

Finding, Buying and Serving Local Food

Working with Distributors

March 27, 2014



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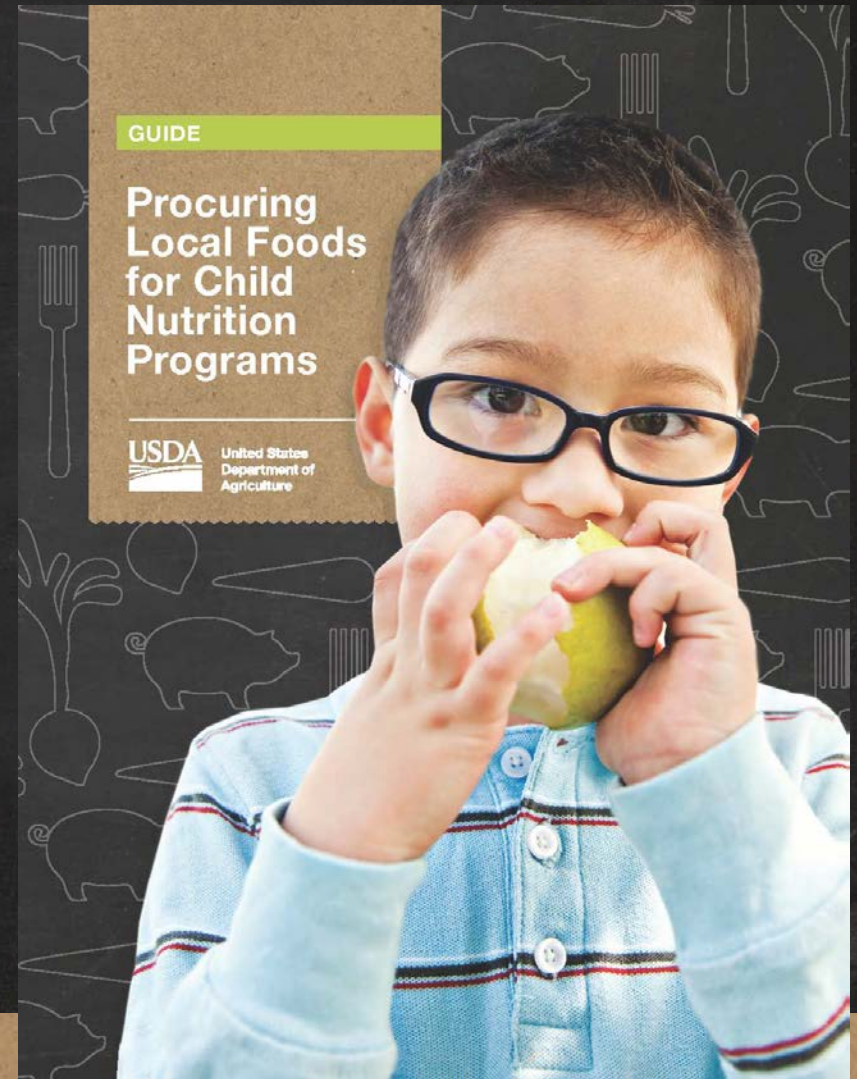


Local Procurement Guide – Now Available!

Find it at

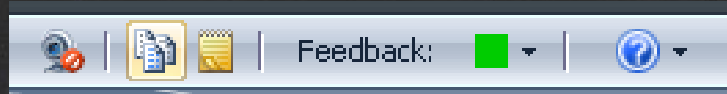
<http://go.usa.gov/KAFH>

(the Resources page on the USDA
Farm to School website)

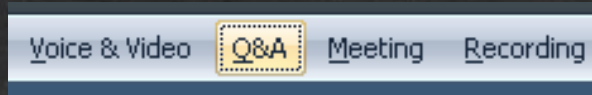


Housekeeping

- 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/farmentoschool/webinars>

Poll: Who is on the line?



THE
FARM *to* **SCHOOL**
PROGRAM

Our Presenters



Teri Hamlin
Consultant
Georgia Organics



Jon Dickl
Director of School Nutrition
Knox County Schools



Christina Conell
Program Analyst
Food and Nutrition Service

Overview

- » Procurement basics
- » Including your desire for local in your solicitation
- » Example from Knox County Schools
- » Example from Northeast Georgia
- » Questions



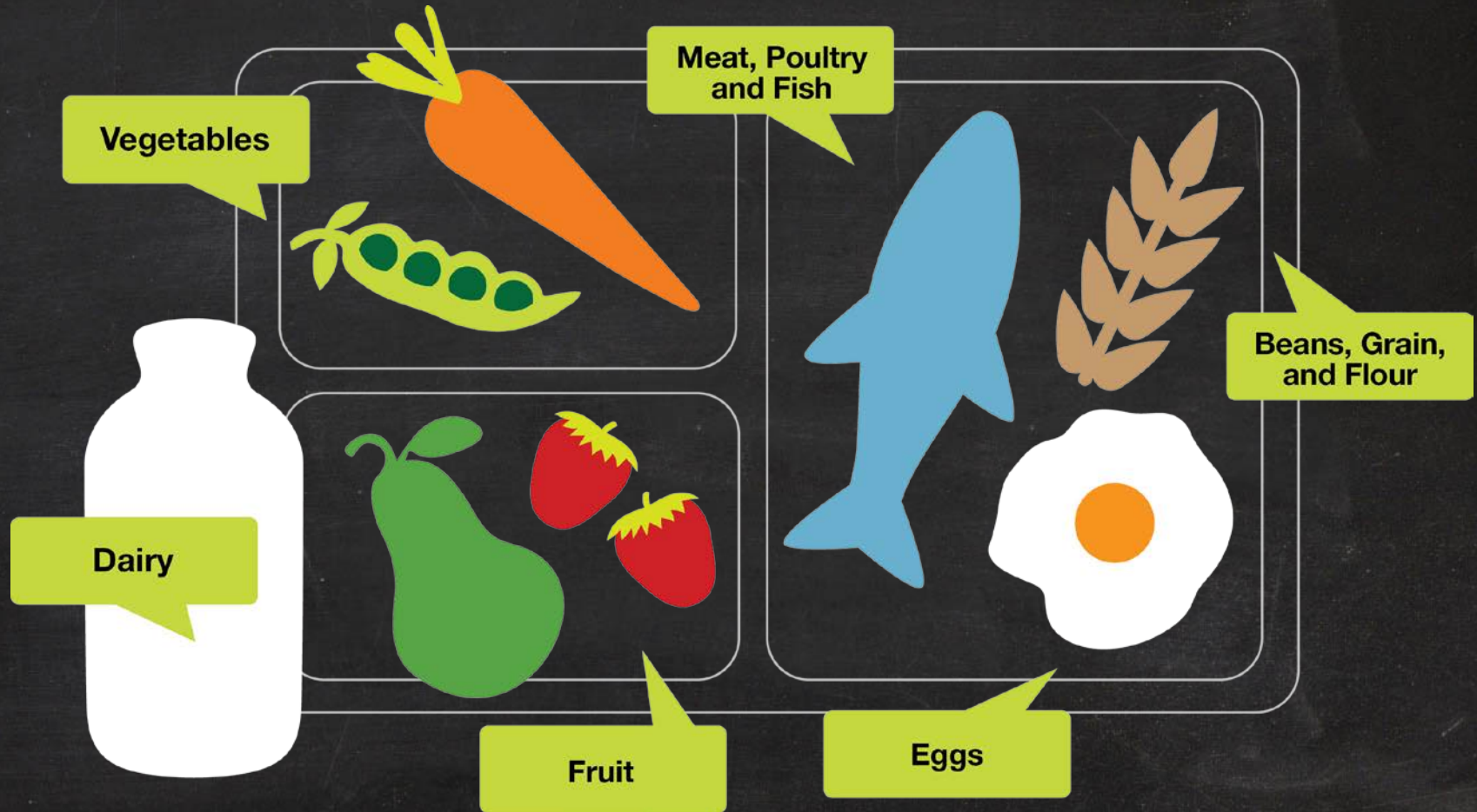


Buying Local

- 1) **What:** Which types of products?
- 2) **Where:** From which sources?
- 3) **How:** The mechanics of sourcing local correctly.
 - » Today: Including your desire for local in a solicitation for a distributor



What? Which Types of Products



What? Defining Local

Ways to define local:

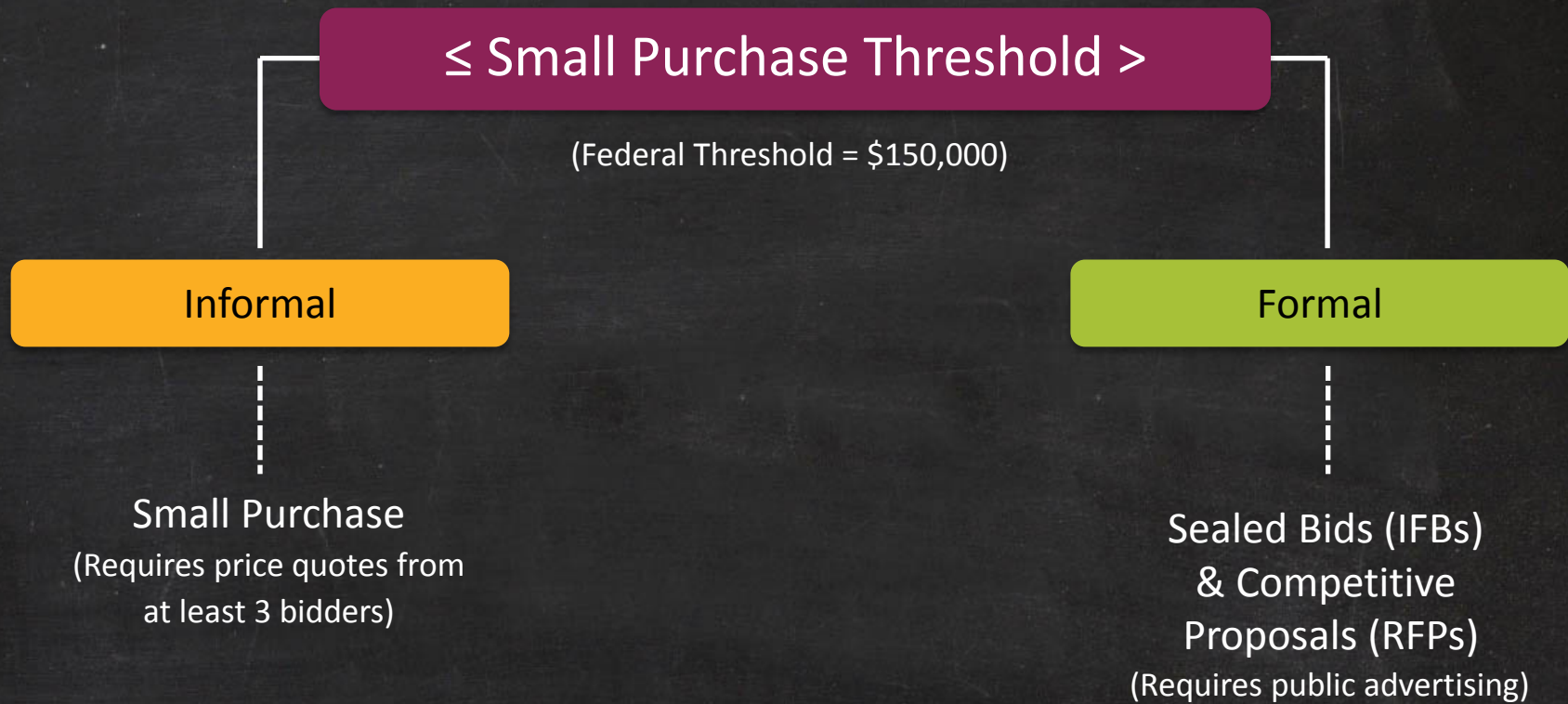
- » Mile Radius
- » County
- » State
- » Region

Can vary by:

- » Product
- » Season
- » Special event



Procurement Methods



Sections of a Solicitation

- Contract Type
- Introduction/Scope
- General Descriptions of Goods and Services (AKA Specifications)
- Timelines and Procedures
- Technical Requirements
- Evaluation Criteria

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1

Include Your Desire for Local in the Introduction

- A school's interest in purchasing local (and the broader context of its farm to school program) can be expressed in the introduction to a solicitation.
 - » Remember: a school may not specify that it wants only local products
 - » A school may indicate its desire to serve local products and emphasize the importance of their farm to school program.

Introduction Language

The Food Service Department (The Department) at the Cypress Creek District in Colorado works to provide the highest quality meals to its students. The Department views school meals as an essential component to student health, wellbeing and future success. Cypress Creek serves about 15,400 school lunches every day and the free and reduced price rate is 73%.



Introduction Language with Local Emphasis

The Food Service Department (The Department) at the Cypress Creek District in Colorado works to provide the highest quality meals to its students. The Department views school meals as an essential component to student health, wellbeing and future success. Cypress Creek serves about 15,400 school lunches every day and the free and reduced price rate is 73%. The Department works to connect K-12 schools and local food producers to improve student nutrition, provide agriculture and nutrition education opportunities and support local and regional farmers.





2

Include Product Specifications and Flexibilities that Target Local Products

Consider requesting:

- A variety that is unique to the region
- Products are delivered within 24 or 48 hours of harvest
- Include both local and nonlocal varieties

Description of Goods and Services

The Department seeks bids for:

- Apples, Granny Smith, U.S. No. 1
- Strawberries, U.S. 1
- Pears, Bartlett, U.S. No. 1
- Carrots, U.S. No. 1 or U.S. No. 1 Jumbo
- Romaine Lettuce
- Cucumber, U.S. Extra No. 1
- Broccoli, U.S. No.
- Cabbage, Green, U.S. No. 1, 12-16 count per carton
- Peppers, Bell, Sweet, Green, U.S. No. 1
- Celery, U.S. No. 1, 24-36 count per carton
- Spinach, Prewashed, U.S. No. 14-2.5lb bags per case
- Potatoes, Russet, U.S. No. 1



Description of Goods and Services with Specifications Targeting Local

The Department seeks bids for:

- Apples, **Gravenstein**, U.S. No. 1
- Strawberries, U.S. 1, **delivered within 48 hours of harvest**
- Pears, Bartlett, U.S. No. 1
- Carrots, U.S. No. 1 or U.S. No. 1 Jumbo
- Romaine Lettuce
- Cucumber, U.S. Extra No. 1
- Broccoli, U.S. No.
- Cabbage, Green, U.S. No. 1, 12-16 count per carton
- Peppers, Bell, Sweet, Green, U.S. No. 1, **delivered within 48 hours of harvest**
- Celery, U.S. No. 1, 24-36 count per carton
- Spinach, Prewashed, U.S. No. 14-2.5lb bags per case
- Potatoes, Russet, U.S. No. 1





3

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 method – IFB, RFP or Informal.
- All vendors must be able to provide the products you need to be considered responsive. You can include additional vendor criteria, including:
 - » Able to provide farm visits
 - » State of origin or farm origin labeling
 - » Provide products grown on a particular size farm

Technical Requirements

The vendor will be able to:

- Deliver to 10 school sites weekly
- Hold liability insurance
- Provide 3 references
- Deliver products that meet product specifications

Technical Requirements Targeting Local

The vendor will be able to:

- Deliver to 10 school sites weekly
- Hold liability insurance
- Provide 3 references
- Deliver products that meet product specifications
- **Coordinate visits to a local supplier/farm for all 6th grade classrooms**
- **Label products with the county of origin**
- **Provide a list of local producers it routinely works with**



4

Use Criteria to Evaluate Vendor Proposals

- Districts may use the same criteria mentioned before, but instead assign weights to evaluate in an RFP.
- The amount of weight determines how important the criterion is.
- To evaluate proposals think about including:
 - » Able to provide farm visits
 - » State of origin or farm origin labeling
 - » Provide products grown on a particular size farm

Evaluation Criteria

	Laura's Wholesome Wholesale	Christina's Crops	Merchant Matt
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

Evaluation Criteria with Local

	Laura's Wholesome Wholesale	Christina's Crops	Merchant Matt
Price = 40	20	30	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	5	5	0
Able to provide state of origin on all products = 5	5	5	0
Delivered within 24 hours of harvest = 10	7	10	0
100 possible points	72	90	80

Building Relationships with Your Distributor

- You may not need to request local in your solicitation!
- Get in touch with your vendor to ask if they are willing to work with local producers, and find out if they already do.



Poll: Are you
receiving local
products from
your distributor?



THE
FARM *to* **SCHOOL**
PROGRAM

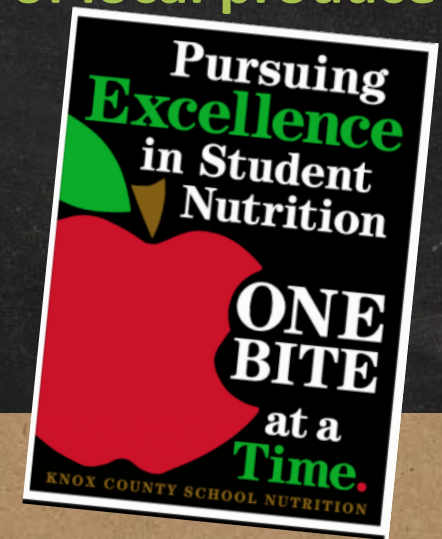
Working with Distributors: Knox County Schools



THE
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About Knox County Schools

- Number of Schools: **89 Schools, 85 Serving Sites**
- Number of Students: **59,500**
- Number of Meals Served: **38,800 (not including ala carte)**
- Percentage of Students Receiving Free and Reduced Price Lunches: **52%**
- Fun Fact: **At the Annual Smokies' Day Event, KCS Nutrition quizzes over 4,000 4th graders on the benefits of local produce**

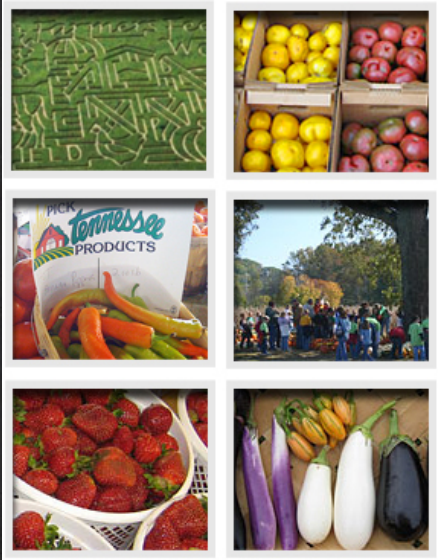


Produce Purchases

- Produce purchases in 2009-2010
 - » \$150,000 DoD produce
- Produce purchases in 2011-2012
 - » \$1.3M DoD, Farm to School (F2S), and Spot Market Quote
- Produce Purchases in 2012-2013
 - » \$1.7M DoD, F2S, Local Sourced and Non-Local



Local Farmers



Mountain
Meadows
Farm Farms

Mayfield
Farms and
Nursery



Shelton Farms

Things to Consider: Creating a Solicitation

- Flexibility and Compliance
 - » Avoid contractual conflict
 - » Ability to procure local and non-local
- Cost Plus Fixed Fee
 - » Market susceptibility
 - » Highly perishable
 - » Auditable
 - » PPI
 - » Renewable

Solicitation Language

Locally Grown Produce

“Knox County requests that the Contractor also provide quotes from local farmers during the specific season for an item. Local in this case means farms located within a 250 mile radius of the Knox County Schools Food and Nutrition Department, located at 912 S. Gay Street, Knoxville, TN 37902.”

“Pricing must be quoted as per Section 3.31 and must be received in the Knox County Schools Food Service Office as per Section 3.42. Bidders must state their willingness to participate in this program in Section 5.10.”



Price Sheets



Order Guide

Member:
Customer:

T
ADRIAN BURNETTE
ELEMENTARY
DEFAULT

Order Guide:

SeqNo	ItemCode	Description	Pack	Price	ParMon
0	2000CASE	PEPPER GREEN MEDIUM 1-1/9 BU ""LOCAL	CASE	36.00	
0	20025LBS	PEPPER RED DOMESTIC 1-1/9 BU ""LOCAL	5LBS	9.99	
0	2002CASE	PEPPER RED DOMESTIC 1-1/9 BU ""LOCAL	CASE	32.50	
0	2004A5LBS	PEPPER GOLD DOMESTIC ""LOCAL""	5LBS	10.00	
0	2004ACASE	PEPPER GOLD DOMESTIC ""LOCAL""	CASE	35.00	
0	200510LB	CABBAGE GREEN BOX 50# ""LOCAL""	10LB	5.99	
0	2005CASE	CABBAGE GREEN BOX 50# ""LOCAL""	CASE	19.50	
0	20075LBS	CABBAGE RED BOX 50# ""LOCAL""	5LBS	3.50	
0	2007CASE	CABBAGE RED BOX 50# ""LOCAL""	CASE	22.00	
0	20085LBS	CUCUMBER SELECT 1-1/9 BU ""LOCAL""	5LBS	4.99	
0	2008CASE	CUCUMBER SELECT 1-1/9 BU ""LOCAL""	CASE	20.50	
0	2014CASE	LETTUCE MESCULIN 3#	CASE	10.50	
0	2015CASE	LETTUCE ROMAINE 24 CT	CASE	20.00	
0	2024CASE	CARROT BABY CUT 30/1#	CASE	29.50	
0	20283EA	CAULIFLOWER 12 CT	3EA	9.00	
0	2028CASE	CAULIFLOWER 12 CT	CASE	22.00	
0	20293EA	CELERY 36 CT	3EA	7.00	
0	2030CASE	GREENS COLLARD	CASE	18.00	
0	2034LBS	PEPPER JALAPENO 10#	LBS	2.35	
0	2035CASE	KALE GREEN	CASE	20.00	
0	20406EA	PARSLEY 60 CT	6EA	4.50	
0	2041CASE	RADISH 30/6oz ""LOCAL""	CASE	14.50	
0	2041PACK	RADISH 30/6oz ""LOCAL""	PACK	0.75	
0	20445LBS	SQUASH YELLOW #2 3/4 BU ""LOCAL""	5LBS	7.35	
0	2044CASE	SQUASH YELLOW #2 3/4 BU ""LOCAL""	CASE	20.00	

3/26/2014

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Tips for Buying Local through a Distributor

- Pre-bid meeting
- Tour your distributor facility
- Reciprocate
- Culture
- Court the partnership & trust but verify

Working with Distributors: Northeast Georgia



About Habersham County Schools

- Number of Schools: **13**
- Number of Students: **6,859**
- Number of Meals Served: **8300 Breakfast & Lunch**
- Percentage of Students Receiving Free & Reduced Price Lunches: **64%**
- Fun Fact: **July 2014 NEGA will have a food hub with a certified commercial kitchen with capacity to flash freeze, can, wash and process local produce.**



Building Relationships

Distributor, Farmers, Nutrition Director

- On Site Farm Visit / Farm Safety Check List
- Communication
- Farm Product Availability List
- Bid Language
- Hurdles



Farm Product Availability Sheets



Farmer's Name:
Farm Name:
Address of Farm:
Contact Phone Number:
Contact Email Address:

Products Available For Farm to School

Month	Product	Price	Quantity	Process / Packing
<i>Example Jan - March</i>	<i>Kale</i>	<i>\$20/box</i>	<i>24 bundles/box (30 leaves/bundles)</i>	<i>Washed / Boxed</i>

Availability Sheet Example

Month	Product	Farm	Farmer	Variety	Process/Packing
August	Apples	Chattooga Belle Farm	Ed Land		Bushel Box (125 / box)
August	Beets	Leah lake Farm	Brooks Franklin		Washed, Bag Weight that school needs
August	Blackberries	Mountain Earth Farm	Ronnie Mathis		24 pints / case
August	Blueberries	Mountain Earth Farm	Ronnie Mathis		24 pints / case
August	Cabbage	Mountain Earth Farm	Ronnie Mathis	Savory, Red, Regular	Washed, 50 lbs / box
August	Cantalopes	Liberty Farms	Jerry, Wesley& Sherri Gerrin		50 /week
August	Cantaloupes	Melon Head	Joni Kennedy	Rockford	10 per box
August	Cantaloupes	Mountain Earth Farm	Ronnie Mathis		
August	Carrots	Leah lake Farm	Brooks Franklin		Washed, Bag Weight that school needs
August	Collards	Leah lake Farm	Brooks Franklin		Washed, Bag Weight that school needs
August	Collards	Mountain Earth Farm	Ronnie Mathis		Washed, 20 lbs / bushel
August	Corn	Mountain Earth Farm	Ronnie Mathis	Sweet	40 ears / box
August	Cornmeal	Sylvan Falls Mill	Linda Johnson	Heritage, Heirloom, Den	50 lbs / week (10 lb container)
August	Garlic	Leah lake Farm	Brooks Franklin		Washed, Bag Weight that school needs
August	Green Beans	Shook's Farm	Angel Rushing/Th	String and Stringless	Wash, 30 lb bushel baskets or boxed
August	Kale	Leah lake Farm	Brooks Franklin		Washed, Bag Weight that school needs
August	Kale	Mountain Earth Farm	Ronnie Mathis		Washed /24 bundles/box (30 leaves/bundle)
August	Kohlrabi	Mountain Earth Farm	Ronnie Mathis		80/box
August	Lettuce	Leah lake Farm	Brooks Franklin	Colorful mixes: 1. Romain	Washed, Bagged (30 lbs weekly)

Solicitation Language

Locally Grown Produce

“Habersham County school system is participating in “Farm to School” initiatives and request the contractor to work diligently to procure locally grown produce. Habersham County will give preference to the vendor that will agree to work with local farmers.”

“For the purposes of this produce bid, locally grown is defined as the following: Produce that is grown in Habersham County or within 50 miles of Clarkesville, Georgia should be the first source. Produce that is grown in the State of Georgia as the second source and produce that is grown in states whose borders touch the State of Georgia as the third source.”



Solicitation Language

“In addition, Habersham County will require short biographical information about the farm along with a safety practices check sheet which will be kept on file at the board of education office.”

“From time to time Habersham County may have a limited opportunity to purchase a limited amount of local fresh produce that they reserve the right to do.”

“Any awarded vendor will be required to provide an invoice or evidence of purchasing from “locally grown” farms, as defined above, on demand or during annual audits.”

“Attached is a list of farms and their produce that have meet the above standards. Distributor is not limited to farms on given list.”



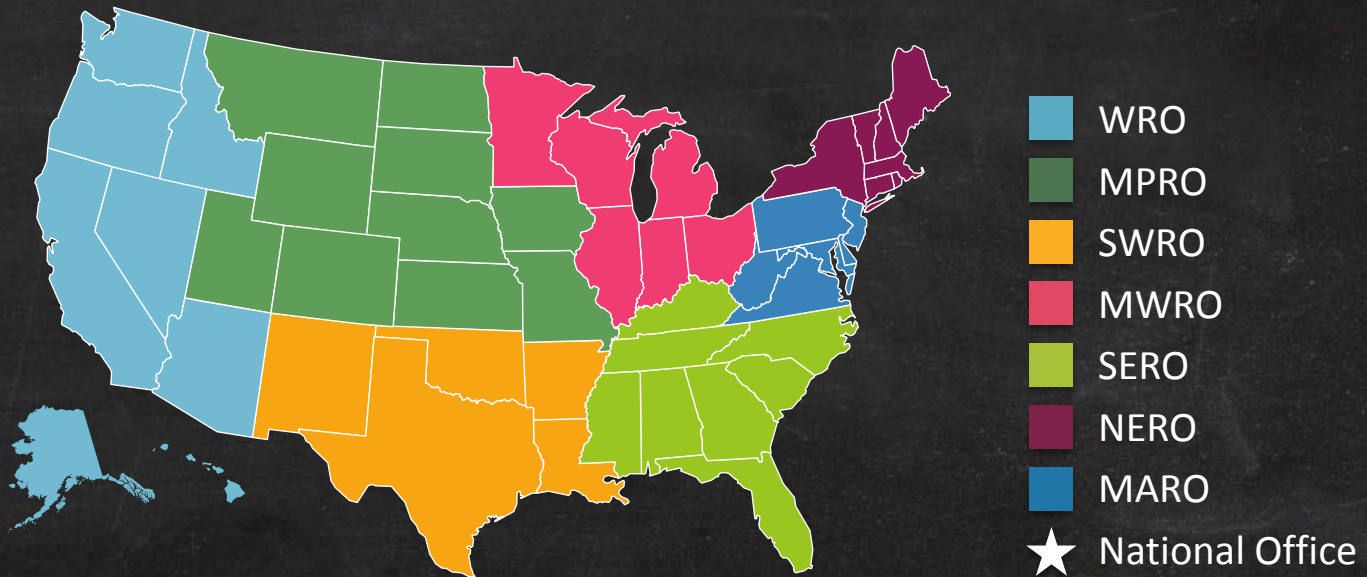
Building Relationships: Distributor, Farmers, Nutrition Director

- Distributor ease of access to farm site, collaborative pick up sites
- Acceptable containers
- Farmer/Distributor training: Packing of product, case count, weighing, reducing waste & cost, farm payment
- Averaging market prices
- Forward contacts to farmers for seasonal produce



Farm to School Resources

- USDA Farm to School Website and E-Letter
(at www.fns.usda.gov/farmentoschool)
- Farm to School Census
- Farm to School Regional Leads

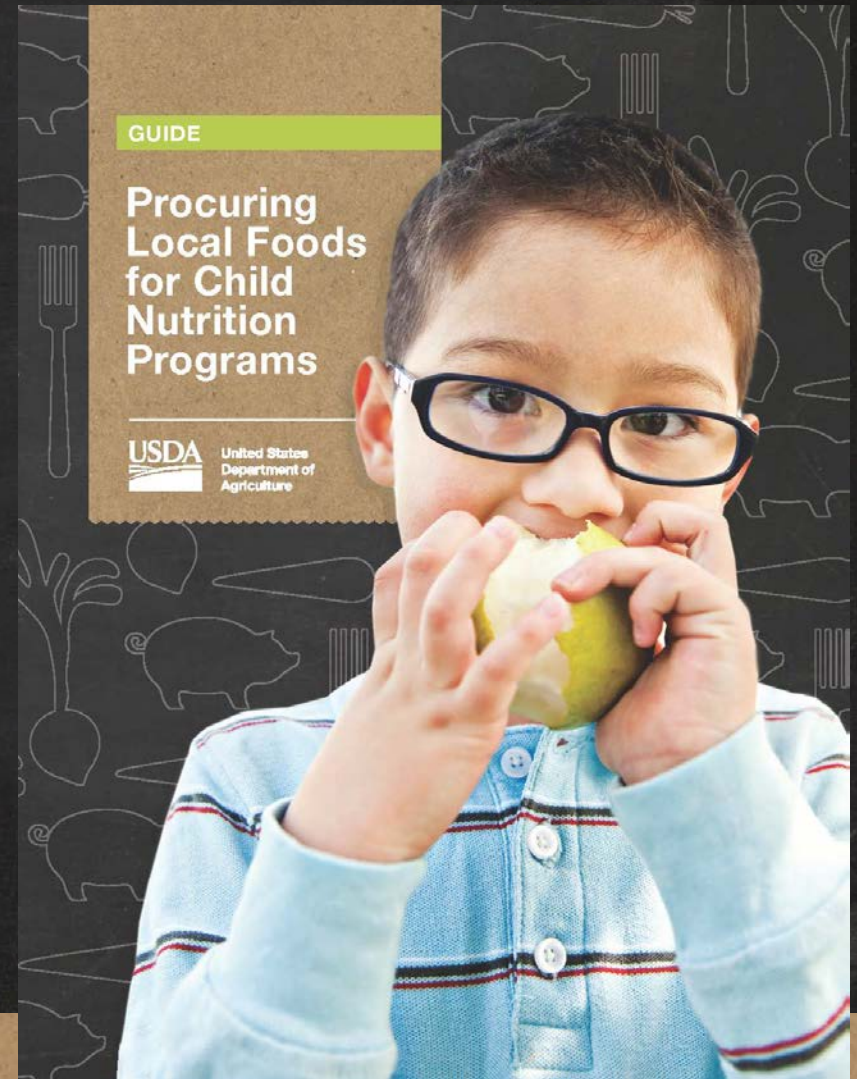


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