



National Farm to School Network: Building a Movement

Anupama Joshi

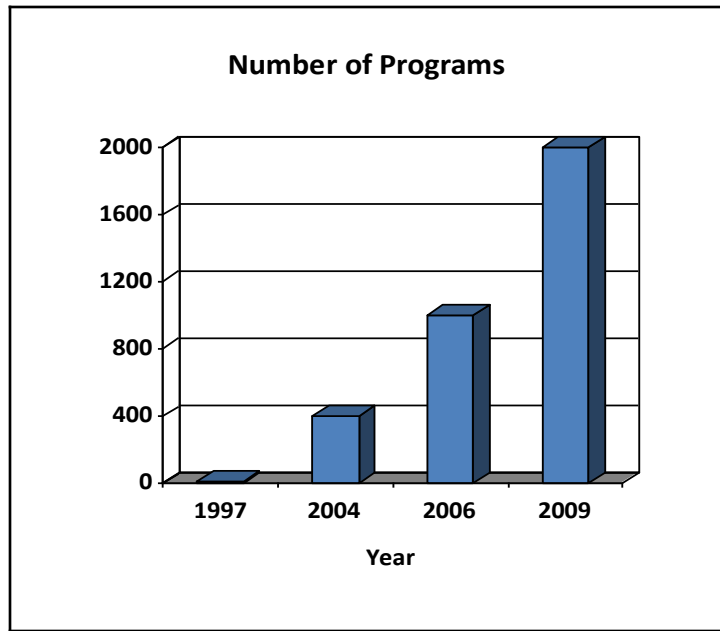
National Farm to School Network

Center for Food & Justice, UEPI, Occidental College

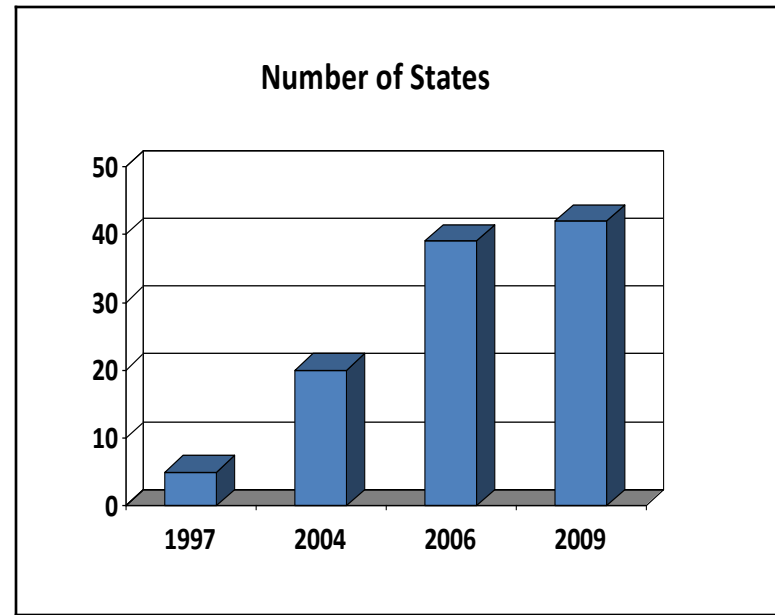
National Good Food Network Webinar

December 17, 2009

Farm to School Win-Win



2000 programs



40 states



Fresh, local, healthy school meals



School Gardens—Growing Food



I think the seed
will grow into
a carrot

Standards based classroom education



Farm tours



Chefs in the Classroom

Procurement Models



- Farm Direct
- From Farmers' Market
- Through existing distributor or broker (forager) who procures from local farmers
- Through existing food service provider
- Growers' Collaborative / Cooperative model
- On-line ordering system

Serving Models



Local Product used in:

- salad bars
- hot entrees / other items
- snack in classroom
- taste tests
- educational tools
- Local food fundraisers



Education Models



- School gardens
- Recycling, Waste Management and Composting
- CSA in the Classroom model
- Harvest of the Month
- Farm tours
- Farmers in the classroom



Farm to School Impacts



- **Students**
 - Gains in knowledge and attitudes
 - Fruit & vegetable consumption increase +25 to +84%
 - Positive lifestyle changes
 - Improvements in social skills, self-esteem, physical activity
- **Food Service**
 - Healthier options served
 - School meal participation average increase +9%
 - High Staff Morale and Motivation
- **Farmers**
 - On average 5% increase in income
 - Market diversification
- **Parents, Teachers, Community**
- **Economy** 1.87 Economic Multiplier Effect

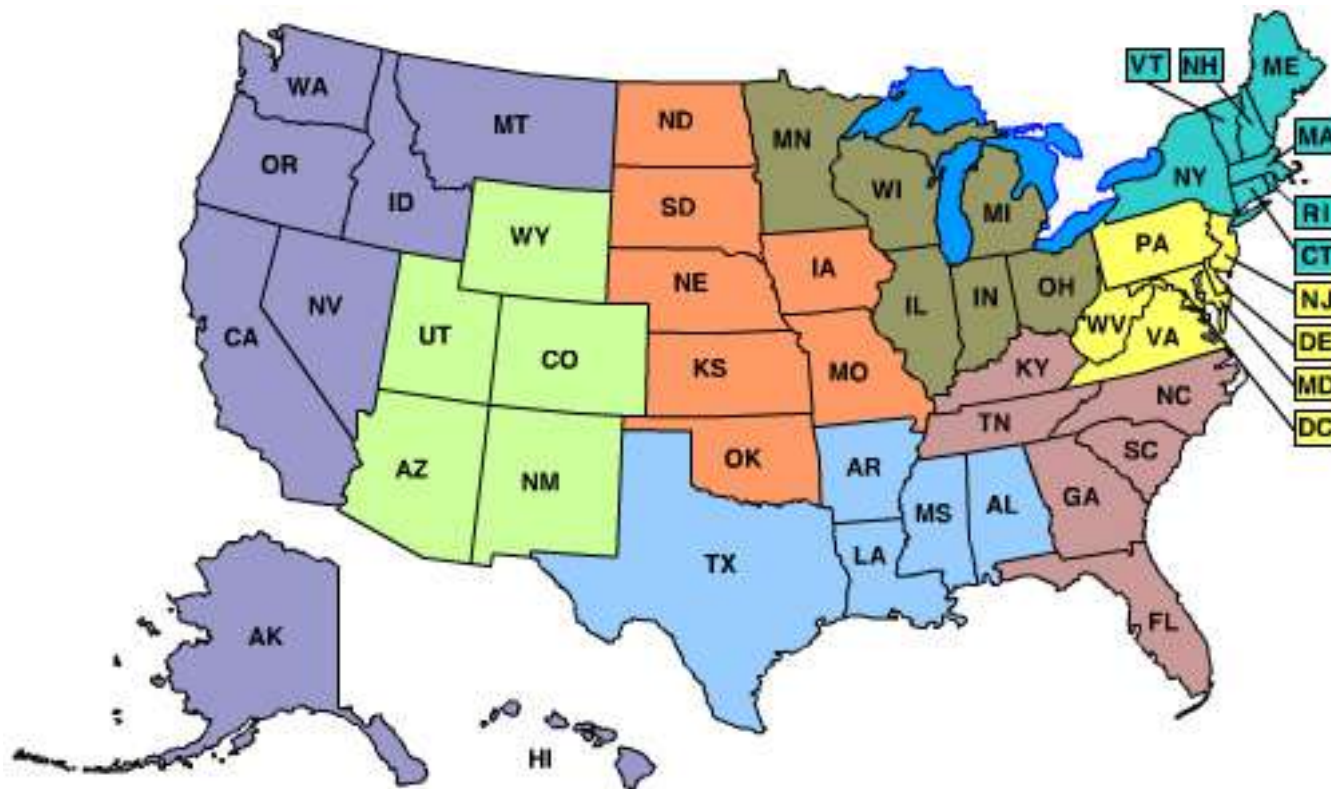
Joshi A, Azuma AM, Feenstra G. *Journal of Hunger and Environmental Nutrition*, Vol.3(2/3), 2008.

Joshi A, Azuma AM. *Bearing Fruit: Farm to School Program Evaluation Resources and Recommendations*, 2009

National Farm to School Network



www.farmtoschool.org



National Staff

8 Regional Lead Agencies

Regional Steering Committees

Advisors and National Partners

Core priorities



- **Networking**
- **Media & Marketing**
- **Information Services**
- **Training & Technical Assistance**
- **Policy**
- **Research & Evaluation**



Photo by Emily Hart Photography

Networking



- Access to a network of Farm to School experts
- Facilitate Local / State Meetings
- Regional Gatherings
- 5th National Farm to Cafeteria Conference, May 17-19, 2010 in Detroit, MI



Media & Marketing



- Access to media contacts and databases
- Templates
- Ghost op-eds
- Farm to School Promotional Materials – stickers, banners, T-shirts.....
- Help with marketing events / key milestones
- YouTube contest

Information Services



- User – generated web portal www.farmtoschool.org
- Introductory Farm to School Brochure
- Fact sheets
- Reports
- Case studies
- Videos
- Free monthly e-newsletter



Training & Technical Assistance



- Targeted trainings for farmers, food service and community members
- Assistance over phone/email
- Site-visits
- Toolkits & Training materials

Research Sites (2008-2010)



- Springfield, Oregon: Harvest of the Month and Farm to School program
- Riverside, California: Salad bars in elementary schools as part of Farm to School
- Union 74 School District, Maine: Grass roots movement leading to Direct Purchase Program for schools
- Saratoga Springs, New York: Starting a Farm to School program

University of North Carolina, Chapel Hill

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