Making Farm to School Procurement Connections
2014 Regional Workshop Series
(MarketReady workshop module)
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go.osu.edu/schoolmarket
Making Procurement Connections
(Regional Workshops Apr-Oct, 2014)

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

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

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

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

- Wholesale Buyers
  Restaurants
  Grocery Stores/Retailers
  Food Manufacturers
  Institutions – Schools

www.census.gov/population/metro
Questions Asked by Schools:

- Is it legal for schools to purchase food directly from farmers?
  - Yes!

- Is it safe?
  - GAPS = food safety training for farmers
Why do farmers and other food producers sell to schools

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

Ohio is ideal for community food systems
• Producers in Ohio raise many species of livestock and grow more than 200 different crops that include an increasing variety of fruits, vegetables, herbs, meat, nuts, eggs, dairy products and more. Farms that direct market these products come in all sizes (Lev & Gwin, 2010).
• Ohio has a unique proximity of metropolitan and micropolitan areas, linking rural and urban consumers, growers and communities.
• Ohio is among the top five states for food production of bakery, dairy, snacks, spices, maple syrup and other products.
Farm to School
Ohio Schools - Pre-K, K-12, College/University (public & private – large and small)

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

Local Food Directories

Ohio Proud, http://ohioproud.org

Our Ohio, http://ourohio.org

Others… Local, Regional, National
Finding Producers

Local Food Guides

http://fairfield.osu.edu/announcements/find-your-locally-grown-food-and-farm-products-here-1
Finding Producers

Connect through Ohio MarketMaker

www.ohiomarketmaker.com

Free Business Profile
– farmers
– schools

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

MarketMaker

Schools
Finding Producers

Farmers’ Markets

ohiofarmersmarkets.osu.edu - Resources
Finding Producers

Local Events

Food

Health

Ethnic

Youth
Finding Producers

Farm Visits
Finding Producers

Connect with community groups
Food Councils, http://glennschool.osu.edu/food

http://foodcouncil419.org/
Finding Producers

Distributors and Brokers
Distribution Options for Producers
Resources needed/Costs/Logistics of Each Option

1. School food service staff buys direct from individual farmers

2. School food service staff works with a farmer cooperative, auction or other food hub

3. School food service staff orders locally grown food through a traditional distributor/wholesaler
Distribution Options for Producers

Food service staff buys direct from individual farmers

Mulvins Farm – Sandusky
Eshlemans Fruit Farm – Berlin Hts.
Quarry Hill Orchards – Clyde
Tofts Dairy

Honey, Dairy Products,
Watermelon, Yellow Watermelon, Cantaloupe, Apples,
Peaches, Pears, Nectarines, Plums
Cucumbers, Green Beans, Tri-Colored Peppers, Cherry Tomatoes, Tomatoes, Corn on the Cob, Squash
Distribution Options for Producers

School food service works with a food cooperative, auction, or other food hub

Ohio Cooperative Development Center,
http://ocdc.osu.edu
Distribution Options for Producers

School food service purchase at auctions
http://southcenters.osu.edu/marketing/place/produce-auctions
Distribution Options for Producers

School food service orders locally grown food through wholesalers/distributors.
Distribution Options for Producers

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

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

Market Partners – Market WITH the schools

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

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

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

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

Foundations & Other Funders

Industry Organizations

Local Food Organizations

Universities (MI Guide)

Media

Other - ADD other best resources
Resources to Evaluate & Enter the School Market

www.farmtoschool.org

Ohio Farm to School

farmtoschool.osu.edu
OSU Extension
Agriculture & Natural Resources – Good Agricultural Practices
Family & Consumer Sciences
4-H Youth Development
Community Development

http://extension.osu.edu/
Farms

Schools

Breakfast
Lunch
After School Care Snack Program
Child and Adult Care Food Program
Fresh Fruit & Vegetable Program
Competitive Foods (vending machines, school stores, or a la carte sections in cafeteria)
Summer Food Service Program
Child & Adult Care Food Program
Checklist – I have…

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