Putting Produce In Its Proper Place...
Making Half A Plate a Reality Everyday!

District Director/Supervisor Section Meeting
Speakers

Jessica Shelley, RS, REHS, MBA
Food Services Director
Cincinnati Public Schools
Cincinnati, OH

Phil Muir
President & CEO
Muir Copper Canyon Farms
Salt Lake City, UT

Mike Muir
Director of Sales
Muir Copper Canyon Farms
Salt Lake City, UT

Lorelei DiSogra, EdD, R.D.
Vice President, Nutrition and Health
United Fresh Produce Association
Washington, DC
Workshop Objectives

New F/V requirements = Opportunity for increasing produce on school menus and increasing participation

- Finding a Produce Distributor
- Writing an RFP to get the produce you want
- Creating a business relationship/partnership
- Working together on menu development, price, availability, seasonality and buying local
- Working together to increase produce consumption
New Fruit & Vegetable Requirements for School Lunch

**Doubles** F&V served & **Requires** colorful variety

- \( \frac{3}{4} \)-1 cup of vegetables PLUS \( \frac{1}{2} \)-1 cup of fruit must be served everyday

- Vegetable sub-groups: Weekly requirement for dark green, red and orange vegetables and legumes

- Students must select at least \( \frac{1}{2} \) cup of the fruit or vegetable component as part of the reimbursable meal
“Make Half Your Plate Fruits and Vegetables”

2010 Dietary Guidelines
Cincinnati Public Schools Increased Produce Every Year

*Easily Meeting New F/V Standards*

- **SY’ 2005-06**
  - Added fresh fruit option at lunch

- **SY’2007-08**
  - Increased fresh fruit portion to ½ cup at lunch

- **SY’2008-09**
  - Added fresh fruit option at breakfast

- **SY’ 2009-10**
  - Increased vegetable serving size to 1 cup at lunch

- **SY’2010-2011**
  - Increased # of salad bars in schools

- **SY’2011-12**
  - Salad Bars in all 53 Schools
Salad Bars = Easiest Way for Schools to Meet the New Lunch F/V Standards
What’s on the Salad Bar

- Broccoli Florets
- Cauliflower Florets
- Baby Carrots
- Celery Sticks
- Cucumbers
- Grape Tomatoes
- Jicama
- Lettuce Mix
- Spinach
- Red/Green Pepper Strips
- Radishes

Almost all items on salad bar are value-added, change weekly and seasonally.
Fresh Produce = R.O.I.

Increase in Fresh Produce

= 

Increase in School Meal Participation

= 

Return On Investment
Your New BFF: Produce/Foodservice Distributor

- Wide Variety of Produce Available All Year
- Expert Knowledge of Produce – Variety, Value-Added, Seasonality, Local, Pricing
- Food Safety: Internal Compliance Protocols and Supplier Verification
Shared Goals:
Schools and Produce Distributors

• Serving Students More Fresh, Safe, and Healthy Fruits and Vegetables

• Increasing Students Fruit and vegetable Consumption

• Increasing School Meal Participation
Writing an RFP/RFQ to Procure Quality Produce

Stay focused on the goal – great tasting, high quality, fresh fruits and vegetables

• Assess Current Purchasing Practices
• Produce Distributor or Broadline
• Duration of Bid
• Delivery Schedule
• Refrigeration/Storage
• Local Preferences
Writing RFP/RFQ to Procure Quality Produce

Write clear detailed specifications that enable you to compare prices, receive what you want, and what you are paying for:

- Product
- Variety
- Case Size
- Count
- Grade/Quality
- Quantity
- Desired Ripeness/Condition Upon Delivery
Creating a Business Relationship with Schools

• Initial – Fact Finding – Build Program
  - Connecting Sales/Customer Service with School Foodservice Team

• Annual Strategic Planning
  - School Nutrition Shows
  - Assistance with Annual Planning
  - District School Year Kickoff Events
  - Commodity Research – Budgeting

• Quarterly / Monthly Tactical Planning
  - Plan monthly local (Farm to School)
  - Introduce New Fruit/Vegetable Items, Educational Materials, etc.
  - Value Propositions
School Purchasing Practices

• **Annual Bid / Solicitation**
  - Dynamic / Quality / Long Term Program

• **Weekly Bid**
  - Short Term / Low Price / Quality Minimum

• **Single Supplier or Multiple Supplier**

• **Adequate Drop Sizes**

• **Other**
Pre-Qualifying Produce Distributors in Your Market

- Produce Distributor “Must Haves”
  - 3rd party food safety audits
  - Refrigerated trucks
  - Refrigerated docks

- Ask for food safety audit documentation

- Ask to visit your distributor’s facility
Working with Your Produce Distributor

• Variety of Fresh and Fresh-cut Fruits and Vegetables
• Pack Size Variety
• Seasonality
• Local/Regional Produce
• Farm 2 School Initiatives
How We Work With Schools

Fresh Produce Guide for Schools

- Receiving
- Storage
- Handling
- Preparation
- Buying
- Info on over 100 fruits and veggies
**PRODUCE STANDARD**

**BEANS, GREEN**

**PRIMARY DESCRIPTION**
Green Beans

**PRIMARY PACK**
Approx 25 lb Case

**GROWING REGION**
FL/GA/CA/Imports

**ALLOWED SUBSTITUTION**
None

**NOT ALLOWED PACK**
Flat or KY Beans

**GENERAL CHARACTERISTICS**
Round or Snap Green Beans should be straight and will range in length from 5”-8”. Color will range from a pale green to a deep emerald green. Pods are plump with small green beans. The beans should be stiff and snap easily.

**RECEIVING**
- Inspect (if possible) with delivery driver at the time of delivery.
- Open the top of the case. Green beans should fairly uniform in size. Beans should be plump and full. Beans should be cleanly harvested. Check for small, immature beans, excessive attached stems, leaves, blooms, and broken beans.
- Check for the signs of decay. Primarily, this will be in the center of the case. Look for “nesting” of grey mold.
- Check for signs of dehydration. This will be signs of shrivel and limpness.
- Check for signs of chilling or freezing injury. Chill damage will appear as “russetting” or browning. Minor russetting can be expected. Excessive russetting will lead to premature fungal decay. Freezing injury will appear as water-soaked areas which will rapidly decay.

**MAKE IT OR BREAK IT**
Product found to have following issues should be rejected at the time of delivery.
- Clear signs of decay, dark water-soaked spots or mold.
- Russet brown appearance over more than 10% of the case.

**STORAGE**
- Store in ZONE 3, (covered in a sealed original container in the warmest part) of the walk-in cooler. Chilling injury can occur (browning) in as few as 2 days not properly protected.
- Keep green beans dry and away from moisture sources. Moisture on beans will rapidly accelerate decay.
- Keep away from drafts from the cooler fan. Green beans are highly susceptible to dehydration, (shrink and limpness)
- Green beans are extremely susceptible to ethylene damage. Ethylene injury will appear as paleness of color and accelerated russetting. Store away from ethylene producing fruits where possible.

**HANDLING**
- Follow Good Rotation practices, first shipments received should be used first.
- The expected shelf life of green beans is 3-4 days. Rotate frequently to maintain optimum freshness and snap.

**PREPARATION**
- Prep fresh daily as needed. Try not to carry over-prepped product from the previous day.
- Avoid placing the case or raw product on non-sanitized kitchen counter tops to help prevent the potential for cross contamination.
- It is appropriate for green beans to be washed with a cold water, sanitary rinse, immediately prior to preparation.
- Store prepped product immediately into refrigeration (covered) upon completion of the prep.

**ZONE 1**

Zone 1 is the coldest part of the walk-in cooler. Typically, this will be a lowest shelf and furthest from the entry door.
Package Size Variety

- Bulk Packaging
- 2-3 oz individual, single-serve package
- Packed to meet $\frac{3}{4}$ cup fruit or $\frac{1}{2}$ cup vegetable
## CPS Produce Bid Items

<table>
<thead>
<tr>
<th>Item</th>
<th>Pack</th>
<th>Est. Usage – Bid Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broccoli Florets</td>
<td>1/5 lb.</td>
<td>2,000</td>
</tr>
<tr>
<td>Broccoli/Cabbage Cole Slaw Mix</td>
<td>4/5lb. bags</td>
<td>100</td>
</tr>
<tr>
<td>Carrots, Whole Baby Peeled</td>
<td>4/1 lb. bag</td>
<td>500</td>
</tr>
<tr>
<td>Carrot Shred</td>
<td>1/5 lb. bag</td>
<td>100</td>
</tr>
<tr>
<td>Cauliflower Florets</td>
<td>2/3 lb.</td>
<td>1,000</td>
</tr>
<tr>
<td>Celery Sticks</td>
<td>1/5 lb.</td>
<td>1,500</td>
</tr>
<tr>
<td>Cilantro</td>
<td>1 bunch/bag</td>
<td>200</td>
</tr>
<tr>
<td>Cucumber 24 ct.</td>
<td>24 count</td>
<td>250</td>
</tr>
<tr>
<td>Lettuce Shred</td>
<td>2/5 lb.</td>
<td>50</td>
</tr>
<tr>
<td>Onion</td>
<td>2/5 lb.</td>
<td>100</td>
</tr>
<tr>
<td>Pepper, Green</td>
<td>5 lb.bag</td>
<td>200</td>
</tr>
<tr>
<td>Tomato, Grape</td>
<td>1/12 pts.</td>
<td>1,500</td>
</tr>
</tbody>
</table>
# Seasonal Produce

## Seasonal Produce Chart

<table>
<thead>
<tr>
<th>Winter</th>
<th>Spring</th>
<th>Summer</th>
<th>Fall</th>
<th>Year Round</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apples</td>
<td>Apricots</td>
<td>Apricots</td>
<td>Acorn Squash</td>
<td>Avocados</td>
</tr>
<tr>
<td>Belgian Endive</td>
<td>Artichokes</td>
<td>Beets</td>
<td>Apples</td>
<td>Bananas</td>
</tr>
<tr>
<td>Bok Choy</td>
<td>Asparagus</td>
<td>Bell Peppers</td>
<td>Belgian Endive</td>
<td>Cabbage</td>
</tr>
<tr>
<td>Brussels Sprouts</td>
<td>Broccoli</td>
<td>Blackberries</td>
<td>Bok Choy</td>
<td>Carrots</td>
</tr>
<tr>
<td>Cherimoya</td>
<td>Chives</td>
<td>Blueberries</td>
<td>Broccoli</td>
<td>Celery</td>
</tr>
<tr>
<td>Chestnuts</td>
<td>Collard Greens</td>
<td>Boysenberries</td>
<td>Brussels Sprouts</td>
<td>Lemons</td>
</tr>
<tr>
<td>Coconuts</td>
<td>English Peas</td>
<td>Cantaloupe</td>
<td>Butternut Squash</td>
<td>Lettuce</td>
</tr>
<tr>
<td>Dates</td>
<td>Fava Beans</td>
<td>Casaba Melon</td>
<td>Cauliflower</td>
<td>Onions</td>
</tr>
<tr>
<td>Grapefruit</td>
<td>Fennel</td>
<td>Cherries</td>
<td>Celery Root</td>
<td>Papayas</td>
</tr>
<tr>
<td>Kale</td>
<td>Fiddlehead</td>
<td>Crenshaw Melon</td>
<td>Chayote Squash</td>
<td>Bell Peppers</td>
</tr>
<tr>
<td>Leeks</td>
<td>Green Beans</td>
<td>Cucumbers</td>
<td>Cherimoya</td>
<td>Potatoes</td>
</tr>
<tr>
<td>Mushrooms</td>
<td>Honeydew</td>
<td>Eggplant</td>
<td>Coconuts</td>
<td></td>
</tr>
<tr>
<td>Oranges</td>
<td>Mango</td>
<td>Figs</td>
<td>Cranberries</td>
<td></td>
</tr>
<tr>
<td>Parsnips</td>
<td>Morel Mushrooms</td>
<td>Garlic</td>
<td>Diakon Radish</td>
<td></td>
</tr>
<tr>
<td>Pear</td>
<td>Mustard Greens</td>
<td>Grapefruit</td>
<td>Garlic</td>
<td></td>
</tr>
<tr>
<td>Persimmons</td>
<td>Oranges</td>
<td>Grapes</td>
<td>Ginger</td>
<td></td>
</tr>
<tr>
<td>Pummelo</td>
<td>Limes</td>
<td>Green Beans</td>
<td>Grapes</td>
<td></td>
</tr>
<tr>
<td>Radicchio</td>
<td>Pea Pods</td>
<td>Green Peas</td>
<td>Guava</td>
<td></td>
</tr>
<tr>
<td>Red Currents</td>
<td>Pineapple</td>
<td>Honeydew Melons</td>
<td>Huckleberries</td>
<td></td>
</tr>
<tr>
<td>Rutabagas</td>
<td>Ramps</td>
<td>Kiwifruit</td>
<td>Kohlrabi</td>
<td></td>
</tr>
<tr>
<td>Sweet Potatoes</td>
<td>Rhubarb</td>
<td>Lima Beans</td>
<td>Kumquats</td>
<td></td>
</tr>
<tr>
<td>Tangerines</td>
<td>Snow Peas</td>
<td>Limes</td>
<td>Mushrooms</td>
<td></td>
</tr>
<tr>
<td>Turnips</td>
<td>Sorrel</td>
<td>Loganberries</td>
<td>Parsnips</td>
<td></td>
</tr>
<tr>
<td>Winter Squash</td>
<td>Spinach</td>
<td>Nectarines</td>
<td>Pear</td>
<td></td>
</tr>
<tr>
<td>Yams</td>
<td>Spring Baby Lettuce</td>
<td>Okra</td>
<td>Persimmons</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Strawberries</td>
<td>Peaches</td>
<td>Pineapple</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sweet Corn</td>
<td>Persian Melons</td>
<td>Pomegranate</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sugar Snap Peas</td>
<td>Plums</td>
<td>Pumpkin</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Swiss Chard</td>
<td>Radishes</td>
<td>Quince</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Vidalia Onions</td>
<td>Raspberries</td>
<td>Rutabagas</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Watercress</td>
<td>Strawberries</td>
<td>Sweet Potatoes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sweet Corn</td>
<td>Sweet Corn</td>
<td>Swish Chard</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Summer Squash</td>
<td>Summer Squash</td>
<td>Turnips</td>
<td></td>
</tr>
</tbody>
</table>
Farm 2 School – Local Produce

- Purchase from many small, local farms
- Local – not necessarily better quality and/or safer produce
- Food safety is paramount
- Growers/suppliers must pass audit criteria
- Provide schools with list of local farms and “bios” of farm families that meet criteria
Food Safety: Who is Responsible?

• Growers & Shippers

• Distributors

• Schools

• You

Contamination of produce with harmful micro organisms can occur at all stages of production, processing, transportation, storage, preparation, and service. To prevent food borne illness, fresh produce needs to be handled with care at each step from farm to table.
Handling Produce in Schools

- Receiving
- Storage
- Handling Guidelines
- Washing & Preparation
- Serving
- Hand Hygiene
- Training & General Food Safety Practices
Receiving Guidelines

• Always do a thorough evaluation of a produce delivery, if possible, in the presence of a delivery driver.

• Open EVERY case

• Reject inferior produce at time of delivery

• Get in the cooler as quickly as possible!
Storage Guidelines

• Arrange your produce storage areas to maximize produce freshness and yield
• First In, First Out (FIFO)
• Allow sufficient space for ventilation
• Check and record temperatures twice per day
• Remove wilted and discolored product
• Discard if product has expired
• Maintain good rotation
Produce Storage Guide

“To help you maximize your produce freshness & yield”

**Produce Handling Overview**

- Temperature is the single most important factor in maintaining and maximizing produce quality.
- For every 10 degree increase in temperature, a produce item can lose up to half of its life.
- Every operator must be aware of temperatures in their receiving, storage, and prep areas and temps should be checked on a regular basis.
- The correct temperature for Fresh Cut vegetables is between 34-40 degrees. Store product in its original bags or shipping cartons.

**FIFO**

Proper rotation practices must be followed in order to keep produce fresh. Simply write the delivery date on the outside of every carton received and store the cartons so the date can be easily read. The oldest product should always be used first according to the FIFO method.

**FIRST IN FIRST OUT**

**Zone 1**

Zone 1 is the coldest part of the walk-in cooler. Typically this will be as far from the entry door to the kitchen as possible and on a lower shelf.

- Apples
- Artichokes
- Asparagus
- Avocados
- Beans, Green
- Beets
- Blackberries
- Blueberries
- Bok Choy
- Broccoli
- Cabbage
- Cantaloupe
- Carrots
- Cauliflower
- Celery
- Cilantro
- Corn
- Cucumbers
- Garlic Peeled
- Garbanzo Beans
- Green Onions
- Herbs (most)
- Kale
- Lettuce
- Mushrooms
- Parsley
- Pears
- Peas
- Radish
- Raspberries
- Spinach
- Strawberries
- Stone Fruit
- All Processed

**Zone 2**

Zone 2 is the warmest part of the walk-in cooler. Typically this will be on a high shelf and closest to the entry door.

- Grapefruit
- Lemons
- Limes
- Oranges

**Zone 3**

Zone 3 is in the warmest part of the walk-in cooler and is covered or sealed. Typically this will be on a high shelf and closest to the entry door.

- Cucumbers
- Eggplant
- Ginger Root
- Honeydew Peppers
- Pineapple
- Sweet Onions
- Squash

**Zone 4**

Zone 4 is in the Dry Storage area, off of the ground. Target ambient room temperature is from 60-75 degrees F.

- Banana
- Garlic, Whole
- Potatoes
- Red Onions
- Yellow Onions
- Tomatoes
- Vams
USDA & NFSMI Procurement Resources

• **Best Practices: Handling Fresh Produce in Schools**
  - Purchasing and Receiving, Washing and Preparation, Handling/Hand Hygiene, Serving, Storage, and info on training for all food handlers

• **Fruits and Vegetables Galore: Helping Kids Eat More**

• **NFSMI Produce Videos and Commodity Fact Sheets**
  - [www.nfsmi.org/producesafety](http://www.nfsmi.org/producesafety)

• **Addressing Food Safety in School Produce Purchasing**
  - [www.schoolnutrition.org/producepurchasing](http://www.schoolnutrition.org/producepurchasing)

• **USDA Farm to School Website**
Increasing Student’s Produce Consumption

• Salad Bars
• Menu Development
• Nutrition Education and Promotion
• Fresh Fruit and Vegetable Program
• Sampling Parties
• Fruit/Veggie of the Month Promotion
Nutrition Education
Increasing Fruit & Veggie Consumption in School Lunch

Partnerships Support Nutrition Education

- Local Health Department/Hospitals/Foundations:
  create/implement nutrition education materials/activities that supports new menu items and school curriculum

- Kid-friendly fruit/veggie images in cafeteria

- Fresh Fruit and Vegetable Program education materials
Benefits of Serving More Fresh Produce

• Upfront Investment = Increased meal participation
• A la carte salad bar sales increase revenue
• Tangible/Visual representation of wellness and healthier school Meals
• Helps schools qualify for awards – HUSSC, Alliance for a Healthier Generation
• Foster opportunities for collaboration with community health stakeholders
• Positive press for school district
• Goodwill/Positive feedback from teachers and parents
We CAN Do This!

Healthy Choices = Healthy Kids
Questions?

Jessica Shelley, RS, REHS, MBA
Food Services Director
Cincinnati Public Schools
Cincinnati, OH

Phil Muir
President & CEO
Muir Copper Canyon Farms
Salt Lake City, UT

Mike Muir
Director of Sales
Muir Copper Canyon Farms
Salt Lake City, UT

Lorelei DiSogra, EdD, R.D.
Vice President, Nutrition and Health
United Fresh Produce Association
Washington, DC
BEFORE YOU LEAVE:

✓ Please complete the Evaluation Form for this Session!

✓ The drop-off box for COMPLETED Evaluation Forms is located on the backroom table.

✓ Thank You!