

# Building Successful Farm to School Models to Enhance Markets for Specialty Crops

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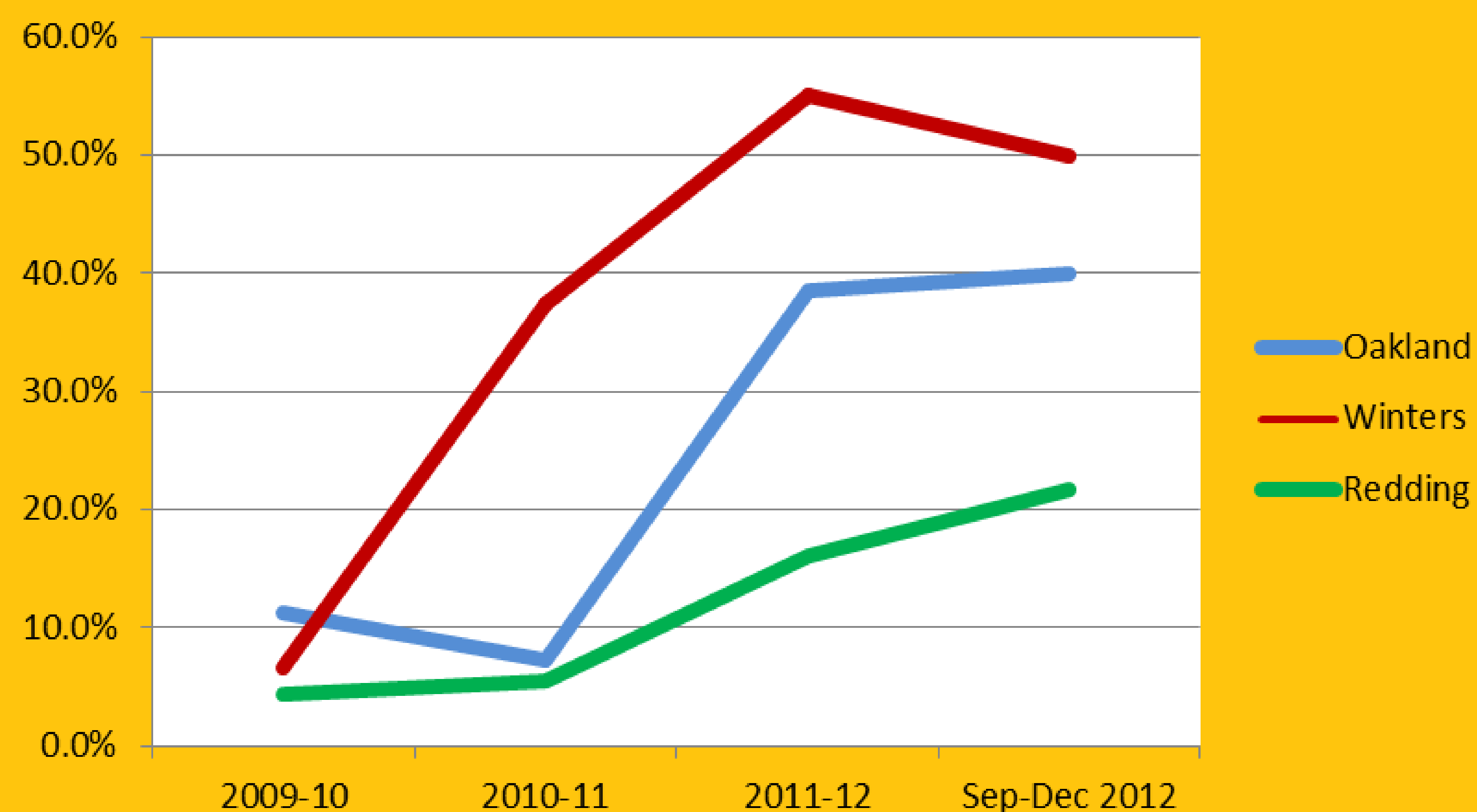
## Goals:

- Increase procurement and consumption of fresh, seasonal fruits and vegetables in three California school districts.
- Engage Student Nutrition Services Directors and staff in professional development to support expanding farm to school programs.
- Assess changes in food preferences and dietary behaviors of children in participating schools.
- Promote California specialty crops through expanded Farm to School programs.

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**Percent Local Produce Purchases  
Three CA School Districts 2009 - 2013**



## Impact on Dietary Behavior

**Statistically significant\* changes from intervention:**

### Winters Joint Unified School District:

- Increase in vegetable intake\*
- Increased identification of select produce items\*

### Oakland Unified School District:

- Increase in vegetable selection\*
- Increased identification of select produce items\*

### Enterprise Elementary School District:

- Data is under analysis.

❖ **No significant change in produce preferences**

**Conclusion: Farm to School programs can be an important component of school-based interventions.**

## Oakland USD

### Large, Urban

21,000 lunches served daily  
68 % Free/Reduced eligibility

### Accomplishments

- Increased % local produce purchases from **7.2%** (SY-09/10) to **40%** (Sep-Dec 2012) of total produce.



- Branded Farm to School Program

### **Oakland Eats Garden Fresh**

- Expanded school farm stands from 12 to 25 school sites.
- Created new bid language for produce distributors to assure higher purchase of local produce and source identification.
- Hired a district-wide Farm to School Coordinator.

## Enterprise ESD, Redding

### Medium Urban/Rural

2,600 lunches served daily  
70% Free/Reduced eligibility

### Accomplishments

- Increased % local produce purchases from **4.4%** (SY-09/10) to **21.6%** (Sep-Dec 2012) of total produce.

- Partnered with small regional distributor, Happy Valley Produce, to purchase local produce for schools.
- Added Nutrition Education as a professional development component to annual Northern CA School Nutrition Assn Food Fair.



## Winters Joint USD

### Small, Rural

1,630 lunches served daily  
65% Free/Reduced eligibility

### Accomplishments

- Increased % local produce purchases from **6.6%** (SY-09/10) to **49.9%** (Sep-Dec 2012) of total produce.

- Established school garden at Rominger Elementary School
- Food Service Director and Community Partners organized Bastille Day 2012, a community fundraiser for Winters Farm to School. It raised over \$22,700 for Farm to School.

