A “FreshStart” in Large Urban Schools

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OUR APPROACH
To provide fresh, healthy and delicious meals to students, member districts work together on policy, share best practices and leverage our purchasing power to continue to drive food quality up and costs down while incorporating sound environmental practices.
• New York City Department of Education (New York)
• Los Angeles Unified School District (Los Angeles)
• Chicago Public Schools (Chicago)
• Miami-Dade County Public Schools (Miami)
• Dallas Independent School District (Dallas)
• Orange County Public Schools (Orlando),
• Broward County Public Schools (Fort Lauderdale)
• School District of Philadelphia (Philadelphia),
• Baltimore Public Schools (Baltimore)
• Boston Public Schools (Boston)
• DeKalb County Public Schools (outside Atlanta GA)
• Palm Beach County Schools (Palm Beach)
• Collectively we offer meal services to nearly 4 million students daily.

• Annually we spend approximately $757 million on food and food supplies across the country.

• Local procurement is from $4.5 million to $33 million per year depending on district size, most of this in produce.
Meals at School
Best Safety Net for Children

- 33 million lunches served daily
- 14 million breakfasts
- Fresh fruit and vegetable program
- After school snacks
- Supper
How the world we live in is driving the obesity epidemic

The rise of ultra-processed foods in the 1980s correlates closely with the doubling of international obesity rates.

Economic forces have caused an explosion in ultra-processed foods.

Obesity isn't just affecting humans.

3% of dogs, 25% of cats, and 45% of horses are now estimated to be obese.

Climate change may be making our food less nutritious.

More carbon dioxide in the atmosphere is changing the nutritional value of plants.

Babies' diets may put them at risk of obesity.

Protein intake in infancy influences protein needs over a lifetime, which can lead to overeating.

We need to eat more to satisfy our nutritional needs, we end up eating too many calories.

Research led by Professor David Ruben, Head of the University of Sydney's Charles Perkins Centre.
Challenges

- Scaling up for large quantities
- Availability of growing space
- Cost
- Distribution
Increasing Produce Influences

- Dietary patterns
- The food system as a whole
- Community economics
- Public health
- Perception of school meals
Nutrition Sensitive Value Chain (NSVC)

- Most conversations and research focus on food chain interventions in crop yield and farmer well being.
- NSVC focuses on nutrition values not just economic values
Good Food Purchasing Program Partnership

A metric based, flexible framework that encourages large institutions to direct their buying power toward 5 core values:
What Is Driving Food Choices?

Private sector marketing uses a variety of ideas

- Limit disruptions
- Maximize awareness in supermarket
- Rename menu items
- Make it trending and cool
PUT YOUR MONEY WHERE YOUR FARMER IS

THE STATE OF AMERICAN FARMERS

Shop at Farmers Markets: Support Farmers

Traditional Retailer vs. Farmers Market

- Traditional Retailer: 85 cents
- Farmers Market: 100%

Shop Local: Stimulate Your Local Economy

Farmers Market: 8.5 days, 50 miles
Traditional Retailer: 13 days, 1500 miles

Shake the Hand that Feeds You

New North Florida Cooperative
Small Farmer Distribution Network

go Orange & Green for Nutrition

BUTTERNUT SQUASH is an excellent way to eat healthy!

NUTRITIONAL FACTS

- Butternut squash is a rich source of dietary fiber, and contains no saturated fats or cholesterol.
- Butternut squash has a nutty flavor and mildly sweet taste.
- Butternut squash seeds are used as nutritious snack food and are high in protein.

FUN FACTS

- Butternut squash is part of the pumpkin family.
- Butternut squash has the highest level of vitamin A of all the pumpkins.
- The fruit, leaves, flowers, and seeds of the butternut squash plant are also edible.

FRESH FROM FARMERS FIELDS TO SCHOOL MEALS

Marianna, FL
Going Forward

- Be active in child nutrition policy issues
- Nutrition and food education in school
- Link to Urban Farmers/Food Hubs
- Food waste education in school and at supermarket
- Share best practices
We All Win With A “FreshStart”

“The time when you need to do something is when no one else is willing to do it, when people are saying it can’t be done”.

Mary Frances Berry