



# Marty Gerencer

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# NATIONAL GOOD FOOD NETWORK

Moving more **good food** to more people

**John Fisk, PhD**

**Director, Wallace Center at Winrock International**

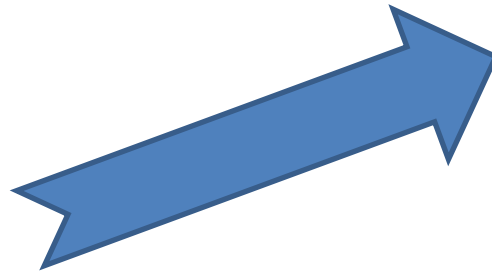
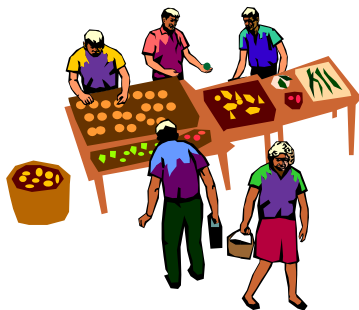
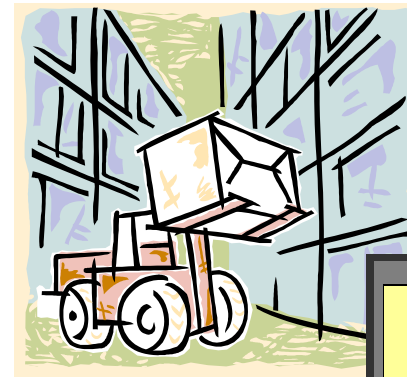
**Marty Gerencer**

**Manager, National Good Food Network**

March 3, 2010



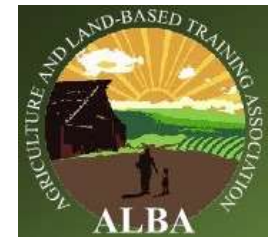
# NATIONAL GOOD FOOD NETWORK: **VISION**





NATIONAL GOOD FOOD NETWORK

# NATIONAL GOOD FOOD NETWORK: VISION





# NATIONAL GOOD FOOD NETWORK: VISION



WALLACE CENTER  
WINROCK INTERNATIONAL





# NATIONAL GOOD FOOD NETWORK: **VISION**



**Increase** small- and medium-sized grower viability



**Add** economic vitality to rural and urban areas



**Reach** children and families where they live



NATIONAL GOOD FOOD NETWORK

# NATIONAL GOOD FOOD NETWORK: **ACTIVITIES**



Good things  
come from  
**Sysco**<sup>™</sup>

[ngfn.org/sysco2009](http://ngfn.org/sysco2009)



COMMUNITY FOOD SECURITY COALITION



[ngfn.org](http://ngfn.org)



- Individuals
- Organizations
- Knowledge
- Funders





# NATIONAL GOOD FOOD NETWORK: GOALS

## Supply Meets Demand

- There is abundant good food (healthy, green, fair and affordable) to meet demands at the regional level.

## Information Hub

- The National Good Food Network (NGFN) is the go to place for regional food systems stories, methods and outcomes.

## Policy Change

- Policy makers are informed by the results and outcomes of the NGFN and have enacted laws or regulation which further the Network goals.



# NATIONAL GOOD FOOD NETWORK: LOCATIONS



Includes RLTs, Advisory Council, P4 Grantees, contractors etc.



# NATIONAL GOOD FOOD NETWORK: **STRUCTURE**

## **Advisory Council:**

- Institute for Agriculture and Trade Policy
- American Friends Service Committee
- Michael Fields Agricultural Institute
- Good Naturesd Family Farms
- Food Alliance
- Appalachian Sustainable Development
- Sustainable Food Lab
- SCALE, Inc.
- SYSCO-Grand Rapids
- Karp Resources
- WellSpring Management
- Agriculture and Land-Based Training Association
- Leopold Center for Sustainable Agriculture
- Farm to Table / Southwest Marketing Group
- NE Sustainable Agriculture Working Group
- Center for Food and Justice at Occidental College



# NATIONAL GOOD FOOD NETWORK: STRUCTURE

## Regional Lead Teams (11 regions):

### West

- Agriculture and Land-Based Training Association, Salinas, CA
- Center for Food and Justice at Occidental College, Los Angeles, CA

### Southwest

- Farm to Table / Southwest Marketing Network, Santa Fe, NM
- American Friends Service Committee, Albuquerque, NM

### Southeast

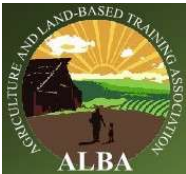
- Appalachian Sustainable Development, Abingdon, VA

### Northeast

- Northeast Sustainable Agriculture Working Group, Belchertown, MA
- Sustainable Food Lab at The Sustainability Institute, Hartland, VT

### Midwest

- Leopold Center for Sustainable Agriculture, Ames, IA
- Sysco and NGFN Partnership Regions: in Grand Rapids, Kansas City and Chicago





# NATIONAL GOOD FOOD NETWORK

**John Fisk**

**Director, Wallace Center at Winrock International**

**Marty Gerencer**

**Manager, National Good Food Network**

**[www.ngfn.org](http://www.ngfn.org)**

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**231/638-2981**

# Presenters

- Kathy Lawrence

*Program Director, School Food FOCUS*



- Jim Groskopf

*Nutrition Services Purchasing Analyst, Saint Paul Public Schools*

- JoAnne Berkenkamp

*Program Director for Local Foods, Institute for Agriculture and Trade Policy (IATP)*



# A Brief Look at FOCUS

Kathy Lawrence, Program Director

National Good Food Network Webinar

June 17, 2010

# FOCUS at a Glance

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## Overview

- Helps school districts of 40,000+ serve more healthful, more sustainably produced and regionally sourced food...
- ...so that children may perform better in school and be healthier in life
- Launched late 2008, funded by W.K. Kellogg Foundation
- Uses food system data, research and hands-on experience to spur change

# FOCUS at a Glance

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## **Objectives**

- Develop and share methods to transform school meals
- Build and coordinate network of advocates who seek and make change
- Communicate a practical vision for change
- Leverage the procurement power of large school systems

# Participating Schools

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- Nearly 30 primarily urban school districts
- Total enrollment: over 4 million K-12 students

## 26 Districts Attending School Food FOCUS Annual Meeting



#= Total Students



F/R%= Students Eligible  
for Free/Reduced Cost Lunch

Total Enrollment  
3,531,790

- Oakland Unified  
46,431 F/R 68.1%
- San Diego Unified  
131,577 F/R 61.9%
- San Francisco Unified  
55,069 F/R 53.8%
- Denver  
73,053 F/R 65.7%
- Jefferson County School District No. R-1  
86,168 F/R 24.3%
- Douglas County  
52,983 F/R 4.9%
- District of Columbia Public Schools  
58,191 F/R 52.6%
- Atlanta Public Schools  
49,991 F/R 76.1%
- City of Chicago SD 299  
407,510 F/R 75.7%
- Jefferson County (Louisville)  
95,871 F/R 55.1%
- Boston  
56,168 F/R 71.4%
- Holyoke  
6,121 F/R 76.7%
- Baltimore City Public Schools  
81,284 F/R 73.3%
- Detroit City School District  
107,874 F/R 72.3%
- Anoka-Hennepin Public School District  
40,107 F/R 24.7%
- St. Paul Public School District  
40,107 F/R 69.6%
- Charlotte-Mecklenburg Schools  
131,176 F/R 42.8%
- New York City  
1,100,000 F/R 70.6%
- Oklahoma City  
40,985 F/R 81.8%
- Portland School District  
46,262 F/R 41.9%
- Philadelphia City School District  
172,704 F/R 68.4%
- Dallas ISD  
157,804 F/R 84.3%
- Houston ISD  
199,534 F/R 62.3%
- Prince William County Public Schools  
72,988 F/R 29.2%
- Milwaukee School District  
86,819 F/R 77.1%
- Wake County Public  
134,401

### FACTS

- U.S. average free/reduced eligibility is 38%\*
- Attending FOCUS districts' average free/reduced eligibility is 65%

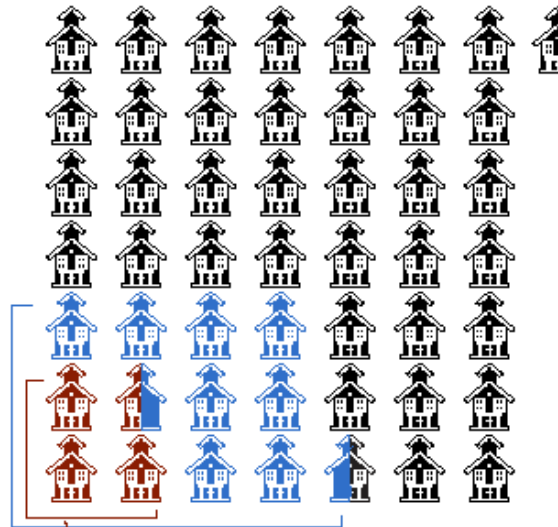
\*Based on SNA, Little Big Fact Book, 2008 which uses data from 2006-07.

[www.schoolfoodfocus.org](http://www.schoolfoodfocus.org)

# Total U.S. K-12 Public School Enrollment

49,825,000

 = 1 million students



138 big city (40,000+ students) districts in U.S.

Enrollment = 12,237,434  
(25% of total)

**FOCUS TOTAL**

**3,531,790**

## FACTS

- There are 138 large (40,000+ students) school districts in U.S.
- Total U.S. estimated enrollment in large school districts = 12,237,434
- Percentage of students enrolled in large U.S. K-12 Public Schools = 25%
- Total U.S. K-12 Public School Enrollment = 49,825,000

## FOCUS FACTS

- FOCUS districts enroll 3,531,790 students
- FOCUS percent of total U.S. K-12 Public School enrollment = 7%
- FOCUS percent of total large school district enrollment = 28%

\* Based on 2008-09 enrollment

# Community Partners

- Local advocacy groups, city governments, state departments of agriculture, national NGOs
- Expertise, perspectives, input
- Access to resources
- Education & advocacy



# Program Areas

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- Knowledge
- Policy
- School Food Learning Lab

# Knowledge

- Peer-to-peer communication
- Best practices, lessons learned
- Tools and materials
- Multi-sector, multi-stakeholder dialogues



# Knowledge



**SCHOOL FOOD FOCUS** Transforming Food Options for Children in Urban Schools

**Month in FOCUS** Issue 27, June 8, 2010

**IN THIS ISSUE:** Click the title to jump straight to the story!

- "School Food 101" briefs available for download
- Program Director Kathy Lawrence goes full time
- National Good Food Network webinar
- Oakland School Food Alliance
- D.C. Farm to School Network
- The future of FOCUS
- Policy update
- "Chefs Move to Schools"
- Notable news
- Upcoming events

Want to have your finger on the pulse of school food procurement?

**Welcome to the June 2010 *Month in FOCUS***

June -- it's busting out all over, though our home office in New York City has already seen several humid days reaching the 90s, so we can't exactly call it "spring" any more!

Read on for the latest about staffing and organizational updates; innovative events connecting communities around school food in Oakland and Washington DC; an upcoming webinar with the National Good Food Network; and the latest updates and developments on policy, FOCUS districts and school food procurement in the news, and events.

**School Food 101**



In case you missed them in the last *Month in FOCUS*, the first two *School Food 101* briefs called "[The Cost of School Lunch](#)" [PDF] and "[USDA Commodity Foods in School Lunch](#)" [PDF] are now available for download!

The idea behind these briefs, which describe the operating realities of

## *Month in FOCUS*

- Monthly e-newsletter updates stakeholders and other interested parties
- Each issue contains features on community partners and school food service professionals, news highlights, policy work, and more

# Knowledge



*transforming*  
Food  
Options for  
Children in  
Urban  
Schools



## Website

- [About us](#)
- [Blog](#)
- [Media Monitoring](#)
- [Publications](#)

# Knowledge

## Learnings from the Lab

- Distills lessons learned through work in Learning Lab districts
- Helps stimulate changes in procurement among FOCUS districts

LEARNINGS FROM THE LAB 

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**SOURCING LOCAL PRODUCE IN SAINT PAUL, MINNESOTA**

Getachew Abate, Michigan State University  
David Conner, Michigan State University  
Dorothy Brayley, School Food FOCUS  
Meredith Modzelewska, School Food FOCUS

The objective of the School Food FOCUS Learning Lab is to change procurement practices to bring more healthful, more sustainably produced and regionally sourced foods into school meal programs in FOCUS districts nationwide. The Learning Lab's participatory action research approach helps partners in pilot districts build the understanding and relationships needed to reshape purchasing and supply chains.

Learning Lab started in Saint Paul, is now active in Denver, and will soon begin work in Chicago. Each lab brings school food-service professionals and community partners together with research and technical assistance to reach specific food procurement goals. The "Learnings from the Lab" series, together with webinars and other presentations, distills lessons learned to help stimulate changes in procurement and foster connections among all FOCUS districts.

**THE PROBLEM: LOCAL SOURCING OF PRODUCE**

From 2008-2010, Saint Paul Public Schools (SPPS) worked with the School Food Learning Lab (SFL) team to move toward more healthful, more local and more sustainably produced food purchasing and procurement practices.

In discussions with SFL, SPPS decided to purchase **more locally grown fresh produce** and to **make its local sourcing more diversified and sustainable** – while staying within budget. SPPS was interested in working with both current and new suppliers to source local produce that could be delivered to its central kitchen in minimally processed forms – for example, chopped, sliced, and/or peeled.

# Knowledge

## School Food 101

- Operating realities of School Food Service
  - Cost of School Lunch
  - USDA Commodity Foods in School Lunch
  - National School Lunch Program

## SCHOOL FOOD 101



*School Food 101 is planned as a series of briefs describing the operating realities of food service in the nation's largest school districts. This idea emerged from FOCUS stakeholders, who need succinct, straightforward ways to talk about the complexities of their world with an increasingly interested and involved lay audience. These materials will explain school food for a wide spectrum of interest groups, including parents, teachers, legislators, and members of the press. It is being written in collaboration with FOCUS membership—food service professionals and their community partners—and FOCUS national partners.*

*The first two pieces, [The Cost of School Lunch](#) and [USDA Commodity Foods in School Lunch](#), have been developed in collaboration with the U.S. Meat Group for Sustainable Food Systems at Michigan State University. Future topics will include portion and nutrition standards, institutional kitchens and cooking, regional food systems, wellness policy, and more.*

### THE COST OF SCHOOL LUNCH

*What does school lunch cost? How is the money spent?*

There's just a dollar spent on food in the average school lunch. The other costs of running a food service operation—labor, mainly, plus equipment, supplies, maintenance, transportation, utilities, and more—bring the total to somewhere between two and three dollars.

This stark financial reality is central to the life of a school food service director. It's closely followed by [The Federal Government's Food and Nutrition Standards](#), the high expectations of parents and the community and the narrow food preferences of so many children. Budgeting for thousands of wholesome, appetizing, kid-friendly meals on a daily basis is easily compared to a high-wire act. It requires a near-microscopic focus on where every cent goes, and relentless, expert balancing of the nutritional, esthetic, and financial value of every single choice.

#### Average School Lunch Service Cost Breakdown\*



\*School Lunch and Breakfast Cost Study: Summary of Findings  
FNS Office of Research, Nutrition, and Analysis, April 2008

# Policy

- **Develop and amplify big district voice**
  - 2009 Child Nutrition Reauthorization
  - 2008 Farm Bill
  - USDA/administrative work
- **Collaboration**
  - One Tray initiative with National Farm to School Network and Community Food Security Coalition
  - Other networks and coalitions



# Policy

## Accomplishments

- Stakeholders crafted statement of support urging public investment in child nutrition, farm to school
- USDA in attendance at 2010 FOCUS Annual Meeting
  - Ongoing staff/stakeholder meetings with USDA representatives
- One Tray's "What Can USDA Do?" recommended many priorities USDA has since taken action on
  - Farm to School Team
  - Geographic preference
  - "DoD Fresh"

ONE TRAY



Nourishing the Nation  
One Tray at a Time



What can USDA do?



COMMUNITY FOOD SECURITY COALITION  
NATIONAL FARM TO SCHOOL NETWORK  
SCHOOL FOOD FOCUS

# Learning Labs

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- School districts and partners analyze food supply and demand
- Harness buying power to change food procurement practices
- Document process, results and lessons learned
- Saint Paul and Denver first pilot districts
- Chicago beginning mid-July

# Learning Labs

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## **Foundations**

- Partnerships among schools, community partners and SFLC team
- School food professionals in the driver's seat
- Co-learning and co-creation of knowledge
- No transformation without ambiguity and risk

# Learning Labs

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## **Methodologies**

- Participatory Action Research
- Experiential Learning Cycle

## **Analytical framework**

- Values-based value chains
- Learning Supply Chains



Find us online:

**[www.schoolfoodfocus.org](http://www.schoolfoodfocus.org)**

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# Presenters

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*Program Director, School Food FOCUS*



- Jim Groskopf

*Nutrition Services Purchasing Analyst, Saint Paul Public Schools*



- JoAnne Berkenkamp

*Program Director for Local Foods, Institute for Agriculture and Trade Policy (IATP)*

# Overview of SPPS (2008-2009)

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- 38,000 enrollment
- 70% students eligible for free/reduced meals
- 68 locations
- 37% breakfast participation
- 78 % lunch participation

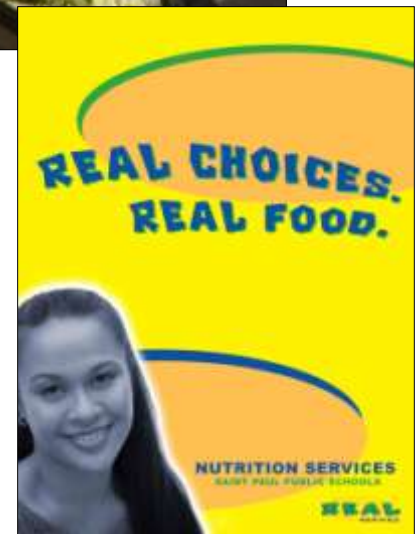
# Locations

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- 50 elementary schools
- 6 junior/middle schools
- 7 high schools
- 8 other programs

# Operation Style

- Cook/chill central kitchen
- Ship out once daily
- Brown box commodities
- Make items such as:
  - Fresh-made wraps, sandwiches
  - Sauces, gravy, lasagna, meatloaf, pasta
  - Whole wheat breakfast breads, pizza crusts
  - Whole wheat French bread - daily
  - Whole wheat crisps, cookies



# SPPS Programs

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- Provision II Breakfast - B2G
- FFVP - 21 Schools
- Unlimited Choice Bars
- Summer Program Sponsor
- School Food FOCUS Learning Lab

# Mission Statement

**We create and serve foods that students get excited about!**

**Our “healthy hits” are served with respect by a caring staff effectively managing resources.**



# School Food FOCUS

## Learning Lab Goals

- More local/sustainable fruits and vegetables
- Lower sugar in flavored milk
- Whole wheat hamburger and hot dog buns
- Unbreaded, bone-in chicken



# Our Partners

**CRE 8 IT INC.**  
*"The Fresh Manufacturers"*



**MSNA**  
MN School Nutrition Association

Hunger ends on our watch





FARM2SCHOOL

LOCAL FARMS  FRESH FOOD

NUTRITION  
SERVICES

**REAL**  
choices

# Farm to School Parameters

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- Need pre-cut produce
- Significant quantities
- Fall menus planned in the spring

# Getting Started

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- Quantify possible produce and volume needs
- Meeting with 2 processors and farmers
- Separate RFP for local produce

# Results

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- Clarity about processors' strengths and limitations
- Which farmers they purchase from (65 radius from St Paul)
- More transparency about farmer compensation
- Agreed products and prices for Fall 2009

# Locally Grown Produce

## September 8 – October 19, 2009

### Produce offered

- Apples
- Broccoli
- Cabbage
- Carrots
- Corn on the cob
- Cucumbers
- Grape Tomatoes
- Onions
- Peppers
- Potatoes
- Watermelon
- Zucchini

- Total pounds served: 110,000
- Total money spent: \$76,000
- 56% of total produce purchases were local products



# Other Local Products

- Buffalo
- Hand-harvested wild rice
- Fresh cranberries
- Organic flax seed



# Expanded Farm to School for 2010

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- First 18 days of school in September have 17 local produce items listed on menu
- Will feature local items on unlimited fruit and vegetable choice bar
- New in fall of 2010 – fresh green beans
- Testing roasted sweet potatoes and small whole white potatoes

# Our Marketing

## Farm Fresh Foods from around the state



★ A star indicates where our food was grown.

This year, we're serving locally grown apples, broccoli, cabbage, carrots, cauliflower, corn on the cob, cucumbers, onions, peppers, watermelon, and zucchini. We're grateful to the farmers at Riverside Farms in Elk River, View Valley Farms in Anoka, and Pepin Heights Orchard in Lake City for growing food for Saint Paul students!

## Roasted Harvest Vegetables



### True or False

1. Roasting veggies brings out their natural sweetness.
2. You can roast any veggie. We like roasted squash, carrots, turnips & parsnips and will be serving this combination at school.
3. All of the veggies in #2 are called "root" vegetables because they grow underground.
4. Roasted vegetables are best in the winter to warm you up.

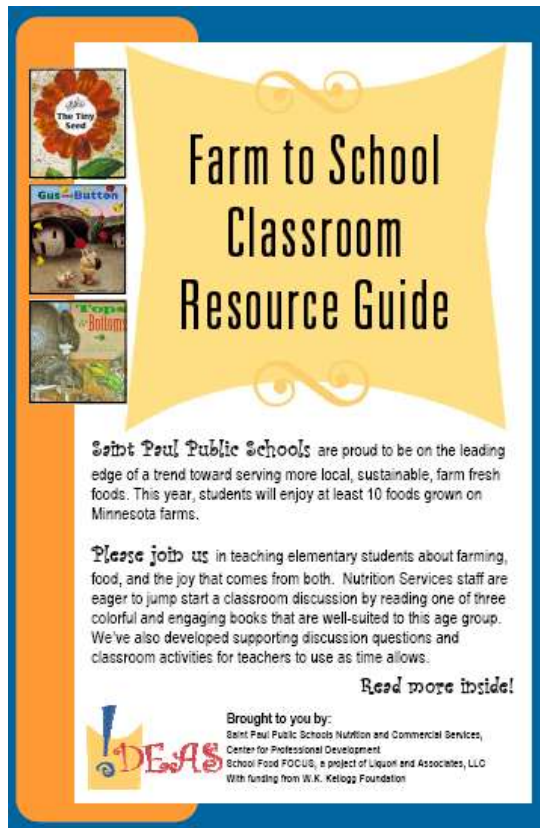
Did you get them right? Check below.

4 items: The first two statements are TRUE. Number 3 is FALSE. All but the squash grow underground. Squash grows on stems above ground. Number 4 is also false. Roasted veggies are great in the winter, but they can be enjoyed year-round.

## SPOTLIGHT ON CORN



# Cafeteria Reading Project



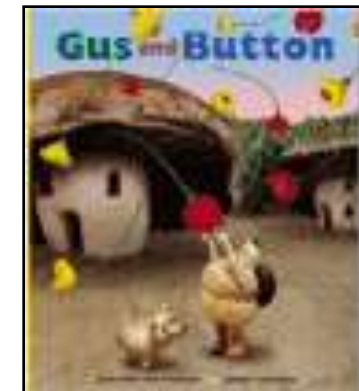

**Farm to School  
Classroom  
Resource Guide**

**Saint Paul Public Schools** are proud to be on the leading edge of a trend toward serving more local, sustainable, farm fresh foods. This year, students will enjoy at least 10 foods grown on Minnesota farms.

Please join us in teaching elementary students about farming, food, and the joy that comes from both. Nutrition Services staff are eager to jump start a classroom discussion by reading one of three colorful and engaging books that are well-suited to this age group. We've also developed supporting discussion questions and classroom activities for teachers to use as time allows.

**Read more inside!**

Brought to you by:  
Saint Paul Public Schools Nutrition and Commercial Services,  
Center for Professional Development  
School Food FOCUS, a project of Liquori and Associates, LLC  
With funding from W.K. Kellogg Foundation





# Lower Sugar in Flavored Milk

- Goal: reduce grams of sugar in flavored milk from 27 to 22 grams per half pint carton
- Requested bidders to bid product with various grams of sugar, stating preference for 22 grams
- Successful change has not only impacted Saint Paul students, but all students in schools receiving milk from this supplier



# Whole Wheat Buns

- Worked with current supplier to develop bulk packed hamburger and hot dog buns containing minimum 51% whole wheat flour so product will count as a whole grain serving
- Sara Lee R & D developed a product containing 53% white whole wheat flour
- Product was evaluated and tested with students and found to be acceptable
- Product will be available fall 2010

# Fresh Raw Chicken Drumsticks

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- Worked with Minnesota-based Gold'n Plump Poultry to test fresh raw chicken drumsticks baked on site in school kitchens
- Chicken farms and processor located within 100-200 miles of Saint Paul
- Product will replace frozen, pre-cooked, cut up chicken on our menus

# Summary

- Leveraged our strengths to transform school meals in Saint Paul
  - Centrally prepared scratch cooking
  - Built partnerships to jump hurdles
  - Marketed program successes
  - Celebrated flops
- Our “tombstone” goals
  - Impact lifelong eating habits of students
  - Impact choices available outside the cafeteria
  - Students remember us for creating a warm and welcoming environment *plus* great food



***Thank You***



**Please continue to type  
your questions into the  
questions box...**



# COLLABORATION



**Regional and Sustainable Procurement**

# Presenters



- Kathy Lawrence

*Program Director, School Food FOCUS*

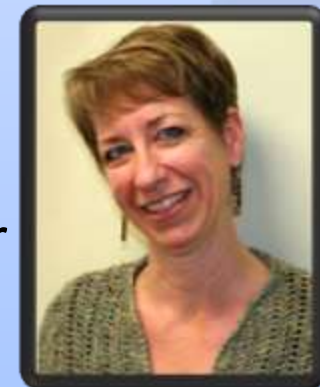
- Jim Groskopf

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# NGFN Webinars

- 3<sup>rd</sup> Thursday of each month  
3:30p EST (12:30p PST)
- All webinars archived

→ <http://ngfn.org/webinars>



# Upcoming Webinars

## Upcoming Webinars

**July 15**

**Building Local Government Support for  
Good Food (CFSC Co-Sponsored)**

**August 19**

**Sustainable Food Lab**

<http://ngfn.org/webinars>

# NGFN and Food Safety

- Conference call every second Tuesday of the month open to the public
- Food Safety FAQ, Primer on GlobalGAP group certification
- **New Q&A series:**
  - **Brian Snyder (PASA)**
  - **Tony Corbo (Food & Water Watch)**
  - **Robert Guenther (United Fresh Produce)**
  - **Ferd Hoefner (NSAC)**
- Monthly Briefings, and more!
- <http://ngfn.org/foodsafety>

# Get Connected, Stay Connected



# http://ngfn.org

The screenshot shows a Mozilla Firefox browser window displaying the National Good Food Network website. The browser's address bar shows the URL <http://ngfn.org/>. The website header features the logo for the Wallace Center at Winrock International. Below the logo is a horizontal banner with five images: a cow in a field, a variety of fresh vegetables, two green apples, a blue semi-truck on a highway, and a paper bag filled with fresh produce. The main heading reads "NATIONAL GOOD FOOD NETWORK". A navigation menu includes links for "home", "resources", "regional lead teams", "news", "events", and "about". A search bar is located on the right side of the page. The main content area is titled "Welcome to your National Good Food Network" and contains three sections: "NGFN Cluster Calls" (describing monthly webinars), "NGFN Database" (describing a central tool for connecting experts), and a paragraph about the challenge of revolutionizing business models in the food system.

# contact@ngfn.org