

Building regional markets: Opportunities for nutrition education

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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

















CHOCOLATE LOWFAT MILK
VITAMIN A & D ADDED
1% MILKFAT

Environmental Fact
One tree can filter up to 100 pounds of pollutants from the air each year.

Nutrition Facts

Amount Per Serving		Calories from Fat 25	
Serving Size 1/2 Carton (125g)		100	
Amount Per Serving		% Daily Value*	
Total Fat	2.5g	5%	
Total Sugar	1.0g	2%	
Total Protein	1.0g	2%	
Total Fat	2.5g	5%	
Total Sugar	1.0g	2%	
Total Protein	1.0g	2%	

**CHOCOLATE
LOWFAT MILK**

VITAMIN A & D ADDED
1% MILKFAT

CRYSTAL

Natural Dairy Foods

DOES NOT CONTAIN THE GROWTH HORMONE (BST)





LOWFAT MILK CHOCOLATE MILK
LOWFAT MILK CHOCOLATE MILK
VITAMIN A & D ADDED
1% MILKFAT

Nutrition Facts

Amount Per Serving	
Total Fat	1g
Total Milkfat	1g
Total Sugar	1g
Total Protein	1g
Total Calcium	1g
Total Vitamin A	1g
Total Vitamin D	1g



Color!




The
Lunch Lady's
Garden!

Samaru & Denise




Sacramento Region Farm to School Tour















Pasla
9/29/15

Chef
stuff

STRAP'S
Only

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

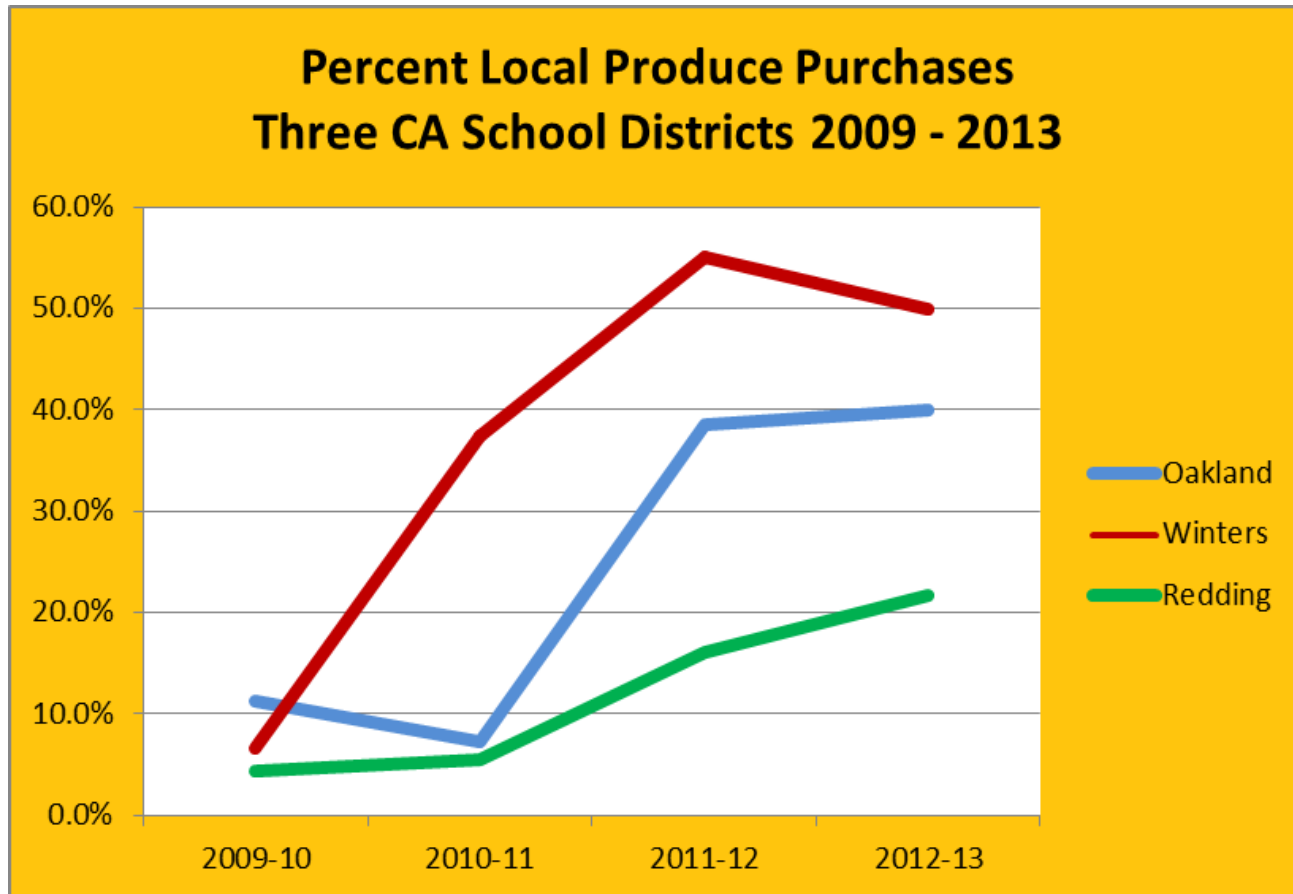
(27% to a school district, 7% to a distributor)

Food Service Farm Tours



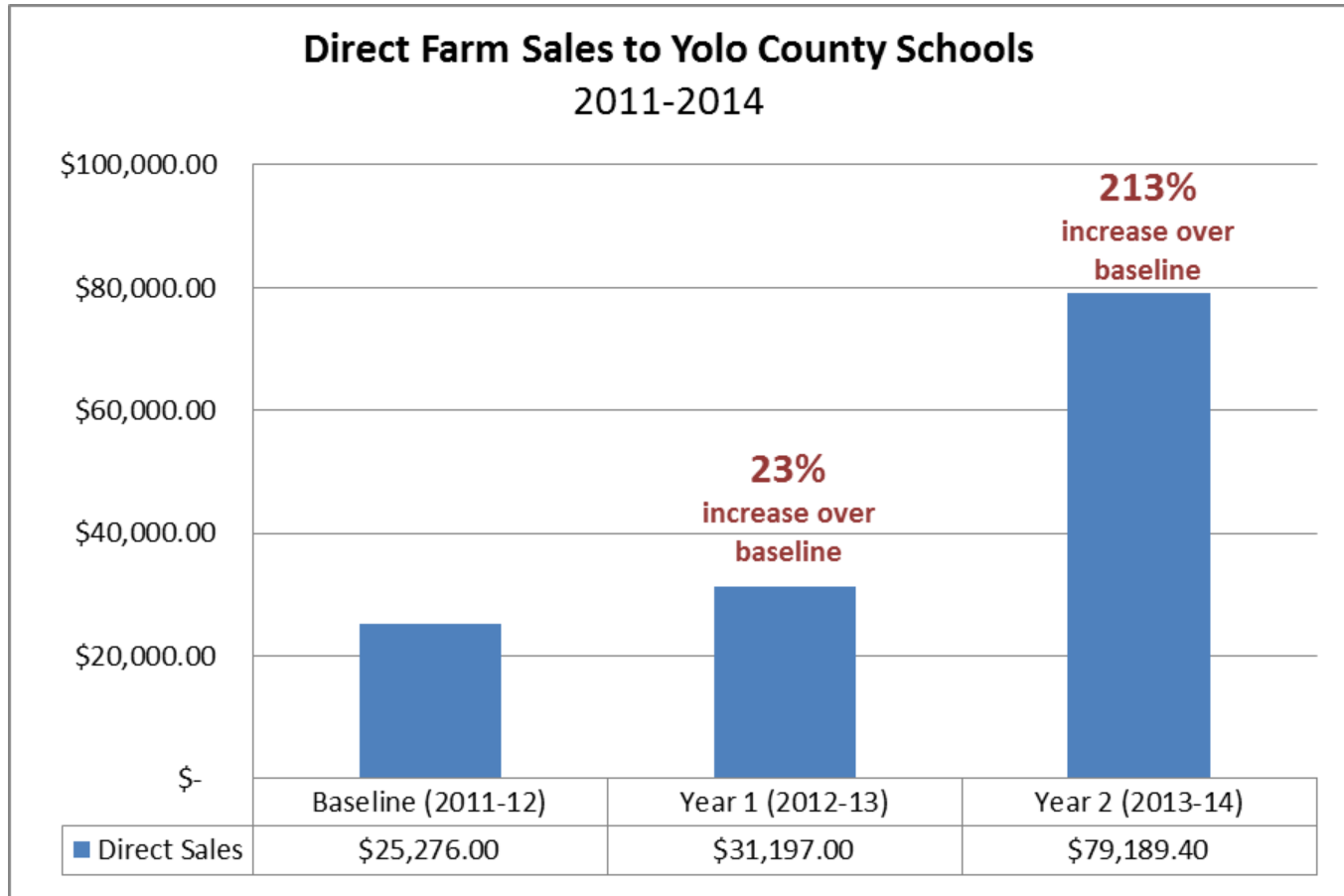
Outcomes

- Local procurement increases in schools



Outcomes

- Sales to regional farms increase



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!

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