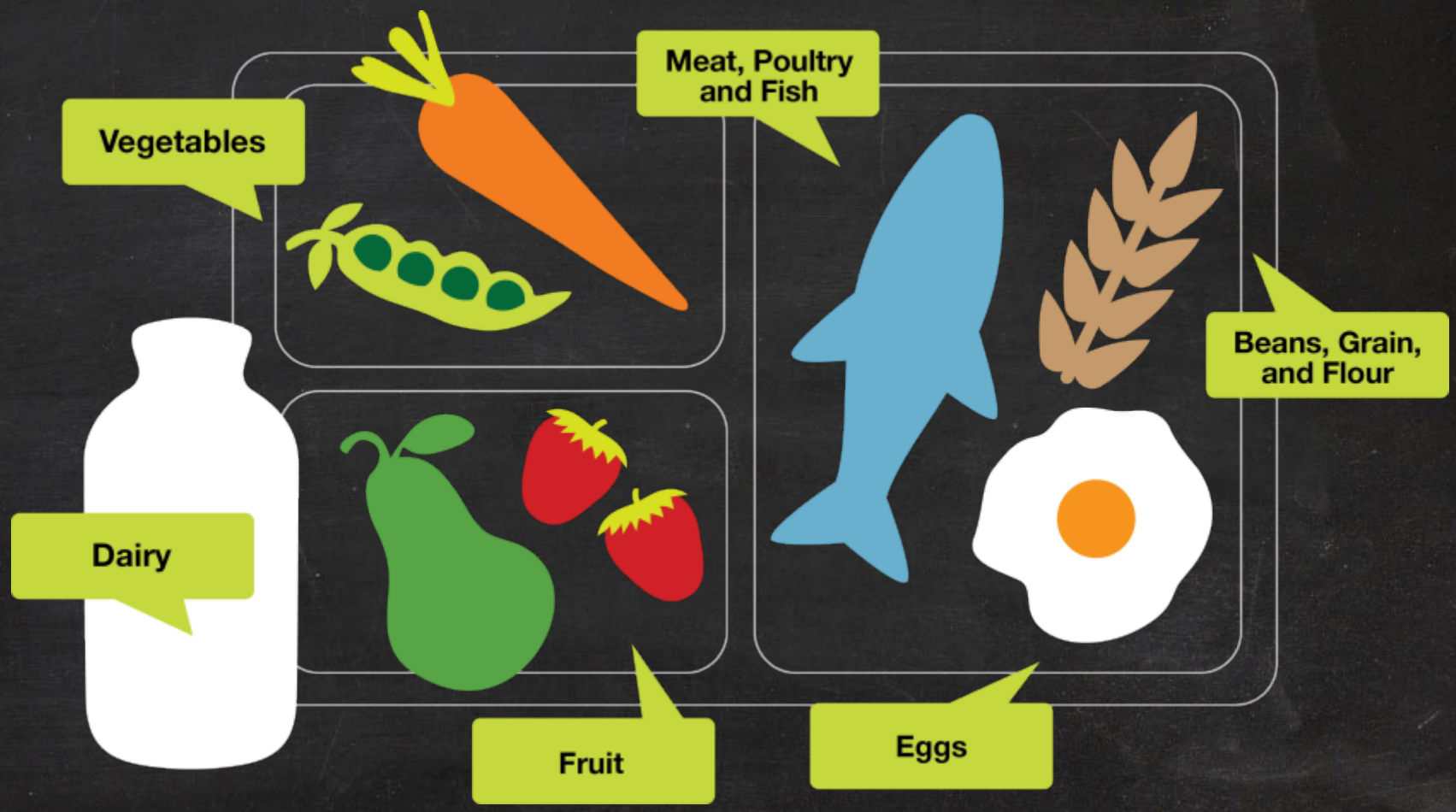
Geographic Preference Background

- Authorized by Section 4302 of Public Law 110-246, the Food, Conservation, and Energy Act of 2008 (AKA the 2008 Farm Bill)
- Final Rule published in April, 2011
- Applicable in Arizona law due to R7-2-1002

What Types of Products?



What Is “Unprocessed”?

“Unprocessed” agricultural products retain their inherent character. These are the allowed food handling and preservation techniques:

- Cooling, refrigerating, and freezing
- Peeling, slicing, dicing, cutting, chopping, shucking, and grinding
- Forming ground products into patties
- Drying and dehydrating
- Washing, packaging, vacuum packing, and bagging
- Adding preservatives to prevent oxidation
- Butchering livestock or poultry
- Pasteurizing milk

How to Incorporate a Geographic Preference

1) Define local.
2) Determine what type of procurement method to use.
3) Decide how much “preference” local products will receive.
4) Be sure your solicitation makes perfectly clear how the preference will be applied.

Example 1: 1 Point = 1 Penny

	Owen's Orchard	Apple Lane Farms	Bob's Best
Price	$1.97	$2.05	$2.03
Meets geographic preference? 10 points	No	Yes (10 points)	No
Price with preference points	$1.97	$1.95	$2.03

Example 2: Percentage Local

	Produce Express	Ray's Produce	F&V Distribution
Contract Price	$31,000	$35,000	$34,000
% F&V Able to Provide From Within the State	20	80	50
Geographic Preference Points to Respondent able to meet >60% Local Items – 10% preference	No	Yes (10% pref.)	No
Price for comparison	$31,000	$31,500	$34,000

10% price preference will be awarded to any bidder that can source at least 60% of the products from within the state.

Geo. Preference Sliding Scale

Sliding scale – percentage of local products	Preference points
70% and more	10
50-69%	7
25-49%	5

10 preference points will be awarded to vendors able to provide over 70% local, 7 points for 50-69% and 5 points for 25-49%.

Example 3: Geo Pref. in an RFP

	Laurie's Legumes	Paula's Pulses	Gary's Grains
Price = 40	30	35	40
Contractor ability to meet all specifications Product quality = 15 Delivery = 10 Packaging and Labeling = 5	25	30	30
Three references, past history = 10	10	10	10
Able to provide farm/facility tour or classroom visits = 5	0	5	5
Able to provide state of origin on all products = 5	0	5	5
Ability to provide sourced within the state products = 10	0	10	7
100 possible points	65	95	97

Other Ways to Buy Local Products

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Work with DoD Fresh

- DoD Fresh offers an opportunity to use USDA Foods entitlement dollars on fresh produce
  - » DoD contracts with produce vendors across the country
  - » Many vendors purchase regionally grown produce

Example: Working with DoD Fresh

Arizona:

- Offers schools a list of local items produced seasonally through the FFAVORS catalog.
- NEW this year, the catalog will offer limited items from Duncan Family Farms and Rousseau Family Farms when produced in Arizona.

Other Topics

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Forward Contracts

- Purchasing product before harvest:
  - » Provides producer with a guarantee
  - » Ensures the farmer will plant and pack the supply needed
- Before entering a contract, be sure you understand risks both to the district and to the supplier.

Example: Using a Forward Contract

North Carolina

- Issues a solicitation for different products every quarter, which allows for a steady price and more predictable quantity.
- This enables districts to have a steady supply and guarantees a market for growers.

Example: Using a forward contract

Oregon and Oklahoma

- Farm to school coordinators work to connect and facilitate commitments between distributors and local growers.

Farm to School Resources

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Resources

- Geographic Preference Q&As
- Federal procurement regulations
- Arizona Attorney General Procurement Opinion
- Washington State Department of Agriculture Guide
- National Food Service Management Institute Online Training
- School Food FOCUS's *Learning Lab* and *Geographical Preference Guide*
- The USDA Procuring Local Foods In Child Nutrition Programs
- www.azed.gov/health-nutrition/farm-to-schol-programs

Questions?

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Thank you!

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