Produce in School Foodservice and Tomorrow’s Consumers

Hosted by
United Fresh Produce Association
and the
Eastern Produce Council and New England Produce Council

September 17, 2013
Groton, CT
Schools Buying/Serving More Produce!

- School purchases of fresh produce started to increase in 2008, jumped in 2010, dramatic growth in 2012 ... and projected to increase in future.

- Creating new business opportunities for all sectors of the produce industry.

- Increasing children’s consumption of fresh fruits and vegetables
School Category Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
What’s Driving Demand for More Produce in Schools?

- Childhood Obesity Epidemic
- Policy Changes
  - Healthier School Lunches
  - Fresh Fruit and Vegetable Program, New Funding
- Salad Bars
- Alliance for Healthier Generation, Healthier US School Challenge, Farm to School Grants
- Creation of Healthier School Food Environments
- Let’s Move!
Funding for Fruits and Vegetables

- National School Breakfast Program
- National School Lunch Program
- Fresh Fruit and Vegetable Program (FFVP)
- After School Snack Program
- Supper Program
- Summer Feeding Program
Healthier School Lunches

• New Nutrition Standards for School Lunch - 7/1/12

• BIG Changes – Increases Fruit/Vegetables, Whole Grains, Low Fat Dairy and Lean Protein and Reduces Salt, Calories, Saturated and Trans Fats.

• Nationwide, 101,000 Schools Implementing New Lunch Standards

• Schools in Compliance w/New Nutrition Standards Can Receive Additional $.06/Lunch
Healthier School Lunches - New Fruit and Vegetable Requirements

- Double the amount of fruits and vegetables served daily
- Requires both fruits and vegetables to be served daily
- Requires a colorful variety of vegetables (dark green, red, and orange) be served each week (vegetable sub-groups)
- ¾ - 1 cup of vegetables and ½ -1 cup of fruit must be served daily; minimum daily amount is age/grade specific
- Schools should offer fresh fruit, vegetables whenever possible
- Fruit can be fresh, frozen, canned, or dried. Vegetables can be fresh, frozen or canned
- Schools may use salad bars to enhance the variety of vegetables in the meal
- Students must select at least ½ cup of fruit or vegetable as part of reimbursable meal
EPC-NEPC Alliance Event - Opportunities to Expand School Foodservice and Tomorrow’s Consumers

September 17, 2013 - Groton, CT
SALAD BARS VERY POPULAR

EASIEST WAY FOR SCHOOLS TO MEET NEW SCHOOL LUNCH FRUIT AND VEGETABLE REGULATIONS

Salad Bars Offer a Colorful Variety of Dark Green, Red, and Orange Vegetables and Fruits
Let’s Move Salad Bars to Schools

- 2,676 Salad Bars Donated to Schools in all 50 States
- 1.5 million students benefit every day
- United Fresh Produce Association is a founding partner of Let’s Move Salad Bars to Schools, launched by First Lady Michelle Obama 2010.
- Schools that have salad bars buy more produce, buy a wider variety of fresh F/V, and kids eat more.
Opportunities to Expand School Foodservice and Tomorrow's Consumers

September 17, 2013
Groton, CT
School Salad Bars
New England/Northeast

• **437** salad bars through *Let’s Move Salad Bars to Schools*

• CT  - 71 salad bars
• MA  – 60 salad bars
• ME  – 31 salad bars
• NH  – 11 salad bars
• NJ  – 73 salad bars
• NY  – 141 salad bars
• PA  – 55 salad bars
• RI  – 7 salad bars
• VT  – 4 salad bars
Fresh Fruit & Vegetable Program

Increasing 4 Million Children’s Fruit and Vegetable Consumption Every Day!

EPC-NEPC Alliance Event - Opportunities to Expand School Foodservice and Tomorrow’s Consumers
September 17, 2013 - Groton, CT
Fresh Fruit & Vegetable Program (FFVP)

Goal: Increase children’s consumption of fruits/vegetables by providing a fresh fruit or vegetable snack at school 3-5 days/week

- High demand, more schools want participate than funding allows
- Only low-income elementary schools (Grades K-6) can participate
- Schools receive $50-75 per student/year for FFVP
- Only fresh fruits and vegetables are allowed to be served
- FFVP served outside of regular school meals, usually mid-morning
- Schools serve wide variety of fresh F/V every week, every month
Fresh Fruit and Vegetable Program
History, Funding, Public Health Reach

- **SY’2002-03** - Pilot in 4 States (107 schools) with $6M from the 2002 Farm Bill

- **2003-2007** – expanded to 14 States (375 schools) and $15M using several different legislative bills.

- **2008** - expanded nationwide/50 States with funding of $1.2B for 10 years from 2008 Farm Bill

- **SY’2013-14** – $165.5 M will benefit over 4 million students nationwide (7,750 schools)
**FFVP School Year 2013-14**

**New England/Northeast**

<table>
<thead>
<tr>
<th>State</th>
<th>Funding Amount</th>
<th>Number of Schools</th>
</tr>
</thead>
<tbody>
<tr>
<td>CT</td>
<td>$2.6 million</td>
<td>83 schools</td>
</tr>
<tr>
<td>MA</td>
<td>$3.3 million</td>
<td>119 schools</td>
</tr>
<tr>
<td>ME</td>
<td>$2 million</td>
<td>167 schools</td>
</tr>
<tr>
<td>NH</td>
<td>$1.9 million</td>
<td>134 schools</td>
</tr>
<tr>
<td>NJ</td>
<td>$3.9 million</td>
<td>146 schools</td>
</tr>
<tr>
<td>NY</td>
<td>$6.7 million</td>
<td>241 schools</td>
</tr>
<tr>
<td>PA</td>
<td>$4.9 million</td>
<td>132 schools</td>
</tr>
<tr>
<td>RI</td>
<td>$1.9 million</td>
<td>89 schools</td>
</tr>
<tr>
<td>VT</td>
<td>$1.8 million</td>
<td>145 schools</td>
</tr>
</tbody>
</table>

**FFVP New England Totals = $22.3 million**
### Fresh Fruits Most Often Served

<table>
<thead>
<tr>
<th>Apples</th>
<th>Oranges</th>
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</thead>
<tbody>
<tr>
<td>Apple Slices</td>
<td>Papaya</td>
</tr>
<tr>
<td>Asian Pears</td>
<td>Pears</td>
</tr>
<tr>
<td>Bananas</td>
<td>Persimmons</td>
</tr>
<tr>
<td>Blueberries</td>
<td>Pineapple</td>
</tr>
<tr>
<td>Cantaloupe</td>
<td>Pineapple Spears</td>
</tr>
<tr>
<td>Fruit Trays</td>
<td>Plums/Pluots</td>
</tr>
<tr>
<td>Grapefruit</td>
<td>Pomegranates</td>
</tr>
<tr>
<td>Grapes</td>
<td>Raspberries</td>
</tr>
<tr>
<td>Green Plums</td>
<td>Strawberries</td>
</tr>
<tr>
<td>Honeydew</td>
<td>Tangelos</td>
</tr>
<tr>
<td>Kiwi</td>
<td>Tangerines/Mandarines</td>
</tr>
<tr>
<td>Mango</td>
<td>Watermelon</td>
</tr>
</tbody>
</table>
Fresh Vegetables Most Often Served

Asparagus
Avocado
Baby Carrots
Broccoli
Cauliflower
Celery
Cherry Tomatoes
Cucumbers
Jicama
Mushrooms
Peppers
Sugar Snap Peas
Vegetable Trays
FFVP - Transforming Children’s Lives

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Afterschool Snack and Supper

Additional Funding for F/Vs:

- **Afterschool Snack Program** – low income schools provide snacks to students in afterschool programs; schools serving more fresh F/V as afterschool snack instead of other foods.

- **Supper Program** – low-income schools can receive funding to provide supper to students; fruits and veggies part of supper.
New School Sales Opportunities

- School Breakfast
- “Smart Snacks in Schools”
  - Competitive Foods/A la carte lunch sales
  - Vending
- Wellness Policies
New School Sales Opportunities

National School Breakfast Program

- **SY2014-15**: Schools must serve double the amount of fruit.
- Schools should offer fresh fruit and vegetables whenever possible.
- Schools may offer 100% juice, but they must also provide an additional fruit serving.
- Schools can offer vegetables, in place of fruit – requirements for variety.
New School Sales Opportunities

“Smart Snacks in Schools”, Fresh Vending and Wellness Policies
Schools Are Good Business

- Schools are a growth opportunity
- Schools are good customers
  - Pay Practices
  - Ease of Service
  - Long Term Customer
- Schools are profitable business
  - National School Breakfast Program
  - National School Lunch Program
  - Fresh Fruit and Vegetable Program (FFVP)
  - “Smart Snacks”, A la Carte Sales, Vending
  - After School Snack Program
  - Supper Program
  - Summer Feeding Program
Maximize the Opportunity

- Build a relationship with local schools
- School Foodservice Director = Decision Maker
- Understand a school’s purchasing practices, product mix, volumes, delivery needs, regulations.