

# School Food Innovator Series: Promote Your School Meal Program

September 12, 2024

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**CALIFORNIA FOOD**  
FOR CALIFORNIA KIDS®



# School Food Innovator Series: Promote Your School Meal Program

September 12, 2024

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Poway Unified School District



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# Agenda

- Welcome New Network Members
- Media Promotion
- Social Media
- Promoting Farm to School at Poway USD
- Q + A
- Regional Breakouts
- Resources
- Closing



# California Food for California Kids New Member Introductions



# CALIFORNIA FOOD FOR CALIFORNIA KIDS<sup>®</sup>

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



# California Food for California Kids



**144**

SCHOOL DISTRICTS

**37**

COUNTIES

**2,361,860**

STUDENTS ENROLLED

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**366,859,712**

MEALS SERVED ANNUALLY



Black Oak Mine Unified School District  
Committed to Educational Excellence



Central Unified  
School District



Union School District  
Encourage Engage Educate



# Promote Your School Meal Program in the Media





Tatum Wan

[tatumwanco.com](http://tatumwanco.com)

# Comms Dept. is Your Friend

- Let them be your ally
- Be proactive in telling your stories / Counteract negative stories
- Don't forget multicultural media outlets
- Assert your expertise and show leadership

# Stay on Message

- Learn five key messages of your organization
  1. Represent underserved students, 90 percent of whom qualify for free and reduced-priced meals
  2. Procure California-sourced fresh fruits and vegetables within 200 miles of the District
  3. Work with California farmers and invite them to schools to show students where their food is sourced
  4. Provide meals that consist of whole grains, California-sourced fresh fruits and vegetables, lean protein, without added salt or sugar
  5. Use compostable plates for a healthier environment
- Keep up with the latest news in your field
- Know the dissenters and their messages – have comebacks ready
- Stick to your talking points throughout the interview *no matter what*

# Short Declarative Sentences

- Speak in sound bites = 15 seconds = 3 sentences
- Avoid jargon
- Practice with video tape yourself
- Avoid “um” or “like”
- Stay away from the “yes” and “no” trap

# Before the Interview

- Know the publication/website/station and their audience
- Research the reporter interviewing you
- Know “on the record,” “off the record,” or “on background”
  - On the Record – Information provided can be used with no caveats.
  - Off the Record – Information provided cannot be used at all for publication of broadcast.
  - On Background – Information provided can be published under negotiated conditions.
- Broadcast: Know if the interview is live, live-to-tape or taped

# You're On!

- Mention branding/organization at the *beginning* of an interview
- Wear the appropriate attire
- Don't bring a cheat sheet
- Show and tell
- Show your hands!
- Smile 😊

# Promote Your School Meal Program on Social Media

# Effective Storytelling

- Shared value
- Problem
- Solution
- Ask





# Get to Know Your Audience

- Who is your target audience?
- What language(s) do they speak?
- What social media platforms are they on?
- What do they want to learn?





nusdfood



**nusdfood** Stemmed Organic Strawberries from @luceroorganicfarms and @spork.food.hub at Two Rivers.



platefulbywpusd



**platefulbywpusd** Our Harvest of the Month for August was Cherry Tomatoes and we were able to hold two tast...



mdusd.fns



**mdusd.fns** Live parfait prep at Woodside Elementary last week featuring Sierra Nevada Creamery yogurt, frozen b...



powayunified

November Seasonal Produce:

## Fuyu Persimmons

Come try delicious, sweet persimmons locally harvested from Davis Farms in Valley Center, CA! They will be available every Friday in the nutrition center!



powayunified In our ongoing efforts to feature fresh farm to table produce from local growers, the #PowayUnified...



mhusdnutrition



## ¿SABÍAS QUE?

la sandía y los plátanos son bayas, pero las fresas no lo son

mhusdnutrition ¿Sabías que la sandía y los plátanos son bayas, pero las fresas no lo son, porque técnicamente s...



sausdnutrition



## Uvas



**CALIFORNIA REPRESENTA MÁS DEL 82% DE LA PRODUCCIÓN TOTAL DE UVA EN EL PAÍS. ¡EL CONSUMO DE UVAS APOYA LA SALUD OCULAR!**



*Try them in your school cafeteria!*



sausdnutrition For #wellnesswednesday this week we are highlighting 🍇, available weekly in our school cafeteria...

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**This week on  
the salad bar:**

**CHERRY TOMATOES**

**PERSIAN CUCUMBERS**

**LOCAL PLUOTS**

**and more!**



YOUR  
LOGO

**CALIFORNIA FOOD**  
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**Local greens from  
Fiery Ginger Farms on  
all elementary menus  
this week!**



YOUR  
LOGO

# Thank you!



@center\_for\_ecoliteracy




@center-for-ecoliteracy



@center\_for\_ecoliteracy



@centerforecoliteracy



# Promoting Farm-to-School

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Nikki Furtado, RDN  
Dietetic Supervisor, Poway Unified School District



# About Me

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- Dietetic Supervisor at Poway Unified School District for 6 years
- Graduated from SDSU with BS in Food and Nutrition
- Completed my dietetic internship at ISU
- Previous work experience:
  - Sheriff's Department
  - Wounded Warriors
- San Diego native
- Hobbies: cooking, hiking and disc golf



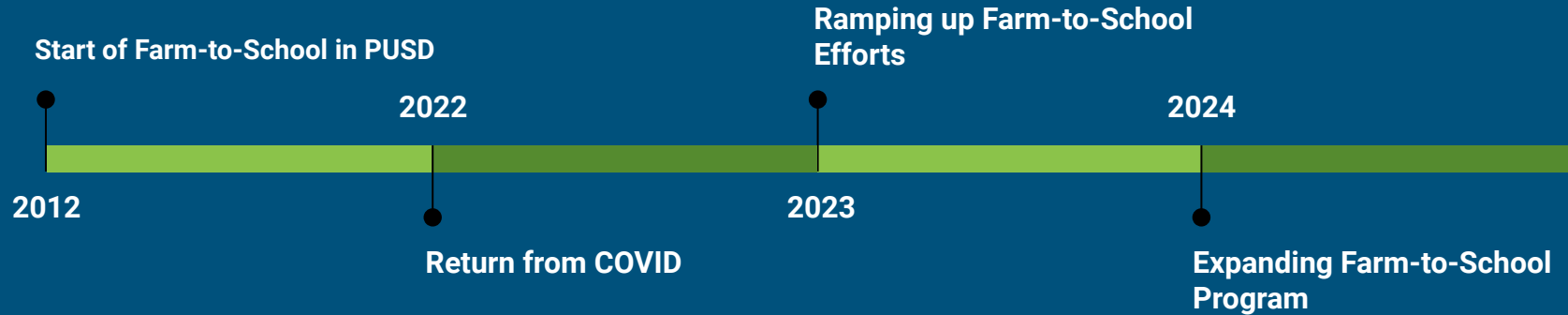
# Poway Unified School District Overview



- 35,000 students across 39 school sites
- Preschool through Grade 12
- Districtwide Free/Reduced eligibility of 17%
- Average Daily Participation:
  - Lunch: 53%
    - *Compared to 22% pre-pandemic*
  - Breakfast: 18%
    - *Compared to 1% pre-pandemic*
- 6 production kitchens
  - Combination of speed-scratch and heat-and-serve options, with a conscious effort to increase scratch-cooking abilities
- 26 satellite sites
  - Limited on-site food preparation
- Salad bars at every school

# Farm-to-School Timeline

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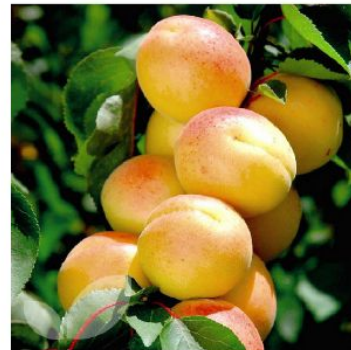


# 2012

- PUSD defines “local”
  - California-Grown
  - Southern California Local (within 200 miles of PUSD)
  - San Diego Local (within 25 miles of San Diego county line, in state of California)
- Select existing items distributor already had available (“Southern California Local”, not “San Diego Local”)
- Promote via printed flyer/handout on salad bar and word of mouth
- Creation of Farm-to-School Task Force in San Diego

Thursday, May 23

## **Fresh, Farm-to-School Apriums!**



**Did you know? ...**

**This delicious summer fruit is  
75% apricot, 25% plum. It is an  
excellent source of vitamin A.**

# 2022

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- District returns focus on Farm-to-School efforts post-pandemic
- Continue to source produce from distributor, but increase local highlight to once per week (rather than once per month)
- “Piggyback” off larger districts bringing in special produce through our distributor
- Continue to promote in the cafeteria via printed flyers
- Start promoting on online menus

# 2023

## Sourcing Local Produce



- Connect with other local districts
    - Find local farms already working with school districts
    - Implement practices and procedures being successfully utilized by other districts
  - Start small
    - 1-2 items per farm per month
-

# 2023 (cont.)

## Funding Local Produce

**Tango Mandarins**

PICKED FRESH FROM SOUTHERN CALIFORNIA GROVES, OUR CERTIFIED ORGANIC TANGO MANDARINS ARE ONE OF THE BEST TO START OFF THE YEAR. SMOOTH, THIN SKIN WITH BRIGHT ORANGE FLESH. FLAVOR IS SWEET AND TANGY ALL IN ONE DELICIOUS BITE. ONE OF THE BEST PARTS ABOUT TANGO IS THEY'RE NEARLY SEEDLESS. THE FRUIT PEELS EASILY AND IS SEGMENTED INSIDE MAKING IT THE PERFECT SNACK. THIS FRUIT SHIPS READY TO EAT AND AT PEAK FLAVOR.



**SUPPORT**  
YOUR LOCAL  
**FARMERS**  
DICKINSON FAMILY FARMS

- Grants focused on procuring local
    - Local Food for Schools
    - School Food Best Practices
  - Procurement methods
    - Micropurchase
    - Small Purchase
    - RFP/IFB
-

# 2024

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- Building off our existing efforts
  - Incorporating all the same farms, but focus on adding more produce from those farms as well as working with additional farms
  
- Increase spending
  - RFP- Local, organic fruits (within San Diego County border lines)
  - Mission: Possible! Go Organic

# Future Goals

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- Strive for 100% locally sourced produce (organic when available)
- Add locally sourced proteins and dairy
- Increase number of farms
- Increase variety of offerings
- Create F&N Department social media accounts
- Implement more scratch cooking and on-site processing of produce



# Promotion and Marketing

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- On-Campus Activities
  - School Farmer's Markets
  - Red Ribbon Week
- Serving strategies
  - Processing when possible (i.e. wedge persimmons, slice cucumbers)
  - Education/flyers



# Promotion and Marketing (cont.)

**Davis Family**  
FARM

Meet Derek Davis of Davis Family Farm! Derek, a San Diego County native, grew up in Encinitas, when it was just a small beach town whose railroad track separated the beach from many farms. In the 1950s, his grandfather owned an avocado orchard in Bonita where he would visit and lend a hand during the holiday seasons, sparking his passion for growing food. Following the passing of Derek's grandfather, the property was sold, but that didn't break Derek's connection with agriculture.

In the 1990's, Derek and his wife purchased their first avocado farm in Escondido, then in 2012 they acquired their current 49-acre Valley Center family farm where they grow mainly Hass Avocados and seedless Wasy Persimmons. Since the orchard was planted in the 1980's, Derek has worked tirelessly to rejuvenate and improve the sustainability of the farm by installing water wells, solar panels, and plant 400 trees.

**Harvest of the Month**

The persimmon is a locally grown tree fruit grown in San Diego County. They are known for their sweet, honey-like flavor. Hachiya and Fuyu are the most popular varieties.

Persimmons are rich in vitamins, minerals, and antioxidants which supports a healthy immune system.

Ripe Fuyu persimmons are firm and stay fresh up to 3 weeks at room temperature, and even longer when refrigerated.

Persimmons can be offered whole or quartered, added to salads or stirred in your favorite salsa replacement sweet salsa recipe for a

Nutrition Facts	
Serving Size: 1/2 medium Persimmon (84g)	
Calories 50	
Total Fat 0g	0% Daily Value
Saturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 12g	2%
Fiber 1g	2%
Sugars 1g	2%
Protein 0g	
Vitamin A 27%	Calories 5% from Fat
Vitamin C 1%	

- District Social Media
  - Work with communications department to post on district Facebook and Instagram
    - Photos of produce/farm
    - Description of produce (flavor, health benefits, cultural or seasonal relevance)
    - Farm bio
    - Ways to eat/prepare produce

# Promotion and Marketing (cont.)

## School Organizations

- Student digital media internship
- School news channel
- Daily/weekly announcements



## Community

- Local news segment



# Positive Impact

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- Increase fruit and vegetable consumption/reduced waste
- Improved public relations
- Overcome the stigma associated with school meals
- Positive student and parent feedback
- Increase meal participation
- Better nutrition for students
- Environmental benefits/sustainability
- Stimulate local economy and support local farms

# Tips

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- Start small
- AI (Canva or similar software)
- Work with communications department
- Use materials from farms
- Tour the farm, build relationships with the farmer
- Work with other local school districts
- Cross-promote






# Thank you!

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Contact Information:  
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Dietetic Supervisor  
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Q + A

# A Poll About Fruits and Vegetables



# School Food Innovator Series

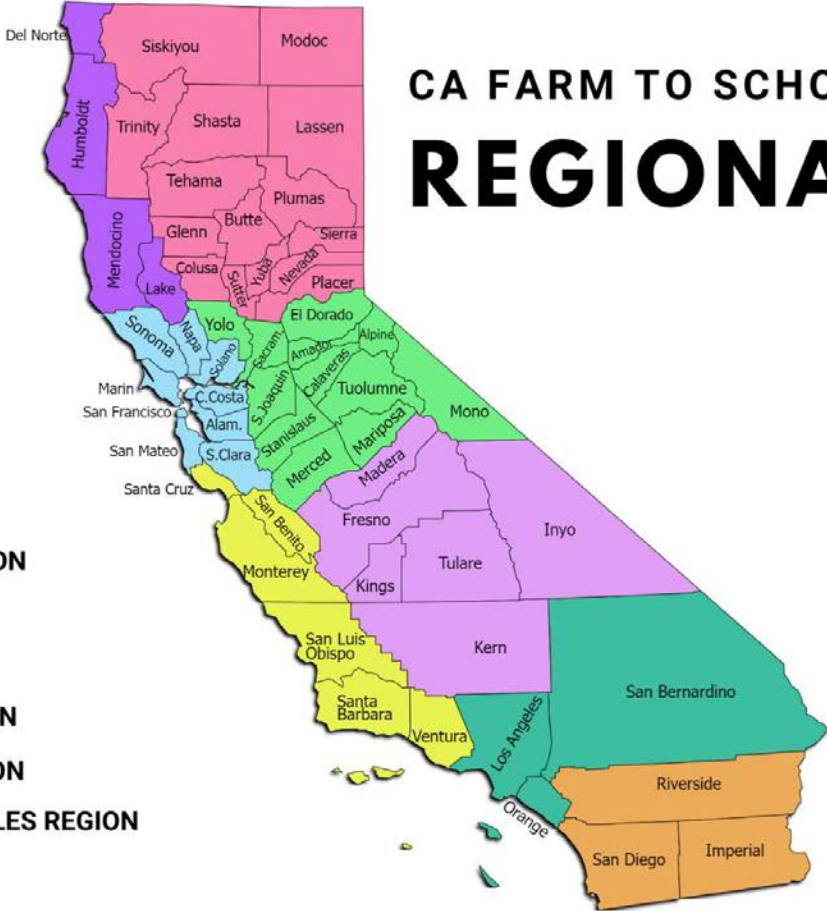
- Register Now!  
[School Food Innovator Series: Wed, Dec 4 @ 1:30 p.m. PT](#)
- Previous events: [School Food Innovator Series Archive](#)



# Regional Breakouts

# CA FARM TO SCHOOL NETWORK REGIONAL MAP

-  SUPERIOR REGION
-  NORTH COAST REGION
-  BAY AREA REGION
-  CENTRAL REGION
-  SAN JOAQUIN REGION
-  SOUTH COAST REGION
-  GREATER LOS ANGELES REGION
-  SOUTHERN REGION



# Resources

# Center for Ecoliteracy Resources

## **PUBLICATIONS**

[California Food for California Kids Celebration Resources](#)

[Photographing School Food Guide](#)

[Call for TK-K Recipes Google Form](#)

## **VIRTUAL EVENTS**

[TK-K Meal Patterns Webinar: Wed, Sep 25 @ 2:00 p.m PT](#)

[School Food Innovator Series: Wed, Dec 4 @ 1:30 p.m. PT](#)

# Join the California Food for California Kids Network

California Food for California Kids is an initiative of the Center for Ecoliteracy that builds the capacity and commitment of public school districts to provide all students with fresh, locally-grown school meals and develop connections between the cafeteria, classroom, and garden.



# Partner Organization Resources

## **CAFF**

[Cafeteria Signage](#)

[California Crunch on October 10](#)

[Bid Generator](#)

## **CDE**

[Farm to School Resource List](#)

## **CDFA**

[Office of Farm to Fork California Farm to School Program](#)

[Planting Seeds Blog: \*Celebrating new school meal options as new school year begins\*](#)

[CalAgPlate Grant Program \*Due September 25\*](#)

# Partner Organization Resources

## **Association of State Public Health Nutritionists**

[CACFP Vegetable & Fruit Snack Menu with Cultural Recipe Options](#)

[FARMWISE Webinar: Farm to CACFP Mythbusting Webinar: Tue, Sep 17 @ 11:00 a.m. PT](#)

## **National Farm to School Network**

[Transforming School Meals: How School Meals for All Policies Can Drive Food System Change Webinar: Tue, Sep 17 @ 1:00 p.m. PT](#)

## **USDA**

[Procuring Local Foods Webpage](#)





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