Building regional markets:
Opportunities for nutrition education

Gail Feenstra, Deputy Director, SAREP
UC Agriculture and Natural Resources
SAREP’s Food & Society Program

• Building regional markets and communities
• Food system assessments and food policies
• Farmworker and rural community well-being
Overview: Building Regional Markets

- Farm to School/ Farm to institution
- Urban Agriculture
- Values-based supply chains

How can these provide opportunities for direct nutrition education and policy/systems/environment approaches?
Farm to School/ Institution

- Local/regional food procurement
- School gardens/ Farm tours
- Recycling/ composting
- Nutrition/ food education
Regional Food in Schools: Strategies

• Introducing farm fresh food to students
  – Lunchroom/ salad bars/ lunch plates
  – Gardens
• Cooking classes for food service
• Marketplace exchange: connecting with farmers
Two Farm to School Tours

• Tour attendees explore the benefits and challenges of Farm to School in California with a team of experts from across the state.
• Visit innovative programs that support family farmers, healthy children, and thriving schools.
• The tour focused on the impacts of Farm to School across California.
• We discussed how policy and partnerships can expand impacts and overcome challenges.
Riverside Unified Farm to School Tour

• Partnered with Urban & Environmental Policy Institute
Hot Lunch—
Ranch cheese pizza

(Does the tennis ball count as fruit?)
The Lunch Lady's Garden!

Samantha & Denise
Professional Development for Food Service Staff
Davis Joint Unified School District & Davis Farm to School
Dominic Machi
Director Student Nutrition Services
The team and their new, seasonal offerings
CALIFORNIA
SPECIALTY CROPS

A Guide to Their Use in School Lunch
Marketplace Exchange: Connecting with farmers
Marketplace Exchange: November 2014

• Preparatory Work
  – Letter sent to 55 farmers from County Ag Commissioner
  – Registration included a questionnaire with info to create individualized profiles
Farmer/ Food Service Profiles

**Farmer Profiles**
- Basic contact info
- Crops grown, amounts in each season
- GAP, food safety certs, liability insurance

**Food Service Profiles**
- Basic contact info
- Crops needed, amounts in each season
- Delivery needs, distributors used, bid process
Marketplace Exchange

- 38 participants
  - 16 farmers
  - 15 school buyers
  - 5 distributors
  - 2 other
Marketplace Exchange: Results

Farmers

80% intend to sell to a school district or a distributor
(73% to a school district, 33% to a distributor)

27% set up a sale to a school district or distributor
(27% to a school district, 7% to a distributor)
Food Service Farm Tours
Outcomes

• Local procurement increases in schools
Outcomes

• Sales to regional farms increase

<table>
<thead>
<tr>
<th></th>
<th>Baseline (2011-12)</th>
<th>Year 1 (2012-13)</th>
<th>Year 2 (2013-14)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Sales</td>
<td>$25,276.00</td>
<td>$31,197.00</td>
<td>$79,189.40</td>
</tr>
</tbody>
</table>
The Reward!
Opportunities for Direct Nutrition Education

• Key Takeaways

• Students/ Teachers
  – Classroom: cooking, tasting
  – Garden-based learning
  – Cafeteria (tastings): Harvest of the Month

• Food Service staff: In-service trainings
  – Cooking classes/ demonstrations/ tastings
  – Farm or market tours

• Farmers
  – Farm tours or farmers in classrooms
Opportunities for Policy/ Systems/ Environment

• Involve policymakers, media
• Gardens = nutrition + environment + experiential learning [food systems approach]
• Farm to school provides many entry points for contributing to a more sustainable food system:
  – Appreciation for local ag, economic development
  – Seed to table cycle (students, food service, teachers, parents, community members)
  – Cultural, social, racial diversity
Keys to Success

• Build relationships
• Cross boundaries (and comfort zones)
• Measure success; tell stories
• Be patient
• Empower people
Thank You!

Gail Feenstra
qwfeenstra@ucdavis.edu
www.sarep.ucdavis.edu