

# **Interim Report on the Fresh Fruit and Vegetable Program Fiscal Year 2006 Food and Nutrition Service, U.S. Department of Agriculture**

## **Introduction**

The Department of Agriculture's Food and Nutrition Service (FNS) administers the Fresh Fruit and Vegetable Program (FFVP) at the national level. Within the participating States, the FFVP is administered through the State Departments of Education with the exception of Texas which is administered by the Texas Department of Agriculture.

The FFVP continues to be successful in introducing and providing fresh fruits and vegetables to school children. An integral part of the Program's popularity has been the introduction and expansion of curricula on nutrition education, and the support and outreach of the school administration, parents and community. The various partnerships that FNS and State agencies have developed in the public and private sectors, as well as the dedicated work of school administrators, have contributed to the overall success and acceptance of the program. These partnerships and relationships support the FFVP through such things as field trips, educational school programs and materials made available to the schools. Anecdotal information gleaned from schools and State agencies helps to demonstrate the FFVP can be a catalyst for improving the eating habits of children.

FNS and representatives from FFVP States, participating schools and local and national partners met in Seattle, Washington, in June 2006 to discuss and share information on the Program's operation. The meeting was held in conjunction with our partners: Center for Disease Control's 5-A-Day, United Fresh Fruit and Vegetable Association, and Produce for Better Health. Enthusiasm and support for the FFVP were overwhelming and participating States were anxious to share their success stories. The meeting also generated much interest from non-participating States.

## **Background**

The FFVP initially began as a pilot project under the Farm Security and Rural Investment Act of 2002 (Public Law 107-171: May 13, 2002). The Act authorized \$6 million for the purchase of fresh and dried fruits and fresh vegetables in the following 4 States: Iowa, Indiana, Michigan, and Ohio and one Indian Tribal Organization (ITO), the Zuni Tribe in New Mexico. The purpose of the pilot was to determine the best practices for increasing fresh and dried fruit and fresh vegetable consumption in schools. The pilot project was popular and many States expressed interest in participating.

The Child Nutrition and WIC Reauthorization Act of 2004 (Public Law 108-265; June 30, 2004) permanently authorized the FFVP and expanded the program to include four additional States and two additional ITOs. The Act authorized \$9 million each fiscal year starting in 2005 and authorized 25 schools in each of the eight States to participate and a total of 25 schools among the three ITOs. The permanent FFVP States are: Iowa, Indiana, Michigan, Ohio, New Mexico

(the Zuni), Mississippi, Washington, Pennsylvania, North Carolina, South Dakota (the Oglala Sioux Tribe), and Arizona (the Gila River Pima Community and the Tohona O'odham which are members of the Inter-Tribal Council).

Agricultural Appropriations for Fiscal Year 2006, (Public Law 109-97), appropriated an additional \$6 million and added six additional States. The States are: Connecticut, Wisconsin, Texas, New Mexico (New Mexico participates as an ITO and state), Idaho and Utah. These six states began the FFVP in January 2006, and will continue operations under the current agreements through the end of the 2006-2007 school year, June 30, 2007. Since these six States are funded only through the appropriations process, they are not part of the permanent FFVP.

Currently there are a grand total of 375 schools participating in the FFVP.

### **Reports to Congress on the Fresh Fruit and Vegetable Program**

The Department of Agriculture's Economic Research Service (ERS) conducted an evaluation of the Fresh Fruit and Vegetable Pilot program and issued a Report to Congress in May 2003. The report reflected the overwhelming popularity of the program and the desire for schools to continue participating.

The Centers of Disease Control and Prevention (CDC) recently released results of an evaluation of a Mississippi FFVP funded by CDC. Study conclusions are limited by the evaluation design and the pilot nature of the evaluation but they suggest that the program might have had positive impacts on student attitudes, preferences and eating behaviors among secondary students, but might be less successful at impacting 5<sup>th</sup> grade students. Further research is needed to better understand the program benefits and how to further improve the FFVP.

Funding is not available to conduct extensive analysis and data collection for the current Program. However, Congress has mandated an annual report. The FFVP has maintained key elements and commonalities with the pilot program operation, including basic program structure, serving times and delivery methods. FNS created a simplified format in which some of these same elements can be captured by Program administrators and reported to FNS. We reviewed hundreds of FFVP reimbursement claims, which include observations provided by food service staff and parents and year end reports from each school. In addition, ongoing conversations with Program representatives and State staff who administer the FFVP supplement the information reported to us. It is apparent that the students' exposure to fresh produce through the FFVP leads to a greater willingness to make more healthful choices. Food service staff and teachers see that students make more healthful choices during lunch. Parents too have reported that their children more frequently request fresh produce or a particular item they sampled in school.

This report is a summary of monthly reimbursement claim reports submitted by each of the 375 participating schools and of program operations gathered from reviews of each school's year end report. The schools responded to 9 questions which included items offered, delivery methods and nutrition education efforts.

## **Program Management and Implementation**

Program management and implementation processes remain constant from the previous year of FFVP operations. Participating schools must offer fresh or dried fruit and fresh vegetables but have flexibility in selecting which items to offer.

FNS distributed the FFVP proportionately among all participating schools on the basis of enrollment. The per student allocation for FY 2006 for the eleven permanent States was approximately \$79. The per student allocation in FY 2006 for the six FFVP States added through appropriations was approximately \$75. Schools with 100 or fewer students remain funded at the rate of \$100 per student.

Schools generally may not use more than 10 percent of the program funds for administrative costs, which include equipment purchases.

In FY 2006, FNS instituted a mentoring program and paired each of the six new FFVP states with one of the more experienced states already in the program. This provided them the opportunity to draw from an experienced resource. Additionally, FNS has created a FFVP Partner Web intranet site which allows participating schools to exchange ideas, seek assistance and interact with one another. The Partner Web also allows FNS to easily provide information and resources to all participating states and schools.

FNS has regular conference calls with all participating States and our partners to discuss operations, funding procedures and hear any questions or updates from the participants. Monthly conference calls continue to support program implementation and management.

## **Delivery Methods**

There were no major deviations from the previous year's popular delivery methods: classroom service, kiosks, and free vending machines. The most popular venue remains classroom service, followed by cafeteria and kiosk service. Classroom service has created cleaning issues; however schools have managed to successfully address this issue and do not consider it an insurmountable obstacle. Teachers with existing FFVPs and those who were new to the program enjoyed this method of delivery as it afforded them the opportunity to incorporate an educational component with the distribution of fruits and vegetables.

While classroom delivery remained the most popular, many schools preferred the flexibility of a variety of delivery approaches in order to accommodate changing schedules.

## **Timing of Service Delivery**

Schools have available a variety of timeframes during the school day in which to provide fresh produce. We continued to see that the timeframes most preferred were in the morning soon after the school day began, or after lunch but before the end of the school day. Many schools choose to provide produce several times a day.

## **Key Factors to Program Success**

The key factors to program success remain: the commitment of school and district administration to support the FFVP, student and parent involvement, the ability to purchase a variety of fresh produce, partnerships with local farmers, use of prepackaged items, and positive publicity in the community about the program.

Schools that have several years of experience in FFVP operations note that because students have had several years exposure to fresh produce and accompanying nutrition education, they look forward to the fruits and vegetables that are offered and are starting to think more about a healthy diet.

The level of State support and partnerships with non-school partners were also cited as contributing factors to program success. Additionally we have seen that FFVP States and schools are procuring their produce through USDA's arrangement with the Department of Defense (DOD).

### **FFVP Popularity**

The FFVP continues to remain popular among students, parents, school and foodservice staff. Many schools continued in the program from the previous year. Anecdotal information from these schools indicates a noticeable shift in students' preferences from processed, high calorie and high fat snack foods to fruits and vegetables. Students are also making healthier choices in their lunches brought from home. Additionally, parents report they see a carryover at home of this healthier trend as children request fresh fruits and vegetables for their home meals.

States that solicit applications each year for participation in the FFVP continue to be overwhelmed by applications and interest in the program. In accordance with provisions in the law, priority in the newly participating States was given to schools with 50 percent or more of their children eligible for free and reduced price meals and those schools that had partnered with one or more non-Federal entity for program support. States continue to express a preference to have more than 25 schools per State participate.

### **Educational or Promotional Activities**

More States than in the previous years of operation have required, as part of their application process, a detailed nutrition education plan. Schools varied in the extent and type of activities for integrating nutrition education and promotion with school activities and events. Some schools incorporated nutrition education into numerous daily classroom activities -- math, health, geography and science. For example, some schools highlighted a fruit or vegetable each week and developed lesson plans as well as school announcements and activities focused around that particular item. As in the previous year of operation, schools report that the Team Nutrition (TN) initiative and the TN publication *Fruits & Vegetables Galore: Helping Kids Eat More* remain extremely useful for promoting fruit and vegetable consumption.

### **Most Popular Fruits**

The most popular fruits offered have not changed significantly from the previous year. Berries, apples, bananas, pineapple, and grapes were again noted as the most popular. We have seen within certain fruits, such as apples, oranges and pears that schools include several varieties. For

example, four or five types of apples are offered. In addition, schools are introducing more exotic types of fruits such as pomellos, kumquats, and star fruit.

### **Most Popular Vegetables**

The most popular vegetables remain constant from the previous year: carrots, celery, broccoli and cauliflower. These are often served with dip. Schools are being creative by offering students less known vegetables such as broccoflower and jicama.

**Indiana  
Fresh Fruit and Vegetable Program  
FY 2006**

<b>School Name</b>	<b>City or County or School District</b>	<b>State</b>
Kahler MS	Dyer	IN
Perry Central ES	Leopald	IN
Pioneer HS	Royal Center	IN
Wayne HS	Fort Wayne	IN
Franklin Co. HS	Brookville	IN
Blackhawk MS	Fort Wayne	IN
Hendricks	Shelbyville	IN
West MS	Martinsville	IN
Salem HS	Salem	IN
Portage MS	Fort Wayne	IN
William Loper ES	Shelbyville	IN
River Forest HS	Hobart	IN
Bradie Shrum Upper ES	Salem	IN
Riddle ES	Rochester	IN
Salem MS	Salem	IN
Bradie Shrum Lower ES	Salem	IN
Walkerton ES	Walkerton	IN
Christian Park ES	Indianapolis	IN
Union Co. MS	Liberty	IN
Bloomingtondale ES	Fort Wayne	IN
Lincoln ES	Cedar Lake	IN
Francis W. Parker	Indianapolis	IN
Evans ES	Lake Station	IN
John Meister ES	Hobart	IN
River Forest ES	Hobart	IN
<b>INDIANA - 25</b>		

**Iowa**  
**Fresh Fruit and Vegetable Program**  
**FY 2006**

<b>School Name</b>	<b>City or County or School District</b>	<b>State</b>
Indianola HS	Indianola	IA
Harding MS	Des Moines	IA
Burton R. Jones	Creston	IA
Perry ES	Perry	IA
Hoover MS	Waterloo	IA
Kuemper Catholic	Carroll	IA
Metro HS	Cedar Rapids	IA
Bedford	Bedford	IA
Fairview ES	Carroll	IA
Gehlen Catholic	LeMars	IA
Grundy Center	Grundy Center	IA
Mount Vernon HS	Mount Vernon	IA
Lamoni	Lamoni	IA
South Hamilton ES	Jewell	IA
South Hamilton Jr/HS	Jewell	IA
Albia ES	Albia	IA
King ES	Des Moines	IA
Rock Valley MS/HS	Rock Valley	IA
Lincoln ES	Spencer	IA
Wings Park ES	Oelwein	IA
Taylor ES	Cedar Rapids	IA
Montezuma ES	Montezuma	IA
East ES	Independence	IA
North Cedar ES	Cedar Falls	IA
Clarksville ES	Clarksville	IA
<b>IOWA - 25</b>		

**Michigan**  
**Fresh Fruit and Vegetable Program**  
**FY 2006**

<b>School Name</b>	<b>City or County or School District</b>	<b>State</b>
Denby HS	Detroit Public Sch	MI
Lakeland HS	Lakeland PS Dist	MI
William Beckham Academy	Detroit Public Sch	MI
Scranton MS	Brighton Area SD	MI
Sullivan ES	L'Anse Area Schls	MI
Central ES	Mt. Morris Consolidated	MI
Holmes MS	Flint City SD	MI
West MS	Holland City SD	MI
Hale ES	Hale Area Schls	MI
Brimley Schools	Brimley	MI
Harrison Park ES	Grand Rapid PS	MI
Hill Center	Lansing PS	MI
Leland Public Schools	Leland PS	MI
Taylor Parks ES	Taylor SD	MI
Douglas ES	Saugatuck PS	MI
Garfield ES	Adrian City SD	MI
Tri-Valley Academy	Tri Valley Acad	MI
Inland Lakes MS	Indian River	MI
Sanborn School	Alpena PS	MI
Iris Becker ES	Dearborn	MI
Flanders ES	Farmington PS	MI
James Madison ES	Manistee Area	MI
Crystal ES	Crystal AREa	MI
Amy Firth MS	Jackson PS	MI
Au Train-Onata Public School	Au Train PS	MI
<b>MICHIGAN - 25</b>		

**Washington**  
**Fresh Fruit and Vegetable Program**  
**FY 2006**

<b>School Name</b>	<b>City or County or School District</b>	<b>State</b>
Shaw M.S.	Spokane	WA
Neeley-O'brien E.S.	Kent	WA
Madrona E.S.	SeaTac	WA
Morgen Owings E.S.	Chelan	WA
Kendall E.S.	Maple Falls	WA
Evergreen E.S.	Shelton	WA
West View E.S.	Burlington	WA
Riverside M.S.	Chattaroy	WA
Lydia Hawk E.S.	Lacey	WA
Robert Gray E.S.	Aberdeen	WA
Manson E.S.	Manson	WA
Lincoln E.S.	Toppenish	WA
Oroville E.S.	Oroville	WA
Orondo E.S.	Orondo	WA
Tonasket M.S.	Tonasket	WA
T.T Minor E.S.	Seattle	WA
Everson E.S.	Everson	WA
Tulalip E.S.	Marysville	WA
Paschal Sherman	Omak	WA
Warden M.S.	Warden	WA
Wellpinit E.S.	Wellpinit	WA
Orient E.S.	Orient	WA
Mansfield School	Mansfield	WA
Washtucna E.S.	Washtucna	WA
Vista Hermosa E.S.	Prescott	WA
<b>WASHINGTON - 25</b>		

**Mississippi  
Fresh Fruit and Vegetable Program  
FY 2006**

<b>School Name</b>	<b>City or County or School District</b>	<b>State</b>
Grenada MS	Grenada	MS
Walls ES	DeSoto	MS
Petal ES	Petal	MS
Sumrall Attendance Center	Lamar	MS
Threadgill ES	Greenwood	MS
South Delta ES	South Delta	MS
Winona HS	Winona	MS
Quitman County MS	Quitman	MS
Poplarville JR/SR HS	Poplarville	MS
Frazier, Joel L. Primary School	Natchez	MS
Charleston ES	East Tallahatchie	MS
Nettleton Primary School	Nettleton	MS
East Amory ES	Amory	MS
Lawhon ES	Tupelo	MS
Harris ES	Meridian	MS
Redwood ES	Vicksburg Warren	MS
D.T. Cox MS	Pontotoc City	MS
West Corinth ES	Corinth	MS
Pass Road ES	Gulfport	MS
Nailor ES	Cleveland	MS
Overstreet ES	Starkville	MS
Aberdeen MS	Aberdeen	MS
Friars Point ES	Coahoma	MS
Sale ES	Columbus	MS
Barr ES	Jackson	MS
<b>MISSISSIPPI - 25</b>		

**New Mexico - ITO  
Fresh Fruit and Vegetable Program  
FY 2006**

<b>School Name</b>	<b>City or County or School District</b>	<b>State</b>
Zuni HS	Zuni Reservation	NM
Dowa Yalanne EL	Zuni Reservation	NM
Zuni MS	Zuni Reservation	NM
Zuni Intermediate School	Zuni Reservation	NM
Ashiwi EL	Zuni Reservation	NM
St. Anthony Zuni	Zuni Reservation	NM
Twin Buttes HS	Zuni Reservation	NM
<b>NEW MEXICO - 7</b>		

**North Carolina  
Fresh Fruit and Vegetable Program  
FY 2006**

<b>School Name</b>	<b>City or County or School District</b>	<b>State</b>
L.C.Kerr	Clinton City	NC
Whiteville Primary School	Whiteville	NC
Sparta ES	Alleghany	NC
Supply ES	Brunswick	NC
Mountain View ES	Ashe	NC
Candor ES	Montgomery	NC
Cherokee ES	Cherokee	NC
North Rowan ES	Rowan- Salisbury	NC
Elizabeth Hanford-Dole ES	Rowan- Salisbury	NC
DF Walker ES	Edenton- Chowan	NC
Fairview ES	Guilford	NC
Long Branch ES	Robeson	NC
Charles W. McCrary ES	Asheboro City	NC
Louisburg ES	Franklin	NC
Bruce Drysdale ES	Henderson	NC
Tarawa Terrace II ES	Camp Lejeune	NC
East ES	Swain	NC
Edwin Alderman ES	New Hanover	NC
Newland ES	Avery	NC
East Albemarle ES	Stanly	NC
Booker T. Washington ES	Bladen	NC
Tyrrell ES	Tyrrell	NC
Hall Fletcher ES	Asheville City	NC
Freedom Trail ES	Avery	NC
School Street ES	Wayne	NC
<b>NORTH CAROLINA - 25</b>		

**Ohio**  
**Fresh Fruit and Vegetable Program**  
**FY 2006**

<b>School Name</b>	<b>City or County or School District</b>	<b>State</b>
Black River Education Center	Medina	OH
Campbell ES	Mahoning	OH
West Union ES	Adams	OH
Nelsonville-York ES	Athens	OH
Academy of World Languages	Hamilton	OH
Conneaut MS	Ashtabula	OH
Lowell ES	Larain	OH
John P. Parker ES	Hamilton	OH
Woolard ES	Adams	OH
Glenwood ES	Wood	OH
Wellston MS	Jackson	OH
Bond Hill Academy	Hamilton	OH
Lincoln Heights ES	Hamilton	OH
Crestview ES	Columbiana	OH
Mound Street Academy	Montgomery	OH
Bascom ES	Trunbull	OH
Ransom H. Barr ES	Stark	OH
Memorial ES	Summit	OH
Roxboro ES	Cuyahoga	OH
Woodward ES	Delaware	OH
Chase ES	Lucas	OH
WEB DuBois Academy	Hamilton	OH
Jacobs Primary	Hancock	OH
Espy ES	Hardin	OH
St. Martin De Porres	Cuyahoga	OH
<b>OHIO - 25</b>		

**Pennsylvania**  
**Fresh Fruit and Vegetable Program**  
**FY 2006**

School Name	City or County or School District	State
Bartram John HS	Philadelphia	PA
Edmonds Henry R. School	Philadelphia	PA
Redland HS	Lewisberry	PA
Francis D. Raub MS	Allentown	PA
Hershey ES	Hershey	PA
Wallenpaupack MS	Hawley	PA
Hazel ES	Hazelton	PA
Carmalt Academy of Science & Technology	Pittsburgh	PA
Jefferson ES	Pittsburgh	PA
Pittsburgh HS Creative & Performing Arts	Pittsburgh	PA
Lower Southampton ES	Feasterville	PA
Lenape AVTS	Ford City	PA
Farrell Area MS/HS	Farrell	PA
Park Forest ES	State College	PA
Mahanoy Area MS	Mahanoy City	PA
Otto Eldred ES	Eldred	PA
Wordsworth Academy	Fort Washington	PA
Jackson ES	York	PA
Mahanoy Area HS	Mahanoy City	PA
Jefferson County DuBois AVTS	Jefferson County	PA
Arthur J. Rooney MS	Pittsburgh	PA
Edgewood ES	Yardley	PA
Fort Pitt ES	Pittsburgh	PA
Belleville Mennonite School	Belleville	PA
Montgomery County Youth Center	Norristown	PA
<b>PENNSYLVANIA - 25</b>		

**South Dakota - ITO**  
**Fresh Fruit and Vegetable Program**  
**FY 2006**

<b>School Name</b>	<b>City or County or School District</b>	<b>State</b>
Pine Ridge	Pine Ridge	SD
Little Wound School	Kyle	SD
Wolf Creek School	Pine Ridge	SD
Red Cloud School	Pine Ridge	SD
Crazy Horse School	Wanblee	SD
Rockyford School	Porcupine	SD
Loneman School	Oglala	SD
Batesland School	Batesland	SD
Our Lady of Lourdes School	Porcupine	SD
Red Shirt Table ES	Hermosa	SD
<b>SOUTH DAKOTA - 10</b>		

**Arizona - ITO**  
**Fresh Fruit and Vegetable Program**  
**FY 2006**

<b>School Name</b>	<b>City or County or School District</b>	<b>State</b>
Gila Crossing Community School	Laveen	AZ
Casa Blanca Community School	Bapchule	AZ
Santa Rosa Boarding School	Sells	AZ
San Simon School	Sells	AZ
Akimel O'Otham Pee Posh	Coolidge	AZ
San Xavier Mission School	Tucson	AZ
Tohono O'Odham HS	Sells	AZ
Santa Rosa Ranch School	Sells	AZ
<b>ARIZONA - 8</b>		