Colorado Proud School Meal Day 2012

Farm to School Webinar Series
Tuesday August 7th, 2012
2-3 p.m.
WELCOME!

Lyn Kathlene
Spark Policy Institute

www.sparkpolicy.com
Objectives

- To learn how & why Colorado Proud sponsor’s School Meal Day
- To learn about the resources available to schools
- To learn about the benefits to schools
- To learn how chefs support school nutrition services
- To learn about the benefits to producers
Agenda

Presentations:

- *CO Farm to School Project* - Lyn Kathlene, Spark Policy Institute
- *Colorado Proud School Meal Day* – Wendy White, Colorado Department of Agriculture
- *Cherry Creek School District* – Erika Edwards, Food Service Director
- *Douglas County School District* – Jason Morse
- *Circle Fresh Farms* - Brett KenCairn

Closing Thoughts – *Colorado Farm to School*

Open Q&A
Today’s Presenters

Lyn Kathlene  
Spark Policy Institute

Wendy White  
Colorado Department of Agriculture

Erika Edwards  
Cherry Creek School District

Brett KenCairn  
Circle Fresh Farms

Jason Morse  
Douglas County School District
Lyn Kathlene
lyn@sparkpolicy.com
Resources for Schools

- Colorado Farm to School Primer
- Overview of School Food Procurement in CO
- “How to….Resources”
- Finding & Knowing your Local Farmers
- Integrating Local Foods into Colorado Schools: Case Studies from around the State
- Farm to School Curriculum
- Choose Your Own Farm to School Adventure!
Resources for Producers

Colorado MarketMaker (http://co.marketmaker.uiuc.edu/)
- Online searchable resource that links producers to buyers and vice versa

Colorado Farm to Market (http://cofarmtomarket.com/)
- Resources and guidance on how to sell in direct markets including federal, state, and local food licensing requirements

Guidance on Crop Extension, Food Distribution & Food Safety
Nominate a FTS Champion!

We’re looking to highlight people who were instrumental in farm to school efforts:

- Parents
- Youths
- Community members
- Producers
- Teachers
- School administrators
- Food service directors

Contact Wendy Peters Moschetti with your nominations! wendy@wpmconsulting.net or https://www.surveymonkey.com/s/FTSChampions
Connect with Us!

 степени Take our Producer Survey
- www.surveymonkey.com/s/ftsproducer

 степени Interested in FTS Community Outreach?
- www.surveymonkey.com/s/FTSCommunityOutreach

 степени Staff:
- Lyn Kathlene, Project Director
- Wendy Peters Moschetti, Schools Liaison
- Jim Dyer, Producer Liaison
CO Farm to School Webinar Series

Future Topics:

✈️ Using the Farm to School Equipment Grant Template: September
For more information & resources

www.coloradofarmtoschool.org

www.coloradoagriculture.com
COLORADO PROUD SCHOOL MEAL DAY
Listening to Colorado Consumers

- 90% of Colorado consumers would buy more Colorado grown and produced products if they were available and identified as being from Colorado.
  
  Source: CSU “Public Attitudes about Agriculture in Colorado - 2011

- 84% of people purchase at least some Colorado products.
- 57% are looking for the Colorado Proud logo more now than they used to.
- 76% are very or somewhat familiar with the Colorado Proud logo, up from 68% in 2010 and 59% in 2008.

  Source: Survey USA - 2011
Established in 1999.

**FREE** marketing program to help consumers, restaurants, schools and retailers identify and purchase Colorado food and agricultural products.
Colorado Proud

- Currently more than 1,700 members including producers, processors, restaurants, retailers.
2010 Colorado Proud School Meal Day

- More than 200 schools participated.
- Reached nearly 60,000 students.
- More than 40 chef demos and producer presentations at schools across the state.
2012 Colorado Proud School Meal Day

- Governor Hickenlooper Proclamation.
- September 12, 2012
- Order Form
  - Request Materials
  - Request chef demos/speakers

www.coloradoproud.org
Why is this Important?

- Connects kids with agriculture.
- Teaches them about where their food comes from.
- Supports local producers and state economy.
- Connects schools with local communities.
Colorado Proud School Meal Day

On September 9, we will be featuring the following Colorado grown items on the lunch menu:

- Cucumbers (from DiSanti Farms in Pueblo County)
- Watermelon (from Millerger Farms in Pueblo County)
- Peaches (from Bill Robertson Fruit in Grand Junction)
- Tomatoes (from DiSanti Farms)
Colorado Proud School Meal Day

COME CELEBRATE COLORADO PROUD DAY
SEPT 8
FOOD DEMOS AT LUNCHTIME
WITH CHEF TRIP KADECY
Resources
Colorado Farm Fresh Directory

- Farms and Ranches selling direct.
- Farmers’ Markets
- Crop Calendar

coloradoagriculture.com
What Can CMM Do?

- Provides searchable online directories and food system mapping for agricultural products in Colorado.
- Locates other producers, processors, wholesalers, food retailers, restaurants, and farmers markets within Colorado.
- Connects buyers and sellers, “Marketplace”

www.comarketmaker.com
Buyer>Institutional/School>Farm to School
Adams SD50

7002 Raleigh St
Westminster, Colorado 80030

Email: Contact Us
Phone: (303) 657-3959
Alt. Phone: (303) 229-0471
Contact: Jim D Rowan
Last Updated: Jun 5, 2012

Institutional/School
- Organization
- Education
- Farm to School
  - Farm to School Program (Pre-K, K-12), Meals Served (Breakfast, Lunch, After School, Summer School), Take Farm Field Trips/Tours
- Preferences
  - Fresh, Locally Grown, Wholesale Pricing
- Product Area
  - Fruit & Nuts, Grains, Meat & Meat Products, Vegetables

Business Details
- Certifications
  - GAP (Preferred), GLOBAL GAP (Preferred)
- Risk Management Requirements
  - Liability Insurance ($1M)
- Facility Details
  - Freezer Capacity: 3500, Refrigeration Capacity: 1100, Storage Capacity: 20000
- Transportation Details
  - Can Pick Up, Dry Truck, Refrigerated Truck
- Markets Purchased From
  - Local, Mountain Plains (USA)
- Business Details
  - Current Needs: Fruits and vegetables and researching beef and poultry, Needs As Of: 2012/07/09

About Us
No business details yet.

Business Connections
- J R Cox
- Granata Farms
- Arbor Valley Nursery
- Zweck's Fresh
- Sakata Farms, Inc.
- Cottonwood Farm
- Del Monte Fresh Produce Company
- Friends Trading Company, Inc.
- Munson Farms
- Ya Ya Farm & Orchard
- Golden West Farms
- Dean's Farm Produce
- Isabelle Farm
- Ginger Cat Farm
- Anders Farm
- Infinite Harvest Inc.
- Star Acre Farms LLC
- Sage Thymes

Industry Affiliations
No affiliations yet.

On the Web
No social network links yet.

Buy & Sell Forum Listings
No Buy & Sell Forum ads yet.
Farm to Market Website

- Website helps producers navigate the rules and regulations maze.
- Provides farm to school resources.

www.cofarmtomarket.com
Thank You!

For More Information:

Wendy White
Marketing Specialist
Colorado Department of Agriculture
(303) 239-4119
Wendy.White@ag.state.co.us

www.coloradoagriculture.com
www.coloradoproud.org
www.comarketmaker.com
www.cofarmtomarket.com
Erika Edwards

CHERRY CREEK SCHOOL DISTRICT
Cherry Creek Schools

Experience with Colorado Proud School Meal Day
Cherry Creek’s Participation

- Participated 2008-Present
- Chef demonstrations (coordinated through Wendy White)
- Menu and demonstrations to highlight Colorado food
- Incorporate fruit and vegetable of the month
Demonstrations

- Unique to each school depending on chef preference
- Demonstrations have included:
  - Peach Cobbler
  - Salsa
  - Smoothies
  - Decorative fruit and vegetable cutting
  - Pizza creation
Incorporating into Program Goals

- Perfect opportunity to partner with *Chefs Move to Schools* volunteers
- Highlight fruit and vegetable of the month or similar program
- Use as kickoff day to introduce or reinforce your efforts to highlight local food in your operation
  - Monthly feature of Colorado Proud menu
  - Farm to School program
2008 Colorado Proud Day
2009 Colorado Proud Day
2011 Colorado Proud Day
Our School Menu for
Wednesday, September 12, 2012

- Colorado Burgers – Featuring Colorado Beef
- Colorado Onions - Petrocco Farms Lettuce
- Colorado Potato Baked Wedges – San Luis Valley
- Corn on the Cobb - Olathe and Sakata Farms
- Crisp Romaine Salad
- Palisade Peaches
Resources

Chef’s Move to Schools
- Founded in May 2010 as part of First Lady Michelle Obama’s Let’s Move! Initiative
- For more information, check out the website http://www.chefsmovetoschools.org/

Colorado Chefs Association
- http://www.acfcoloradochefs.org/

Fuel Up to Play 60
- http://www.fueluptoplay60.com/
Circle Fresh Farms – Business Overview

Circle Fresh Farms is a brand identity manager and marketer utilizing a

local, fresh, clean and organic hydroponic produce.

Market capture in local, organic, year round produce production

Creation of Market conduit that can be expanded to include other goods and services

Creation of jobs and career opportunities for targeted constituencies e.g. veterans, inner city residents, displaced rural farmers
## Produce Market – US & Colorado

<table>
<thead>
<tr>
<th>Type</th>
<th>US</th>
<th>Colorado</th>
<th>Front Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Produce</td>
<td>$80B</td>
<td>$2.4B</td>
<td>$1.7B</td>
</tr>
<tr>
<td>Organic</td>
<td>$10.6B</td>
<td>$264M</td>
<td>$200M</td>
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### 2010 Organic Food Sales Channels

- **54%** Natural Retailers
- **39%** Mainstream Supermarkets, Club/Warehouse Stores, Mass Merchandisers
- **7%** Other Channels
Metro Denver residents buy nearly $6 billion of food each year — more than all the income earned by Colorado’s farmers.

90% of the food eaten in Denver is raised outside the metro area — $5.4 billion flows out of the region each year as consumers eat.

Metro Denver has 10% of Colorado’s farms, but these farms sell only $5 million of foods directly to consumers. That is only 2.6% of metro farm sales and 0.1% of consumer demand.
Development Strategy: Hub and Spoke Production Model

Satellite growers supported by central farm with packaging and distribution capabilities

Central Farm - Packaging, Cold Storage and Distrib.

- Cluster 1: Central Farm - Packaging, Cold Storage and Distrib.
- Cluster 2: Strawberries
- Cluster 3: "Living Greens"
- Cluster 4: Cucumbers
- Cluster 5: "Living Herbs"
- Cluster 6: Tomatoes TOV
- Cluster 7: Tomatoes BFS
- Cluster 8: Tomatoes specialty
- Cluster 9: Flowers

Retail Food Distributors

- King Soopers
- Whole Foods Market
- Safeway
- Walmart
- In Season local market
- Sprouts Farmers Market
Circle Fresh Farms Differentiators - Production

- Utilization of latest technology in production – automation, real time remote monitoring, nutrient metering
- Network production model – leverage capital infrastructure by having farmers make infrastructure investments
- Network-wide Certification management
- Food Safety and traceability
- Capability of rapidly developing new sites with either existing site retrofit or new facility development
- Reduced risk of production failures by distributing production sites
Circle Fresh Farms Differentiators - Market

- Local – Traceable (profile Harvest Mark System)
- Organic – Note CCOF certification
- Quality – Note Brix Index
- Innovation – Lettuce displays and designs for in-store kiosks
- Social Good Strategy – Veterans to Farmer Collaboration
Circle Fresh Farms Products
Circle Fresh Farms
Production
Circle Fresh Farms
Market Differentiators -- Retailers

- Best of market quality
- Price competitive to other premium products
- Certification
- System-wide food safety and traceability
- Innovation
Market Innovations
Patent Pending Living Greens Display

Live root-ball lettuce display in Whole Foods
Circle Fresh and School Opportunities

- Extended season fresh, local food
- Developing product options that serve schools and the farms
  - Farm-to-School Produce line
    - Tomatoes
    - Lettuce
    - Cukes
  - Education & Outreach
Parting Words

Celebrate success, no matter how small, and keep striving for further excellence.
Key Resources

- www.coloradofarmtoschool.org
- www.livewellcolorado.org/schoolfood
- www.coloradoagriculture.com

Speaker contact information

- Lyn Kathlene – lyn@sparkpolicy.com
- Wendy White - Wendy.White@ag.state.co.us
- Erika Edwards – eedwards10@cherrycreekschools.org
- Jason Morse – jason@5280culinary.com
- Brett KenCairn – brett@circlefreshfarms.com
Questions?