

Selling to Schools

Understanding the Needs of the Largest “Restaurant” in Town

JUNE 22, 2016

FRESH MARKETPLACE LEARNING CENTER



Speakers

Moderator:

- **Phil Muir**, President & CEO, Muir Copper Canyon Farms

Speakers:

- **Michael Gasper**, Nutrition Services Supervisor, School District of Holmen (Holmen, WI)
- **Linette Dodson PhD RD LD**, Director of School Nutrition, Carrollton City Schools (Carrollton, GA)
- **Amy Nichols**, Food Service Director, South Haven Public Schools (South Haven, MI)

School District of Holmen



Nutrition Services Overview

- **6 Schools:** 4 elementary, 1 middle , 1 high school
- **3,700 Students:** Breakfast and Lunch each day (800,000 meals/yr)
- 27% Free/Reduced, always looking for way to increase participation

- St. Paul's Lutheran School (over 100 meals daily)
- Contract Service with 1 Local Day Care (over 75 meals daily)
- Elderly Nutrition with County (over 175 meals daily)

- SY 2014-15: \$161,000 in fresh produce purchases
- SY 2015-16: \$175,000 in fresh produce purchases
- SY 2016-17: Project \$200,000+

- Farm 2 School Programming and Fruit and Veggie Promotions
- Salad Bars from *Let's Move Salad Bars to Schools*





Carrollton City Schools

Nutrition Program Overview

- **4 schools** – 1 elementary, 2 middle, 1 high school
- **5,000 students**, one campus
- **56% Free/Reduced**
- Breakfast, Lunch, After School Snacks, Summer Feeding
- \$230,000 annual produce purchases
 - More than doubled over past 8 yrs



Eat Healthy
Eat Local
Eat at
Carrollton City Schools

Carrollton City Schools

- Salad Bars and a wide variety of produce offered
- “Smartables” & Salad Plates
- Salad Mix, Pre-cut Vegetables, and Whole Produce that staff cuts



Carrollton City Schools

Farm to School

- Works with Produce Distributor to Source Local/Georgia Grown Products
- Emphasis on Locally Grown/Georgia Grown
- 2013: USDA Farm to School Planning Grants
- Georgia Grown Test Kitchen
- Strawberries: 150 Flats for 1 menu



Carrollton City Schools



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South Haven Public Schools

- * 5 School Buildings
- * 2,100 students, Pre-K thru 12th grade
- * 63% Free/Reduced - 3 schools CEP, low-income, all students eat free
- * 2,500 meals per day during the school year (breakfast, lunch, afterschool snacks)
- * 1,100 meals per day during the summer (breakfast, lunch, snacks, supper) at 9 fixed sites and 5 community using our mobile feeding and library site, The FARM Bus

- * 5 Salad Bars from United Fresh



Produce Purchasing

- * 3 Produce Distributors
- * Average 10 deliveries a week mostly due to increased produce consumption (2 days/week, 5 buildings)
- * Average produce purchases have **DOUBLED** in the last 5 years
- * Currently we spend \$90-100,000 per year on fresh produce alone
- * Very active in Farm to School, Harvest of the Month
- * “Smarter Lunchroom” promotion to increase consumption of fruits and vegetables
- * Most popular choices are strawberries, tri-colored peppers



Nutrition Education/Sampling is Essential

- * We are leaders in Farm to School and Nutrition Education
- * Every student K-8 gets Nutrition Education 6 times a year
- * Harvest of the Month in every building, highlighting different Michigan produce each month
- * Lunchroom samples every building - “Try it Thursday”
- * Mini Farmer Food Shows
- * Fruit and Veggie costumes

