

Wisconsin Farm to Institution 101



2017 Hunger & Health Summit

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Agenda

- Welcome
- Pair & Share
- What is Farm to School & Farm to Institution?
- National & Wisconsin Resources
- Ongoing Projects
- Questions & Visioning
- Closing

Pair & Share Activity



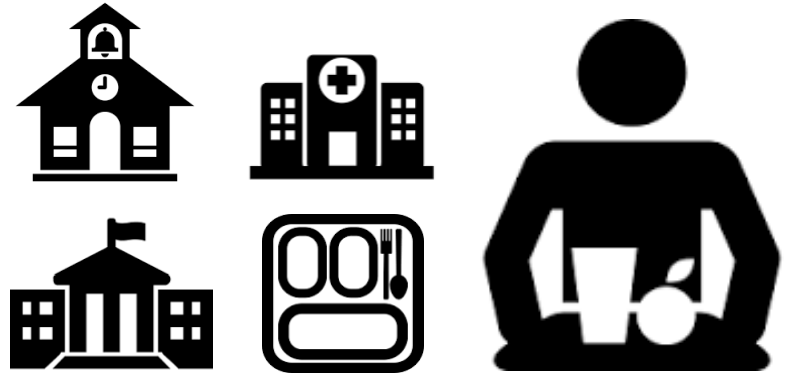
1. Find a partner, someone you don't know.

2. Introduce Yourself!

3. Answer this question:

How does your work in hunger relief and health promotion intersect with schools, hospitals, and/or college food environments?

4. Report out to the group



Wisconsin Farm to School Basics



Wisconsin Act 293



“Farm to School” connects schools with local and regional farms to provide children with fruits and vegetables, dairy products, and other nutritious, locally produced foods in school breakfasts, lunches, and snacks; helps children develop healthy eating habits; provides nutritional and agricultural education; and improves farmers’ incomes and direct access to markets.

Growing Farm to School Video



More than 49% of the school districts in WI are engaged in farm to school activities.

At least 113 early care sites in WI engage in farm to ECE activities.

THE
FARM to SCHOOL
CENSUS

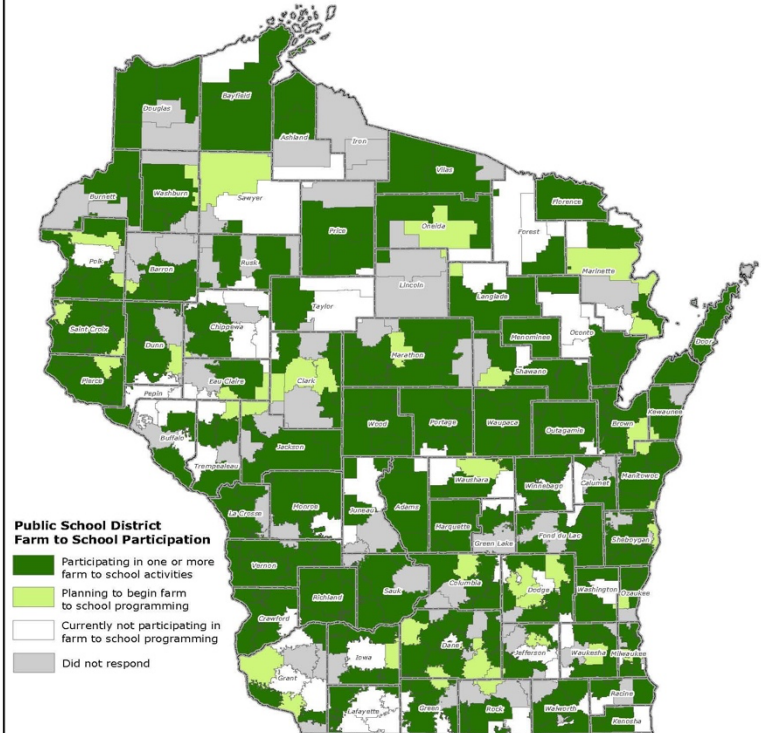


NATIONAL
FARM to SCHOOL
NETWORK

Top Five Products

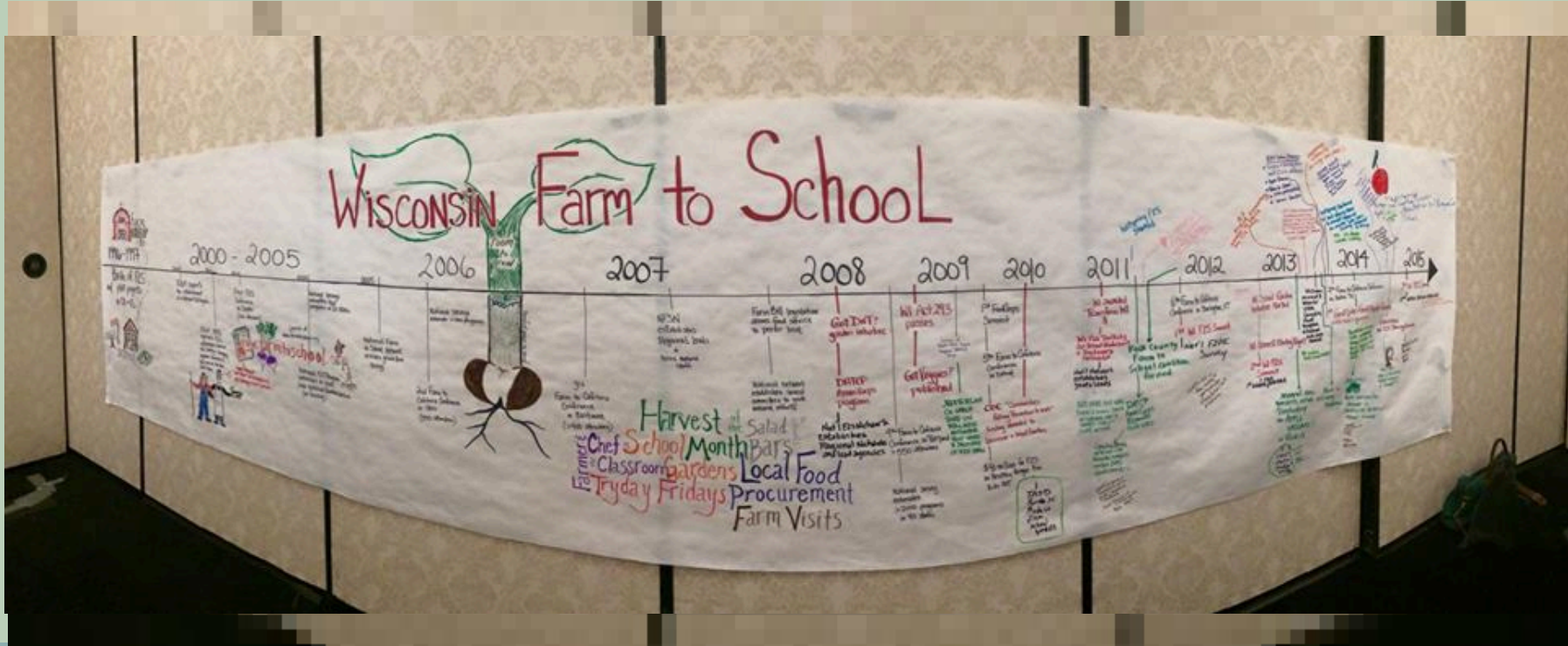
Apples
Tomatoes
Potatoes
Peppers
Lettuce

Wisconsin Farm to School Participation,
By Public School District



Data Sources: 1. USDA Farm to School Census (2011-2012 school year),
2. Wisconsin Farm to School Survey (2011-2012 school year),
and 3. AmeriCorps Farm to School Program (2013 school year)





FY15-16 WI F2S Accomplishments

Wisconsin Farm to School FY 2016 Accomplishments



159,763 Apple Crunch Participants
461 schools purchasing directly from 40 orchards

20 F2S Resources Created
For schools, farmers, & community members

27 F2S and Farm to ECE Newsletters
Reaching over 1900 Wisconsin readers



1 8th National Farm to Cafeteria Conference

Over 1000 participants gathered in Madison to learn and spotlight Wisconsin efforts, including 24 WI presentations and 10 local field trips, and bringing \$1,011,359 of direct spending to our state

8198 Students Received F2S Education
From Farm to School AmeriCorps Members

65+ Direct Technical Assistance
One-on-one support sessions with providers

47 Farm to School Events & Trainings
Supporting schools & farmers across WI



289 School Gardens in K-12 and ECE Sites
Experiential learning and healthy snacks in one!

390 F2S and Farm to ECE Programs
Serving over half the school children in WI

\$9.2 mil Purchased from WI Farmers
That's a win-win for growers and students!

Farm to Institution

Leveraging the power of schools, hospitals, universities, early care centers, correctional facilities, and other cafeteria settings to improve health outcomes and support local farmers.



Wisconsin Grown
fruits and vegetables
can be the **BEST** medicine!

Why should hospitals buy local fruits and vegetables?

"In the United States, the four leading causes of death—and largest sources of healthcare expenditure—are directly linked to food: stroke, diabetes, cancer, and cardiovascular disease."



Keep **MONEY**
in Wisconsin



Promote
HEALTHY lifestyles



Protect our
ENVIRONMENT
by using less energy and
producing less pollution



Impact many
**STAFF, PATIENTS,
VISITORS & COMMUNITY
Members!**

Get started!



Plant a
GARDEN
at your
hospital

**SOURCE
LOCAL
PRODUCE**
through a
distributor or
directly from a
farmer



Host an onsite
FARMERS MARKET

OFFER A CSA
pickup at your
hospital or clinic



Good for hospitals, good for business, good for the community & good for Wisconsin

Interested in learning more? Visit wicancer.org/healthyhospitals

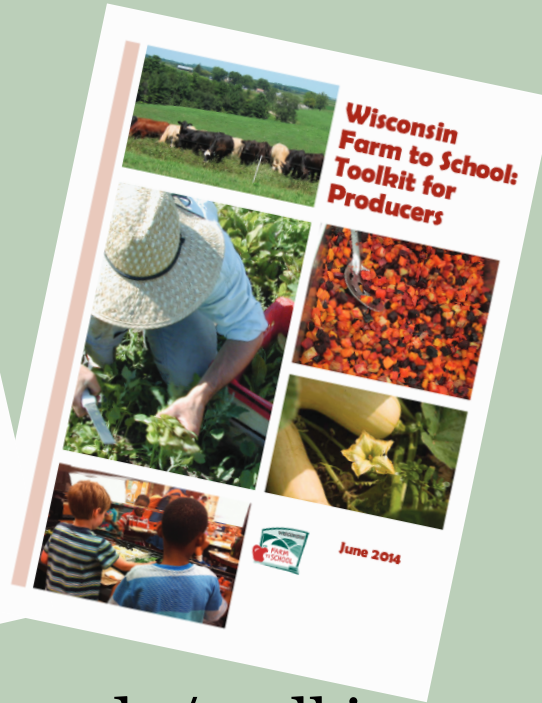
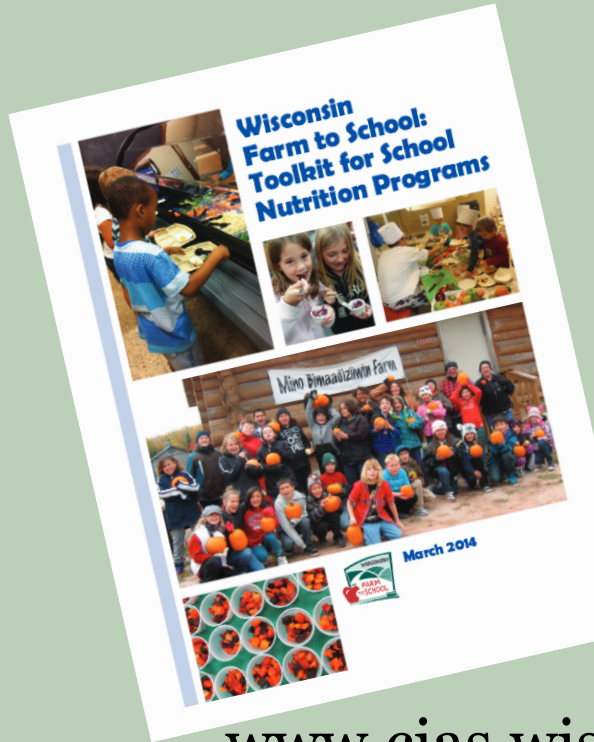
*Source: <https://noharm-uscanada.org/issues/us-canada/healthy-food-health-care/#initiatives>

WI Farm to Institution: Vision



- Promote community health by providing fresh, healthy and minimally-processed foods in cafeterias and supporting the development of healthy eating habits
- Strengthen children's and communities' knowledge about agriculture, food, nutrition, and the environment.
- Strengthen local economies by expanding markets for Wisconsin's agricultural producers and food entrepreneurs

Wisconsin Farm to School Toolkits



The Wisconsin Farm to School and Farm to Early Care Newsletter!

Funding alerts, event opportunities, and resources, twice monthly

Sign up in the back of the room on the form in the back of the room.

www.cias.wisc.edu/toolkits

Wisconsin Farm to ECE Fact Sheets

How to Buy, Prepare, & Serve Local Foods

How early care & education sites can use local foods in their meals, snacks, & taste-tests

ECE sites can improve the nutrition of their children and cultivate lifelong healthy eating habits with local foods. Here's how to get started buying, preparing, and serving local fruits, vegetables, dairy, eggs, grains, and meat at meals and snacks.

Kick start menu planning

- **Start small.** Purchase items that can be used whole or are easily cut, such as apples, berries, peas, and cucumbers.
- **Swap it.** Substitute one local ingredient in an existing child-approved menu item or snack.
- **Dig in.** Involve children in every stage of the process. They can make visit or pick produce from the garden. Then they can use child-friendly utensils like **snaxzy choppers** for a snack!
- **Explore.** Use the **Wisconsin Food Seasonality Chart** to discover the wide range of local food items available! Wisconsin beef, chicken, eggs, yogurt, and milk are available year-round. Local spinach, sweet potatoes, squash, and kale are available even in the winter!
- **Learn.** Hone your culinary skills and practice seasonal Wisconsin recipes with the **Chop! Chop! video series** and **practice resource guide**. This video training series even counts for Professional Development CEUs.

Identify your team and resources

- Connect with local farmers and food service staff to make a plan and put it into action. Schools doing farm to school and parents can also help you get started.
- Make a list of existing kitchen equipment (knives, food processors) and resources (eager parents, garden) that will help you reach your goals.

What? Wisconsin Farm to Early Care and Education (Wi Farm to ECE) offers increased access to local foods, gardening, hands-on learning, family engagement, and opportunities that support the health and educational experience of children in all ECE settings.

Who? All ECE providers including group child care centers, family child care homes, Head Start/Early Head Start, and 4K programs in K-12 school districts.

Why?

- Offers opportunities for hands-on learning
- Increases children's access to nutritious food
- Provides family engagement opportunities
- Supports local farmers and healthy communities

Community GroundWorks

Farm to ECE Interest Areas for Young Children

Mix and match these developmentally appropriate activities

Sample activities

- Restaurant with chef's hat, play kitchen tools, and play food
- Farm with hats, gloves, seed packets, containers, ribbon, and flower catalogs, and blank cards
- Add a cooking sensory table to your rotation. Provide cooking tools such as measuring cups, sieves, and ladles for children to use in water or sand.

Why?

- Offers for hands-on learning
- Increases access to nutritious food
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Community GroundWorks

Farm to Early Care & Education for Growers

Basic information for growers interested in partnering with early care and education sites

What is Wisconsin Farm to ECE?

Wisconsin Farm to Early Care and Education (Wi Farm to ECE) increases access to local foods, gardening, hands-on learning, and family engagement opportunities in all ECE settings.

Early care and education (ECE) sites are increasingly connecting with local farms and food producers to purchase local foods for their meals and snacks. **Below is some basic information so that you can better understand these new potential partners and marketing opportunity!**

What is early care & education?

Early care and education refers to any site that serves children ages birth to 6 years, and includes group child care centers, family child care homes, Head Start, Early Head Start, and 4K programs in K-12 school districts.

Food and nutrition is a pivotal part of early care! While in care, children eat multiple meals and snacks, depending on when and how many hours they are in care. Early care providers understand the importance of food, and support children's development of healthy eating habits.

Although sites must comply with regulations around nutrition and very unique in its size, staffing philosophy, and menus. This is why sites to adopt farm to ECE programs.

There are more than 100 programs in Wisconsin engaged in farm to ECE.

Why?

- Offers for hands-on learning
- Increases access to nutritious food
- Provides family engagement opportunities
- Supports local farmers and healthy communities

Community GroundWorks

Digging into Wisconsin Farm to Early Care & Education

What is Wisconsin Farm to Early Care and Education?

Wisconsin Farm to Early Care and Education (Wi Farm to ECE) increases access to local foods and enhances the quality of education in all ECE settings through:

- Facilitating hands-on learning and play in food, nutrition, and agriculture
- Buying, preparing, and serving local foods in meals and snacks,
- Building on-site gardens, and
- Engaging families in health and wellness.

Who can participate in Farm to ECE?

Any and all sites like group child care centers, family child care homes, Head Start, Early Head Start, and 4K programs in K-12 school districts can do Farm to ECE.

Why participate in Farm to ECE?

Farm to ECE is a natural fit for children ages birth - 6 years and offers extensive benefits for our youngest learners and eaters. Hands-on learning is a cornerstone of Farm to ECE and is perfect for the child exploring the world through his or her five senses.

Farm to ECE can also:

- Increase children's access to local, nutritious food.
- Offer children opportunities to practice fine and gross motor skills and they build strong cultural backgrounds and support children as they build strong cultural identities.
- Provide professional development opportunities for staff.
- Support local farmers and healthy communities.

Did you know that Farm to ECE can help you meet site and nutrition standards?

- Host gardening nights with families and earn credit towards **both Family Engagement** and **Family Health & Wellness** standards.
- Buy and serve local fruits, vegetables, grains, meat, and dairy in meals and snacks to meet **both CAEP requirements** and **USDA best practices**.

Community GroundWorks

WI Department of Public Instruction Resources



Trainings and resources about:

- **farm to school**
- **farm to ECE**
- **Seasonal menus**
- **Recipes, and**
- **Procurement**

Chop! Chop! Video Series



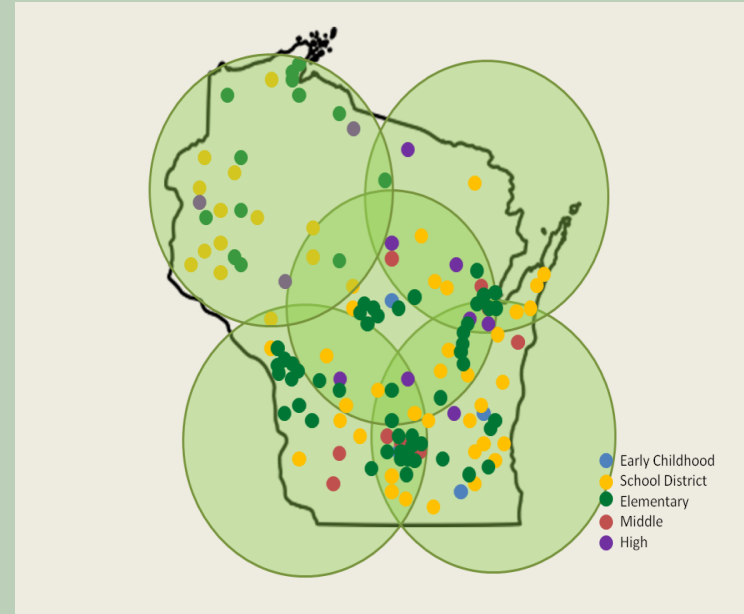
- FREE online training videos
- Enable food service staff use more WI-grown fruits, vegetables & whole grains via culinary skills



Wisconsin School Garden Network



- Coordinated by Community Groundworks
- Funded by UW-Madison School of Medicine and Public Health from the Wisconsin Partnership Program
- Develop 5 regional hubs to continue youth garden training and technical assistance
- Over 5 years, 2,000 educators will be trained to provide garden-based education to over 90,000 Wisconsin children
- Website forthcoming



Upcoming Trainings



Know Your Buyer, Know Your Supplier Training Series

- 5 trainings happening across the state this summer
- K-12, ECE, hospital and other food service staff welcome. Farmers, distributors, and supply chain partners encouraged to attend too
- Network with producers of local foods
- Focus on strategies for finding, buying, preparing and serving local foods
- Network with other farm to school practitioners across the region



Know Your Buyer, Know Your Supplier Training Locations



Eagle River

Green Bay

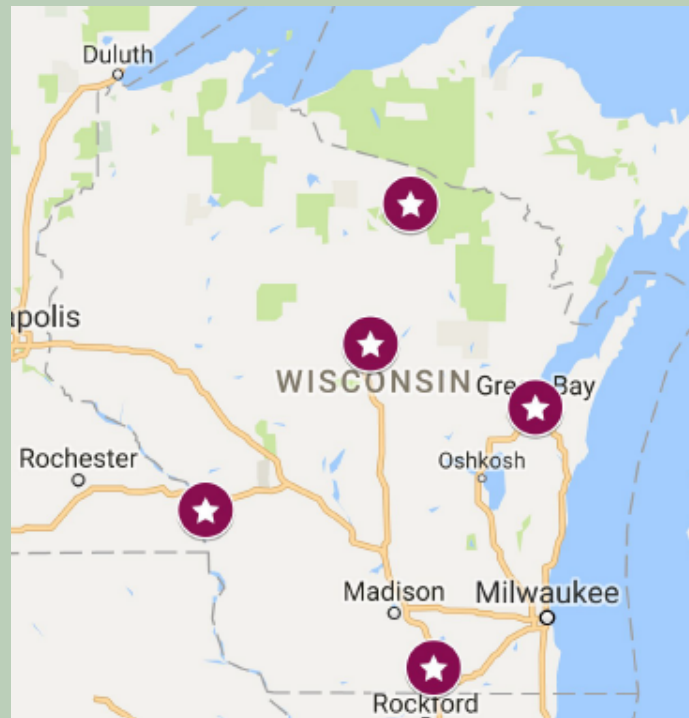
Wausau

Southern Wisconsin*

Western Wisconsin*

Dates Forthcoming. Stay tuned for updates via the WI Farm to School and ECE Newsletter

***Location TBD**



National Resources



www.schoolfoodfocus.org



www.fns.usda.gov/farmtoschool/farm-school



www.goodfoodpurchasing.org



www.noharm.org



www.farmtoschool.org



www.realfoodchallenge.org

Ongoing Farm to Institution Projects



WI Farm to Institution Procurement Strategy



Connecting Wisconsin-grown products to Wisconsin's cafeterias



The Supply Chain



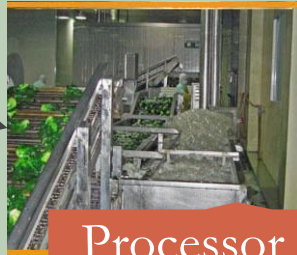
Grower



Distributor



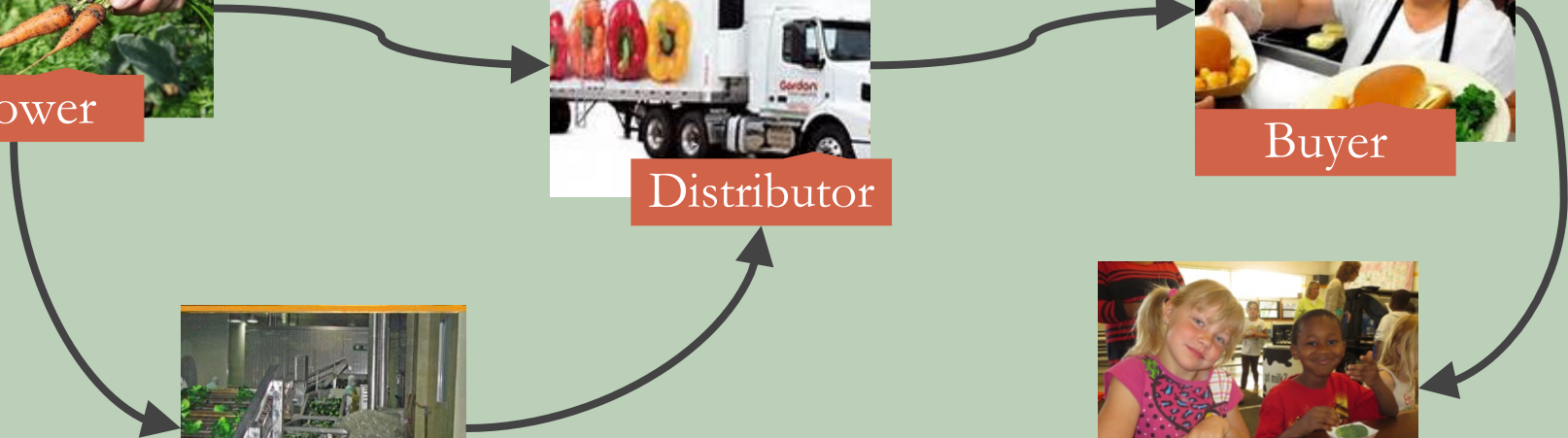
Buyer



Processor



Customer



The Strategy

DATA COLLECTION



CESA
purchasing.org



SUPPLY CHAIN DEVELOPMENT

Mutch Better Food, LLC



RESEARCH



WISCONSIN
SCHOOL OF BUSINESS
UNIVERSITY OF WISCONSIN-MADISON
TOGETHER FORWARD®

GRAINGER CENTER *for*
SUPPLY CHAIN MANAGEMENT



CENTER *for* INTEGRATED
AGRICULTURAL SYSTEMS

EVALUATION

Carrot Coins Pilot



- Carrot spend/volume analysis
- Food-service input on product
- Connection of producers & processor
- Delivery arrangement w/ distributor
- Aggregation of food service requests to fulfill minimum order



Get Involved



- Ask school, college, and hospital food service to share their interest in purchasing Wisconsin-grown:
www.bit.ly/WIFoodSurvey
- Encourage them to ask their produce and broadline distributors for locally grown products. The more they hear the demand, the better!
- Know a farmer interested in wholesale markets? Have them email marlie.wilson@wisconsin.gov.



October is Farm to School Month!

Join us at noon on
October 12, 2017

GREAT LAKES

GREAT APPLE



- www.cias.wisc.edu/applecrunch
- bit.ly/MidwestMenu2017



SCHOOL FOOD FOCUS

MIDWEST MENU

NATIONAL
FARM to
SCHOOL
MONTH



Questions & Discussion



General Questions?

Group Discussion

- What **successes** have you seen in your community?
- What is the **biggest** thing you need to help move Wisconsin-Grown foods into your local institutions?

This may be a tool, resource, network, funding, information etc.

Thank You



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AGRICULTURAL SYSTEMS

