Colorado Farm to School Intensive Technical Assistance Workshops: Lessons Learned & Opportunities to Participate

Food Systems Toolbox Webinar Series
Thursday October 10th, 2013
1-2p.m.
WELCOME!

Leslie Levine

leslielevine@livewellcolorado.org
Objectives

- To learn about the new work of the Colorado Farm to School Task Force
- To learn about the FTS Intensive Technical Assistance Workshops
  - How it can help your FTS efforts
  - Topics addressed
  - Planning process
  - How to apply
Agenda

Presentations:

- CO Farm to School Task Force - Lyn Kathlene, Spark Policy Institute
- FTS Intensive Technical Assistance Workshops, Julia Erlbaum, Real Food Colorado
- Larimer County Front Range ITAs, Kristin Kirkpatrick, Bellisimo

Closing Thoughts – Colorado Farm to School

Open Q&A
Today’s Presenters

Leslie Levine
LiveWell Colorado

Julia Erlbaum
Real Food Colorado

Lyn Kathlene
Spark Policy Institute

Kristin Kirkpatrick
Bellisimo
Colorado Farm to School Task Force

Intensive Technical Assistance Workshops (ITA): Statewide Outreach and Support of Colorado Farm to School Efforts

October 10, 2013

The Colorado Farm to School Task Force and the Intensive Technical Assistance Workshop are generously funded by:

The Colorado Health Foundation™

Gates Family Foundation
Colorado Farm to School Task Force
2010 - Senate Bill 81
“Farm-to-School Healthy Kids Act”

- Advising farm-to-school program pilots and existing FTS programs
- Identifying, designing, or making available training programs to enable local farmers and ranchers
- Providing assistance to schools on recipes, menu rotation, proper handling, preparing, storing, and other internal processes that accommodate the use of locally grown foods in public schools
- Offering assistance in identifying funding sources and grants
- Developing a statewide FTS data collection plan
<table>
<thead>
<tr>
<th>Task Force Seat</th>
<th>Current Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>School Food Service Directors</strong></td>
<td>Durango School District 9-R</td>
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<tr>
<td></td>
<td>Denver Public Schools</td>
</tr>
<tr>
<td></td>
<td>Weld County School District 6</td>
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<tr>
<td></td>
<td>University of Colorado - Boulder</td>
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<tr>
<td><strong>K-12</strong></td>
<td><em>New seat: K-12 teacher or principal</em></td>
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<td><strong>Non-Profit</strong></td>
<td>Slow Food Denver</td>
</tr>
<tr>
<td><strong>Producer</strong></td>
<td><em>New seat: agricultural producer selling to districts</em></td>
</tr>
<tr>
<td><strong>State Agencies</strong></td>
<td>CO Dept. of Education</td>
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<td>CO Dept. of Public Health &amp; Environment</td>
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<td>CO Dept. of Agriculture</td>
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<td>CO Commission on Higher Education</td>
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<td><strong>Industry</strong></td>
<td>CO Potato Administration</td>
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<td>CO Beef Council</td>
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<td>FreshPack Produce</td>
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<td>Western Dairy Association</td>
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</table>
Colorado Farm to School Task Force: Roadmap, May 2013

Updated on 05/21/2013

Mandate:
- **Pilots**: Advise/create/expand FTS and/or food focused education programs.
- **Producers**: Develop, design, & make available training for producers on marketing, crop production, post-harvest handling of crops, food safety, business management, liability and risk management, contracting, and processing.
- **Food Services**: Assist school food services to establish procedures, recipes, menu rotation, proper handling, preparing, storing, and other internal processes.
- **Facilities**: Inform school districts on methods for improving facilities.
- **Funding**: Identify funding sources/grants for SDCs.

1. Provide regional outreach and TA to create/expand FTS programs.
2. Maintain, improve, and expand the FTS Information Hub through compiling existing resources and developing new resources to:
   - Assist producers
   - Assist schools
   - Empower parents and students
   - Empower communities
   - Provide a peer networking environment
3. Identify & share food-focused education.
4. Provide information and build support & public will for FTS.
5. Support evaluation and collection of comparable data to document outcomes of FTS.
6. Collaborate with local, state, & federal agencies to create permanent support for FTS.
7. Assess local, state, & federal barriers & opportunities and develop policy guidance.

LEGEND
- Activities of the Task Force
- Activities of other groups
- Preconditions to achieving the vision
- Statewide vision for Farm to School

- Food Hubs are facilitating local food to schools around the state.
- Collaborative, sustainable implementation of farm to school statewide.

Acronyms:
- CO = Colorado
- FDA = Food & Drug Administration
- FSMA = Food Safety Modernization Act
- FTS = Farm to School
- HEAL = Healthy Eating & Active Living
- SFAs = School Food Authorities
- TA = Technical assistance
- USDA = U.S. Department of Agriculture

Note: Many other activities are underway statewide to help achieve key preconditions to implementation of Farm to School. The efforts highlighted in red boxes represent those groups addressing a precondition that is largely not addressed by the Task Force, but recognized as important by the Task Force.

Prepared by the Spark Policy Institute | www.sparkpolicy.com
Quarterly Meetings & Listening Sessions
Pueblo, North Conejos, Longmont, Yuma, Las Animas, Montrose, Carbondale, Fort Collins, Denver

ITA Workshops
2013-2015
FTS Intensive Technical Workshops

Julia Erlbaum, Real Food Colorado

COME JOIN US!

May 9, 2013, 10 AM-2 PM
OPEN TO THE PUBLIC

FTS TASK FORCE QUARTERLY MEETING
held @ Colorado Mountain College
690 Colorado Avenue, Carbondale CO 81623

May 9-10, 2013 ITA Workshops:
Provided by generous grants from the Colorado Health Foundation and the Gates Family Foundation

Please RSVP by May 3rd.

REGISTER NOW!
Two-way learning session between TF & Community:
- TF shares best practices from other FTS and Local Food programs throughout the State and beyond
- Local community share their interest, concerns, opportunities, challenges and needed resources

Connecting resources to application required more hands on approach
Intensive Technical Assistance

“Nuts and Bolt” approach:

- Responsive to each community’s specific needs and readiness
- Offers integrated sessions that include:
  - Information sharing
  - Presenting best practices
  - Key “how to” presentations by FTS practitioners
  - Identify additional resources to support communities efforts

Colorado Farm to School Task Force
Why ITAs

CO FTS Task Force believes there is no right or wrong way for FTS

Communities—big or small—want support for their efforts

ITAs are intended to support those efforts by:
  – Engaging the entire community
  – Identifying what the community needs and wants
  – Share resources
  – Identify next steps
  – Post ITA engagement
How it Works

• Local Planning Committee consisting of:
  – Primary local contact
  – Other local stakeholders

• Identify what TAs are needed:
  – Pre ITA community engagement
  – Locally-led

• TF with RFCO develop and implement TAs with Community

• Post-ITA follow-up interviews occur every 3 months

Colorado Farm to School Task Force
ITA Themes

• **School Procurement**—the ins and outs of school purchasing mechanism and the bid system

• **Farm to Institution**—other volume buyers interest in local sourcing

• **School Garden and Farms**—serving a purpose on multiple fronts: education and food production

• **Food Safety**—managing regulatory requirements when sourcing local foods
Stakeholder Session

An interactive session with local community:

– Share community’s current FTS and local food efforts
– Best practices existing throughout the State

Three key critical components:

– Small roundtable discussions identifying FTS critical areas (i.e.: resources, barriers, partnerships, etc.)
– Re-group to share findings—find the common link
– Develop a stakeholder support “work plan”
# Community FTS Work Plan

<table>
<thead>
<tr>
<th>Key Topics</th>
<th>Identify FTS Barriers</th>
<th>Immediate Next Steps</th>
<th>Long Term Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Food Access</td>
<td>Cultivate Producers' participation in local food efforts</td>
<td>Have a Growers' Summit to help identify growers' barriers and needs</td>
<td>Keep young farmers here in the Roaring Fork region as well as add new ones</td>
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<td>Additional resources to identify markets that are viable for producers and buyers</td>
<td>Produce a local food assessment</td>
<td>Producer education on volume and profit margins in relation to selling to schools and selling in farmers markets</td>
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<td>Address volume and price points for local foods, especially to attract growers</td>
<td>Connect with larger retailers and their local food resources (i.e., growers)</td>
<td>Assistance with local food assessment (started already)</td>
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<td>Create cooperative efforts whether in group purchasing or shared infrastructure</td>
<td>Institutional buyers need to identify local food needs: at least 6 core items that they would buy</td>
<td>Input on plans and assessments</td>
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<td>Under utilized garden spaces, especially in the summer</td>
<td>Facilitate connection between FSDs and Growers</td>
<td>Determine commitment of buyers</td>
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<td>Connect with growers that aren't selling commercially such as orchards to sell into schools</td>
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<td>Bring FSDs to the Farmers instead of trying to get Farmers to Districts</td>
<td></td>
</tr>
<tr>
<td>Local Food Infrastructure</td>
<td>Addressing expensive farm lands, leading to less farms in business</td>
<td>Advocate for school-based farms (DPS farm model)</td>
<td>Food Hub and or Aggregation point</td>
</tr>
<tr>
<td></td>
<td>No infrastructure to support local producers and buyers: No Food Hub service</td>
<td>Identify shared resources amongst districts to develop a cooperative program to support each other</td>
<td>Refrigerated space</td>
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<td>Produce a feasibility study for a strategic implementation plan</td>
<td>Identify Funding</td>
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<td>Have a Local Food Economical Planning session</td>
<td>Access to DPS feasibility study</td>
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<td>Requested Info Provided: Contact with Whole Foods in Basalt via Andy Nowak</td>
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<td>Local Gov't &amp; Administrative</td>
<td>Cultivating support from school administrators in FTS efforts</td>
<td>Cultivate buy-in from city and county</td>
<td>Knit together multiple players in the Region to Educate Administrators</td>
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FTS Evaluation Toolkit

How-to Guide for FTS Evaluation

– Step 1: Prepare for evaluation
– Step 2: Identify your outcomes
– Step 3: Select and adapt measurement tools
– Step 4: Complete your evaluation plan
– Step 5: Implement your evaluation
– Step 6: Use your evaluation results
# Farm to School Evaluation Plan

## Step 1: Prepare for Evaluation

<table>
<thead>
<tr>
<th>Evaluation Purpose</th>
<th>(select: program improvement, information for key stakeholders, or information for funders)</th>
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<tbody>
<tr>
<td>Evaluation Start Date</td>
<td>(insert start date)</td>
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<tr>
<td>Evaluation Results Ready</td>
<td>(insert date for evaluation results to be ready)</td>
</tr>
</tbody>
</table>

**Evaluation Resources:**
- Research skills
- Existing data

## Step 2 - 4: Identify Your Outcomes, Select Measurement Tools, & Complete Your Evaluation Plan

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Program Activities</th>
<th>Measurement Tool</th>
<th>Timeline</th>
<th>Data Collection &amp; Analysis Steps</th>
<th>Key Staff</th>
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<tbody>
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Colorado Farm to School Task Force
ATTACHMENT 4: OUTCOMES FOR FOOD SERVICE STAFF & OPERATIONS

SELECTING OUTCOMES

This attachment provides you with a list of outcomes related to food service staff and operations. These are changes in the staff attitude, knowledge, behavior that can result from farm to school programming. They also include the changes in food service practices and policies that can result from farm to school programming. Select those outcomes most relevant to the components of your program.

SELECTING MEASUREMENT TOOLS

The use of measurement tools is simplified by selecting from an existing set of tools, where available. The following list of tools specifies which outcomes are measured. Please ensure the tools you select are appropriate to your needs, and modify them to fit your outcome or population of interest. Additionally, some tools require greater complexity in their implementation (e.g., pre/post test of staff before and after a training or participating in farm to school programming), and it is important to consider the feasibility of implementation when selecting them.

Outcomes and Measurement Tool Selection Table: School Food Services Staff & Operations

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>This may be a fit for your program if...</th>
<th>Measurement Tools: Type</th>
<th>Measurement Tools: Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Increase in knowledge of seasonal recipes</td>
<td>Your program includes changes to the school meal program, specifically tied to season offerings.</td>
<td>Tracking/surveying to collect information from food services on what is served.</td>
<td>- *Bearings Fruit: Farm to School Program Evaluation Resources and Recommendations, “New York Survey of K-12 Food Service Directors” (Pages 89)</td>
</tr>
<tr>
<td>2. Increase in knowledge and interest in local food preparation</td>
<td>Your program includes food service staff involvement in procuring, preparing, and/or service local foods.</td>
<td>Surveys of all food service staff on knowledge and interest in local food preparation using surveys.</td>
<td>- *Bearings Fruit: Farm to School Program Evaluation Resources and Recommendations, “New York Survey of K-12 Food Service Directors” (Pages 89)</td>
</tr>
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<td>Interviews with a sample of food service staff to better understand their experience with the farm to school programming and how it has influenced their interest in</td>
<td>- *Farm to School Evaluation Toolkit “Food Service Staff Interview Guide” (Pages 13-14, and 17)</td>
</tr>
</tbody>
</table>

Colorado Farm to School Task Force
Long Term Goals

Task Force’s priority is to map the FTS landscape of Colorado:

– Broadcast various programs through FTS Info Hub
– Share resources

ITAs serve as a tool to identify:

– What are the various models of FTS programming
– What resources are needed
– Connect programs to each other

Ultimately, Colorado becomes a national model of a statewide FTS program
Larimer County Front Range
Intensive Technical Assistance Workshops

Kristen Kirkpatrick, Bellisimo
Larimer County Front Range ITA

• Community Readiness
• Catalyze existing community efforts
Larimer County Front Range ITA

Our process:

- Steering Committee
- Kick-off community event
  - Audience: community members
- Second stage ITA workshops
  - Audience: largely agency members
ITA Site Identification

FTS Task Force goal: Collaborative, sustainable farm to school statewide
Why We Need You

Task Force wants to engage all communities throughout Colorado to:

- Learn
- Document
- Develop resources
- Share and promote all FTS programs

Each community that is visited, provides invaluable information:

- Each community is unique, therefore FTS programs and best practices are unique to those programs
- Connecting those communities together only helps to support FTS efforts statewide
- Increasing FTS efforts supports larger food system efforts to connect local food to community
- FTS becomes the “norm” rather than an “alternative” program
Apply for ITAs

Six locations to be identified
Three in 2014
Three in 2015

Apply online at [http://coloradofarmtoschool.org/ita-workshops/](http://coloradofarmtoschool.org/ita-workshops/)
Questions?

WWW.COLORADOOFARMTOSCHOOL.ORG
Speaker Contacts

Leslie Levine – leslielevine@livewellcolorado.org

Lyn Kathlene – lyn@sparkpolicy.com

Julia Erlbaum – julia@realfoodcolorado.com

Kristin Kirkpatrick – kkirkpatrick@bellisimoinc.com
Food Systems Toolbox

www.livewellcolorado.org/foodsystems > Food and Nutrition Education > School-based Nutrition Education
Resources

- Colorado Farm to School Task Force - [www.coloradofarmtoschool.org](http://www.coloradofarmtoschool.org)
- ITA Applications - [http://coloradofarmtoschool.org/ita-workshops/](http://coloradofarmtoschool.org/ita-workshops/)
- Spark Policy Institute - [http://www.sparkpolicy.com](http://www.sparkpolicy.com)
- Bellisimo - [http://www.bellisimoinc.com](http://www.bellisimoinc.com)
- Real Food Colorado - [http://realfoodcolorado.com](http://realfoodcolorado.com)
Thank you!

Thank you for joining us! Please join us for next month’s webinar:

*Healthy Food Distribution: Sustaining Profits for Farmers while Providing More Accessible Healthy Foods for All Consumers*

Thursday, November 14th
1-2pm

Find out about future webinars on LiveWell’s webinar page at http://livewellcolorado.org/livewells-commitment/research-and-publications/webinars