National Farm to School Network: Building a Movement

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Farm to School
Win-Win-Win

Number of Programs

Year


Number of States


2000 programs

40 states
Fresh, local, healthy school meals
School Gardens—Growing Food
I think the seed will grow into a carrot.
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. Bearing Fruit: Farm to School Program Evaluation Resources and Recommendations, 2009
National Farm to School Network

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
• 5\textsuperscript{th} 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](http://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

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