

Corvallis Farm to School

Consumer Wellness Report: May 2012

Objective 1: Increase access to school district market.

- Reviewed the Corvallis School District's (CSD) produce purchasing records from the 2010-2011 school year to identify a baseline dollar amount of produce purchased locally. In 2010-11, it is estimated that approximately ~3% of produce purchased by the CSD was grown in Oregon. However due to limited records on the origin of the produce supplied by the District's regular produce distributor, the actual amount could be as high as 10%. This experience highlighted the importance of carefully tracking produce purchases in the coming years.
- Began a "Selling to Schools" farmer info packet. This activity is will continue into future quarters as we continue to learn through experiences with different farmers.
- Outreached to eleven local farms to discuss CSD contracting and purchasing for Tasting Tables.
- Developed a new Local Farm Produce Tracking system for CSD purchases. Began working with CSD produce distributor to identify farms of origin for CSD orders.
- Worked with the CSD distributor to receive a monthly report that shows all of the produce purchased through the distributor that was grown in Oregon. We will use this information to track the total amount of Oregon grown produce used in the schools.
- Began compiling a "Best Practices" sheet of Farm to School initiatives around the country that the CSD could use to promote Oregon grown fruits and vegetables.
- Worked with CSD catering to develop a Local Lunch catering offering.
 - Catered two breakfasts and two lunches using produce from seven different farms.

Objective 2: Develop and implement outreach and education campaign

- Contracted with a designer to develop a template for the “Meet your Farmer” poster that built on the ODE “Harvest for Schools” theme.
- Gave Farm to School presentations at staff meetings in 5 Corvallis schools. Promoted the Oregon Harvest for Schools materials for classroom use and
- Identified additional materials and means teachers can use to incorporate the CF2S program into their classrooms (agenda included).
- Surveyed 16% of Corvallis 4th graders about their knowledge of Oregon grown produce and eating habits. We originally intended to survey 2nd graders, but after review of our program plan decided current 4th graders will provide a better comparison group to the 4th grade students we will survey at the end of the project. The results are being collated and will be used as the benchmark of the attitude, knowledge and behavior of students regarding fruits and vegetables (sample evaluation included).
- Created a Food Service Bulletin that is printed on one full page of the monthly CSD lunch menu. This bulletin describes the Farm to School efforts within Food and Nutrition Services and informs parents about some of the other healthy practices employed by Food Services.
- Produced and distributed 13,121 informational pieces promoting Oregon fruits and vegetables (total project goal = 70,000):
 - Distributed 21,000 School Lunch Menus promoting an Oregon fruit or vegetable and featuring the Corvallis Farm to School program.
 - Created and displayed 65 “Meet your Farmer” posters in 11 schools. These posters feature the farm from which we purchased the produce for the Harvest of the Month Tasting Tables.
 - Distributed monthly Oregon Harvest for Schools newsletters to families of 4,000 students. These newsletters contain nutrition information about the Harvest of the Month, recipes, information about the local farm, and fun activities to try at home.
 - Displayed 140 Oregon Harvest for Schools posters and corresponding nutrition information in 13 schools.
- “Harvest of the Month” bulletin boards were displayed in six schools (Image included).
- Held 85 tasting tables in Corvallis schools featuring Oregon fruits and vegetables (total project goal = 200). In February, Monroe Elementary school (Monroe School District) joined our Tasting Table program and in April, Philomath Elementary School (Philomath School District) joined as well. 100% of elementary and middle schools in Corvallis participated. Through this

program, we exposed 4,900 students and staff each month to Oregon fruits or vegetables and promoting 3 farms:

- Oct – students compared 3 varieties of apples
 - Nov – students tasted 3 varieties of organic winter squash
 - Dec – students tasted sustainably grown frozen strawberries
 - Jan – students tasted organic potatoes
 - Feb – students tasted pears
 - Mar – students tasted sustainably grown frozen blueberries
 - Apr – students tasted organic radishes
- Planned the Harvest of the Month selections for the 2012-2013 school year.
 - 417 students went on farm field trips. Students learned about Oregon fruit and vegetable crops by participating in planting, tending, harvesting, and tasting activities. Field trip activities were tied directly to grade-level classroom science curricula to increase impact. This quarter we reached 50% of our 2 year target (600 students); our revised target is 1,000 students, a 40% increase.
 - This spring, we have 12 additional field trips scheduled throughout May and June.
 - Held an after school Cooking Club at Hoover Elementary school. During this five week program, 10 students learned basic cooking skills while cooking with organic, seasonally appropriate produce.
 - Two articles about the Corvallis Farm to School program were published in the Corvallis Gazette Times.
 - Two hour-long radio interviews with CF2S coordinator was broadcast on the “Nutrition Now” program (one in October, one in April).
 - Presentations on local food and Farm to School were given to the League of Women Voters on “Food Day,” the Corvallis Rotary Club, the Oregon Farm to School & School Garden Network’s annual meeting, and the Local Food Connection Conference.