

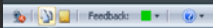
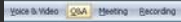
Finding, Buying and Serving Local Food


Finding Local Producers

February 13, 2014




Housekeeping


- To download handouts:
 
- 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: <http://www.fns.usda.gov/farmtoschool/webinars>




Poll: Who is on the line?





Our Presenters




Colleen Matts
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Mark Coe
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Lutz Farms (Past)



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Senior Agricultural Marketing Specialist,
MD Department of Agriculture



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Food and Nutrition Service



Overview

- Tools for Connecting
- Organizations that Can Help
- Finding Producers:
 - A State Perspective
 - The Role of the Farm to School Coordinator
 - A Farmer's Perspective
- Questions and Sharing




Tell us! How do you connect with producers?






Requests for Information

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

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Online Tools

- Connect buyers and growers
- Great way to get a sense of the range of producers and products available

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USDA Resources

- Farm Service Agency
 - » County offices
 - » Listserv of producers
- Cooperative Extension
 - » State and County offices
- Farm to School Census

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State Resources

- State Departments of Agriculture
- State Farm to School Coordinators

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Other Resources

- Farmers' Markets
- Food Hubs
- Producer Associations



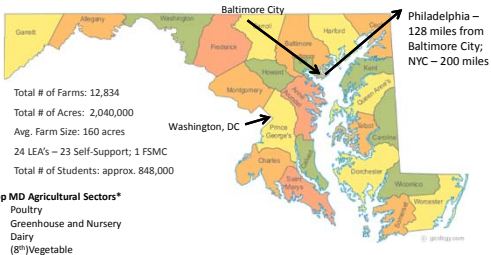



Finding Producers: A State Perspective






Snapshot of Maryland Agriculture and LEAs





- Total # of Farms: 12,834
- Total # of Acres: 2,040,000
- Avg. Farm Size: 160 acres
- 24 LEA's – 23 Self-Support; 1 FSMC
- Total # of Students: approx. 848,000

Top MD Agricultural Sectors*

- Poultry
- Greenhouse and Nursery
- Dairy
- (8th) Vegetable

*2011 NASS Statics

MD Farm to School Legislation

- Jane Lawton Farm to School legislation passed April 2008
 - » No designated funding
 - » www.marylandfarmtoschool.org
- Purposes:
 - » Increase Maryland-grown products in school lunches
 - » Educate students about where their food comes from, how it is produced, and the benefits of a healthy diet
 - » Maryland Home Grown Lunch Week
 - » Return Maryland dollars to the Maryland economy




MD Farm to School Coordinator

- Part of Maryland Department of Agriculture (MDA) Marketing & Agribusiness Development office
- Work with producers for various markets (e.g. Farm to School, hospitals, prisons, restaurants, wholesale, etc.)
- Work with MDA's state promotion program, Maryland's Best
- Work with County Economic Development, Rural Regional Councils
- Demand for local is very high (78% of Marylanders want MD-grown produce!)




Connections

- Cross promotion with other MDA programs
 - » Maryland's Best, Farmers Market Nutrition Program, Governor's Buy Local Cookout, Buy Local Challenge
 - » Food Quality Assurance Program's GAP & GHP Training programs
- Engage Ag Royalty to go into the classroom
 - » Mar-Del Watermelon Association's Watermelon Queen
 - » Maryland Dairy Princesses
 - » State or County Farm Bureau






Building Community Connections

Building Community Connections

Finding Producers: A Producer's Perspective

A History of Lutz Farms Sales to Schools

- 2008 – peach sales to Chicago Public Schools through broker
- 2009 – explored sales to local schools
- 2010 – sold to 2 local school districts
- 2011 – sold to 5 local school districts
- 2012 – added 2 new districts
- 2013 – added 3 new districts (19 schools)

Customers and Products

- Customers
 - » food service directors, purchasing agents, superintendents, sports boosters, school fundraisers
- Products
 - » asparagus, strawberries, sweet cherries, sweet peppers, tomatoes, pumpkins, summer & winter squash, broccoli, cauliflower, romanesco, apples and watermelon

Giving Schools What They Need

- Services
 - » Handling, quality, packing, shipping, list of products, tiered pricing
- Assurances
 - » GAP policy, traceability, liability insurance, quality assurance plan
- Opportunities
 - » New business startup, branching out, extending your season

Everyone Wins!

- Benefits to farmers
 - » Increased sales
 - » Expanding markets
 - » Employment opportunities
 - » Contributing to local economy
- Benefits to schools
 - » Healthy students learn better
 - » Increased lunch sales
 - » Employment opportunities
 - » Education opportunities
 - » Fundraising opportunities
 - » Spending federal dollars locally



Farm to School Resources

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



Questions?

