

Farm To School Opportunities

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Text-only slides

Local Food Networking

Local Food Group	Core Objective or Area
Healthy Lifestyle La Plata	Obesity Reduction
Growing Partners CFP	Food Security
Sustainability Alliance	Overall Sustainability
Healthy Community Food Systems	Systems Approach
Southwest Marketing Network	Underserved Producers & Communities

Details at: www.mesaverdefood.org

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WHY LOCAL FOOD???

Supports local farmers and ranchers.

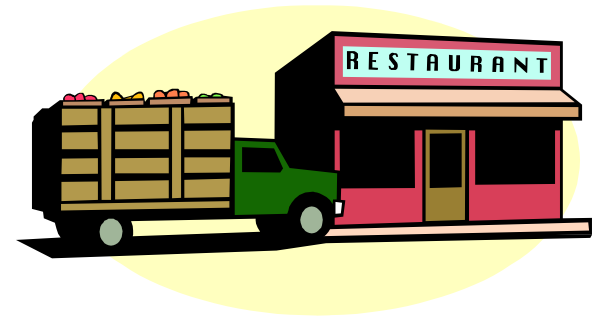
Can preserve open space.

Can be more fresh and diverse.

Keeps money in local economy.

Allows better producer-consumer
communication.

Uses less energy.



The Obesity Crisis

- **Obesity rates are high.**
- **They have been rising dramatically.**
- **It is expensive.**
- **Children are especially at risk.**
- **Disparities are great.**
- **America's youth may for the first time ever have a shorter life expectancy than their parents.**

Our Criteria for Recommending Local Foods

As local as possible

**As healthy and sustainably produced
as possible**

**Carrying as much information about
local agriculture as possible**



9-R All Staff **Farm to School** Breakfast

❖ **Green Chile Beef Breakfast Burrito**

*It starts with **James Ranch Locally Grown Fresh Ground Beef** smothered in a creamy green chile sauce. Next comes a helping of perfectly seasoned fluffy scrambled **Fresh Eggs From Schmitt Farms**. Then you may add shredded jack & cheddar cheeses and topped with garden fresh salsa made from **Kiva Farms Organic Roma Tomatoes**, diced onions, fresh jalapenos, cilantro, lime juice and seasonings. Delicious!!*

❖ **Fresh Peach Coffee Cake**

*Imagine this! Piping hot sweet and scrumptious coffee cake made with **Fresh Homegrown Peaches from Kiva Farms** and locally Milled Flour from **Blue Horizons Farm**. A special treat for your sweet breakfast desires.*

❖ **Country Breakfast Potatoes**

Crispy, but soft and delicately seasoned good ol' country potatoes.

❖ **Fresh Fruit Medley**

A colorful arrangement of mouthwatering fresh fruits!



***Mesa Verde Country Guide to
Local Sustainable Food and Fiber***

**A Directory of Local Producers Direct Marketing Sustainable and Unique
Food and Fiber**



Now On-line on the SASCO Website at
www.SustainableSWcolorado.org/MVGuide.htm

Compiled by Jim Dyer
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Farm-to-School Benefits



- Provides fresh, healthy food choices for our children
- Supports local farmers and ranchers
- Helps local economy
- Reduces food miles and energy use
- In time it should promote:
 - Increased local production
 - Season-extension/storage
 - Value-added processing
 - Stable markets for producers



Tips for Producers

- **Don't just assume the worst — talk to your local schools.**
- **Start small — pilot meals, salad bar fixings, etc.**
- **Offer what you can grow easily and profitably — your niche.**
- **Don't give your food away — get \$ and exposure.**
- **Help teach — gardens, cooking, field trips, class visits.**
- **Promote yourself — be available for photos and interviews.**
- **Learn proactively about food safety.**
- **Work with community on harvest and local eating calendars.**
- **Go to some meetings — explain if you can't make them all.**

Estimated Annual Food Purchases by Residents of La Plata County

Selected Products:	Total Annual Estimated Purchases (\$)
Beef	4,544,100
Pork	2,879,800
Poultry	2,992,000
Eggs	1,047,200
Fresh milk & cream	3,216,400
Fresh fruits	4,899,400
Fresh vegetables	4,749,800
Processed fruit	2,300,100
Processed vegetables	1,944,800
Total of Selected Products	28,573,600
Total of All Food	129,478,800

Estimates derived from Bureau of Labor Statistics Consumer Expenditure Survey, (www.bls.gov/cex/2008/region/region.pdf)
accessed 26 Oct 2009

La Plata County in 1945

US Census of Agriculture Data
(of 936 Farms)

PRODUCT	# FARMS GROWING PRODUCT
apples	336 (28,000 bushels)
Irish potatoes	168 (24,000 bushels)
milk cows	730 (2.2 Million gallons)
chickens	757 (104,000 chickens)
vegetables for household use	684

Letting Regional Sourcing Prove the Local Market

Often must go beyond local when supply is lacking:

- Recognize that you lose some benefits of Farm to School.
- Maintain a standing preference for local producers and processors.
- Keep sources and prices transparent.
- Encourage local producers & processors.
- Review local availability frequently.
- Make policy clear from the start — no surprises.



Recommendations

- 1. Don't "bad-mouth" school meals**
- 2. Celebrate the small steps**
- 3. Change policies and attitudes to allow the big steps**
- 4. Keep as local as possible for greatest benefits**
- 5. Make food sourcing transparent — where did it come from?**
- 6. Keep raising the bar — sustainability**
- 7. Promote community ownership and control**
- 8. Let regional sourcing prove the local market**
- 9. Don't expect cheap food**
- 10. Get involved**

Striving for Excellence— What FTS Could Be

- **Healthy, very local, sustainably produced food throughout schools, in lunches from home, at eateries near schools, and across the community.**
- **Kids knowing the farmers and ranchers producing their food.**
- **School food seen not as a burden but as an investment in our children and their future.**
- **Universal home breakfast as the ultimate goal.**
- **Gardens as a centerpiece of education around food, culture, and the natural world.**
- **Community members much more involved in neighborhood schools.**
- **A stable, profitable market for local family farms, ranches, and community-based food businesses.**

End of Presentation

www.coloradofarmtoschool.org

www.swmarketingnetwork.org

www.mesaverdefood.org

www.farmtoschool.org

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