Making Farm to School Procurement Connections
2014 Regional F2S Workshop Series
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Making Procurement Connections
(Regional Workshops Apr-Oct, 2014)

See how schools and farmers connect through various online tools, distribution options & other community connections.

• make initial contacts
• establish direct working relationships
• create a network

efficiently locate and communicate with others who influence farm to school connections in your community.
Ohio Farmers Sell Directly To:

- Consumers
  - On & Off-farm Markets
  - Farmers Markets
  - Community Supported Agriculture
  - Local Food Events …

- Wholesale Buyers
  - Restaurants
  - Grocery Stores/Retailers
  - Food Manufacturers

Institutions – Schools
Why do farmers and other food producers sell to schools

- Interest in ‘Local’ Food = Opportunity
- New attention from USDA on Farm to School
- Diversify sales channels
- Reach a stable market
- Public relations that lead to sales through other channels (farm market, CSA,…)
- The next generation gets to experience the benefits of local food
Farm to School
Ohio Farms & Food Producers

Ohio is ideal for community food systems:

• Large diversity of food products
• Unique intersection of farms and population
• Large food processing industry & capacity
Farm to School
Ohio Schools - Pre-K, K-12, College/University (public & private – large and small)

Who Influences
USDA, ODA, +
- Food Service Personnel
- Administrators
- Dieticians
- Nurses
- Wellness Coordinators
- Parents
- Students
- Sports Boosters and Other Event Organizers
Finding Producers

Local Food Directories

Ohio Proud, http://ohioproud.org

Our Ohio, http://ourohio.org

Others… Local, Regional, National
Finding Producers

Local Food Guides
Finding Producers

Connect through Ohio MarketMaker

www.ohiomarkettaker.com

Free Business Profile
– farmers
– schools

Buy/Sell Forum
post/find (private)
Finding Producers

Farmers’ Markets

ohiofarmersmarkets.osu.edu - Resources
Finding Producers

Local Events

Food
Health
Ethnic
Youth
Finding Producers

Farm Visits
Finding Producers

Connect with community groups

Food Councils, [http://glennschool.osu.edu/food](http://glennschool.osu.edu/food)

www.fclocalfoodcouncil.org
Distribution Options for Producers

School food service purchase at auctions

http://southcenters.osu.edu/marketing/place/produce-auctions
Distribution Options for Producers

School food service orders locally grown food through wholesalers/distributors

Bon Appetit Flash Freezing Initiative
Distribution Options for Producers

School food service staff orders locally grown food through the Department of Defense (DoD) Fresh Fruit and Vegetable Program Distributor

http://www.fns.usda.gov/fdd/dod-fresh-fruit-and-vegetable-program
How to communicate with schools (promotion)

Market Partners – Market WITH the schools

- Recognition on school menus
- Signage in the school
- Link on school websites
- Cross-promo on social media
- Article in school newsletter
- Press event at the school
- Local food featured at parent-teacher night
Farm to School Webinars (USDA)

- Finding Local Producers – February 13
- Using the Informal Procurement Method – February 27
- Using Specifications to Target Local Products – March 13
- Working with Distributors – March 27
- Using a Forward Contract – April 10
- Introduction to Geographic Preference – April 24
- Using Geographic Preference – May 8
- Using USDA Foods as Resource to Purchase Local – May 22
- Using DoD Fresh to Purchase Local – June 12
- Tying It All Together and Digging In – June 26

http://www.fns.usda.gov/farmtoschool/webinars
Resources to Evaluate & Enter the School Market

Agencies
Ohio Dept. of Education
Ohio Dept. Agriculture
Ohio Dept. of Health

Foundations & Other Funders

Industry Organizations

Local Food Organizations

Universities (MI Guide)

Media

Other
Resources to Evaluate & Enter the School Market

www.farmtoschool.org

Ohio Farm to School

farmtoschool.osu.edu
OSU Extension
Agriculture & Natural Resources – Good Agricultural Practices
Family & Consumer Sciences
4-H Youth Development
http://extension.osu.edu/
Farms

Schools

Breakfast

Lunch

After School Care Snack Program

Child and Adult Care Food Program

Fresh Fruit & Vegetable Program

Competitive Foods (vending machines, school stores, or a la carte sections in cafeteria)

Summer Food Service Program
Checklist – I have...

- Identified potential schools/farmers (made initial contact)
- Determined product/s, packaging, pricing
- Selected a distribution solution
- Developed communication materials and strategies
- Become proactive to manage risks and resources

People – Product – Place – Promotion – Plan

Schools