



Best Practices for Local Procurement

Aug. 17, 2022 | Beth Hanna

Professional Standards: 1200 Nutrition
Education, 4100 Communications and
Marketing

Agenda

- Welcome
- Overview
- Partner Sharing of Best Practices
- Closing

Purpose and Objective

- Purpose: Share strategies to increase amount of locally grown and unprocessed foods procured by DC Child Nutrition Programs.
- Objective: Participants will be able to identify ways to **find**, **buy** and **serve** locally grown and unprocessed foods for their meal program.

Warm-Up

- When I hear the word “procurement”, I think...
 - ☐ A. What?
 - ☐ B. That sounds familiar. I have been to a training or looked at materials that mentioned procurement.
 - ☐ C. Let me show you my procurement manuals!
 - ☐ D. Other (add details in chat)

Warm-Up

- The food for my meal program comes from a...
 - ☐ A. Our kitchen or cafeteria
 - ☐ B. Vendor or Food Service Management Company
 - ☐ C. Distributor
 - ☐ D. Food hub or cooperative
 - ☐ E. A grocery store
 - ☐ F. Farm
 - ☐ G. Garden
 - ☐ H. Other (add details in chat)

Warm-Up

- The local food I love to serve or am excited about serving at my site is...

Key Terms

- **Farm to Child Nutrition Programs (CNP) connects schools, child development facilities, and other nutrition programs to local farms** with the objectives of serving healthy meals in schools; improving student nutrition; providing agriculture, health and nutrition education opportunities; and supporting local and regional farmers. Farm to CNP, at its core, is about establishing relationships between local foods and children by way of including, but not limited to:
 - Locally grown and unprocessed foods in program meals – breakfast, lunch, after-school snacks—in classrooms and as taste tests;
 - Educational activities related to agriculture, food, health or nutrition such as nutrition education curricula, farm tours, farmer in the classroom sessions, culinary education, educational sessions for parents and community members, and visits to farmers' markets; and
 - Gardens as an opportunity for hands-on learning.

Key Terms

- Locally grown: From a grower in Delaware, the District of Columbia, Maryland, New Jersey, North Carolina, Pennsylvania, Virginia and West Virginia.
- Unprocessed: Foods that are nearest their whole, raw and natural state, and contain no artificial flavors or color, synthetic ingredients, chemical preservatives, or dyes. Food that undergoes the following processes shall be deemed to be minimally processed: cooling, refrigerating, or freezing; size adjustment through size reduction made by peeling, slicing, dicing, cutting, chopping, shucking, or grinding; drying or dehydration; washing; The application of high water pressure or “cold pasteurization”; packaging such as placing eggs in cartons, and vacuum packing and bagging, such as placing vegetables in bags; butchering livestock, fish, or poultry; and the pasteurization of milk.

The Importance of Farm to CNP

- Economic development
 - Farmers and producers
 - Meal programs
- Public health
 - Student nutrition behaviors
 - Knowledge, attitudes, access
- Education
 - Student engagement and academic achievement
- Environment
 - Reduction of food waste
 - Sustainability
- Community engagement

 National Farm to School Network 4

Summary of Farm to School Benefits

Population	Reach	Benefits
Students		
Fruit and vegetable consumption	Increased +0.99 to +1.3 servings per day	Public Health 
Physical activity	Reduced screen time and increased physical activity	Public Health 
Health	Minimized diet-related diseases such as childhood obesity and diabetes	Public Health 
Food system awareness	Increased knowledge about gardening, agriculture, healthy food, local food, seasonality	Public Health Education  
Food choices	Willingness to try new and healthy food; choosing healthier options in the cafeteria and at home	Public Health Education Community Engagement   
Academic achievement	Overall improvement in both grades and test scores (K-12)	Education 
Behavior	Improved life skills, self-esteem, social skills and other types personal growth	Education 
Schools		
Meal participation	Average increase of 9% (range 3% to 16%)	Economic Development Public Health  
Meal cost	Lowers school meal program costs	Economic Development 
Local food sourcing	Reaching up to 50% of all produce purchases in season	Economic Development Environment  
Cafeteria options	Increased offerings of fruits and vegetables; new seasonal recipes; new waste management policies	Public Health Environment  
Food service staff	Improved morale; increased knowledge of local food	Education Community Engagement  
Educators	Positive diet and lifestyle changes; greater intent to integrate farm to school activities in the classroom	Public Health Education Community Engagement   
Learning opportunities	Greater opportunity for hands-on, active and experiential learning opportunities	Public Health Education  
Farmers and Producers		
Income	Average increase of 9%	Economic Development 
Markets	Increased diversification and new opportunities	Economic Development Community Engagement  
Families and Community Members		
Local economy	\$0.60-\$2.36 economic activity generated for every \$1 spent	Economic Development 
Job creation	Each new farm to school job contributes to the creation of additional 1.62 jobs	Economic Development Community Engagement  
Low-income students and students of color	Decreases health risks; encourages community engagement in environmental issues	Public Health Community Engagement  
Parents and families	Increased food security and positive diet changes; increased student participation in meals at home	Public Health Community Engagement  
Food waste and transportation	Decreased food waste; decreased air pollution	Environment 

The Benefits of Farm to School, NFSN
www.farmtoschool.org/Resources/BenefitsFactSheet.pdf



Partner Sharing

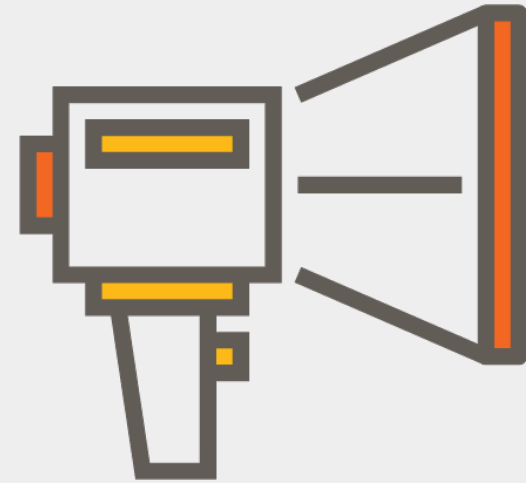
Best Practices for Local Procurement

By: Martine Hippolyte & Tailor Coble



Overview

- About FRESHFARM
- Community Engagement at FFM
- Local Foods Overview
- Procuring Local Foods
- Preparing Local Foods
- Creating Excitement
- Questions and Comments



FOOD ECONOMY



Farmers Markets + Access

We have 33 markets in DC, VA, and Montgomery County, MD. Our FreshMatch program provides a dollar-for-dollar match when use their federal nutrition benefits, like SNAP EBT, WIC, and Senior Food Benefits, to shop at market.

FOOD EDUCATION



FoodPrints

Comprehensive food education for students through growing, cooking, eating and support for academic learning.

Partner with 19 DCPS schools

FOOD RESILIENCE



Pop Up Food Hub

Using the farmers market as a central “hub”, we move high volumes of food to people and organizations beyond the market footprint.



FRESHFARM
nourishing our food future

Community Engagement

Engaging stakeholders to improve all of FRESHFARM's programs



**Center community
voices**



**Engage new and existing
partners in holistic solutions**



**Facilitate Community-
driven coalitions**



**Provide training and
technical assistance**



The Team



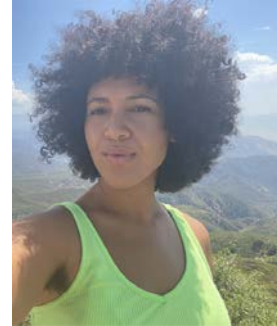
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Engagement
Coordinator



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Hippolyte**
Director of
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Engagement

Why Local?



The Big Benefits of Buying and Eating Local

- Local food tastes better!
- Local food can be more nutritious!
- Local food is good for the environment!
- Local food can support the regional economy!
- Local food can support the ecosystem!



What is a “Local” Food?

What is a “Local” Food?



District of Columbia
Office of the State Superintendent of Education

IS THAT LOCAL?

To be certain the items you are reporting are locally grown/raised and unprocessed, make sure the answers to the following two questions are YES!



1 WAS THE FOOD **GROWN OR RAISED** IN ONE OF THE FOLLOWING STATES?

If you're unsure, check the UPC or other label on the box for the name and location of the farm. States in **red** are preferred.



What challenges or barriers keep you from buying or serving local foods?



Go to [Menti.com](https://www.menti.com) and enter the code **8497 0265** to weigh in!

- Unsure about what local food is
- Kitchen and storage limitations
- Children don't eat the fruits and vegetables when they are served
- Parents don't have an interest or appear to care about fresh produce and or local foods
- Cost concerns
- Staff capacity and staff buy-in

Procurement:

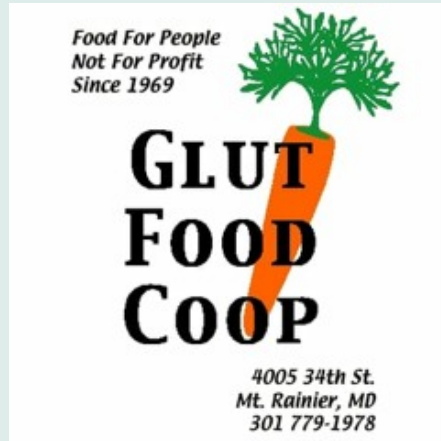
Where to Buy

Local

Grocery Stores
Wholesale

Farmers Markets

Grocery Stores and Co-Ops

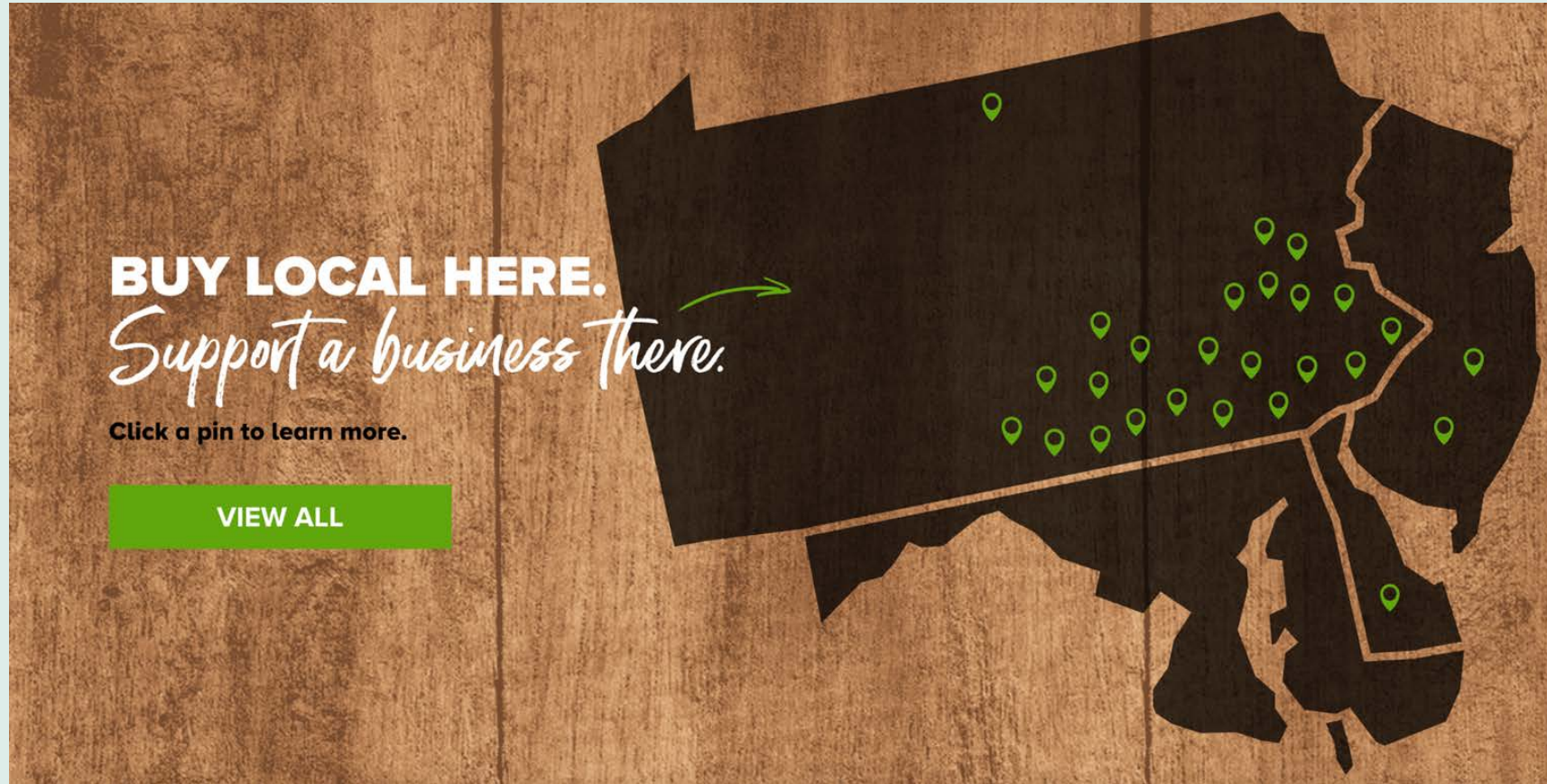


Tips for Sourcing From Grocery Stores

- Familiarize yourself with the names and logos of local farms before you go
- Visit the store's website to see if there are any signs or indicators to look for
- Be mindful of the location listed on the signs, labels and tags of produce items



Grocery Stores Are Proudly Selling Local Goods!



[Giant Foods](#)

[Whole Foods](#)

[Harris Teeter](#)

[Wegmans](#)

Farmers Markets



Bloomingtondale
Farmers' Market



Tips for Sourcing From Farmers Markets

- Identify a farmers market near you
- Familiarize yourself with what's in season
- Create a list of meals you would like to prepare to keep you focused while you shop
- Make friends with the farmers
- Bring your own bags



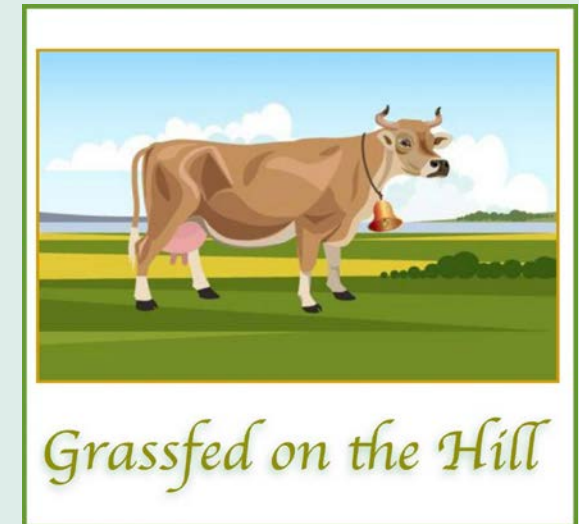
Wholesale Distributors and Buying Clubs



**DREAMING
OUT LOUD**
===== INC. =====



FRESHFARM

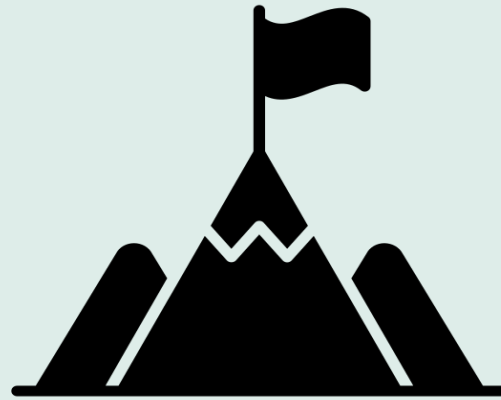


Tips for Sourcing Wholesale

- Look for options with low minimum ordering fees
- Clearly communicate your expectations and understand exactly what the distributor offers
- Be sure to ask where the products are coming from and how long the holdover time is to ensure quality



Preparation



How would you prepare leafy greens like kale?



Go to [Menti.com](https://www.menti.com) and enter the code 8497 0265 to weigh in!

Preparation in Advance

- Understanding the shelf-life of seasonal produce items and techniques on how to store them for best results
- Reserving a day or two a week for more labor intensive recipe preparation and meal prep which may include
 - Peeling, slicing, and dicing produce items in advance to use later in the week or freeze
 - Preparing meals a day or two in advance
 - (Only meals that keep integrity when stored.)



Preparation in Advance



Preparation in Advance



Preparation in Advance



Simple Recipes & Simple Techniques

- Capitalizing off of simple cooking techniques that require 2 or 3 ingredients and minimal steps like—Roasting or Sautee!
- Create “low and slow” meals that require minimal attention or stress such as soups or stews!
- Diversity your salads and slaws!
- Toss fresh produce into fan favorites!



Simple Recipes & Simple Techniques

- Breakfast
 - [Overnight Oats with Fruit](#)
 - [Sauteed Apples](#) or [Applesauce](#)
 - [Muffins, Infinite Ways](#)
- Lunch
 - [Homemade Marinara Sauce](#) or [Pesto](#)
 - [Vegetable Stir-Fry](#)
 - Soups & Salads



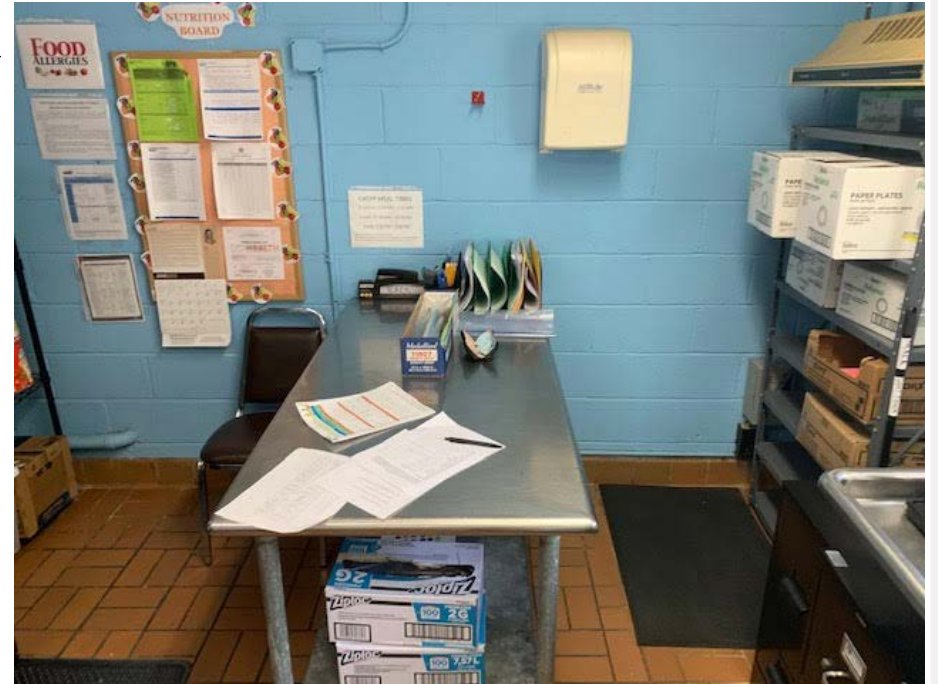
Kale Fan Favorites

- Stewed Kale with Carmelized Onion
- Tuscan Kale Salad with Parmesan, Breadcrumbs and Lemon
- Kitchen Sink Salad with Kale
- Baked Kale Chips
- Kale Quesadillas
- Kale Omelette/Frittata
- Kale and White Bean Soup
- Toss Kale in a smoothie!
- Toss Kale in Fried Rice!

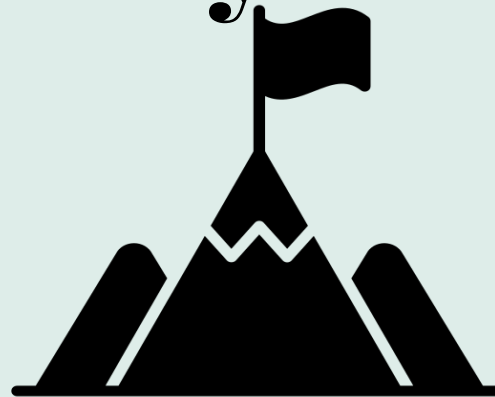


Functioning Equipment & Functioning Space

- Make your appliances and equipment work for you
 - Food Processors
 - Freezers
 - Sharpened Knives
- Maximize your space as much as possible
 - Clutter-free work zone
 - Clearly labeled bins
 - Creating kitchen protocols and standards for staff and colleagues—make it collaborative!



Creating Excitement and Buy-In



Tips for Increasing Student Buy-In

- Provide opportunities for regular and “small doses” exposure to new produce
- Create designated time for children to play with food
- Bring produce into the classroom
- “Bring” students into the kitchen
- Have children grow produce from seed indoors or outdoors



Kale Week!

- Highlight the letter “K” with kale!
- Kale Coloring Sheet
- Kale Leaf Shading
- Have students “prepare” lunch by breaking kale leaves off of the stem
- Make the letter “K” with your stems!
- Can you find and eat the kale you made in your lunch?

Example Activities



Example Activities

Bean Week!

- Highlight the letter “B” with beans!
- Count beans
- Sort beans
- Have a sensory bean station with bowls and cups and spoons!
- Make art with beans!
- Plant a bean in a cup or plastic bag
- How many delicious beans can you find and eat in your soup?



Tips for Increasing Parent Buy-In

- Learn how parents want to be engaged at your site
- Incorporate local produce in parent engagement events
- Incorporate opportunities for learning in parent correspondence
- Generating excitement with your site children will likely transfer to parents



Example Activities





Tips for Increasing Staff Buy-In

- Introduce opportunities for conversation and mutual learning
- Share knowledge and pass on continued learning opportunities when appropriate
- Encourage staff wellness and role modeling
- Acknowledgement and appreciation
- Share the BIG “Why?” clearly and often



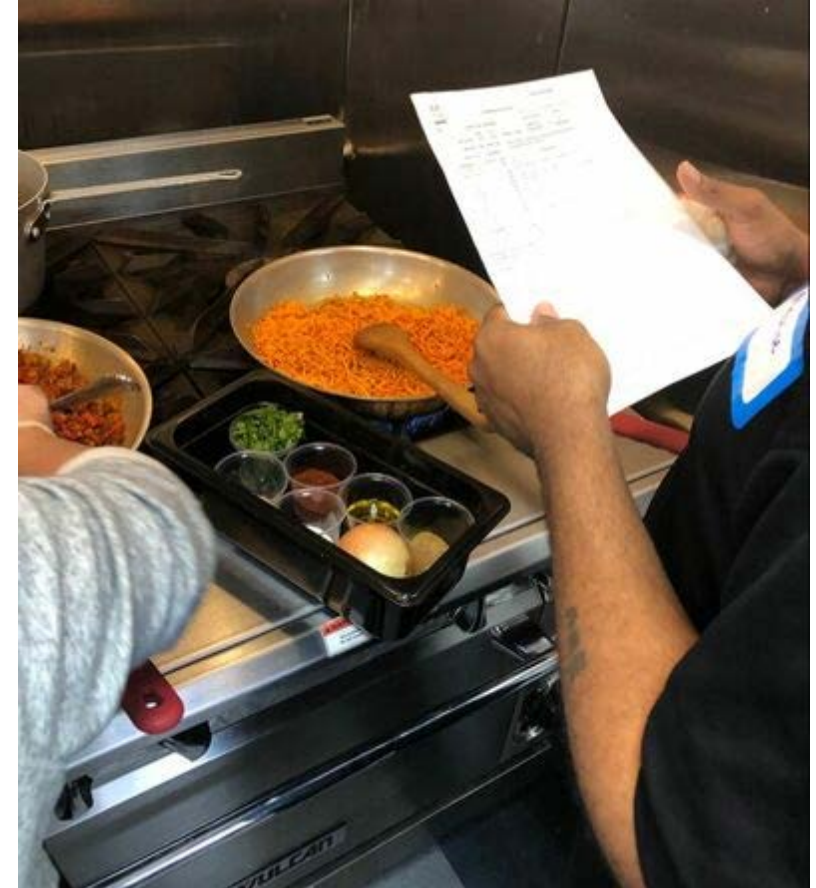
Example Talking Points

- I'd like to incorporate more local produce in the kids meals next week, what do you think about that?
- Here are the seasonal items available this month, which foods are you most comfortable preparing?
- I'd like to challenge us to try something new this month, have you ever prepared _____ this way?



Example Talking Points

- What do you think will be most challenging about preparing ____ next week? How can I support you?
- Have you ever made ____ do you need help finding easy recipes?
- Kids may not be receptive to new things right away, maybe there are some strategies we can work on in the classroom.



Thank You!

**To sign up for coaching from
FRESHFARM register here:**

[Registration Form](#)

Contact us at martine@ffm.org and taylor@ffm.org