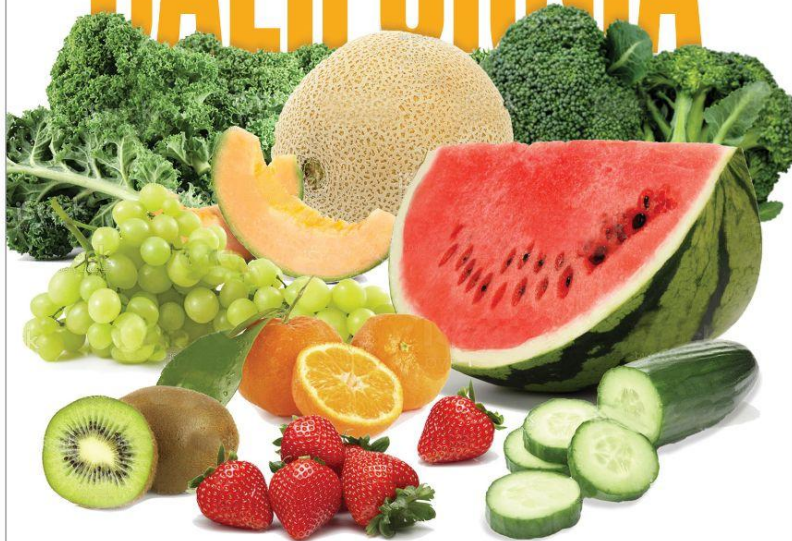


FRESH FROM CALIFORNIA™



School Food Innovator Series

FRESH FROM CALIFORNIA

December 2, 2021



Presenters



CALIFORNIA FOOD
FOR CALIFORNIA KIDS®

Crystal Whitelaw Hall

Program Manager
California Food for California Kids

Liz Carlton

Program Coordinator
California Food for California Kids



Mickinzie Lopez

Co-Founder
LunchAssist



Yousef Buzayan

Farm to Cafeteria Program Manager
Community Alliance with Family Farmers



Dane Petersen

Program Coordinator
Farm to Institution Center CHIP

Agenda Overview

Center for Ecoliteracy: Fresh from California Campaign

LunchAssist: Menu Planning and Procurement Support

CAFF and CHIP: Local Food Purchasing Resources for School Districts

Prize Giveaway: Farm Fresh Trivia Game

Breakout Sessions

Resources

Fresh from California



Food 4 Thought, LLC



GOLD STAR FOODS



Collaboration with Food Distributors

- List of seasonal crops
- Growers information for your promotional collateral and nutrition education activities

San Joaquin County, CA-Grown

The screenshot shows the Ag Link website interface. At the top, the logo 'Ag Link' is displayed in green, with navigation links for HOME, BUY NOW, HARVEST CALENDAR, MEET OUR GROWERS, and CONTACT US. Below the logo is a green banner with the text 'EAT IN SEASON FOR A REASON' and an orange banner with the text 'Children Learn Better When They Eat Well - Find Fresh, Locally Grown Produce Here'. The main content area is divided into two columns. The left column contains a sidebar with categories: Farm Fresh Foods, USDA FFVPP Approved, Best Priced In Season Fruits and Veggies, Sauces & Seasonings, Processed & Packaged (Individual servings), What's in Season, and a list of crops: Almonds, Apples, Carrots, Citrus, Grapes, Kiwi, Pears, Persimmons, Sauces & Seasonings, Tomatoes/Peppers, and Veggies. The right column displays a list of products under the heading 'PRODUCTS >> FARM FRESH FOODS > USDA FFVPP APPROVED'. A 'PRODUCT FILTER TOOLS' section is located above the product list. The product list includes a table with columns for Item #, Item Name, Promo Text, and Price. The product with Item # 11738 is highlighted with a red border and a callout box pointing to it. The callout box contains the text 'San Joaquin County, CA-Grown'. The product list also includes 'Add To Cart' buttons for each item.

Ag Link HOME | BUY NOW | HARVEST CALENDAR | MEET OUR GROWERS | CONTACT US

EAT IN SEASON FOR A REASON

Children Learn Better When They Eat Well - Find Fresh, Locally Grown Produce Here

Farm Fresh Foods

USDA FFVPP Approved

Best Priced In Season Fruits and Veggies

Sauces & Seasonings

Processed & Packaged (Individual servings)

What's in Season

Almonds

Apples

Carrots

Citrus

Grapes

Kiwi

Pears

Persimmons

Sauces & Seasonings

Tomatoes/Peppers

Veggies

PRODUCTS >> FARM FRESH FOODS > USDA FFVPP APPROVED

PRODUCT FILTER TOOLS

New and improved quick order functions...change view from pictures to list view then add items to cart with the click of a button. Items must be added one by one, then use the PREVIOUS button from your cart to return to the list to add more items. Be sure to be logged in or you won't see pricing or be able to order. If you have any questions, please feel free to [contact us](#).

SHIP TO ADDRESS:
13000 Newport Road
Ballico, CA 95303
209-634-8448

Change Address New Address

Item #	Item Name	Promo Text	Price
12166	Apple Pears (Tray Pack 44, 2 layer, 1 cup, Tulare County)		\$39.92
12072	Apples, Gala/Fuji Variety (163 ct/cs, 3/4 cup, San Joaquin County, 40 lbs.)		\$31.58
11738	Apples, Gala/Fuji Variety (180 ct/cs, 1/2 cup, San Joaquin County, 40 lbs.)	CA Grown	\$36.58
12025	Apples, Silcot Red Variety (2oz, 100 ct/cs, San Joaquin, 12.5 lbs.)	\$.25/serving	\$31.83
12139	Broccoli Florets (50 ct/cs, 2 oz bags, 6.25 lbs., Monterey County)		\$32.08
12144	Cauliflower Florets (50 ct/cs, 2 oz bags, 6.25 lbs., Monterey County)		\$35.00
12150	Kiwi, Gold (6 count, 108 ct/cs, Size 33 VF, 1/2 cup, 20lbs, Tulare County)	Smooth skin!!	\$43.33

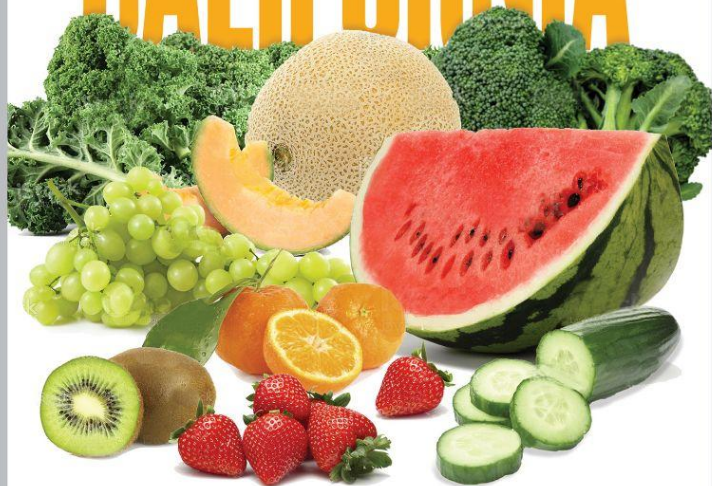
Farmers Visits

- Taste test activities
- Promotional handouts
- Educational presentations
- Nutrition education



CAFF
COMMUNITY ALLIANCE
with **FAMILY FARMERS**

FRESH FROM CALIFORNIA™



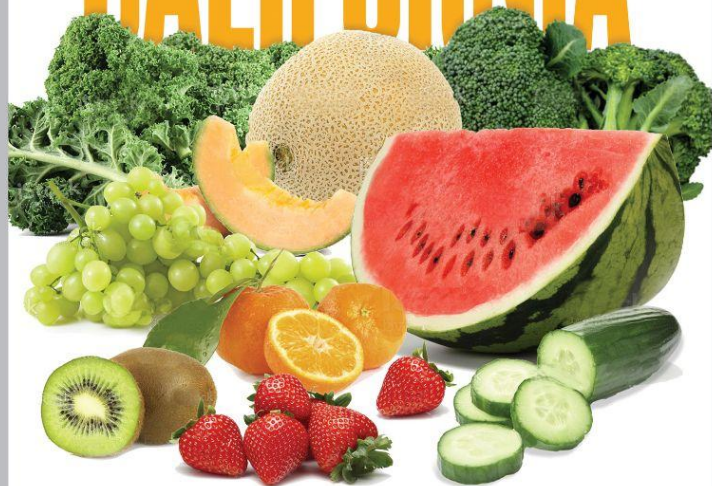
Why should we choose California-grown fruits and vegetables? Because California grows some of the best food in the world. It's fresh, healthy, and delicious. And when you choose fresh, local food you support our farmers, their families, and our communities. Food connects us. Fresh from California.



California Food for California Kids
is an initiative of the Center for Ecoliteracy

CALIFORNIA FOOD
FOR CALIFORNIA KIDS™

TUDO FRESCO CALIFORNIA™



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District Highlights

Lodi USD



Menu Planning and Support

Menu Planning and Support

- Monthly virtual menu planning sessions beginning Spring 2022
- Sessions will cover scratch-cooking, recipe development, and kitchen equipment
- Tailored information that's adaptable and achievable for school districts of any size



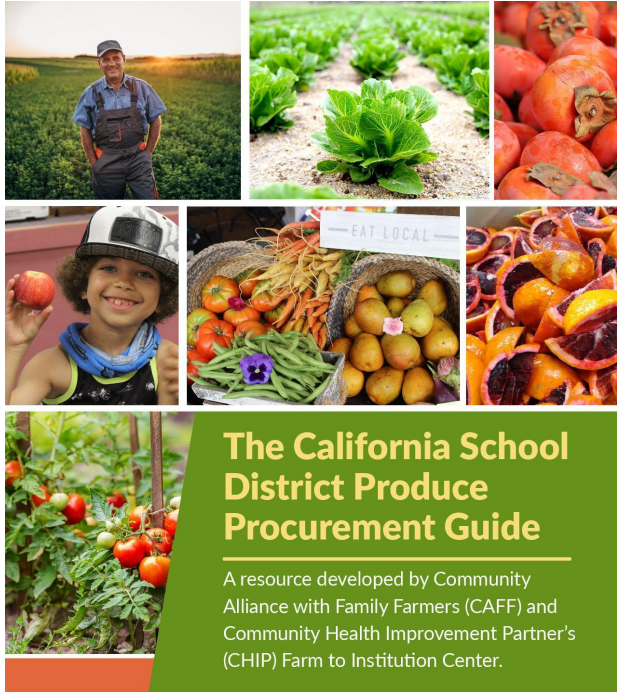
Next Steps

- Visit the [Fresh from California](#) webpage
- Complete the [sign-up form](#)
- Questions? crystal@ecoliteracy.org

Local Food Purchasing Resources for School Districts



CA School District Produce Procurement Guide



Resource include sections on:

- **Micro-Purchases**
- **Informal Procurement**
- Request for Proposals
- Emergency Non-Competitive Solicitations

www.caff.org/ca-school-district-produce-procurement-guide/

www.f2icenter.org/resources/farm-to-school-taskforce/



When to Use Micro-Purchases (< \$10,000)



Making a one-time purchase, spread across different farms



Alternating small purchases across farms throughout a season



First time trying something directly from a farm



Special events



Emergency Purchase

Micro-Purchase Requirements

- Distribute micro-purchases equitably among qualified suppliers
- Develop written specifications, required terms, contract provisions and conditions
- Shop around!
- Document all purchases!

Step 1: Develop Specifications

1. Develop specifications, and determine:
 - What do you want to buy?
 - When do you need the product?
 - What volume do you want to purchase?
 - Where do you need the product delivered?



Lakeside Union School District Spring Break Meal Distribution

Step 2: Conduct Market Research

- Check to see if your product:
 - Is it in season?
 - Is it available in your area?

Step 3: Contact a vendor and make the purchase

- Let the farmer/vendor know:
 - Your estimated volumes per delivery site(s).
 - What the farmer/vendor will need to provide to be added to your system for payment (e.g., W2/9, food safety plan, insurance).
 - How long they can expect to receive payment and make sure that the terms (i.e., “Net 10” vs. “Net 30” day payment turnarounds) work for them.



Fallbrook Union Elementary School District Summer Meal Distribution

Step 4: Manage the relationship

- Continue to stay connected with farmer/vendor.
- Communicate updates to farmer/vendor on shifts in menu, items of interest, etc.
- Celebrate your local purchase by sharing with your community! Include local farmer/vendor connection in flyers, newsletters, social media, and updates on your menu.

Step 5: Track your purchase

- CDE requires school districts to track vendors (i.e., farmers or aggregators) that district's purchase from under micro-purchases and informal bids.
 - CAFF micro-purchase and informal bid tracking lists – use these to track the quotes you receive for informal bids and vendors you purchase from off-contract.



*Fallbrook Union Elementary School District
Summer Meal Distribution*

Best Practices

- Rotating vendors after two consecutive micro-purchases from the same vendor to demonstrate fair vendor selection.
- If you purchase more than twice from the same vendor, switch to an informal bid.
- Each single purchase under \$10,000 is a micro-purchase, meaning it has to be one purchase under \$10,000, not multiple orders that combined are under \$10,000 throughout the year.



Davis Farms, Persimmons ready for November distribution!

Benefits

- Great for schools to purchase local food without soliciting competitive quotes.
- Allow schools to react quickly to changing markets and urgent needs when making small purchases.
- Try out produce from new local farmers.
- Feature local farms for promotional events
- All small local farms that districts want to support might not be a good fit for a longer-term contract, a few micro-purchases can mean a lot to a small farm business.



Informal Purchases: “3 Bids and a Buy”

When to use?

“Small purchases”

Multi-purchase contracts

1 year or less

When lowest price makes sense

When all bids need to meet all requirements

**Informal
Purchases**

**USDA Thresholds
\$250,000**



**\$10,000.0
1**





CAFF Two Styles of Informal Bids

COMMUNITY ALLIANCE
with FAMILY FARMERS

Simple:

- Calls or emails
- Make sure all needs are communicated & responses tracked evenly (write specs)



Two Styles of Informal Bids



Advanced:

- Written solicitation request (RFQ)
- Lists requirements & items
- Recommended for more advanced needs/ higher \$ solicitations



CAFF
COMMUNITY ALLIANCE
with FAMILY FARMERS

5 Steps to an Informal Bid

- 1. Develops Specifications**
- 2. Identify 3 Sources and request quotes**
- 3. Evaluate responses**

- 4. Award the Contract**
- 5. Manage the contract and farmer relationship**



Informal Bids: Challenges & Benefits

Benefits:

Easier than public RFPs

More flexibility and choice in solicitation process

Ensures compliance while supporting food hubs and farm direct purchasing

Challenges:

Less than 3 quotes = track why and justify choosing from 2 vendors

Informal bid announcement

Farm Fresh Trivia Game

How many pounds of strawberries does California produce each year?

One billion pounds!

Which county in California produces the most avocados?

Ventura County!

Which of the following fruits are technically considered berries?

Both oranges and avocados!

Winners!

Breakout Sessions

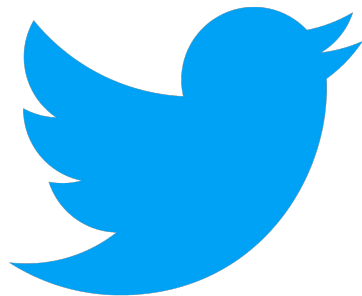
- a) Share a win you've had in procuring or promoting California-grown food
- b) What has been a challenge when procuring or promoting California-grown food?
- c) What do you hope to improve in your farm to school program in the next year?

Resources

- CEL: [Fresh from California Campaign Webpage](#)
- CHIP/CAFF: [California School District Produce Procurement Guide](#)
- CAFF: [Bid Generator](#)
- FOE: [Organic Product and Supplier List](#)

Q + A

Thank you!



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