Marty Gerencer
Program Manager,
National Good Food Network
contact@ngfn.org
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: VISION
NATIONAL GOOD FOOD NETWORK: VISION
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
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 Natured 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
contact@ngfn.org
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

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

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

- Nearly 30 primarily urban school districts
- Total enrollment: over 4 million K-12 students
### 26 Districts Attending School Food
#### FOCUS Annual Meeting

<table>
<thead>
<tr>
<th>District</th>
<th>Total Students</th>
<th>F/R</th>
<th>Students Eligible for Free/Reduced Cost Lunch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oakland Unified</td>
<td>46,431</td>
<td>68.1%</td>
<td></td>
</tr>
<tr>
<td>San Diego Unified</td>
<td>131,577</td>
<td>61.9%</td>
<td></td>
</tr>
<tr>
<td>San Francisco Unified</td>
<td>55,069</td>
<td>53.8%</td>
<td></td>
</tr>
<tr>
<td>Denver</td>
<td>73,053</td>
<td>65.7%</td>
<td></td>
</tr>
<tr>
<td>Jefferson County School District No.R-1</td>
<td>86,168</td>
<td>24.3%</td>
<td></td>
</tr>
<tr>
<td>Douglas County</td>
<td>52,983</td>
<td>4.5%</td>
<td></td>
</tr>
<tr>
<td>District of Columbia Public Schools</td>
<td>58,191</td>
<td>52.6%</td>
<td></td>
</tr>
<tr>
<td>Atlanta Public Schools</td>
<td>49,991</td>
<td>76.1%</td>
<td></td>
</tr>
<tr>
<td>City of Chicago SD 299</td>
<td>407,510</td>
<td>75.7%</td>
<td></td>
</tr>
<tr>
<td>Jefferson County (Louisville)</td>
<td>95,871</td>
<td>55.1%</td>
<td></td>
</tr>
<tr>
<td>Boston</td>
<td>96,168</td>
<td>71.4%</td>
<td></td>
</tr>
<tr>
<td>Holyoke</td>
<td>6,121</td>
<td>76.7%</td>
<td></td>
</tr>
<tr>
<td>Baltimore City Public Schools</td>
<td>81,284</td>
<td>73.3%</td>
<td></td>
</tr>
<tr>
<td>Detroit City School District</td>
<td>107,874</td>
<td>72.3%</td>
<td></td>
</tr>
<tr>
<td>Anoka-Hennepin Public School District</td>
<td>40,107</td>
<td>24.7%</td>
<td></td>
</tr>
<tr>
<td>St. Paul Public School District</td>
<td>40,107</td>
<td>69.6%</td>
<td></td>
</tr>
<tr>
<td>Charlotte-Mecklenburg Schools</td>
<td>131,176</td>
<td>42.8%</td>
<td></td>
</tr>
<tr>
<td>New York City</td>
<td>1,100,000</td>
<td>70.8%</td>
<td></td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>40,985</td>
<td>31.8%</td>
<td></td>
</tr>
<tr>
<td>Portland School District</td>
<td>46,262</td>
<td>41.9%</td>
<td></td>
</tr>
<tr>
<td>Philadelphia City School District</td>
<td>172,704</td>
<td>68.4%</td>
<td></td>
</tr>
<tr>
<td>Dallas ISD</td>
<td>1,57,804</td>
<td>84.3%</td>
<td></td>
</tr>
<tr>
<td>Houston ISD</td>
<td>1,95,534</td>
<td>62.3%</td>
<td></td>
</tr>
<tr>
<td>Prince William County Public Schools</td>
<td>72,988</td>
<td>29.2%</td>
<td></td>
</tr>
<tr>
<td>Milwaukee School District</td>
<td>86,819</td>
<td>77.1%</td>
<td></td>
</tr>
<tr>
<td>Wake County Public</td>
<td>134,401</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Total Enrollment**

Total number of students eligible for free/reduced cost lunch:

3,531,790

**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, 2006 which uses data from 2005-06.*

[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

www.schoolfoodfocus.org
Community Partners

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

- Knowledge
- Policy
- School Food Learning Lab
Knowledge

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

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

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**

**SCHOOL FOOD FOCUS**

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

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

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, aesthetic, and financial value of every single choice.
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”
What can USDA do?

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

- 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

Foundations

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

Methodologies

• Participatory Action Research
• Experiential Learning Cycle

Analytical framework

• Values-based value chains
• Learning Supply Chains
Find us online:
www.schoolfoodfocus.org

Toni Liquori, Executive Director toni@liquoriandassociates.com

Kathy Lawrence, Program Director klawrence@schoolfoodfocus.org

Sheilah Davidson, Policy Program Manager, Stakeholder Liaison sdavidson@schoolfoodfocus.org

Meredith Modzelewski, Communications Associate mmodzelewski@schoolfoodfocus.org

Myrna Anderson, Administrative Associate manderson@schoolfoodfocus.org
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)
Overview of SPPS (2008-2009)

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

- 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

- 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"

- IA TP

- SCHOOL
  FOOD FOCUS

- MSNA
  MN School Nutrition Association
  Hunger ends on our watch
FARM2SCHOOL
LOCAL FARMS - FRESH FOOD

NUTRITION SERVICES
REAL CHOICES
Farm to School Parameters

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

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

• 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

- 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, cole slaw, corn on the cob, cucumbers, onions, peppers, watermelon, and zucchini. We’re grateful to the farmers at Roeland Farms in C.A. River, Vine 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.

SPOTLIGHT on CORN

A corn in the Harvest for Hometowns is休闲. Number them 1 to 10. All the squash grow underground. Squash grow on vines, not in the soil. Roasted veggies are best in the winter, but they can be enjoyed year round.
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 these colorful and engaging books that are well suited to the age group. We've also developed supporting discussion questions and classroom activities for teachers to use as time allows.

Read more below!

Brought to you by:
Saint Paul Public Schools Nutrition and Commercial Services
Center for Nutrition Development
Schoos Make Foods: A Project of Union 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

- 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
  Nutrition Services Purchasing Analyst, Saint Paul Public Schools

• JoAnne Berkenkamp
  Program Director for Local Foods, Institute for Agriculture and Trade Policy (IATP)
NGFN Webinars

• 3rd Thursday of each month
  3:30p EST (12:30p PST)

• All webinars archived

→ http://ngfn.org/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

New! National Good Food Network Database
Click to learn more

YouTube

contact@ngfn.org

Twitter
http://ngfn.org

contact@ngfn.org