



**KENTUCKY
HANDBOOK**



**Kentucky Department for Public Health
Kentucky Department of Education
Kentucky Department of Agriculture
University of Kentucky Cooperative Extension**



KENTUCKY HANDBOOK

Who This Handbook Is For

This manual is designed to be a practical tool for school food service directors, farmers and community members interested in feeding Kentucky food to Kentucky kids in Kentucky schools. It is chock full of realistic advice and the most helpful tools we could find to make this important task easier and more commonly practiced. We hope you will use it like a well-loved cookbook, dog-earing the pages and returning to it again and again in order to make Farm to School a way of life in Kentucky.

Who We Are

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Kentucky Leaders Support Farm to School



Farm to School programs teach students where their food comes from and how it affects their health and impacts their community. Innovative nutrition education and healthy food environments are needed to help Kentucky kids meet nutrition guidelines and reduce the rate of obesity. Farm to School is a great way to get kids to eat their vegetables!

—**Steve Davis, M.D.**, *Kentucky Department for Public Health*



All Child Nutrition Programs can be a part of the Farm to School program by serving fresh, locally grown food. This includes the National School Breakfast and Lunch Programs, the Fresh Fruit and Vegetable Program, the Summer Food Program and the Child and Adult Care Food Program. Farm to School can play an important role in improving the nutritional well-being of school-aged children.

—**Terry Holliday, Ph.D.**, *Commissioner emeritus, Kentucky Department of Education*



Less than 30 percent of Kentuckians consume the recommended amount of fruits and vegetables. While both direct farm sales of produce and the number of vegetable acres harvested in Kentucky have grown significantly, in many parts of the state supply does not satisfy the demand for local produce. Farm to School creates a win-win situation, contributing to community economic stability, while improving health and providing a better quality of life for Kentuckians.

— **Scott Smith, Ph.D.**, *Dean, College of Agriculture, Food, and Environment, University of Kentucky*

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Introduction



Broccoli from Berries on Bryan Station in Fayette County



Salad served at Montgomery County High School / Lettuce from Daily Harvest Farm in Bourbon County

What Is Farm to School?

Farm to School brings fresh food grown by local farmers into school cafeterias. But that's just the beginning. Effective Farm to School programs also bring education and first hand experiences into classroom learning environments, increasing children's consumption of healthy food and providing them with food literacy that teaches them where their food comes from. Farm to School also creates partnerships that help the community understand and connect to local food producers. By bringing locally raised food into the cafeteria, classroom and community, Farm to School programs support healthy children, farms, communities and local economies.

Kentucky schools serve over 130 million meals a

year and spend tens of millions of dollars on food. These are dollars that can be kept in the Kentucky economy. Kentucky's fertile agricultural land is in transition as farmers cut back on growing tobacco and transition to raising fruits, vegetables, meat, dairy and eggs. There are 84,000 small farms in Kentucky.¹ Schools are a natural market for their products. Serving Kentucky grown food in Kentucky schools is just good common sense. Currently 85 district School Food Service Directors are members of the Kentucky Farm to School program. As more schools and farmers learn how to work together we predict Kentucky Farm to School will continue to grow and flourish. This manual is designed to support that process.

The 3 C's of Comprehensive Farm to School Programs

Farm to School programs include activities in three areas: Community, Cafeteria and Classroom. By working in these three areas Farm to School programs are more effective as they “connect the dots” for children regarding what they eat, what they learn and what they observe in their communities. This consistency in what children experience leads to a meaningful and integrated understanding of health, food and the community. Below are suggestions for Farm to School activities in each area.

Community

- Organize a community dinner, inviting families to eat locally raised food with the farmers as the guest speakers.
- Recruit community members to help with school gardens and teach about local agriculture.
- Encourage families to participate in Community Supported Agriculture (pay ahead to receive weekly baskets of food from a farm).
- Set up a Farmer’s Market on a school campus or other convenient location.
- Invite community leaders and parents to school for lunches that feature local food.

Cafeteria

- Serve locally grown food in the cafeteria. Cafeterias can become an integral, real life example of health and social science topics taught in the classroom.
- Display signage that identifies locally grown food and what farm it comes from.
- Create and promote special recipes using local foods.
- Invite farmers to the cafeteria to meet students, staff and faculty.
- Hold special Farm to School events: Healthy Harvest in September or Farm Fresh Friday.
- Assist educators in relating Farm to School to core curriculum.
- Serve locally grown food in the USDA Fresh Fruit and Vegetable program.
- Offer taste tests in the cafeteria to encourage students to try local items.
- Compost food scraps.

Classroom

- Adopt a Farm to School curriculum (see curriculum on page 51).
- Engage students in projects that teach about the food system.
- Illustrate the importance of sustainable local agriculture to the overall physical and financial well-being of every community.
- Go on a field trip to a farm.
- Invite a farmer that grows food for the school to the classroom.
- Start a compost bin for the school.
- Start a school garden and sell produce to the cafeteria or community.
- Do taste tests in the classroom to encourage students to try local items.
- Organize cooking projects using locally grown foods.



Students at Burgin Elementary School in Mercer County sample dishes made from local produce. Small signs feature photos and information about the farmers who grew the food.

Benefits of Farm to School

Farm to School programs are good for children.

- Farm fresh products taste better and studies show that children prefer them to nonlocal products.
- Farm to School studies consistently show that participating students eat more produce in the cafeteria and at home and improve knowledge and attitudes about agriculture.
- Farm to School can help improve children's health and can help reduce the risk of developing obesity, diabetes and hypertension.
- Greater understanding of local food enriches students with an awareness of history and cultural heritage.

Farm to School programs are good for schools.

- Schools report a 3 to 16 percent increase in school meal participation when farm-fresh food is served, thus bringing more funds into the schools.
- Less price fluctuation occurs over the course of the year because the products are not sourced from different venues across the country that charge different prices.
- Local produce can actually cost less than highly processed versions currently delivered to schools.
- Farm to School programs are known to facilitate education about nutrition, food and agriculture in and out of the classroom.

Farm to School programs are good for local farmers, the local economy and communities.

- The transactions between farms and schools keeps dollars in the local economy, thus strengthening communities and creating jobs.
- Selling to schools opens up a substantial new market for farmers, often with a higher return for their goods and less time spent in selling activities.
- Selling to schools can be particularly important for beginning farmers as schools provide a consistent and secure customer base.
- If 100 Kentucky school districts spent .06 a day per student on local food, it would bring in over \$3.5 million annually to Kentucky farmers.
- Communities gain an understanding of the importance of local agriculture, environmental protection and farmland conservation.

Adapted with permission from Farm to School Collaborative

What Students Say About Farm to School

I know that beef comes from cows. But where do beets come from?

I never knew a vegetable could taste like this.

I'm going to tell my mom to buy some sweet potatoes.

I want to be a farmer so I can be outside and grow things.

I feel healthier already (after eating a local apple).

Are you telling me we have farms in this county?

Obesity Linked to Poverty and Reduced Fruit and Vegetable Intake

Kentucky has the third highest rate of overweight and obese children in the nation.² Approximately 33% of children in Kentucky are overweight or obese, putting them at risk for a lifetime of chronic disease.

Obesity is an equity issue. Children of families below 130% of the federal poverty threshold are twice as likely to be overweight than those above the threshold.³ This is because people with limited incomes tend to consume cheap, high calorie food. In addition, food insecurity often leads to overeating when food is available.

Obese children have been shown to eat less produce than children of normal weight. Kentucky ranks 47th in the nation for consumption of fruits and vegetables.⁴ Only 17 % of Kentucky's youth eat the recommended five servings of produce daily versus 20% nationally.⁵ Optimal produce consumption is linked to a wide range of long-term health benefits, including decreased risk of obesity, cardiovascular disease and various cancers.⁶⁻⁹

A Farm to School study showed that a local school salad bar program increased the intake of fruits and vegetables among low income students from an average of 2.8 to 4.2 servings per day.¹⁰ Studies show that children prefer the taste of farm fresh produce compared to nonlocal products. A study in Missouri schools found that the greater the exposure to farm-fresh fruits and vegetables, the greater the likelihood that a child



Alexa Arnold of Lexington Farmers Market teaches William Wells Brown students about fresh beets

will eat them.¹¹ In addition, Farm to School studies consistently indicate that participating students eat more produce at home and improve knowledge and attitudes about sustainable agriculture.¹²

Farm to School can help address the childhood obesity epidemic by making more fresh fruits and vegetables available to children at school. As children develop an appreciation and taste for fresh produce, they will be more likely to eat produce in other settings as well, setting the stage for lifelong healthy eating habits.

Community



Produce from Evans Orchard in Scott County

Engaging the community is key to Farm to School programs reaching their full potential to affect the health and well being of students, their families and the community.

Community Success Stories

Owsley County Creates School and Community Gardens and Brings a Farmers Market to the High School Campus

Thanks to new vegetable gardens and a farmer's market, all on public school property, locally raised produce is now more accessible than it used to be to the residents of Owsley County. Access to fresh food is particularly important in Owsley because only seven percent of adults there eat adequate produce, compared to 18% of adults statewide, and the county ranks last in the state—120th—in community health.¹³⁻¹⁴ The gardens and market are located at the elementary and high schools in the county seat of Booneville. Funded by a small Farm to School grant from the Kentucky Department of Public Health, this project improved the nutrition of students and the community at large.

Community Gardens: In 2012, the project created 20 garden plots at Owsley County High School and offered them to community members who don't have access to land. Interested citizens submit applications for the plots.

Farmers Market: A Farmers Market opened at Owsley County High School in 2011, providing a convenient place for farmers to sell locally grown produce. "Before



Garden at Owsley County Elementary School



Farmers Market at Owsley County High School

we made this arrangement," said Charolette Thompson, Food Service Director of the Owsley County Schools, "the farmers didn't have any place to set up and sell." Now they display their fruits and vegetables in the high school's rarely used outdoor shelter. This project got off the ground when more than 80 people—farmers and community members—gathered at a BBQ dinner at the high school to talk about their visions for a market. It opened in May with a ribbon cutting and ran through the end of October. "Now 19 farmers are part of the market," said Thompson, "and their produce sells out by noon every Tuesday and Saturday when the market is open."

School Gardens: At Owsley County Elementary School, four raised-bed gardens were built in the picnic area in 2011 and planted with strawberries, lettuce, broccoli, peppers, tomatoes and various herbs. Students and community members pitched in to plant and maintain the gardens. The fruits and vegetables they grew were used in the school cafeteria and in the Summer Feeding Program that provides meals to students when school is not in session. In 2012, more beds will increase the yield.

Burgin County Schools Engage an Array of Community Partners

In Burgin County, Farm to School is a community affair. Burgin County Christian Church members take care of the school garden during the summer months and use the harvest for their First Saturday Sharing events. PACS-NOW and the Extension Service provided recipes and canning lessons for Consumer Sciences classes in the schools. Linda McClanahan, the agricultural agent, helped coordinate a very successful Farmers Mini-Market Day that allowed children to select a fruit or vegetable of their choice. Shakertown at Pleasant Hill donated a family dinner featuring produce grown on site to the child who tried the most new fruits and vegetables in the school cafeteria. Plans for the future include publishing a cookbook of children’s favorite recipes and a monthly Farmers Market in Burgin.



Students at Burgin Independent Schools learn to can salsa with the help of Cooperative Extension and members of Burgin Christian Church

Madison County School Newsletter Features Local Farmers

The Madison County Farm to School program has come up with an effective, yet simple way to connect to the community. Each month they feature a local farm in the school newsletter to educate students and families about local agriculture. The more people know about local farms the more likely they are to support them. Here’s a sample newsletter.

This month’s featured farm is “Cooper Farms”, a 93 acre farm, owned and operated by Chris & Patty Cooper for the last 15 years. With the help of their 4 sons: Blake, Chase, Logan, & Austin, they raise beef cattle, chickens (for the eggs), and hay. The latest premium product they raise is lettuce.

The Coopers grow hydroponic lettuce. Hydroponic is a method of growing plants using water without soil. They are raising three types of lettuce in a greenhouse: Butterhead Bib, Romaine Leaf, and Red & Green Oak Leaf lettuces. Someone needs to transplant and reseed once every week.

The Coopers have taken lettuce to 15 different Madison County schools since the start of school this year! The Coopers sell their

lettuce at the Madison County Farmers Market on Saturdays from 8 Wam-12 pm; they also sell to local groceries and restaurants. Many foods travel an average of 1500 miles to get to the schools or groceries in our community. Fresh locally grown foods are much tastier and have more nutrition.

Lettuce can be a good source of fiber and many essential vitamins and minerals. Try using lettuce in salads, sandwiches, hamburger, tacos, and other foods. In Chinese foods, the stem is used just as much as the leaf.

Let’s support our farmers by eating fresh healthy foods grown in Kentucky! Special thanks to Cooper Farms.

Written by Lisa Wheat, RD, LD, Madison County Health Department



Patty Cooper of Cooper Farms in Richmond, KY

Build Community Support for Farm to School

Implementing a Farm to School program, as with any new program, takes time, effort and people power. Begin by educating staff and cultivating their support for the project. Next, begin to build a network of community support. Form a Farm to School subcommittee that includes representatives from schools and the community. Charolette Thompson, Food Service Director for Owsley County, said, “You have to get people to help. You can’t do it alone. The Cooperative Extension agent, homemakers groups, students and school principals all helped make Farm to School a success. We held a community dinner to talk about putting a farmers market at the high school. Community members and farmers came to the dinner.”

Sample Agenda for First Organizational Meeting for Farm to School Committee

- I. Introductions
- II. Why a Farm to School Project?
- III. Examples of Farm to School projects in Kentucky and the U.S.
- IV. Assess the Current Situation
 - a. Farmer Issues—Crop availability, marketing channels, value-added processing, transportation and delivery, ability to meet demand
 - b. School issues—Present buying practices, kitchens, storage and prep areas, labor, equipment, food budget
 - c. Partnering with others—Joint projects happening now (e.g., school gardens, cooking classes, nutrition education)
- V. Envision a Local Farm to School Project
 - a. Given local resources, what can be done?
 - b. What barriers exist to starting a project?
 - c. How can they be overcome?
 - d. What other potential partner should be part of the process?
- VI. Form a Working Group and Assigning Tasks
- VII. Set Next Meeting Date

Potential Members for Farm to School Subcommittee

School

- Cafeteria staff
- Students
- Parents
- Teachers
- Administrators
- School board members
- Janitorial staff
- School nurse

Community

- Cooperative Extension
- Health Department
- Farmers
- Farm Associations
- Chefs
- Local government
- 4-H
- Future Farmers of America

General Organizing Tips

- **Have a lead organization.** Most successful Farm to School projects have an organization that actively takes the lead. This can be a community or non-profit organization, school food service, a farmer’s organization, health department or a university.
- **Take baby steps.** Many projects fail due to rushed, incomplete planning—very few suffer from too much planning. Know that a series of meetings will be necessary to develop this project.
- **Take the time to build relationships.** Successful Farm to School projects result in relationships of mutual respect and trust among the participants. In most instances, these projects require farmers and school food service folks to venture into new areas, requiring an investment of time and energy. Taking the time to understand each other’s perspectives and abilities will help ensure that you create an effective, sustainable project.
- **Develop a Plan.** Once you have built school and community support, develop an action plan for your Farm to School program. Including activities in each of the 3 C’s of Farm to School—community, cafeteria and classroom—will increase the chances that your work will make meaningful contributions to students, schools and the community. This does not have to be a detailed, lengthy document. See next page for a *Farm to School Action Plan* template.

Farm to School Action Plan

Activity	Category: Community, Classroom or Cafeteria	Who will coordinate	Date it will be completed	Evaluation: How will you measure?	Comments

Cafeteria

Food Service Directors



Fresh veggies on the Central Elementary School cafeteria line in Graves County /
From KY Hydro Farm in Benton

Knowing that they've supported local farmers and offered students delicious, fresh foods brings job enjoyment and satisfaction to new levels for School Food Service directors. The following pages offer practical information and helpful resources to make Farm to School ventures easier and more successful.

Cafeteria Success Stories



Cindy Peak, left, of Bramble Ridge Farm showing her apples to Julie Tuttle

Farm to School in Montgomery County Schools Keeps Growing

Julie Tuttle, Food Service Director at Montgomery County Schools, is one of several Farm to School pioneers in Kentucky. She has integrated locally grown food into the six school cafeterias in the district in a variety of creative ways.

“We started using local apples in 2006,” she said. “We get enough from Bramble Orchard to take us almost through the school year. Now we’re up to four producers for other products. Lettuce comes 30 miles from Daily Harvest. It is the best tasting Bibb lettuce I’ve ever eaten. We buy beef, chicken and pork from Marksbury Farms in Garrard County.”

Tuttle uses a number of promotional techniques to encourage students to try the Kentucky grown items—signage on the cafeteria lines, KY Proud Day in May, taste tests, going into classrooms when she has time and making the food look beautiful. “We use the lettuce like a bowl. The kids really like it.”

Montgomery County High was one of the first schools in Kentucky in decades to serve local meat. To celebrate Kentucky Derby week students were served burgoo and Hot Browns. “I had one student come up to me and say, ‘I just wanted you to know this is the best school lunch I’ve had since I’ve been here,’” Tuttle said. “That’s what it’s all about, getting those comments from students.”

Hot Brown sandwiches made with local ham from Marksbury Farm Market in Garrard County / Served at Montgomery County High School



Berea Elementary School Students Vote for Favorite Recipes

Berea Elementary School designated a week in February as Farm to School Week. Activities during the week included presentations by local farmers from Baumann's Forever Farm, Marcum Farms, and Berea College Farms. The highlight of the week was taste tests in 1st-5th grade classrooms. Students were asked to sample and rank sweet potatoes from Baumann's Forever Farm prepared in three different ways—sweet potato soup, potato puffs (similar to tater tots but baked), and sweet potato fries (baked). The winning recipe would be featured on the lunch line. Many students enjoyed the samples and even asked for more of their favorite.

According to Deborah Magsaysay, Community Health Educator of Madison County Health Depart-

ment, "In addition to learning more about farming and trying new foods, students in the 5th grade exercised their math skills by calculating the elementary school's taste testing votes. It was a fantastic educational event which couldn't have been done without the collaborative effort among Berea Elementary School, Family Resources and Youth Service Center, local farmers, parents, and the Madison County Health Department." The results? The sweet potato fries were the favorite, followed by the puffs, with the soup coming in third.

Berea Elementary students vote on sweet potato recipes



Largest School Food Service in the State Makes Farm to School Work

Jefferson County Public Schools (JCPS) in Louisville spends \$14 million a year serving 64,000 lunches and 27,000 breakfasts to students each school day. Jill Costin, Coordinator of Nutrition Initiatives, is working to buy more food grown in Kentucky. “When we first started in 2008,” said Costin, “we thought—We can’t do it. We’re just too big. If we serve apples, we need 30,000 apples a day. Nobody can provide that.” Eventually, Costin said, they realized they could start small. “We didn’t have to solve the whole problem. We just had to do something.” JCPS started by purchasing apples from Huber’s Orchard, just across the Kentucky border in Indiana.

After this small but successful apple venture, Costin began meeting with groups of farmers in the summer of 2010. After several conversations, the district issued a Request for Price for Locally Grown Produce within a 150-mile radius of Louisville, asking farmers to make bids in January for the coming season. “At first the farmers were concerned,” said Costin, “that if they entered into a written agreement with us in January and their crops failed, they would be in trouble. We assured them that the obligation is on our part. We are committed to buying what they produce. This gives them something to go on so they can borrow money to get their crops in the ground. But if for some reason their crops fail, we will buy elsewhere. It took a while for us to convince them that this was real.” JCPS also developed a Local Food Procurement Policy, putting in writing their commitment to prioritizing locally grown food purchases.

In the fall of 2010, JCPS started purchasing apples from Kentucky orchards. “We bought 800 bushels—Jonagold, Gala and Yellow Delicious. Students realized right away that the apples tasted better because



Green peppers from Dennison Farms in Horse Cave, Kentucky, used in spaghetti sauce frozen by JCPS for later use

they were fresher. The kids are receptive to anything that is locally grown, and take pride in the fact that they are helping the state,” Costin said. “The local apples were two dollars more a bushel, but definitely worth it.”

One of the challenges Farm to School programs face is that most produce is harvested when school isn’t in session. In the summer of 2010, JCPS started processing local food so they could serve Kentucky Proud items year round. They started out with 40 bushels of summer squash and 10 bushels of green peppers, which were processed and frozen for a vegetable marinara sauce. “We created a Blue Ribbon Muffin made from Weisenberger Mills whole wheat flour and zucchini. It takes 700 pounds of zucchini every time they’re on the menu. We might get 500 pounds from one grower and 200 pounds from another. We also buy herbs—basil, oregano and parsley—from the Lassiter Middle School garden. We put them in our barbecue, tacos and soups,” said Costin.

What Kentucky School Food Service Directors Say About Farm to School

“I have personally witnessed the benefit of the Farm-to-School Program by purchasing hydroponic produce from Kentucky Hydro Farms in a neighboring county. The lettuce is so fresh and flavorful that the students eat more salads. The hydroponic produce stays fresher longer, is grown in an optimal environment without chemicals, and promotes industry in our community. The carbon footprint is also decreased, since the produce is from a local grower, rather than being shipped thousands of miles across the nation or even from another country. Plus it takes traditional growers 64 times more water to produce the same amount of Romaine produced hydroponically!

“For us, the only barrier to Farm-to-School is that we don’t have access to every type of produce we want, because not all are produced locally. As a school nutrition director, I try to ensure that students are served the most nutritious and delicious meals possible every day. Local produce makes that possible.”

—**Leah Mills**, *Food Service Director,*
Graves County Schools

“Farm to School allows our school district to bring fresh, locally grown produce directly from the farm into our schools for our students’ benefit. We are able to bring in high quality produce that can be served within days if not the day it was picked. It keeps our food dollars in our local economy and benefits the local farmers. Local farmers are very concerned about the health and well being of our kids and therefore have a vested interest in providing them with high quality fruits and vegetables.”

—**Kim Simpson**, *School Food Service,*
Bowling Green Independent Schools

“We’re just trying to get the kids to connect the progression with how food gets from the farm to the table and that there’s a person behind this. There is food grown locally – it doesn’t just magically appear.”

—**Marty Flynn**, *Child Nutrition Program Coordinator,*
Fayette County Schools

Emma Trester-Wilson,
Educator with the UK
Arboretum Children
Garden’s Garden
dishes out locally
grown beets at Wil-
liams Wells Brown
Elementary School in
Fayette County





Why Do Business with Local Farmers?

Local food offers exceptional quality.

Produce purchased locally is picked at its peak of ripeness and transported over shorter periods of time and is therefore fresher, better tasting and healthier. Foods grown to be shipped are picked before they are ripe and treated with chemicals. When shipped hundreds or thousands of miles, food loses crispness, flavor and nutrients along the way.

Buying locally supports the economic viability of communities by keeping money cycling locally.

Studies indicate that a dollar spent locally re-circulates 7 to 11 times before leaving the community.

Schools can help protect the environment by reducing the distance products travel and the amount of fuel being used for transportation costs.

Daily Harvest delivery to Montgomery County Schools

Farmers are knowledgeable about their crops, farming techniques, market trends, and agricultural history.

They can be excellent contributors to the educational experience of students.

Hands-on classroom learning opportunities such as school gardens, recycling, and composting programs can fit into academic requirements.

Local farms are a great resource for field trips, taste test samples, and school gardens.

Farm to School can make school nutrition work more fun and satisfying.

Knowing that you've supported local farmers and offered students delicious, fresh food brings job satisfaction to a new level.

Adapted with permission from the Farm to School Implementation Handbook from the Georgia Department of Education

Practical Advice for Food Service Directors: Creating a Successful Farm to School Program

Start Small. A simple way to begin is add one or two easy changes to the school menu. Serving sweet potatoes, lettuce, local eggs or local meat for one meal at one school is the way some school districts start. Small steps count! They help establish relationships with farmers and let both sides put “a toe in the water” to see how delivery, paperwork and packing work.

Start talking. It’s important for farmers and food service directors to meet, get to know each other and understand each other’s needs and constraints. Inviting local farmers for a meeting at the school cafeteria is a good way to start. Meeting before the planting season gives both groups time to plan.

Work through existing distributors. In addition to working with local farmers you can ask current distributors if they offer any local products. More and more food distributors are offering locally grown foods; you may just have to ask for them. The more the large distributors hear requests for locally sourced food, the more likely they are to get on board.

Make the paper work easier for farmers. In order to be reimbursed up to 20% by the Kentucky Proud Restaurant Rewards program (see page 20) the food must come from a Kentucky Proud farmer. To make this easier for farmers to fill out the Kentucky Proud application, give them a copy of the form in an addressed envelope so they can easily mail it in to the Kentucky Department of Agriculture. <http://www.kyproud.com/forms/KentuckyProud2010App.pdf>

Farm to School: it’s not just for lunch. It’s great for breakfast too. Locally produced fruits, such as apples, pears, berries or melons, can be served with hot and cold cereal or as a topping on pancakes and waffles.



School Food Service staff from Madison County and Berea Independent Schools gather for cooking demonstration.

Local grains (flour, meals and grits) are also good additions to breakfast.

Tell everyone. Tell everyone about what you’re doing. That includes school board members, the superintendent, teachers, parents, students, the mayor and the media. Invite community leaders to lunch.

Engage students in promotion. Invite art and photography classes to make posters. Ask music classes to write songs and raps. Encourage English classes to write poems, articles, and stories. Theater departments can do skits. Use the announcement system to advertise.

Borrow what’s already been done. Bath, Lee, Fayette, Jefferson, Montgomery, Mercer, Madison, Owsley, Perry, and Warren Counties are just a few of the counties in Kentucky that have done innovative Farm to School work. See page 42 or a contact info for Food Service Directors.

Farm to School Year Round

“But most of Kentucky’s harvest is in the summer when school isn’t in session...”

This is a common concern when people begin consider participating in Farm to School in Kentucky. Kentucky School Food Service Directors are learning they can still serve locally grown food year round using the ideas below.

Know What’s in Season. Check out the Kentucky Proud Produce Availability Chart on page 22. You may be surprised to learn how much produce is available during the school year.

Know What’s a Keeper. Some varieties of apples—Gold Rush, Black Arkansas, Pink Ladies, to name a few—are keepers. If kept in cold storage they stay crisp and tasty for months. Potatoes and winter squash keep a long time if kept cool and dry.

Go Hydroponic. Buy from farmers who raise hydroponically grown vegetables grown in greenhouses year round. Excellent quality lettuce, tomatoes and cucumbers are available from these growers.

Extend the season by processing ahead. Another option is to preserve produce for later use. See page 15 for details about how Jefferson County Public Schools used local produce to make marinara sauce in the summer and froze it to use in the fall.



Hydroponic Bibb Lettuce from Daily Harvest served at Montgomery County Schools



Eggs from Home Pickins’ in McKee, KY

Use local produce in Summer Feeding Program.

This is a great time of year to take advantage of the bountiful Kentucky produce.

Not just produce. Also consider serving Kentucky raised meat, milk, eggs, flour and cornmeal that don’t have a limited growing season

Talk About Fresh!

“A local farmer supplies us with hydroponic leaf lettuces, tomatoes and cucumbers year-round. That gives us quality, steady price and steady availability. The varieties offered also provide more nutrition because they are of the dark green leafy variety.”

“We place our order on Monday and because they are local (within 30 miles), it is harvested and delivered within a couple of hours. Talk about fresh! I encourage my managers to order the varieties that students will enjoy eating. If they offer something students aren’t accustomed to, I encourage them to offer samples to improve acceptability. Students really like the fresh colorful salads we offer using local Hydro Farms products.”

—**Karen Falder**, *Mayfield Independent School*
Food Service Director

Farm to School Tips and Tools for Food Service Directors

These are great resources that will make your job much easier and more successful. Take the time to explore them. It will save you time in the long run.

How to Find a Farmer

- **County Extension Agent**
County Agriculture, Horticulture and Natural Resources agents can link you to local farmers and their products. To connect with the agent in your county go to the Cooperative Extension website and simply click on the county to access the local web site. Each county has a personnel directory on their site that includes contact information. <http://www.ca.uky.edu/county>
- **Market Maker**
Market Maker connects buyers with quality sources of food from farms and fisheries in Kentucky. <http://ky.marketmaker.uiuc.edu/>
- **Kentucky Proud Producers**
Most produce travels over 1500 miles from farm to fork. Kentucky Proud produce is grown and raised in our state and can reach customers in as little as 24 hours of harvest. To find local products just type in the county and variety of product you are looking for and a list of producers will be provided. <http://www.kyproud.com/compsearch.aspx>
- **Farmers Market Directory**
This link provides a list of all the Farmers Markets in Kentucky. <http://www.kyagr.com/marketing/farmmarket/2011FarmersMarketDirectory.htm>
- **Kentucky Department of Agriculture Farm to School Coordinator**
This position has a wealth of knowledge and the ability to connect farms to schools easily. Tina Garland currently holds the position. Getting to know her can help streamline the process greatly. tina.garland@ky.gov

- **Know Your Farmer, Know Your Food**
Helping schools find and procure regionally produced food is a key component of the USDA Know Your Farmer, Know Your Food initiative (KYF2). Check out the recently released KYF Compass and Map. <http://www.usda.gov/wps/portal/usda/knowyourfarmer?navid=KNOWYOURFARMER>

How to Make Farm to School Affordable

- **Daily Quote**
Daily Fruit and Vegetable Retail quote provides information about market prices for produce. Use the Midwest region for Kentucky pricing. <http://www.ams.usda.gov/mnreports/fwretail.pdf>
- **Kentucky Proud Restaurant Rewards**
The Kentucky Proud Restaurant Rewards program is open to any Kentucky restaurant/food service that is purchasing and promoting Kentucky Proud products. Participants may receive up to 20% of the value back, up to \$12,000 a year. <http://www.kyproud.com/forms/KentuckyProud2010App.pdf>
- **Kentucky Proud Promotional Grant Application**
POP grants match eligible expenses for advertising, signs, media, food demonstrations, UPC codes, and other expenses that prominently promote the Kentucky Proud logo and source agricultural products from Kentucky farm families. <http://www.kyproud.com/Members/documents/KyProudGrantApplication2012.doc>
- **Produce Calculator**
The produce calculator help producers and food service directors calculate quantities and costs of various fruits and vegetables needed by food service providers. The spreadsheet based program calculates poundage needed from a farmer based on the desired number of servings and serving size. It also calculates

the preserving cost based on the price of produce.
<http://www.okfarmtoschool.com/resources/fts-distro-foodsafetymanual/index.htm#producecalculator>

Funders for Farm to School

- Farm to School is a hot topic and many organizations fund initiatives to help school and communities make Farm to School successful. Writing a grant can be time consuming but the pay off can be huge. Consider engaging partners from universities, state and local government and farm organizations.
http://www.fns.usda.gov/cnd/F2S/f2s-recurring_funding.htm

How to Handle and Prepare Produce

- **Fruits & Vegetables Galore: Helping Kids Eat More**
This is a tool for school foodservice professionals packed with tips on planning, purchasing, protecting, preparing, presenting and promoting fruits and vegetables. http://teamn nutrition.usda.gov/Resources/fv_galore.html
- **Best Practices: Handling Produce in Schools**
Fresh produce must be handled safely to reduce the risks of foodborne illness. Best practices for handling all types of produce are described in this fact sheet, along with practices specific to leafy greens, tomatoes, melons, and sprouts.
http://www.fns.usda.gov/fns/safety/pdf/best_practices.pdf
- **Serving School Garden Grown Produce in the Cafeteria**
Provides facts sheets and videos on safety and handling. <http://www.healthyschoolenvironment.org/training-resources/school-garden-produce>

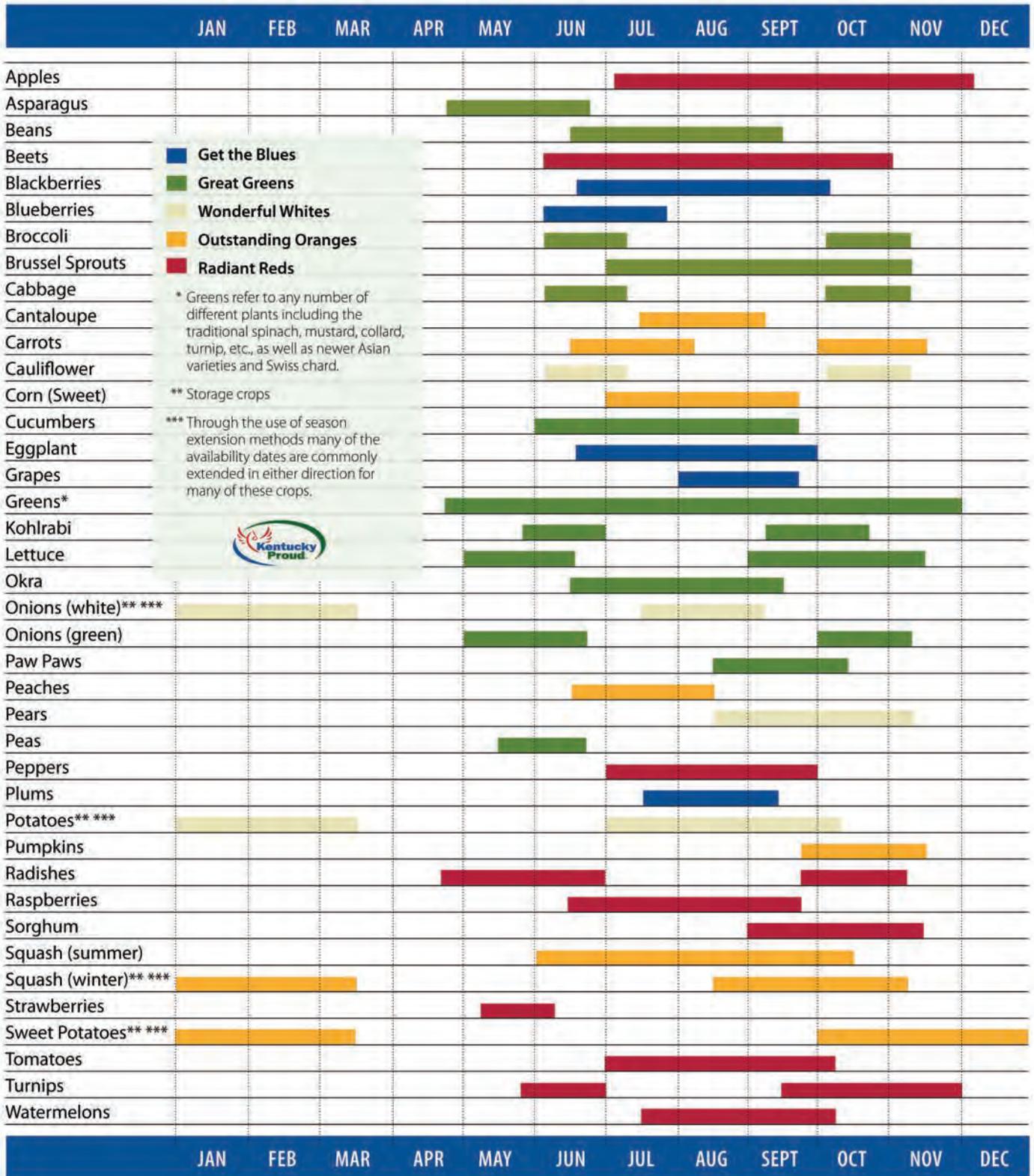
USDA Resources

- **Farm To School/FNS Policy – USDA**
To assist you in making sound purchasing decisions, this link provides a list of important references related to USDA's procurement regulations and policies for the Child Nutrition Programs.
<http://www.fns.usda.gov/cnd/F2S/f2spolicy.htm>
- **Information about USDA School Meal Regulations**
Everything you want to know about school meal program regulations can be found at <http://www.fns.usda.gov/cnd/governance/regulations.htm>
- **Food Buying Guide**
The Food Buying Guide for Child Nutrition Programs has all of the current information in one manual. The manual includes information on Meat/Meat Alternates, Vegetables/Fruits, Grains/Breads, Milk and Other Foods. <http://www.fns.usda.gov/tn/resources/foodbuyingguide.html>
- **Farm to School Email List**
Joining the national Farm to School email list is a great way to stay up to date on the latest happenings in the world of Farm to School.
[https://public.govdelivery.com/accounts/USFNS/subscriber/new?\)\)](https://public.govdelivery.com/accounts/USFNS/subscriber/new?)

Other Resources

- **Madison County Farm to School website**
www.wix.com/mcosafetycoalition/farm2school#!
- **National Farm to School website**
www.farmtoschool.org

Kentucky Proud Produce Availability



Channels for Purchasing Locally Grown Food

Direct from Farmer

- Shortens the supply chain by cutting out middle man
- Can reduce product cost
- Can reduce fuel costs
- Build relationships to talk directly to farmer about growing specifications

Farmer Cooperatives (Co-ops)

- Farmer cooperatives may develop a group distribution strategy
- Farmers working cooperatively may be able to supply more product
- Can be more reliable—if one farmer has a crop failure, others may be able to fill in
- Purchasing from a farmer co-op may help food service directors reduce time spent on administrative tasks

Farmers' Markets

- Informal procurement process
- Farmers are contacted and one is determined to have lowest price
- Farmer brings the schools' order to the farmers' market
- Food service staff have opportunity to inspect product quality and see other available products for future menu planning

Regional Wholesaler

- Potentially less work for Food Service Director
- Support sales and marketing of local farm products
- Provide standard pack sizes and specifications
- Transportation already arranged
- Price may be lower



Fresh produce from Marcum Farms in Waco, Kentucky

Local Produce Auctions

- Can see a variety of products at one time
- A good way to make contact with local agricultural community
- Get two bids from other vendors meeting all specifications prior to going to auction, if auction quality and price are preferable, produce can be purchased at auction

Form Buying Cooperatives

- Neighboring school districts develop a group purchasing strategy
- Buying co-ops often increase purchasing power and volume requests
- Co-ops must still follow procurement regulations when purchasing for the group

Procuring Local Foods

Though procuring locally raised foods may seem daunting, it is not much different than the procurement that many school food authorities (SFA) engage in on a regular basis. Most of the guidelines below will look familiar to those who have procured for school food services. Knowing a few key points will make the local procurement go smoothly and become a matter of course.

Follow the usual full and open competition guidelines for procurement. The most important principle of sound procurement is that it sets up free and open competition so all suppliers have the same opportunity to compete for bids. These regulations are designed to ensure that those given the authority to purchase with tax dollars are operating in a fair manner giving all businesses a chance to offer the best product or service for the best price. Procurement procedures should never unduly restrict or eliminate competition.

Geographic preference is allowed for unprocessed, locally raised agricultural products. Though the state regulations ordinarily do not allow a geographical preference for purchases, they are trumped by the federal USDA Food and Nutrition Services guidelines that allow Geographic Preference for unprocessed locally

grown or locally raised agricultural products. (See box below for what qualifies in these categories.)

Here's how a geographic preference works. Though the contract is generally given to the bidder who meets the specifications and has the lowest price, as part of the specifications the SFA could include “picked within one day of delivery”, “harvested within a certain time period”, or “traveled less than XX miles or hours”. A bidder may be awarded points for meeting these criteria or be allowed to have a higher price than the lowest bid. There is no limit on the price percentage or points allotted, but the SFA may not necessarily restrict free and open competition. For example, an SFA cannot include language such as “we will only accept locally grown products,” making it a requirement, rather than a preference. (See next page for example.)

How “local” is defined. Due to the geographic diversity in each state, the institution responsible for the procurement may define the area for any geographic preference (e.g., county, state, region, mile radius, etc.). Some Kentucky School Food Service Directors define local as grown in their county or in Kentucky. Others use 100 mile radius as the guideline, allowing them to purchase from nearby farmers in bordering states.

What Agricultural Products Qualify for the Use of a Geographic Preference?

Unprocessed locally grown agricultural products that retain their inherent character are eligible for a geographic preference. The following processes do not change the inherent nature and foods that have been treated in this way are eligible for purchase with a geographical preference: cooling; refrigerating; freezing; size adjustment made by peeling, slicing, dicing, cutting, chopping, shucking, and grinding; forming ground products into patties without any additives or fillers; drying/ dehydration; vacuum packing and bagging (such as placing vegetables in bags or combining two or more types of

vegetables or fruits in a single package); the addition of ascorbic acid or other preservatives to prevent oxidation of produce; butchering livestock and poultry; cleaning fish; and the pasteurization of milk.

Items that *cannot* be given a geographical preference in the bidding process because their inherent nature has been changed include foods that have been canned, cooked, seasoned, or combined with any other products.

Pasteurized milk is the only dairy product for which geographic preference may be applied.

Example: Applying Geographic Preference Points

Geographic preference points were applied after the SFA determined the three bidders with the lowest price. The Request for Price specified that bidders would be given ten geographic preference points if they met the geographic preference. In order to determine the winning bidder, the scoring criteria would clearly state that one point would equal one cent; in other words, ten points would translate into ten cents. If one or more of the responsive bidders with the lowest price met the geographic preference, ten cents would be taken off of their respective prices and that bidder could potentially win the bid. Note: Deducting ten cents from the prices of responsive bidders that met the geographic preference only applies to determining the winning bidder and would not affect the actual price paid to a bidder.

	BIDDER 1	BIDDER 2	BIDDER 3
Price	\$2.20/ pound	\$2.25/ pound	\$2.30/ pound
Meets Geographic Preference	No	Yes (10 points)	No
Price with Preference Points	\$2.20	\$2.15	\$2.30

If you have more questions about geographic preference check out these helpful Q & A's from USDA. http://www.fns.usda.gov/cnd/governance/Policy-Memos/2011/SP18-2011_os.pdf



Marksbury Farm Market in Garrard County, KY

Procurement Options

Informal Procurement Method

If the purchases fall below \$20,000 (or the district's small purchase threshold if it's more restrictive), the SFA must approach 3 vendors and obtain price quotes. SFAs may not intentionally split purchases to fall below the small purchase threshold and avoid formal procurement methods. Follow the steps below.

Informal Procurement:

1. Develop your specs in writing
2. Identify sources eligible, able and willing to provide products
3. Contact at least three sources
4. Evaluate bidders' response to your specs
5. Determine most responsive bidder at lowest price

Formal Procurement Method

If the procurement exceeds the small purchase threshold (\$20,000, unless the district has a more restrictive amount), a formal procurement method is required. This entails public notification of the solicitation and a sealed bidding process. When procuring locally grown food the notification may focus on the area in which the school is situated as a criteria of the solicitation. In a situation where the solicitation for locally unprocessed agricultural products is open to offers beyond the local area, geographic preference points can be granted to local farmers who respond to the solicitation.

Competitive Sealed Bids – A method of procurement whereby sealed bids are publicly solicited and a fixed-price contract is awarded to the responsible bidder whose bid, conforming with all the material terms and conditions of the invitation for bid, is lowest in price.

Competitive Proposals – A method of procurement whereby proposals are requested from a number of sources and the request for proposal is publicized, negotiations are conducted with more than one of the sources submitting offers, and either a fixed-price or cost-reimbursable type contract is awarded, as appropriate. Competitive negotiation may be used if conditions are not appropriate for the use of competitive sealed bids.

Procurement Steps

Step 1. SFA determines their small purchase threshold level. This may be the state level of \$20,000 or, if applicable, a more restrictive amount set by the local district. Remember to use the most restrictive level.

Step 2. Determine the estimated purchase amount of the product.

Step 3. Compare the estimated purchase amount to the purchasing threshold to determine if the formal or informal procurement method will be used.

Example: Produce is bid on a weekly basis. Produce purchases are usually around \$550.00 and are not expected to exceed \$750.00. The local district small purchases threshold is \$1000. Because the purchase falls below the \$1000.00 limit, an informal procurement method can be used.

Get the word out. Mail bid documents to interested farmers. Include your letter or notice of intent, vendor information questionnaire, and product availability and pricing forms as well as instructions for farmers on completing the forms and returning them to you for evaluation.

Follow the steps below.

Formal Procurement:

1. Develop solicitation and incorporate geographical preference points into scoring criteria
2. Publicly announce the IFB/RFP
3. Evaluate bidders using established criteria
4. Producers of locally-grown unprocessed products receive extra points in scoring
5. Determine most responsive and responsible bidder at lowest price

Developing Product Specifications

The key to effective purchasing of local food items is to take some steps before beginning the procurement process. Evaluating current food service operations and needs is also known as forecasting.

Developing specifications that reflect the characteristics of the products the buyer seeks sets the stage for clear communication and a satisfactory exchange. The following examples are indicators that may be used for a product's specification. Although not all-encompassing, the examples provide some specification elements that are important factors to discuss with local producers to ensure that expectations and requirements are clear.

Specification elements examples:

- **Size:** Indicate the size an apple must be to qualify as part of a reimbursable meal, so that expectations are set up front.
- **Quantity:** Farmers and SFAs sometimes speak different languages—schools may not be used to ordering apples in “bushels;” be aware of language barriers.
- **Quality:** Indicate that lettuce must be a healthy green color with no brown leaves.
- **Cleanliness:** Indicate that lettuce should be clean with no visible signs of dirt or insects.
- **Packaging:** A local farmer may sell product in 25 pound boxes, but the SFA may need lighter/smaller packaging in order for staff to carry.
- **Food Safety:** Include a checklist of questions for the farmer to complete regarding their agricultural practices (http://www.fns.usda.gov/fns/safety/pdf/best_practices.pdf)
- **Delivery:** Establish a delivery day and time for products.

Consult USDA resources such as the Food Buying Guide for Child Nutrition Programs and *Fruits and Vegetables Galore* to aid in the development of product specifications. (See page 21.)



Roundstone Elementary School student enjoys apple / Mount Vernon, KY

Provisions of the bid specifications that are not product specific are:

- **Length of bid:** Bid period. 30 days, Monthly, Season
- **Frequency of Delivery:** Weekly, Bi-weekly
- **Payment Frequency**
- **Number of sites deliveries will be made to** (include locations and addresses). Also indicate where the delivery is to be made, e.g. to loading dock, into the milk cooler, or inside kitchen door.
- **On what basis the bid will be awarded.** Low-bidder or low bidder that meets the specifications.
- **How orders will be transmitted**

Specification Worksheet

Item Name:	
Description (variety):	
Size:	
Grade/Standard:	
Pack Size/Weight:	
Price Quote: (by lb., dozen, case)	
Ripeness: (Maximum/Minimal level of ripeness acceptable)	
Delivery/Frequency:	
Growing Preference: (Local within Kentucky)	
Other:	

Sample Specification Worksheet for Apples

Item Name:	<i>Apples</i>
Description (variety):	<i>Gala, apples to be firm, fresh-picked, no bruising, no worm or insect damage, packed in a clean, unused box.</i>
Size:	<i>2 7/8 to 2 3/4 diameter</i>
Grade/Standard:	<i>US utility</i>
Pack Size/Weight:	<i>125-138 count</i>
Price Quote: (by lb., dozen, case)	<i>Standard 40lb box</i>
Ripeness: (Maximum/Minimal level of ripeness acceptable)	<i>Fully tree ripened</i>
Delivery/Frequency:	<i>Every three weeks and to be delivered to all six sites</i>
Growing Preference: (Local within Kentucky)	<i>Grown within 75 mile radius</i>
Other:	<i>Un-waxed (not washed, washing would remove the natural wax causing you to apply a wax type product enabling longer storage)</i>

Sample Specification Worksheet for Romaine Lettuce

Item Name:	<i>Lettuce</i>
Description (variety):	<i>Romaine, Lettuce should be free from damage by broken midribs, bruising, dirt or foreign material, discoloration, mildew, insect, and worms</i>
Size:	<i>12 count</i>
Grade/Standard:	<i>US No 1</i>
Pack Size/Weight:	<i>12 heads per case packed in bulk, clean unused boxes</i>
Price Quote: (by lb., dozen, case)	<i>By the case</i>
Ripeness: (Maximum/Minimal level of ripeness acceptable)	<i>Lettuce should reach maturity in greenhouse and picked within one day of delivery</i>
Delivery/Frequency:	<i>Every two weeks and delivered to all six sites</i>
Growing Preference: (Local within Kentucky)	<i>Grown within 75 mile radius</i>
Other:	<i>Hydroponically grown and available all year round</i>

Purchasing Considerations

Determine your ability to purchase locally grown products for your school meal program:

- What are your procurement procedures?
- Do contracts contain exclusivity clauses?
- Is produce on the prime vendor contract?
- Do you also use independent produce distributors?
- To how many locations do you have produce delivered?
- How many deliveries are made per week per location and at what times?
- How do you prefer to place orders? Phone, fax, e-mail?
- How often do you place orders? Monthly, weekly, specific day of the week?
- What are your payment procedures? For instance, how long will it take for your payment to be received?
- What is district policy on insurance and liability policies?



Jackson's Orchard and Nursery provides produce to schools in the Bowling Green area

If you plan to purchase direct from a producer, discuss the following with the producer PRIOR to purchasing.

Ordering procedures:

- How far in advance will producer be able to inform you of available product?
- How can orders be placed? (By phone, FAX, online?)
- What is the communication process if producer is unable to complete order (amount or quality) and what is the timeframe for this notice?
- What is the price per unit?

Delivery procedures:

- When is the best time for orders to be received?
- What is the frequency of deliveries?
- How many locations is the producer willing to deliver to?
- What type of delivery vehicle does the producer have? Is it climate controlled?
- How will product be delivered to multiple sites?

Payment procedures:

- What is the lead time required by school district accounting office to add vendors?
- What is the number of additional vendors that can be added?
- What is the timing for the payment of invoices?

Specifications:

- What is the desired quality, size, package unit and other specific information about the product that the producer needs to know?
- What substitutes are acceptable?
- What type of packaging can you expect? Note that package must protect integrity of food items.

Sample Bid

**School Nutrition Program
Request for Price for Locally-Grown Produce
Locally-Grown Fresh Fruits and Raw Vegetables
(50 mile radius of county lines)**

DESCRIPTION

The purpose of the Request for Quotation (RFQ) is to contract with local growers and farmers to grow and provide locally-grown fresh fruits and vegetables to public school system. The items will be used in the National School Lunch Program and meal service. For the purpose of the RFQ, locally grown is defined as grown within a 50-mile radius from the county.

DELIVERY OF REQUEST FOR BID

Sealed bids are requested. Completed Request for Quotation documents can be delivered or mailed to the school address by 3:00 p.m. on Thursday, March 29, 2012. Please note on the envelope "RFQ for locally grown FFV"

PERIOD OF CONTRACT

The period of the contract will be from April 1, 2012 to June 30, 2012. The board reserves the right to renew the bid for additional months.

REVIEW PROCEDURE

Review of Request for Quotation will be made by the School Nutrition Director.

AWARDING OF CONTRACTS

Contract(s) may be awarded to one or more responsible bidders meeting all specifications and conditions based on the lowest price, after the application of any geographic preference. A purchase order will be issued to the successful growers upon final review of the RFQ and awarding of a contract. The County Board of Education reserves the right to make partial, multiple and progressive awards if determined to be in the best interest of the Board.

HACCP (Hazard Analysis Critical Control Points)

HACCP is a prevention-based food safety system that identifies and monitors specific food safety hazards that an adversely affect the safety of food products. County School Nutrition program has a HACCP Plan for the school cafeterias.

GOOD AGRICULTURE PRACTICES (GAP)

All bidders must be trained and meet all requirements outlined in the Good Agriculture Practices and must provide documentation of training prior to the awards of the Request for Quotation.

INSURANCE

Successful growers must provide proof of a minimum of \$1,000,000.00 liability insurance. County Board of Education must be listed as additional insured.

DELIVERY OF PRODUCTS

1. Delivery will be made to the school site. All costs for delivery must be included in your quoted prices.
2. Delivery shall be made between 7:00 a.m. and 2:00 p.m. or by appointment to the delivery site Monday through Friday or as requested by the School Nutrition Program.
3. Drivers must obtain signature of school nutrition personnel on all delivery tickets.
4. All items must be delivered at the awarded price quoted; no additional charges are to be added to the invoice.
5. All products will be inspected for acceptable quality and quantity will be verified against the invoice.
6. Products are to be bulk packed in clean, unused cases or bushels. Each case or bushel is to be properly labeled with product name, name of grower and grower/farm address.
7. Estimated quantities have been listed within the specification. Product purchases and approximate dates are subject to change due to growing conditions and product availability. Notify the School Nutrition Director should an item become unavailable due to growing conditions.
8. No substitutions of products will be allowed by the grower/farm without written approval of the School Nutrition Program. Substitutions made without prior approval will be considered a violation of contract and may result in disqualification from future price quotes.
9. New Growers/Farmers doing business with the County Public Schools will be required to complete the W9 and Tax Identification Form. Completed forms must be included with the written RFP.



Lazy Eight Stock Farm
in Paint Lick, Kentucky

Common Misconceptions About Procuring Food for Farm to School

Writing specifications is hard. It doesn't take long to write specifications and it's a great way to think about and plan exactly what you want. Once you've written specs, you can keep them year after year, making changes as necessary. Tools and sample specification sheets are on pages 27-30.

To qualify as "local", food has to be grown in the school's county or an adjacent county. Each district gets to define "locally grown food". They can define it as food that's grown in a 50, 100 or 150 mile radius of the district. They can also define it as food grown anywhere in Kentucky.

Small farmers don't grow enough food to participate in Farm to School. You can purchase whatever amount a small farmer is able to offer and supplement with food from other farmers or vendors. For example, some school districts get apples from several vendors.

When you put out a Request for Quotes you have to publicly announce it in the newspaper.

You only have to announce the bid publicly if the amount you are planning on purchasing is over \$20,000 (or whatever the small purchase threshold is for your district). While the most common way is to post the RFQ in the newspaper, you can also use websites, newsletters, mailings and other methods as well.

Farmers have to be members of Kentucky Proud to participate in Farm to School. Farmers do not have to be Kentucky Proud members to participate in Farm to School. But if schools want to be reimbursed up to 20% for local purchases through the Kentucky Proud Restaurant Rewards program (see page 20), the vendors whose receipts they submit must be Kentucky Proud members.

Overcoming Barriers to Buying Local Food

Challenges may arise when trying to purchase local food. Use your commitment and creativity to turn barriers into opportunities. Where there is a will, there is a way. Following are a few suggestions to help you think ahead and find ways to include local food in your program.



Corn field planted on Fairview Elementary School grounds in Ashland, Kentucky

- Consider the various distribution models that will enable you to get local food into your system for use: buying directly from individual farmers, buying from a farmers' cooperative, buying from farmers' markets with prearranged orders, and ordering through a traditional wholesaler (see page 23).
- When purchasing from a distributor ask how much of the food they distribute is locally produced, and don't hesitate to ask if they can increase that amount.
- Request local food products from distributors whenever possible, and ask the names of the farms from which they purchase.
- Don't automatically assume that the cost of local food will be higher. Studies in Iowa and Wisconsin have shown local food was comparable in cost to wholesale vendors and in some cases, less expensive than traditional vendors.
- Consider off-setting any additional cost of local food by instituting cost saving measures in other areas of your operation. For example, reducing cost of solid waste disposal by composting all fruit and vegetable wastes. Local farmers are often happy to receive fruit and vegetable wastes for composting (not for feeding livestock).
- Establishing a delivery route to schools over a large area may be difficult for a local farmer. However, spacing out deliveries allowing the farmer to adjust your delivery around routine deliveries to farmers' markets, grocery stores, and restaurants may be the solution.
- If several local farms are delivering to a school district, those farmers could collaborate by bringing their products to one farm and having that farmer make the deliveries.
- Consider freezing items purchased at the end of the school year or in the summer months for use in recipes year-round.
- Investigate purchasing through a farmers' cooperative if one is in your area.

Adapted with permission from the Georgia Farm to School Implementation manual

What to Share With Farmers About the School Nutrition Program

Farm to School thrives on relationships. In order to be successful, each partner must understand the needs and working conditions of the other. Sharing the information below with farmers can go a long way toward a good working relationship.

- An understanding of the school nutrition program—its history, purpose and how it operates.
- An explanation of the school system’s bidding process.
- How farmers will be notified when bids are released.
- An estimate of what items and how much of those items will be needed throughout the school year.
- The total estimated volume of each item to be purchased.
- Delivery schedule needed: date, time of day, frequency, and location.
- Packing requirements: standard box, grade, loose pack, or bulk.
- Post-harvest handling practices: Is the product to be delivered pre-cooled? How clean should the product be? Does the product require processing prior to delivery?
- Payment terms and payment processes.
- Names and phone numbers of the contact people for ordering, billing and trouble shooting.



Matt Wyatt of KY Hydro Farm in Benton shows lettuce to Laura Krueger of KET

Adapted with permission from the Farm to School Implementation Handbook from the Georgia Department of Education

How to Get Kids to Eat Their Fruits and Vegetables

1. **Get them while they're hungry.** Do taste tests before lunch or at the end of the school day. If students are hungry, they'll eat and maybe find that they like fresh produce. Serve colorful vegetables, such as carrots, cucumbers, and red bell peppers, along with a hummus or low-fat salad dressing.
2. **Put produce at the front of the serving line.** Make the produce prominent—the biggest, brightest and first thing they see. Research shows that placement of food makes a big difference in selection,
3. **Make it pretty.** This is easy to do because Kentucky produce is beautiful. Display it well, don't overcook it. Garnish!
4. **Use cute names.** McDonalds does it. You can too. Have a contest for students to name the salad bar and special dishes. That way you know the name will be age appropriate and cool and you'll create buzz before you start. Maxwell Elementary School students in Lexington named their salad bar "Lettuce Eat!"
5. **Make it fun.** Make lettuce leaf bowls. Feature ethnic cuisine- Chinese, Mexican, French—and have background music to match. Invite fun guests—athletes, family members, the mayor.
6. **Cut it up.** Between missing teeth and braces, eating crunchy produce may not be as easy as you think. Cutting up apples and oranges greatly increases the likelihood that children will eat them.
7. **Involve them.** If children help grow or prepare produce, they're often more interested in trying it.
8. **Meet the farmer.** If you've met the farmer, heard about her work or been to the farm, it's pretty hard to pass up one of those apples.
9. **Promote. Promote. Promote.** Signage, poster contests, announcements, contests, games, songs,



Fruits and vegetables on Shannon Johnson Elementary School lunch line

- skits. Partner with teachers encouraging them to teach about what's being served in the cafeteria.
10. **Encourage.** Having staff simply ask students if they would like to try the baked sweet potato "fries" increases consumption. With younger kids, invite adults to eat with them and encourage trying new foods.
11. **Acknowledge.** Give younger students "I tried it stickers" for trying new local foods.
12. **Sneak it.** We don't recommend a steady diet of sneaking but it can be a part of the strategy. Zucchini muffins, applesauce in baked goods, veggies in spaghetti sauce all work well. Check out Jessica Seinfeld's book *Deceptively Delicious*.
13. **Garnish.** A splash of color and artful placement can catch children's attention and make produce even more inviting. Becoming skilled with garnishing and presentation could add to job satisfaction for staff members who have a knack for this kind of work. Books, online tools and local chefs are good resources for cultivating these skills.

Cafeteria

Farmers



Bryce and Anna Baumann of Lazy Eight Farm in Paint Lick, Kentucky

As the largest food service in the state, Kentucky School Food Services are an excellent, reliable market for Kentucky grown food. The following pages will answer many of the questions farmers have about how to set up a successful supplier relationship with schools.

What Kentucky Farmers Say About Farm to School

“As a new business we have found schools to be a good opportunity to sell larger quantities on a regular basis to customers who truly appreciate our product. We also find great satisfaction in providing a healthier food option for the next generation.

“Perhaps the biggest hurdle is the time needed to communicate what will work for both parties. Delivery to each school can be a challenge but they understand that and will try to work out with you various cost effective solutions.

“A great asset to this endeavor is the Farm to School program and in particular, Tina Garland, who will give you all the information needed to provide your product to the Kentucky school system.”

— **Candy Golchoobian**, *Daily Harvest Farm*

“It’s as important to teach children to eat healthy as it is to teach English and math. The quicker we can get a good tasting apple into the hands of children the healthier they will be.

“Delivery of the product to the schools and waiting for payment (because schools pay once a month) can be a barrier but with communication it can all be worked out. The consistency of ordering is another important factor in the program. This process has to work both ways. The food service director needs to order the product on a consistent basis. The producer has a responsibility to make sure he has the product.”

— **Bill Jackson**, *owner/operator,*
Jackson’s Orchard, Bowling Green, KY



Cows from Heritage Farm / Mount Sterling

“In reviewing House Bill (HOB) 669 my interest was piqued with the statement that all state agencies ‘shall’ buy products locally if available. That’s when I found the Farm to School program and realized that it was a viable, consistent and growing market for our produce. Schools are a very good market and they feed a lot of people on a regular basis. Schools buy our product because of the shelf life and the nutritional value. Consistency of ordering would be the one barrier that I think we can overcome. It is really nice when you find a school that orders on a weekly basis because that allows us to plan ahead and sow the amount of product to fill the order. The Farm to School program is a win-win for the community because it keeps the local dollars local.”

— **Jerry Wyatt**, *owner/operator,*
Kentucky Hydro Farm, Benton, KY

Why Do Business with School Nutrition Programs

School cafeterias are the largest food service in the state. They serve 130 million meals a year and spend tens of millions of dollars on food. Entering into a customer-client relationship with your local school nutrition program can provide you a reliable market for your products. They pay their bills and they're not going out of business. It will take some thought and advance planning but there are many advantages so it can be time very well spent. Consider these benefits of developing a business relationship with a school system.

- Opens up a substantial new market for farmers, often with a higher return for their goods and less time spent in selling activities
- Schools can predict their needs with more accuracy than most food service operations
- Increased visibility in the community for your farm, business and products
- Decrease in expenses and time spent in delivering product outside of local area
- Potential for an increase in income
- Possibility of contracting to plant certain foods for the school market
- A chance to “do good” by helping children eat more nutritious foods
- Increased positive image for your work
- Possibility of establishing grower collaborations or cooperatives to supply school and other institutional markets
- Opportunity to help create a new generation of farmers, and supporters of agriculture, by educating students through classroom presentations and farm field trips



Camp Dick Robinson Elementary Schools student enjoying chicken from Marksbury Farm Market (Garrard County)

Adapted with permission from Georgia Farm to School Manual

What Farmers Need to Know About Selling to School Nutrition Programs

The more each partner understands the other's business, the better. School nutrition programs have a way of doing business—just like all other businesses. Consider this information about school nutrition purchasing when planning to sell to a school system.

- Customer service and professionalism are considered when school nutrition purchasers make business partner selections.
- Food bid contracts are created and/or renewed annually, usually in the late winter or spring. Preparation for the bid process may start as early as the fall or early winter.
- Products that do not travel well are usually expensive and are difficult to obtain. They may be perfect produce items to consider offering to the school nutrition program.
- Traditionally, school nutrition programs conduct business with a small number of vendors allowing them to handle a limited numbers of orders, delivery schedules, and invoices. A farmers' cooperative could reduce the paperwork that might discourage a school nutrition director from doing business with multiple sources.
- A product that requires minimal preparation may be easier to market to schools.
- School nutrition purchasers want safe, reliable, and sometimes ready-to-use products.
- School nutrition purchasers expect reliable, consistent, and high quality products.
- Standardized packaging and weight may be required in order to meet federal regulations.
- Some school systems require one to two deliveries a week on specific days in order to utilize their storage space and meet demanding menus.
- Because school nutrition programs are self-supporting, cost could be the major consideration when evaluating bids.
- As a rule there is no payment upon delivery. Terms are generally 15 to 30 days.

Adapted with permission from the Georgia Farm to School Manual



Bill and Shirley Jackson with granddaughter, Hanna, of Jackson Orchard and Nursery in Bowling Green

Tools and Tips for Farmers Growing For Schools

Get to know the Kentucky Department of Agriculture Farm to School Coordinator

This position has a wealth of knowledge and the ability to connect farms to schools easily. Tina Garland currently holds the position. Getting to know her can help streamline the process greatly. tina.garland@ky.gov

Kentucky Proud

Kentucky Proud refers to agricultural products grown, raised and/or processed in the state of Kentucky by a Kentucky producer. Though you don't have to be a Kentucky Proud farmer to sell to schools, it gives you several advantages. First, Kentucky Proud members benefit from the program's ongoing statewide promotional campaign. Kentucky Proud generated \$250 million in retail sales through Kentucky Proud member retailers in the last three years. Second, member producers and retailers may receive cost-share funds for advertising and purchase Kentucky Proud promotional items at cost. Member restaurants and school cafeterias may be reimbursed up to \$12,000 a year for purchases of Kentucky Proud products under the Restaurant Rewards program. This makes food services more inclined to buy from Kentucky Proud farmers.

To become a Kentucky Proud member or fill out the form at this link and mail it to the Kentucky Department of Agriculture or call (502) 564-4983. <http://www.kyproud.com/forms/KentuckyProud2010App.pdf>

GAP Resources

Good Agricultural Practices (GAP) is a set of production guidelines designed to reduce the likelihood of microbial or other contamination of fresh fruit and vegetables. It focuses on utilizing safe techniques and inputs on all levels of the farm to fork food chain. Cooperative Extension offices provide this training. <http://www.kyagr.com/marketing/GAPResources.htm>

Product Liability Insurance

Although most school districts don't require farmers to be GAP certified, they do require farmers and

wholesale distributors to maintain Product Liability Insurance before purchasing items from them. Product Liability Insurance protects growers from people who claim to suffer illness or injury due to the product the farmer provided. The advantage of having this insurance is it also positions farmers to sell to grocery stores, farmers markets, and restaurants that often require this insurance as well. The amount of insurance liability required varies from district to district, ranging from \$100,000 to \$3 million. Check with an insurance agent about this coverage. Some farmers have said having this insurance has given them peace of mind and that the cost was reasonable.

Distribution Cost Template

This template was designed to assist agricultural producers marketing fruits and vegetables through a state-supported Farm to School program. The template allows producers to assess and compare the costs of alternative transportation/distribution methods and determine their farm-level returns for each unit of produce marketed through the program. It also provides producers an opportunity to examine the sensitivity of their chosen distribution method to changes in a number of cost factors and/or a change in market price for their produce. Farm To-School Distribution Cost Template 97-2003 version

Containers and Packaging Fruits and Vegetables

This publication has practical tips for the best way to package produce for wholesale. <http://www.docstoc.com/docs/29347564/MF979-Containers-and-Packaging-F>

Funders for Farm to School

Farm to School is a hot topic and many organizations fund initiatives to help school and communities make Farm to School successful. Writing a grant can be time consuming but the pay off can be huge. Consider engaging partners from universities, state and local government and farm organizations. http://www.fns.usda.gov/cnd/F2S/f2s-recurring_funding.htm

Frequently Asked Questions About Doing Business with Schools

What if I sign a contract with a school and my crop fails?

If your crop fails the Food Service Director can order from the food distributor they have been ordering from for years. These large companies have the ability to procure and deliver product quickly. This removes the burden from the local producer if he or she is unable to fulfill a contract due to crop loss or other unforeseen occurrences. It is not the typical business model and many farmers are skeptical at first, but once they understand the ordering and delivery process of the schools it is a well received and welcome change that works for both parties.

Jill Costin from Jefferson County Public Schools answer this question like this: “At first the farmers were concerned that if they entered into a written agreement with us and their crops failed, they would be in trouble. We assured them that the obligation is on our part. We are committed to buying what they produce. This gives them something to go on so they can borrow money to get their crops in the ground. But if for some reason their crops fail, we will buy elsewhere. It took a while for us to convince them that this was real.”

Do I have to be a Kentucky Proud member to sell schools?

No, you don't have to participate in KY Proud to be a Farm to School producer. However, it's quite simple to fill out the form and there are many advantages for both the school and the farmer. See page 38 for details.

Do I have to be GAP Certified to sell to schools?

Being GAP (Good Agricultural Products) *certified* is not a mandate in the state of Kentucky, however we do recommend that you at least become GAP *educated* through your local Extension Office. It's free of charge. It will aid you in keeping farm records and



Students at Central Elementary School in Graves County enjoying the fruits (and vegetables) of the Farm to School program

improving your farming practices and shows due diligence concerning food safety.

Do I need liability insurance?

Although most school districts don't require farmers to be GAP certified, they do require farmers and wholesale distributors to maintain Product Liability Insurance before purchasing items from them. See page 38 for more details.

Isn't selling to schools more trouble than it's worth?

For a long time school systems have not been viewed as a viable market for producers. But if you consider the huge number of meals they serve, the ability to get a contract so you can create a farm plan and the timely consistent compensation, your conclusion will likely be that the Farm to School program is a viable and profitable market. Many Kentucky farmers have found that the advantages far outweigh the disadvantages. Though it may take some time up front to get things set up, once that's done it may actually be one of your easier sales.

How to Find Food Service Directors

Kentucky School Food Service Directors
(as of March 2012)

R/A Name	FSD/ Manager	Email	Telephone #
Adair County Schools	Carol Roy	carol.roy@adair.kyschools.us	270-384-2476
Allen County Schools	Mary Hobdy	mary.hobdy@allen.kyschools.us	270-618-3181
Anchorage Independent Schools	Sue Bierens	sue.bierens@Anchorage.kyschools.us	502-245-2121 x2129
Anderson County Schools	Marsha Rogers	marsha.rogers@anderson.kyschools.us	502-839-3406
Ashland Independent Schools	Clara Stapleton	clara.stapleton@ashland.kyschools.us	606-327-2706.2724
Augusta Independent Schools	Mary Thornberry	Mary.Thornbury@augusta.kyschools.us	606-756-2545
Ballard County Schools	Amber Hayes	amber.hayes@Ballard.kyschools.us	270-665-8400 e2530
Barbourville Independent Schools	Jayne Todd	jayne.todd@bville.kyschools.us	606-546-3144 x260
Bardstown Independent Schools	Sandra Coulter	sandra.coulter@btown.kyschools.us	502-331-8812
Barren County Schools	Paula Russell	paula.russell@barren.kyschools.us	270-651-3787
Bath County Schools	Vicki Wells	vicki.wells@bath.kyschools.us	606-674-6314x. 640
Beechwood Independent Schools	Rita Behrens	rita.behrens@beechwood.kyschools.us	859-331-1220.6809
Bell County Schools	Steve Abbott	steve.abbott@bell.kyschools.us	606-337-7051
Bellevue Independent Schools	Nina Wilz	nina.wilz@bellevue.kyschools.us	859-581-2848
Bellewood Presbyterian	Penny Beighey	pbeighey@bellewood.org	502-245-4171x596
Berea Independent Schools	Michelle Hammonds	michelle.hammonds@bera.kyschools.us	859-985-8407
Boone County Schools	Barbara Kincaid	barbara.kincaid@boone.kyschools.us	859-282-2367
Bourbon County BOE	Marlena Rose	Marlena.Rose@bourbon.kyschools.us	859-987-2180
Bowling Green Independent Schools	Kim Simpson	kim.simpson@bgreen.kyschools.us	270-746-2339
Boyd County Schools	Mary Fritz	Mary.Fritz@Boyd.kyschools.us	606-928-4141
Boyle County Schools	Judy Ellis	judy.ellis@boyle.kyschools.us	859-236-6634 x3206
Boy's Haven	Susie Casper	scasper@boyshaven.org	502-458-1171 x130
Bracken County Schools	Allison Lucas	allison.lucas@bracken.kyschools.us	606-735-2523
Breathitt County Schools	Tabitha Turner	tabitha.turner@breathitt.kyschools.us	606-666-2491 x238
Breckinridge County Schools	Brenda Morgan	brenda.morgan@breck.kyschools.us	270-756-3000
Brighton Center	Dawn Peyton	dpeyton@brightoncenter.com	859-581-1111
Brooklawn Academy	Barbara Blasio	bblasio@brooklawn.net	502-515-0438
Bullitt County Schools	Cindy Kleinhelter	cindy.kleinhelter@bullitt.kyschools.us	502-543-2271
Burgin Ind Schools	Anita Arrasmith	anita.arrasmith@burgin.kyschools.us	859-748-5282
Butler County Schools	Hazel Short	hazel.short@butler.kyschools.us	270-526-5624

R/A Name	FSD/ Manager	Email	Telephone #
Caldwell County Schools	Will Brown	will.brown@caldwell.kyschools.us	270-365-8000
Calloway County Schools	Pat Lane	pat.lane@calloway.kyschools.us	270-762-7400
Campbell County Schools	Victor Steffen	victor.steffen@campbell.kyschools.us	859-635-2173
Campbellsville Independent Schools	Jeff Richardson	jeff.richardson@cville.kyschools.us	270-465-4162
Carlisle County Schools	Cindy Pool	cindy.pool@carlisle.kyschools.us	270-628-3800
Carroll County Schools	Patti Burgess	patti.burgess@carroll.kyschools.us	502-732-9362
Carter County Schools	Sheila Bradshaw	sheila.bradshaw@carter.kyschools.us	606-474-9658
Casey County Schools	Teresa Terry	teresa.terry@casey.kyschools.us	606-787-6941
Caverna Independent Schools	Prudie Bishop	prudie.bishop@caverna.kyschools.us	270-773-2530
Children's Home of North Kentucky	Sandra Bowlin	kbowlin@chnk.org	859-261-8768x3039
Christ The King School	Sue Sweeney	ckscafe@ctkschool.cdlex.org	859-335-3683
Christian County Schools	Sandra McIntosh	Sandra.McIntosh@christian.kyschools.us	270-887-7009
Clark County Schools	Becky Lowry	rebecca.lowry@clark.kyschools.us	859-744-4545 x213
Clay County Schools	Bethany Corum	bethany.corum@clay.kyschools.us	606-598-2168 x2025
Clinton County Schools	Teresa Boils	teresa.boils@clinton.kyschools.us	606-387-7534
Cloverport Independent Schools	Gail Hale	Gail.hale@cloverport.kyschools.us	270-788-3910 x.208
Corbin Independent Schools	Ben Chitwood	ben.chitwood@corbin.kyschools.us	606-528-1303
Covington Catholic Schools	Holly Buchanan	hbuchanan@covingtondiocese.org	859-392-1536
Covington Independent Schools	Taryn Stewart	taryn.stewart@covington.kyschools.us	859-392-1036
Crittenden County Schools	Janet Stevens	janet.stevens@Crittenden.kyschools.us	270-965-5052
Cumberland County Schools	Judy Hurt	judy.hurt@cumberland.kyschool.us	270-864-3377
Danville Independent Schools	Margie Dievert	margie.dievert@danville.kyschools.us	859-238-1300
Daviess County Schools	Lisa Sims	lisa.sims@daviess.kyschools.us	270-852-7000
Dawson Springs Schools	Ladonna Bennett	ladonna.bennett@dawsonsprings.kyschools.us	270-797-2957 x4030
Dayton Independent Schools	Jan Crone	jan.crone@dayton.kyschools.us	859-491-6565
Department of Juvenile Justice	Gina Rose, FSD	gina.rose@ky.gov	502-564-6490
Dessie Scott Home	Joy Stamper	joy.stamper@buckhorn.org	606-668-6445
Sunrise Dixon Temporary Shelter	Kellie Neal	kneal@sunrise.org	270-639-5457
East Bernstadt Schools	Marcella Hensley	marcella.hensley@eberstadt.kyschools.us	606-843-6221
Edmonson County Schools	Amy Bullock	Amy.Bullock@Edmonson.kyschools.us	270-597-2101
Elizabethtown Independent Schools	Susan Klingensmith	susan.klingensmith@etown.kyschools.us	270-766-1231
Elliott County Schools	Jennifer Whitt	Jennifer.Whitt@elliott.kyschools.us	606-738-8002
Eminence Independent Schools	Becky Barnett	Becky.Barnett@Eminence.kyschools.us	845-5427ext.2402
Erlanger Elsmere Schools	Jan Kushniroff	jan.kushniroff@erlanger.kyschools.us	859-727-5915

CAFETERIA: Farmers

R/A Name	FSD/ Manager	Email	Telephone #
Estill County Schools	Belinda Puckett	belinda.puckett@estill.kyschools.us	606-723-2181
Evangel Christian School	Cynthia Kinnard	cynthia.kinnard@evangelchristianschool.com	502-968-7744 x1508
Fairview Independent Schools	Jo Williams	jo.williams@fairview.kyschools.us	606-324-3877
Fayette County Schools	Michelle Coker	Michelle.coker@fayette.kyschools.us	859-381-3839
Fleming County Schools	Rita Dials	rita.dials@fleming.kyschools.us	606-845-5851
Florence Crittenden Home	Suzanne M. Leggas	foodflocrit@hotmail.com	859-252-5546
Floyd County Schools	Brenda Fish	brenda.fish@floyd.kyschools.us	606-886-2354
Fort Campbell Schools	Jarrett Rogers	jarrett.rogers@am.dodea.edu	270-640-1204 x5011
Fort Knox Community Schools	Gabriele Weatherford	gabby.weatherford@am.dodea.edu	502-624-6311 x17
Fort Thomas Independent Schools	Gina Sawma	gina.sawma@fortthomas.kyschools.us	859-815-2545
Frankfort Independent Schools	April Peach	april.peach@frankfort.kyschools.us	502-875-8661
Franklin County Schools	Geraldine Jette	Geraldine.Jette@Franklin.kyschools.us	502-695-6700 ext.127
Fulton County Schools	Delores Giles	Delores.Giles@Fulton.kyschools.us	270-236-3923
Fulton Independent Schools	Vicki Swift	vicki.swift@Fultonind.kyschools.us	270-472-1640
Gallatin County Schools	Martha Sebring	martha.sebring@gallatin.kyschools.us	859-567-5862
Garrard County Schools	Theresa Riley	theresa.riley@garrard.kyschool.us	859-792-3018
Gateway Children's Services	Lynette Donaldson	lynettedonaldson@bellsouth.net	859-498-9892
Gensis Home	Kay Crawford	kcrawford@sunrise.org	270-623-6144 x223
Glasgow Independent Schools	Ruth Ann Howell	ruthann.howell@glasgow.kyschools.us	270-651-5962
Good Shepherd School	Char Banta	cbanta@gssfrankfort.org	502-223-5041 x201
Grant County Schools	Margaret Prewitt (New 2009)	margaret.prewitt@grant.kyschools.us	859-824-3323
Graves County Schools	Leah Mills	leah.mills@graves.kyschools.us	270-328-1548
Grayson County Schools	Kristy Hodges	kristy.hodges@grayson.kyschools.us	270-259-4011
Green County Schools	Anna Givens	anna.givens@green.kyschools.us	270-932-5231
Greenup County Schools	Scott Burchett/Diana McCabe	Diana.McCabe@Greenup.kyschools.us	606-473-9810
Hancock County Schools	Susan Estes	susan.estes@Hancock.kyschools.us	270-927-6914
Hardin County Schools	Mary Kuhn	Mary.Kuhn@Hardin.kyschools.us	270-737-3671
Harlan County Schools	Evelyn Sargent	vera.williams@harlan.kyschools.us	606-573-5687
Harlan Independent Schools	Mary Lou McCarthy	marylou.mccarthy@harlanind.kyschools.us	606-573-8700
Harrison County Schools	Tammy Klapheke	tammy.klapheke@harrison.kyschools.us	859-234-7110
Hart County Schools	Chris Russell	chris.russell@hart.kyschools.us	270-524-2356
Hazard Independent Schools	Rachel Miller	rachel.miller@hazard.kyschools.us	606-436-3911
Henderson County Schools	Sabrina Jewell	sabrina.jewell@henderson.kyschools.us	270-831-5015
Henry County Schools	Sidney Rothenburger	Sidney.Rothenburger@henry.kyschools.us	502-845-8609

R/A Name	FSD/ Manager	Email	Telephone #
Hickman County Schools	Lynsi Barnhill	lynsi.barnhill@hickman.kyschools.us	270-653-4045
Holly Hill Children's Home	Pamela Barrons	pbarrons@hollyhill-ky.org	859-635-0500
Holy Family School	Peggy Duggan	pduggan@cdlex.org	606-324-7040
Home of the Innocents	Pat Miller	pmiller@homeoftheinnocents.org	502-596-1022
Hope Hill Children's Home	Dorothy Stamper	dorothy@hopehill.org	859-498-5230x.26
Hopkins County Schools	Marci Cox	marci.cox@hopkins.kyschools.us	270-825-6000
Jackson County Schools	Diana Miller	diana.miller@jackson.kyschools.us	606-287-7181
Jackson Independent School	Carol Conway	carol.conway@jacksonind.kyschools.us	606-666-5164 x 113
Jefferson County Schools	Meredith Evans	meredith.evans@jefferson.kyschools	502-485-6485
Jenkins Independent Schools	Susan Baker	susan.baker@jenkins.kyschools.us	606-832-2182
Jessamine County Schools	Karen Barden-FSD	karen.barden@jessamine.kyschools.us	859-885-4179 x181
Johnson County Schools	Jeffrey Reed	jeff.reed@johnson.kyschools.us	606-789-2530
Kenton County BOE	Ginger Gray/Teri Erwin	ginger.gray@kenton.kyschools.us	859-344-8888
Kentucky School for Deaf	Janice Leavell	janice.leavell@KSD.kyschools.us	859-936-6712
Kentucky School For The Blind	Carol Dixon	Carol.Dixon@ksb.kyschools.us	502-897-1583 x117
Knott County Schools	Helen Ritchie	helen.ritchie@knott.kyschools.us	606-785-3153
Knox County Schools	Angela Ledford	angela.ledford@knox.kyschools.us	606-546-3157
Lakeside Christian Academy	Denise Holbrook	dholbrook1@gmail.com	606-784-2751x 221
LaRue County Schools	DeeAnn Sanders	Dee.Sanders@larue.kyschools.us	270-358-4111
Laurel County Schools	Tammy Hammock	tammy.hammock@laurel.kyschools.us	606-862-4600
Lawrence County Schools	Karen Ferrell	karen.ferrell@lawrence.kyschools.us	606-638-9671
Lee County Schools	Teresa Thomas	teresa.thomas@lee.kyschools.us	606-464-5000 x121
Leslie County Schools	Melissa Morgan	Melissa.Morgan@leslie.kyschools.us	606-672-2397 x228
Letcher County Schools	Cora Sturgill	cora.sturgill@letcher.kyschools.us	606-633-4455 x17
Lewis County Schools	Michael Edington	michael.edington@lewis.kyschools.us	606-796-2823
Lincoln County Schools	Cathy Pleasants	cathy.pleasants@lincoln.kyschools.us	606-365-2124 ext.105
Livingston County Schools	Sandra Crowley	sandra.crowley@livingston.kyschools.us	270-928-2111
Logan County Schools	Jamye Stokes	jamie.stokes@logan.kyschools.us	270-726-2436
Louisville Catholic Schools	Junita Bisig	jbisig@archlou.org	502-585-3291
Ludlow Independent Schools	Lisa Brownfield	lisa.brownfield@ludlow.kyschools.us	859-655-7522
Lyon County Schools	Becky Walker	becky.walker@Lyon.kyschools.us	270-388-9715
Madison County Schools	Emily Agee	emily.agee@madison.kyschools.us	859-625-6026
Magoffin County Schools	Margie Adkins	margie.adkins@magoffin.kyschools.us	606-349-8218
Marion County Schools	Judy Gaddie	judy.gaddie@marion.kyschools.us	270-692-3721 x229

CAFETERIA: Farmers

R/A Name	FSD/ Manager	Email	Telephone #
Marshall County Schools	Beth Cunningham	beth.cunning@Marshall.kyschools.us	270-527-8628 x2353
Martin County Schools	Marcie Hale	marcie.hale@martin.kyschools.us	606-298-3572
Mary Kendall Home	Carla Barr	carlabarr@kyumh.org	270-683-6481 x208
Mary Queen School	Matilda Carter	mcarter@mq.cdlex.org	859-277-3030 x217
Maryhurst School	MoNikda Pendergrass	mpendergrass@maryhurst.org	502-245-1576 x131
Mason County Schools	Kim Sapp	kim.sapp@mason.kyschools.us	606-564-9268
Mayfield Independent Schools	Karen Falder	Karen.FALDER@Mayfield.kyschools.us	270-247-4481
McCracken County Schools	Mary Sanderson	Mary.Sanderson@Mccracken.kyschools.us	270-538-4012 x270
McCreary County Schools	Dwight Ross	Dwight.Ross@McCreary.kyschools.us	606-376-2005
McLean County Schools	Vicki Hughes	Vicki.Hughes@mclean.kyschools.us	270-273-5257
Meade County Schools	Terry Lancaster	terry.lancaster@meade.kyschools.us	270-422-7510
Menifee County Schools	Jan Mitchell	jan.mitchell@menifee.kyschools.us	606-768-8010
Mercer County Schools	Sylvia Moore	sylvia.moore@mercerc.kyschools.us	859-613-5841
Metcalfe County Schools	Beth Miller	Beth.Miller@metcalfe.kyschools.us	270-432-3171
Methodist Home of Kentucky	Nicole Lavy	nicole.lavy@kyumh.org	859-873-4481 X 227
Middlesboro Independent Schools	Debbie Mayes	debbie.mayes@Mboro.kyschools.us	606-242-8814
Monroe County Schools	Kevin Cloyd	kevin.cloyd@monroe.kyschools.us	270-487-5456 x2116
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Murray Ind Schools	Mallory Cathey	mallory.cathey@murray.kyschools.us	270-753-5700
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New Pathways Home	Kristie Holmes	kholmes@npfc.net	270-674-6061
Newport Independent Schools	Andrea Whiles	Andrea.Whiles@Newport.kyschools.us	859-292-3038
Nicholas County Schools	Bodie Stevens	bodie.stevens@nicholas.kyschools.us	859-289-3770
Ohio County Schools	Dianna Wilson	chip.schrader@ohio.kyschools.us	270-298-3249
Oldham County Schools	Pam Greer	pam.greer@oldham.kyschools.us	502-241-3500
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Somerset Independent Schools	Vicki Stanley	vicki.stanley@somerset.kyschools.us	606-679-4451
Southgate Independent Schools	Victor Steffen	victor.steffen@campbell.kyschools.us	859-441-0743

CAFETERIA: Farmers

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Sunrise Children Service Glendale	Doloris Mastoroudis	DMASTOROUDIS@SUNRISE.ORG	270-369-7380 x.150
Sunrise Children's SC	Tammy Pogue	tpogue@sunrise.org	606-561-8309
Sunrise Children's Service NC	Kathy Wagoner	mbradway@sunrise.org	606-784-5882
Sunrise Children's Services-Woodlawn Ctr	Ramona Milburn	RMILBURN@sunrise.org	859-936-3498
Sunrise/ Crossroads	Sheila Brown	sbrown@sunrise.org	502-737-3888
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YMCA Safe Place	Alicia A Nunez	aanunez@ymcalouisville.org	502-635-5233

Classroom



Marshall County students harvest radishes as part of a program with the Marshall County Health Department and senior citizens.

Farm to School curriculum “connects the dots” for students. If what they eat in the cafeteria is discussed and explored with educational activities, learning takes place in a “real life”, integrated manner.

Curriculum Success Stories

Mercer County High School Future Farmers of America Grow Produce for School Cafeteria

While most schools participating in Farm to School use neighboring farms to supply food, Mercer County recently started growing its own food, getting assistance from the high school's agriculture department and Future Farmers of America (FFA).

Mercer County High School agriculture teacher Dan Stolfus said improved learning and health make students' and teachers' extra work worth the effort. "Ag teachers are promoting healthier eating in the classroom and teaching gardening tips for the horticulture students," he said. "They are also using greenhouses during the off-season for raising bedding plants to produce tomatoes for the school cafeteria. The learning experiences for students include growing the plants from seed to production, management practices, organic gardening and the use of safe chemicals, harvesting, packaging and selling fresh tomatoes. The alternative crops grow in greenhouses during the winter."

Kendra Horn, who teaches Introduction to Agriculture at Mercer County Ninth Grade Academy, likes that she can use Farm to School to bring experiential learning into her classroom. "Food science is becoming more popular in agricultural education, and it is a great way to educate youth on where our food comes from," Horn said. "The agriculture classes also have collaborated with science classes so that more students are involved."

"The students can see there is a need locally for agriculture products, and they may be able to find markets they had never considered before," said Sylvia Moore, School Food Service Director for Mercer County Schools. "Students can take pride in their accomplishments. They can actually see and taste the fruits of their labor at lunch time. Other students feel a more personal connection with the foods they choose. I think we sold more tomato products in



Mercer County High School students tend tomato plants in school greenhouse. The tomatoes from these plants were used in the school cafeteria.

tomato-stuffed salads and the salad bar because the quality was better and because others students wanted to support their classmates efforts."

Farm to School "has been a great way to show how student groups of different interests and backgrounds can collaborate to make positive changes for both," Moore said. "Hopefully, we've taught them a good life lesson that they do have a voice as individuals, and that when they get together with like-minded people, they have a more significant 'voice.'"

Excerpted from Kentucky Teacher Newsletter, written by Susan Riddell <http://www.kentuckyteacher.org/features/2010/11/taking-a-bite-out-of-success/> KY Department of Education



Mason Elementary students watch apple sorting at Evans Orchard in Georgetown, KY

Farm to School Field Trip was a Hands-On Learning Experience

As they took bites of different apples, 2nd-grade students at Anne Mason Elementary School in Scott County kicked off a science unit without even realizing it. On a field trip to nearby Evan’s Orchard, the youngsters participated in a taste test of three apples to see which one was the class favorite. Among the roughly 120 students, around 65 percent of them said they prefer the Jonagold apple over the Golden Delicious and Rome varieties. So did teacher Courtney Baird, who said the rest of the field trip – consisting of a hayride through the orchard, learning how cider is made and what products are made from apples – prepared them for new lessons.

“Our life science unit began the Monday after our trip,” Baird said. “The trip to the orchard served as a hands-on learning experience that helped paint very real examples for their learning. Our children have been studying living and nonliving things in science,” Baird added. “They are required to know the basic needs of living things as well as developing an understanding that living things grow and change. The children were able to see on our trip how an apple tree starts as a seed and as it grows, changes into a tree. This was a great introduc-

tion to life cycles of plants. They also will study nutrition throughout the year in physical education class. They will learn about making healthy food choices and how to classify foods into appropriate food groups.”

Excerpted from Kentucky Teacher newsletter /written by Susan Riddell <http://www.kentuckyteacher.org/features/2010/11/taking-a-bite-out-of-success/> / Photo by Amy Wallot KY Department of Education



Scott County Elementary School students participate in an apple sampling at Evans Orchard Georgetown KY

Farm to School Curriculum Options

Kentucky Farm to School Curriculum

Grades 9-12 (K-8 under development)

Kentucky specific curriculum designed to help students:

- Recognize the sources of their foods
- Explain the relationship of locally produced food to improved quality and nutrition
- Understand the importance of thriving agricultural businesses to healthy communities
- Identify the skills and knowledge necessary to succeed in the farming industry
- Increase their consumption of locally produced food and agricultural products
- Improve their diets

Utilizes Kentucky examples and products, and meets Kentucky academic standards for grade level. It will target grades K-12 (Grades K-8 under development) and be based on the United States Department of Agriculture Dietary Guidelines for Americans. Eight units include:

- Introductory unit, providing an overview of MyPlate and the role of the Kentucky farmer in meeting Kentuckians' dietary and lifestyle needs. This unit also sets a baseline for measuring student food purchasing and eating behavior.
- Grains unit, focusing on the role of grains in the diet, grains grown in Kentucky and how they are grown, processed and marketed
- Vegetables unit, focusing on the role of vegetables in the diet, vegetables grown in Kentucky and how they are grown, processed and marketed
- Fruits unit, focusing on the role of fruit in the diet, fruits grown in Kentucky and how they are grown, processed and marketed
- Oils and Sugars unit, focusing on the role of oils in the diet, plants grown for oil in Kentucky and how they are grown, processed and marketed. Will also include foods of low nutrient density produced in Kentucky.
- Dairy unit, focusing on the role of dairy foods in the diet, Kentucky produced dairy foods, how dairy cows are grown, how dairy foods are produced and marketed



Farm to School display board used in Fayette County Schools

- Protein unit, focusing on the role of high protein products in the diet, Kentucky grown meat, poultry, fish, beans, legumes, nuts and seeds, and how they are grown, processed and marketed.
- Conclusions unit, providing evaluation of change in student purchasing and eating behavior, and helping students to draw conclusions to initiate future change.

The research-based curriculum provides a curriculum overview, references, additional resources, curriculum matrix, checklist for teachers, planning guide, tips for delivery, and evaluation tools. Each interactive unit will contain:

- A facilitator's guide, providing a unit summary, objectives for the unit, suggestions for preparing to teach, materials list, additional resources, main points to cover, and suggested activities for reinforcement and evaluation
- Handouts and/or worksheets
- A family newsletter (for elementary students)
- A Powerpoint © presentation, if appropriate

Available from county Cooperative Extension offices or Kentucky Department of Agriculture. Units downloadable from Kentucky Department of Agriculture web site: <http://www.kyagr.com>

Ag in the Classroom

Grades K-12

Agriculture in the classroom is a nationwide program to help students in grades K-12 gain a broad-based knowledge of the food and fiber system. Available through Ag in the Classroom:

- **Lesson Plans** - Packets of lesson plans (Preschool, K-3, 4-6, 7-8, 9-12) developed around agriculture themes. Resource topics include food sourcing, consumerism, economics, animal welfare and the environment. Project Food, Land and People Lessons may be downloaded from internet site.
- **Regional Teacher Workshops** provided by Kentucky Farm Bureau
- **Lending Library** - Resources including lesson plans, thematic units, bulletin boards, games, puzzles, activity booklets, toy farm implements, videos, fiction and non-fiction books—all available for fall instructional units.
- **Farm Bureau Volunteers** - Assist in planning farm tours and school ag fairs, make classroom presentations and inform about new ag education programs.
- **Youth Activities** - Farm Bureau provides opportunities from county to state levels for young people to compete for scholarships, cash awards and other prizes such as a Congressional Tour through the Outstanding Farm Bureau Youth and Variety Contests.

<https://www.kyfb.com/federation/program-links/ag-in-the-classroom/>



Vermont Farm to School Food, Farm, and Nutrition Curriculum Units

Grades K-12

Seven food, farm and nutrition units developed by Vermont educators:

- Introduction
- Adopt a Calf (Kindergarten)
- Healthy Choices: Life Skills for Informed Decision-Making (Grades K-2)
- Historical Foods of Vermont (Grades 3-4)
- Exploring the Mad River Valley (Grades 5-6)
- The Origins of Civilization and Agriculture: Integrating the Study of Food (Grades 7-8)
- Good Food, Good Medicine (Grades 9-11)
- Food First: An Inquiry into Local Food Issues and Service Learning (Grade 12)

Units may be downloaded from the web site: <http://www.vtfeed.org/materials/vermont-farm-school-food-farm-and-nutrition-curriculum-units>

Superstar Chef Goes to the Farmer's Market

Grades 5-8

Teaches the connection between farmers, the foods they grow, individuals and the community.

Superstar Chef Goes to the Farmer's Market consists of seven lessons:

- A Visit to the Farmers Market
- Safe Harvest
- The Edible Rainbow
- Versatile Vegetables
- Healthful Beginnings
- Cooking with Herbs
- Thrill of the Grill

Each unit contains a facilitator guide, activities, recipes and evaluation. Available from the county Cooperative Extension office.

Patty Cooper of Cooper Farms in Richmond shows students how hydroponic lettuce grows.

Eating From the Garden

Grades 4-5

A nutrition and gardening program for 4th and 5th grade students developed by University of Missouri Extension. May be accessed by contacting:

elliottk@missouri.edu
mcginnisr@missouri.edu

Kentucky Proud Lesson Plans

Grades 3-5

15 Kentucky-specific units for grades 3-5 integrated with math, science, geography and literature core content.

<http://www.kyagr.com/marketing/ageducation/KentuckyProudLessons.htm>

Gardening For Grades

Grades 3-5

A comprehensive guide for Florida teachers to help plan, fund, create and learn with a school garden. Materials may be downloaded from internet site: <http://www.flagintheclassroom.org/gardening.html>

LEAP (Literacy, Eating and Activity for Primary)

Grades Pre-K-3

LEAP is a curriculum of 23 lessons using storybooks to teach children about staying healthy, being physically active, and eating more fruits and vegetables. Ten units target children ages 3-5, while 13 units are designed for children in grades K-2. Each unit consists of an age-appropriate book, a facilitator guide, a taste of a fresh fruit or vegetable, reinforcing science or art activities, a physical activity, and a family newsletter to reinforce the lesson. The curriculum provides a strong emphasis on gardening. Available from county Cooperative Extension offices

Seed to Plate: Georgia Organics Farm to School Lesson Plans

Grades K-2

Set of K-2nd grade lesson plans integrating food and gardening into Science, Math, Language Arts, Physical Education and Social Studies. Advances students' understanding of farm to school through planning an edible garden, harvesting and finally eating produce in the classroom. <http://www.georgiaorganics.org/farmToSchool/ForTeachers/samplefarmtoschoollessonplans.aspx>

Other resources that may be useful when teaching about nutrition and agriculture in the classroom:

1. **The Healthy School Meals Resource System website:** <http://healthymeals.nal.usda.gov/>
Includes information on educational activities such as school garden materials.
2. **The National Gardening Association website:** www.KidsGardening.org
Provides classroom projects and activities centered on gardening.

References for Farm to School Handbook

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Notes



Farmer plants a seed



Plant Grows

Farmer Harvests Fruit or Veggie



School Buys Food from Farmer

Cafeteria Worker Washes and/or Cooks Food





Kentucky Public Health

Prevent. Promote. Protect.

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10 Good Reasons To Buy Locally Grown Food

1 Locally grown food tastes and looks better.

It was grown close to home and served at peak freshness. It came from down the road, not from across the country or overseas.



2 Local food supports local families.

When you buy Kentucky Proud food, you help local farm families make a living. Your business helps them pay the bills, put their kids through school, and stay on the farm.

3 Local food builds trust.

In these days of concern for food safety and homeland security, it's reassuring to look into the eyes of the person who grew your food and be able to drive past the field where it grew.

4 Local food shows you're Kentucky Proud.

Buying local food bearing the familiar Kentucky Proud logo gives this program more meaning. It encourages consumers to look for Kentucky Proud quality and businesses to supply it.

5 Local food preserves farmland.

When farmers get more money for their products, they are less likely to sell their land for development.



6 Local food keeps taxes down.

Several studies show that farms pay more in taxes than required in services, while most residential developments need more services than they pay for with their taxes.

7 Local food benefits the environment and wildlife.

Kentucky farms nestle in a patchwork of fields, meadows, woods, streams, and ponds that provide vital habitat for wildlife.

8 Local food travels shorter distances from farm to plate.

On average, food travels 1,500 miles from farm to plate. Each calorie requires an average 10 calories of fuel for travel, refrigeration, and processing. Locally grown food reduces the use of fossil fuels.

9 Local food preserves genetic diversity.

Local farms often grow heirloom varieties of fruits and vegetables with superior flavor and nutritional value.



10 Local food is an investment in our future.

When you buy from a local grower, you preserve the strength and character of your community for your children and grandchildren.

Kentucky Department of Agriculture

Farm To School Program

kyproud.com

For more information call: (502) 573-0282

