Homegrown Profits 2015

Expanding your profits with Farm to School

Nicole Zammit, RD
SW Region F2S Lead
The term ‘farm to school’ encompasses efforts that connect schools with local food producers in order to serve their products to children in cafeterias and classrooms.
Which Types of Local Products?

- Vegetables
- Meat, Poultry, and Fish
- Dairy
- Fruit
- Beans, Grain, and Flour
- Eggs
1. Improve knowledge and attitudes toward food, agriculture, nutrition, and environment.
2. Increase fruit and vegetable consumption.
3. Increase market opportunities for producers.
4. Support economic development.
## Schools are a captive audience...

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Total Lunches Served</td>
<td>54,158,436</td>
<td>5,007,717,060</td>
</tr>
<tr>
<td>ADP</td>
<td>303,564</td>
<td>30,339,021</td>
</tr>
<tr>
<td>Lunch Cost</td>
<td>$146,278,527</td>
<td>$12,621,181,733</td>
</tr>
<tr>
<td>Participating Sites</td>
<td>1,161</td>
<td>&gt;101,000</td>
</tr>
<tr>
<td>F/R%</td>
<td>F:65.5%</td>
<td>F:63.5%</td>
</tr>
<tr>
<td>Total Breakfasts Served</td>
<td>28,704,532</td>
<td>2,265,894,043</td>
</tr>
<tr>
<td>Breakfast Cost</td>
<td>$47,003,379</td>
<td>$3,672,773,804</td>
</tr>
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</table>
HEALTHY HABITS TAKE ROOT

THE FARM TO SCHOOL CENSUS

USDA estimates that as of the 2012-2013 school year, 4,322 districts operating approximately 40,328 schools with 23,513,237 students in attendance are buying local products and teaching children where their food comes from.

Percent of school districts participating in farm to school activities

- Less than 25%
- 25% - 50%
- 51% - 75%
- More than 75%

HUNGRY FOR MORE?
www.fns.usda.gov/farmtoschool/census/
THE FARM TO SCHOOL MATH ADDS UP

Money invested in agriculture has a positive economic impact on rural and urban communities.

According to the USDA Farm to School Census, 40,328 schools are buying local food for the school cafeteria. Dollars invested in local communities total at least $385 million.

56% of schools plan to buy more local foods in the future.

HUNGRY FOR MORE?
www.fns.usda.gov/farmtoschool/census/

TOP 5 LOCALLY PURCHASED FOOD CATEGORIES

- 78% fruit
- 75% vegetables
- 37% fluid milk
- 22% baked goods
- 18% other dairy

TOP 5 FOOD CATEGORIES FOR FUTURE GROWTH

- plant-based proteins
- herb
- meat or poultry
- egg
- grain or flour

TOP SOURCES OF LOCAL FOOD

1. Direct sources
   - Individual food producers (e.g., farmers, fishers, ranchers)
   - Food processors and manufacturers
   - Farmer, rancher or fisher cooperatives

2. Intermediary sources
   - Distributors
   - USDA Foods
   - DoD Fresh Program vendors

USDA
THE FARM TO SCHOOL PROGRAM
Farm to School: Kids Love It!
<table>
<thead>
<tr>
<th><strong>USDA Loves It!</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2008</strong></td>
</tr>
<tr>
<td><strong>Vilsack becomes Secretary of Ag</strong></td>
</tr>
</tbody>
</table>
| • Know Your Farmer Know Your Food  
• Geographic Preference  
• StrikeForce  
• USDA F2S Task Team | • Section 243: F2S Grants  
• Increase local procurement in schools  
• Support school gardens  
• Facilitate sharing of resources and information |
| **2014 Farm Bill** | **Policy Memos** |
| • Renames FMPP to “FM and LFPP” and provides $30 million annually  
• Reserve funds in the BILP for locally- and regionally-focused businesses  
• Advances growth of local and regional food systems with $65 million for VAPMDG  
• Provides $72.5 million annually for SCBG  
• Provides new resources for organic farmers, including funding the Organic Cost Share program at $11.5 million annually | • 2009- School Garden Q&As, Procurement Q&As, Geographic Preference  
• 2011/12- Geographic Preference Q&As (2)  
• 2012- Increase Small Purchase Threshold  
• 2014-F2S and School Garden Expenses |
The Team
USDA Farm to School Regional Leads

- Bob Gorman, Mountain Plains
- Kacie O'Brien, Western
- Nicole Zammit, Southwest
- Samantha Benjamin-Kirk, Southeast
- Vanessa Zajfen, Midwest
- Danielle Fleury, Northeast
- Tegan Hagy, Mid-Atlantic
Grants
USDA Farm to School Grant Program

- Award up to $5.0 million annually, for:
  - Training
  - Supporting operations;
  - Planning;
  - Purchasing equipment;
  - Developing school gardens;
  - Developing partnerships;
  - Implementing farm to school programs;
  - State or regional conferences or events
Types of Grants

- **Planning ($20,000 - $45,000 over 1 year)**
  - school districts or individual schools just starting to incorporate farm to school program elements into their operations

- **Implementation ($65,000 - $100,000 over 1-2 years)**
  - school districts or schools to help scale or further develop existing farm to school initiatives

- **Support Service ($65,000 - $100,000 over 1-2 years)**
  - state and local agencies, Indian tribal organizations, agricultural producers or groups of agricultural producers, and non-profit entities working with school districts

- **Conference/Event grants ($15,000 - $50,000 over 1 year)**
  - open to all interested parties. Intended to support conferences, events and trainings that strengthen farm to school supply chains, or conferences, events and trainings that provide technical assistance in the area of local procurement, food safety, culinary education and integration of agriculture-based curriculum.
F2S Grant Trends FY13-15

### USDA Farm to School Grant Program Applications and Awards Summary: FY 2013—FY 2015

<table>
<thead>
<tr>
<th>State</th>
<th>Cumulative (FY13-FY15)</th>
<th>Total Percent of Applications Funded</th>
<th>Total Funds Distributed in FY 2013 - FY 2015</th>
<th>Percent of Total Funds Distributed in FY 2013 - FY 2015</th>
<th>Dollars Distributed (Rank)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arkansas *</td>
<td>13 (31-t) 5 (15-t)</td>
<td>38% (4-t)</td>
<td>$326,697</td>
<td>2.2%</td>
<td>19</td>
</tr>
<tr>
<td>Louisiana *</td>
<td>11 (37-t) 4 (20-t)</td>
<td>36% (6)</td>
<td>$214,993</td>
<td>1.4%</td>
<td>26</td>
</tr>
<tr>
<td>New Mexico *</td>
<td>16 (24-t) 5 (15-t)</td>
<td>31% (10-t)</td>
<td>$320,505</td>
<td>2.1%</td>
<td>20</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>17 (21-t) 4 (20-t)</td>
<td>24% (26)</td>
<td>$231,376</td>
<td>1.5%</td>
<td>24</td>
</tr>
<tr>
<td>Texas *</td>
<td>16 (24-t) 3 (26-t)</td>
<td>19% (32-t)</td>
<td>$187,819</td>
<td>1.2%</td>
<td>34</td>
</tr>
<tr>
<td>Southwest</td>
<td>73 (7) 21 (7)</td>
<td>29% (1)</td>
<td>$1,281,390</td>
<td>8.5%</td>
<td>7</td>
</tr>
<tr>
<td>National TOTAL</td>
<td>1,067 221</td>
<td>21%</td>
<td>$15,075,771</td>
<td>100.0%</td>
<td>-</td>
</tr>
</tbody>
</table>

* A state that includes StrikeForce counties.

Note: Numbers in parentheses represent state/region rank. Within the chart, “t” signifies a tie in rank.
Arkansas Grantees

FY 2013
• Fayetteville SD- $99,058 Implementation
• Lawrence County SD- $45,000 Planning

FY 2014
• Mansfield SD- $32,721 Planning

FY 2015
• Lawrence County SD- $45,000 Planning
• AR Children’s Hospital Research Institute- $49,918 Conference/Event
2014 Local Food Promotion Program Award Summaries

- Total Funds Awarded: $12,760,021 for 191 total projects
  - Planning Project Funds Awarded (68 projects): $1,572,961.

<table>
<thead>
<tr>
<th>Grant Focus</th>
<th>#</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training/Education</td>
<td>111</td>
<td>58%</td>
</tr>
<tr>
<td>Farm to Institution</td>
<td>63</td>
<td>33%</td>
</tr>
<tr>
<td>Farm to School</td>
<td>49</td>
<td>26%</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>71</td>
<td>37%</td>
</tr>
<tr>
<td>Transportation/Distribution</td>
<td>121</td>
<td>63%</td>
</tr>
<tr>
<td>Processing</td>
<td>81</td>
<td>42%</td>
</tr>
<tr>
<td>Storage</td>
<td>85</td>
<td>44%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Grant Focus</th>
<th>#</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aggregation</td>
<td>122</td>
<td>64%</td>
</tr>
<tr>
<td>Season Extension</td>
<td>12</td>
<td>6%</td>
</tr>
<tr>
<td>Product Diversification/Expansion</td>
<td>51</td>
<td>27%</td>
</tr>
<tr>
<td>Organic</td>
<td>25</td>
<td>14%</td>
</tr>
<tr>
<td>Food Safety</td>
<td>56</td>
<td>29%</td>
</tr>
<tr>
<td>Innovation</td>
<td>14</td>
<td>7%</td>
</tr>
</tbody>
</table>
LFPP Resources

• Live workshops will be conducted nationwide that will help potential grant applicants understand, develop, and submit their Federal grant applications. For a complete listings of dates and locations check out:
  » http://www.amsta.net
• For more information please visit:
  » http://www.ams.usda.gov/AMSv1.0/lfpp
  » Contact- Nicole Nelson Miller
  USDA, Agricultural Marketing Service
  Email: USDALFPPQuestions@ams.usda.gov
  Phone: 202-720-2731
• Complete list of awardees available:
  » http://www.ams.usda.gov/AMSv1.0/getfile?dDocName=STELPRDC5109119
Resources and Technical Assistance
Resources for Producers

• Guide to Buying Local
  » Covers bidding and how schools can give preference for local products

• F2S Census
  » Search database by zip code of schools who responded and see what they are buying

• Buying Local Foods webinar series
  » 12 part series record in 2014 available for immediate viewing on F2S website:
    www.fns.usda.gov/farmtoschool
SELLING LOCAL FOOD TO SCHOOLS: A RESOURCE FOR PRODUCERS

ACROSS THE COUNTRY, an increasing number of schools and districts have begun to source more foods locally and to provide complementary educational activities to students that emphasize food, farming, and nutrition. If you are a local food producer, this means that there are more opportunities than ever to reach and feed the children who live in your own community. As a farmer, rancher, fisherman, food processor, baker, or other food producer, you can play a role in providing local products to schools—some during breakfast, lunch, snack times, and suppers, and in educating students about food and agriculture.

1) Selling to distributors that work with schools

School food service operations often set a fixed menu, but school districts can offer a variety of options to students. Schools allow local products through a variety of different channels. Some are direct deliveries from farmers to school cafeterias. Some are through intermediaries, such as. Some are through intermediaries, such as California’s Farm to School Program. The program is operated by the California Department of Agriculture, which contracts with local educators to create a network of distributors. The distributors then take orders from schools and deliver the products directly to students.

2) Selling directly to schools

Direct sales are a great way to reach local schools. This is the most direct and efficient way to reach local schools. The program is operated by the California Department of Agriculture, which contracts with local educators to create a network of distributors. The distributors then take orders from schools and deliver the products directly to students.

3) Working with the Department of Defense Fresh Fruit and Vegetable Program (DFA Fresh)

DFA Fresh is a program that helps schools buy fresh produce. The program is operated by the Defense Logistics Agency (DLA) at the Department of Defense, which contracts with local educators to create a network of distributors. The distributors then take orders from schools and deliver the products directly to students.
**USDA Grants and Loans that Support Farm to School Activities**

Funding from the US Department of Agriculture is available to assist farms, schools, and every link in between in feeding kids healthy local meals; teaching them about food, farming, and nutrition; and supporting local agricultural economies. While the programs listed below provide a good starting point for those looking to bolster farm to school efforts, other USDA grant and loan programs support local food systems work as well. Visit [www.usda.gov/knowyourfarmer](http://www.usda.gov/knowyourfarmer) for more information.

### I am a Local Government
- Farmers Market and Local Food Promotion Grants
- Farm to School Support Service & Conference and Event Grants
- Beginning Farmer and Rancher Development Grants
- Business and Industry Guaranteed Loans
- Community Facilities Grants and Loans
- Rural Business Enterprise and Opportunity Grants
- Value-Added Producer Grants

### I am a Farmer, Rancher, or Farm Landowner
- Farmers Market and Local Food Promotion Grants
- Farm Loans
- Farm Storage Facility Loans
- Farm to School Support Service & Conference and Event Grants
- Sustainable Ag Research and Education Grants
- Business and Industry Guaranteed Loans
- Value-Added Producer Grants

### I am a State Agency or Tribal Government/Org.
- Farmers Market and Local Food Promotion Grants
- Federal-State Marketing Improvement Grants
- Specialty Crop Block Grants
- Farm to School Support Service & Conference and Event Grants
- Community Food Project Grants
- Beginning Farmer and Rancher Development Grants
- Agriculture, Food and Research Initiative Grants
- Sustainable Ag Research and Education Grants
- Business and Industry Guaranteed Loans
- Community Facilities Grants and Loans
- Rural Business Enterprise and Opportunity Grants
- Rural Cooperative Development Grants
- Value-Added Producer Grants

### I am a Non-Profit Organization
- Farmers Market and Local Food Promotion Grants
- Farm Storage Facility Loans
- Farm to School Support Service & Conference and Event Grants
- Community Food Project Grants
- Sustainable Ag Research and Education Grants
- Business and Industry Guaranteed Loans
- Community Facilities Grants and Loans
- Rural Business Enterprise and Opportunity Grants
- Rural Cooperative Development Grants
- Value-Added Producer Grants

### I am a Private Business, Public Benefits Corporation, or Ag Co-Op
- Farmers Market and Local Food Promotion Grants
- Farm Loans
- Farm Storage Facility Loans
- Farm to School Support Service & Conference and Event Grants
- Beginning Farmer and Rancher Development Grants
- Agriculture, Food and Research Initiative Grants
- Sustainable Ag Research and Education Grants
- Business and Industry Guaranteed Loans
- Community Facilities Grants and Loans
- Rural Business Enterprise and Opportunity Grants
- Value-Added Producer Grants

### I am a Higher Education Institution
- Federal-State Marketing Improvement Grants
- Farm Loans
- Farm Storage Facility Loans
- Farm to School Support Service & Conference and Event Grants
- Beginning Farmer and Rancher Development Grants
- Agriculture, Food and Research Initiative Grants
- Sustainable Ag Research and Education Grants
- Business and Industry Guaranteed Loans
- Community Facilities Grants and Loans
- Rural Business Enterprise and Opportunity Grants
- Value-Added Producer Grants

### I am a K-12 Public, Private, or Indian Tribal School
- Farm to School Planning & Implementation Grants
- Equipment Assistance Grants
- Community Facilities Grants and Loans
- Sustainable Ag Research and Education Grants

**Note:** Eligibility guidelines can be quite specific, so be sure to confirm your eligibility on the webpage for the grant or loan program before applying. In addition, non-eligible entities can often partner with eligible entities to benefit from programs they might not otherwise have access to.

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**Funding Agency**

- Agricultural Marketing Service
- Farm Service Agency
- Food and Nutrition Service
- National Institute of Food and Agriculture
- Rural Development
Thank you!

Questions:
Nicole.zammit@fns.usda.gov
214-290-9887

Feel free to contact me!

Stay in the loop and sign up for our e-letters:
www.fns.usda.gov/farmtoschool/