

WORKSHOP: Developing a Colorado Farm to School Road Map: How to Get More Colorado Products into Schools

Track: Putting Money Where Our Mouth Is: Connecting Supply and Demand

Sponsored by: Instacart

THANK YOU TO OUR EVENT SPONSORS!
¡GRACIAS A TODAS LAS ORGANIZACIONES QUE FORMAN PARTE DE LA CUMBRE ALIMENTICIA 2023!



WELCOME!



**Wendy Peters
Moschetti**

Nourish Colorado
Executive Director

**This workshop is
sponsored by: Instacart**

Goals of this session

- Attendees understand the difference between the road mapping process and other efforts around CO to advance farm to school, such as technical assistance
- Attendees share ideas for how to make a roadmapping process in Colorado successful

Flow of this session

- What is Roadmapping? *And what is it NOT?!*
- Quick History Lesson and Activity: *Where have we been - where are we going?*
- Group Activity: **What** will make roadmapping worthwhile to you? **How** do we communicate with **YOUR** stakeholder group? **Who** needs to be at the table?
- Introduction of a NEW Website: The Colorado Local Food Program **Guidebook**
- Q&A & Closing

**This workshop is
sponsored by:** Instacart

FACILITATORS



Jessica Wright

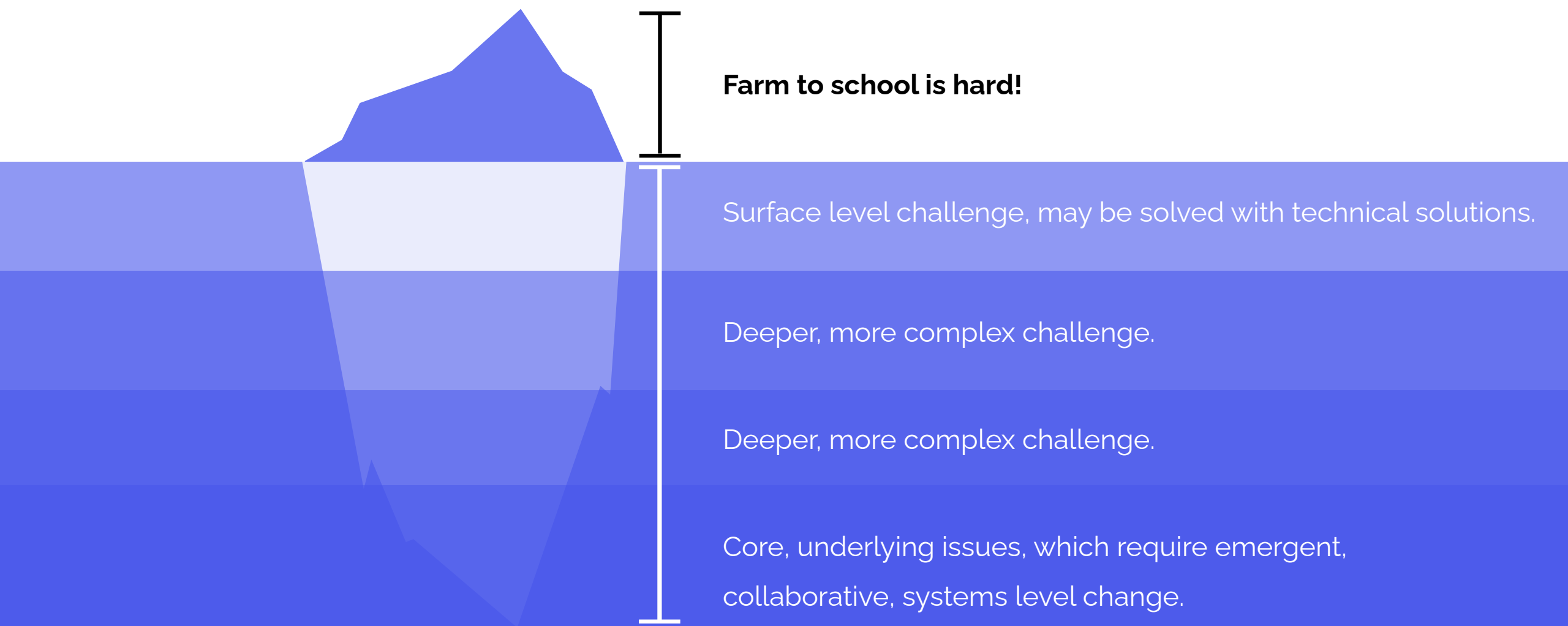
Nourish Colorado
Director of Healthy Food in
Institutions



Andrea Alma

USDA
Farm to School
Regional Specialist

This workshop is
sponsored by: Instacart



Farm to school is hard!

Surface level challenge, may be solved with technical solutions.

Deeper, more complex challenge.

Deeper, more complex challenge.

Core, underlying issues, which require emergent, collaborative, systems level change.

This workshop is sponsored by: Instacart



This workshop is
sponsored by: Instacart



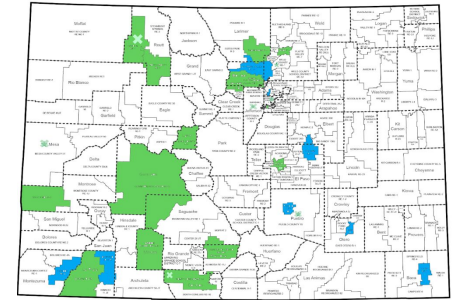
Trip Down Memory Lane



Farm to School Conversations and Programs Sprouting

LiveWell@School Food Initiative - foundations for scratch cooking in Schools around the state

Local Food Program Pilot (HB-1132) Legislation created and Passed. Signed June 2019!



2006 - 2010

2010 - 2018

2019

2010 - 2016

2018 - 2019

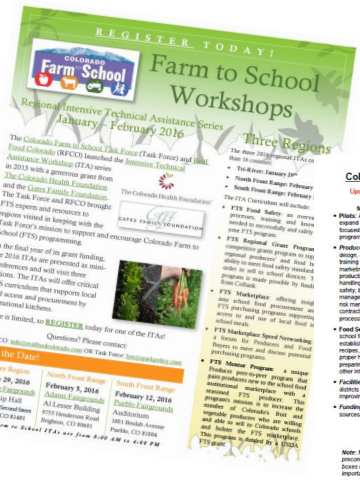
2020 - 2022



CO Farm to School Task Force is formed through the CO General Assembly

Local Procurement CO (LoProCO) Launched. Cooking up Healthy Options with Plants (CHOP) launched.

Implementing Local Food Program. CO Food Systems Advisory Council focused on Institutional Procurement and Universal Meals



Colorado Farm to School Task Force: Roadmap, July 2015
Updated on 07/02/2015

Mandate:
 • Public Institutions expand FTS and/or local food procurement programs.
 • Producers, Distributors, and other stakeholders expand FTS and/or local food procurement programs.
 • FTS Regional Office Program coordinate grant programs to regional producers, distributors, and other stakeholders in order to assist in local food procurement programs as well as other district, state, and federal programs.
 • FTS Marketing: Along with local food procurement, assist in and use of local food marketing, contracting, and processing.
 • FTS Marketplace: Assist school food services to establish procurement processes, region, state, national, and international procurement.
 • FTS Market Program: A major focus of the program is to assist producers, distributors, and other stakeholders in the local food procurement process. FTS provide the marketing and promotional support for the regional program. FTS will assist and assist in the marketing and promotion of the program to other districts, state, and federal programs.

Food Hub pilots throughout CO:
 • Food industry & organization information
 • Local food products
 • Local food products
 • Local food products

Local Procurement CO (LoProCO):
 • A strong local food system nearly chain to meet demand.
 • Local producers meet school food safety requirements & procurement policy.
 • School menus reflect what is available locally.
 • School maximize procurement of local agricultural products.
 • School staff are willing and able to handle process issues.
 • USDA enhanced food safety requirements as related to FTS.
 • Local receive state incentives for procuring local food.
 • Local: state & federal policy supports the sustainability of FTS.
 • FTS receive state incentives for procuring local food.
 • Local: state & federal policy supports the sustainability of FTS.
 • FTS receive state incentives for procuring local food.
 • Local: state & federal policy supports the sustainability of FTS.

LEGEND:
 • Activities of the Task Force
 • Activities of other groups
 • Precedents to achieving the vision
 • Stakeholder vision for Farm to School

Where appropriate:
 • Food hubs are facilitating local food to schools around the state.
 • Distributors are contributing to local food in schools around the state.
 • School Farm to School partnerships are supporting around the state.
 • Local Farm to School supporting around the state.

Collaborative, sustainable representation of farm to school statewide.

Acronyms:
 CO - Colorado
 FDA - Food & Drug Administration
 FSMA - Food Safety Modernization Act
 FTS - Farm to School
 USDA - U.S. Department of Agriculture
 USDA - U.S. Department of Agriculture

Powered by the Public Policy Institute | www.ppiinstitute.com



This workshop is sponsored by: Instacart

Activity

- Each table has Sticky Notes (two colors)
- **FIRST - Thinking Externally - On the BLUE Color Sticky Note**
 - *Write a few of the top resources, individuals, programs, websites, trainings, etc that you have found helpful*
 - **Take 90 seconds**
- **SECOND - Thinking Internally - On the GREEN Color Sticky Note**
 - *Jot down the skills and expertise you have available to support making Farm to School the norm - "the easy choice"*
 - **Take 90 seconds**
- Keep your Sticky Notes at your seat!!

External

Produce safety university

Quick Bite Culinary Trainings

Institute of Child Nutrition

USDA Local Procurement Guide

....

Internal

Trained chef

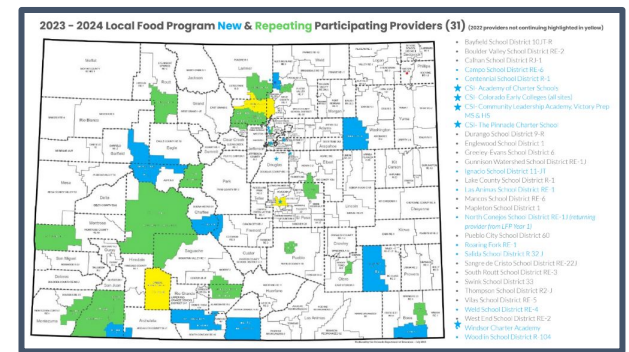
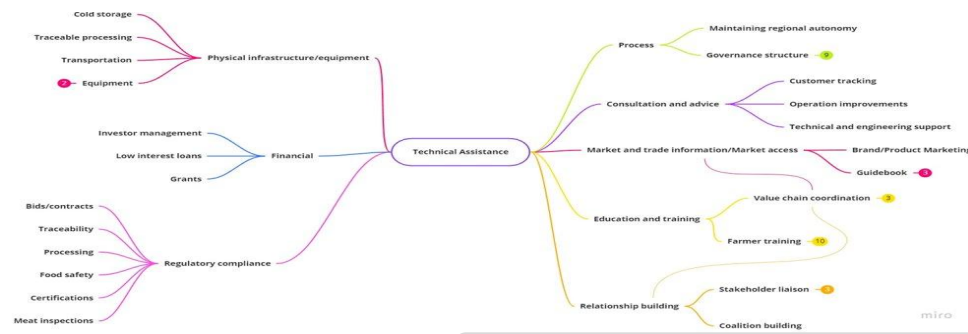
Understand procurement

Know what is local in my region

Lots of connections

This workshop is sponsored by: Instacart

Key Initiatives Going on Today



Local Food Program Pilot continues. USDA awards CO \$2.5M for schools to buy local (through Feb 2024). Nourish CO awarded \$1M Regional Food Systems Partnership Grant (3 years)

Local Food Program Pilot continues. HSMA launches August 2023 where every child gets to eat for free. CO Food Systems Advisory Council Institutional Procurement Working Group dives into understanding and mapping the "Farm to..." landscape



Fall 2022

2023

Fall 2022

2024



Healthy School Meals for All (HSMA) passed!! Along with every child getting to eat for free, it also includes money to buy local, technical assistance and infrastructure grants, and wages and stipends for food service workers.

HSMA Implementation continues June 2023 - Local Food Program Pilot wrapped up. Aug 2024 - HSMA Local Food Program and Staff Wages and Stipend Programs Launches



This workshop is sponsored by: Instacart

Group Activity

How do we get the best information to inform the Road Map from on-the-ground stakeholders while valuing everyone's time?

- In a minute, you'll we'll breakout into groups according to the stakeholder group you most closely align with:
 - School Meal Operators (Krista)
 - State & Local Government/Universities/Extension (Justin)
 - Community Engagement / Community Advocates (Caitlin/Laurel)
 - Agricultural Producers/Food Hubs (Kathryn)
 - Strategy (Big Picture)/Funders/Policy Advocacy (Casey)
 - Supply Chain/Distributors (Elliott)
- The facilitator will ask prompts and gather feedback (20 minutes)
- We will close with a Pair and Share Activity

Now - Move to the Stakeholder Group you most identify with!

This workshop is
sponsored by: Instacart

Group Activity

Stakeholder Groups:

- School Meal Operators (Krista)
- State & Local Government/Universities/Extension (Justin)
- Community Engagement / Community Advocates (Caitlin/Laurel)
- Agricultural Producers/Food Hubs (Kathryn)
- Strategy (Big Picture)/Funders/Policy Advocacy (Casey)
- Supply Chain/Distributors (Elliott)

Prompts:

- What is your gut reaction to the idea of strategic planning and this roadmap concept specifically? What would make this process worth your while to participate?
- How do we best communicate with YOUR stakeholder group? (timing, communication formats, who do you trust?) If you saw an email inviting you to come to a road mapping meeting, what would convince you to attend?
- Keeping equity at the forefront of your considerations, who are the people we need to talk to within your stakeholder group? (And if time, beyond your own group?)

This workshop is sponsored by: Instacart

A big THANK YOU to our facilitators!



Krista Garand
Colorado Department of
Education



Justin Carter
Colorado Department
of Education



Caitlin Stuart
Nourish Colorado



Elliott Smith
East Denver
Food Hub



Laurel Smith
Nourish Colorado



Kathryn Ardoin
East Denver
Food Hub



Casey Jaquez
Instacart

**This workshop is
sponsored by: Instacart**

Closing Pair and Share Activity

- Take a moment and think about your own key takeaway from this process
- In a minute, you will look to find another person from a **different** stakeholder group.
 - Introduce **yourself**, **your organization**, and **which stakeholder group you came from**
 - Share a key takeaway from the group activity (about 2 mins)

Now - Find someone from a different stakeholder group and share!

This workshop is
sponsored by: Instacart

The Colorado Local Food Program Guidebook!!!

A PROJECT OF NOURISH COLORADO

RESOURCES

ABOUT US



COLORADO LOCAL
FOOD PROGRAM
GUIDEBOOK



SUPPORT THE GUIDEBOOK

KIDS WIN. FARMERS WIN. COMMUNITIES WIN.

The Colorado Local Food Program Guidebook, provided by Nourish Colorado, is an online resource for school meal operators, agricultural producers, and school and community members. The Guidebook provides insights and tools for launching, implementing, and sustaining farm to school programs.

[LEARN MORE →](#)



BECOME A CHAMPION OF CHANGE

Help make farm to school the norm for Colorado.

[LEARN MORE →](#)

This workshop is
sponsored by: Instacart

The CO Local Food Program Guidebook!!!

A PROJECT OF NOURISH COLORADO

RESOURCES

ABOUT US



COLORADO LOCAL
FOOD PROGRAM
GUIDEBOOK



SUPPORT THE GUIDEBOOK

KIDS WIN. FARMERS WIN. COMMUNITIES WIN.

The Colorado Local Food Program Guidebook, provided by Nourish Colorado, is an online resource for school meal operators, agricultural producers, and school and community members. The Guidebook provides insights and tools for launching, implementing, and sustaining farm to school programs.

[LEARN MORE](#) →



BECOME A CHAMPION OF CHANGE

Help make farm to school the norm for Colorado.

[LEARN MORE](#) →

LOOKING TO JUMP INTO THE GUIDEBOOK? START HERE.

Take the short quiz

I am a...



SHOW ME EVERYTHING →

LOOKING TO JUMP INTO THE GUIDEBOOK? START HERE.

Take the short quiz

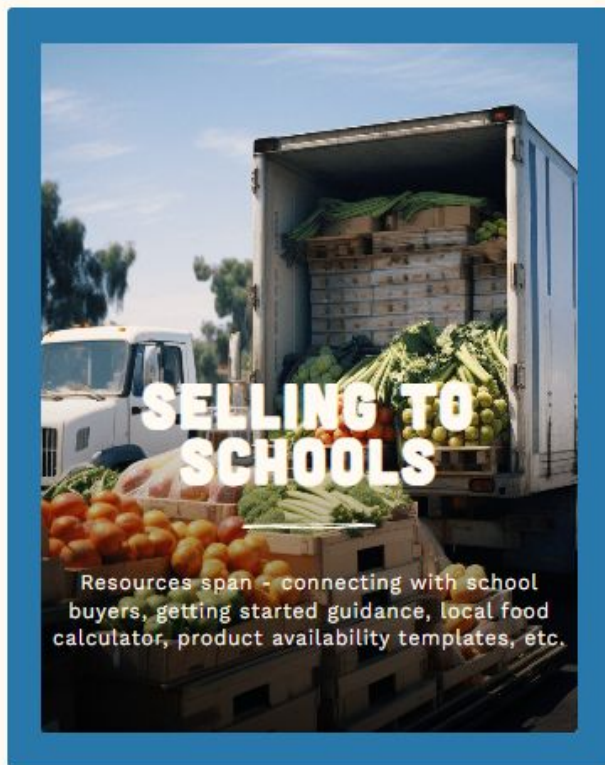
My Goal is...

[BACK](#)



PROMOTING LOCAL FOODS

Resources span - promotional local food flyers, event calendars, from farm to plate templates, etc.



SELLING TO SCHOOLS

Resources span - connecting with school buyers, getting started guidance, local food calculator, product availability templates, etc.



UNDERSTANDING SCHOOL MARKET CHANNELS

Resources span - school purchasing timelines, how schools procure, farm food safety guidance, etc.

[SHOW ME EVERYTHING](#) →

Agricultural Producer

Selling To Schools

FILTER BY TAGS (SELECT ALL THAT APPLY)

Everyone Farmers Ranchers

Food Hubs Food Service Director

Menu Planner

Local Food Businesses Purchaser

Food Service Staff

Community Members Parents

Local Food Business Teachers

Students School Admin

Kitchen Staff

RESET FILTERS X

TABLE OF CONTENTS →

SELLING TO SCHOOLS

Product Availability and Pricing Template

Provides a simple structure for listing your products, availability, and general pricing when meeting with a School Meal Operator.

Farmers Food Hubs Ranchers

SELLING TO SCHOOLS

Getting Started in Schools (Farmers)

Simple flowchart to reference for getting started with farm to school sales.

Farmers

SELLING TO SCHOOLS

Getting Started in Schools (Ranchers)

Simple flowchart to reference for getting started with farm to school

SELLING TO SCHOOLS

Connecting with School Buyers

Provides guidance on finding who to talk to, when to contact, key considerations, and conversation starters.

Community Members Farmers

Food Hubs Local Food Businesses

Parents Ranchers

SELLING TO SCHOOLS

School Meeting Checklist (Farmers)

A physical checklist to reference when meeting with a school food authority about selling your product.

Farmers

SELLING TO SCHOOLS

School Meeting Checklist (Ranchers)

A physical checklist to reference when meeting with a school food authority

RESOURCES ABOUT US



SUPPORT THE GUIDEBOOK

Getting Started in Schools (Farmers)

TOOL PURPOSE Simple flowchart to reference for getting started with farm to school sales.

GETTING STARTED IN SCHOOLS (FARMERS)



In gratitude to the Nebraska Department of Education for the development and guidance of this resource. galalla Commons

RELATED RESOURCES

SELLING TO SCHOOLS Product Availability and Pricing Template

Provides a simple structure for listing your products, availability, and general pricing when meeting with a School Meal Operator.

Farmers Food Hubs Ranchers

SELLING TO SCHOOLS Connecting with School Buyers

Provides guidance on finding who to talk to, when to contact, key considerations, and conversation starters.

Community Members Farmers Food Hubs Local Food Businesses Parents Ranchers

SELLING TO SCHOOLS School Meeting Checklist (Farmers)

A physical checklist to reference when meeting with a school food authority about selling your product.

Farmers

SELLING TO SCHOOLS Getting Started in Schools (Ranchers)

Simple flowchart to reference for getting started with farm to school sales.

Ranchers

SELLING TO SCHOOLS School Meeting Checklist (Ranchers)

A physical checklist to reference when meeting with a school food authority about selling your product.

Ranchers

SELLING TO SCHOOLS

Product Availability and Pricing Template

Provides a simple structure for listing your products, availability, and general pricing when meeting with a School Meal Operator.

- Farmers
- Food Hubs
- Ranchers

SELLING TO SCHOOLS

Getting Started in Schools (Ranchers)

Simple flowchart to reference for getting started with farm to school sales.

- Ranchers

SELLING TO SCHOOLS

Connecting with School Meal Operators

Provides guidance on finding who to contact, when to contact, key considerations, and conversation starters.

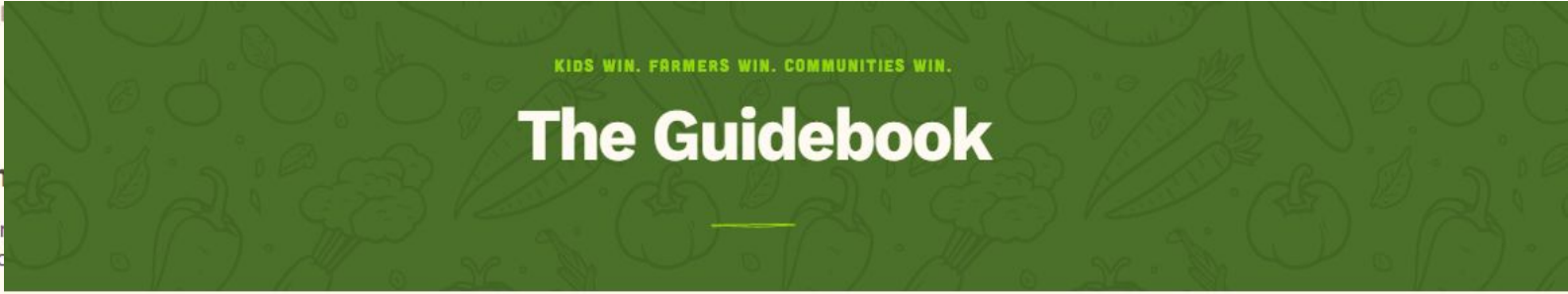
- Community Members
- Farmers
- Local Food Businesses
- Parents

SELLING TO SCHOOLS

School Meeting Checklist (Ranchers)

A physical checklist to reference for meeting with a school food buyer about selling your product.

- Ranchers



The Guidebook

Audience

Action

FILTER BY TAGS (SELECT ALL THAT APPLY)

- Everyone
- Farmers
- Ranchers
- Food Hubs
- Food Service Director
- Menu Planner
- Local Food Businesses
- Purchaser
- Food Service Staff
- Community Members
- Parents
- Local Food Business
- Teachers
- Students
- School Admin
- Kitchen Staff

RESET FILTERS X

TABLE OF CONTENTS →

ENGAGING WITH SCHOOL MEAL PROGRAMS

School and Community Gardens

Highlights how school and community gardens can work hand-in-hand with school meal programs and different set-ups.

- Community Members
- Food Service Director
- School Admin
- Parents
- Students
- Teachers

INSIGHTS INTO SCHOOL MEAL PROGRAMS

Making School Menu Changes – The Realities Today

Quick guide highlighting school meal program details to build awareness and understanding about the realities of school meals and the process of change

- Community Members
- School Admin
- Parents
- Students
- Teachers

INSIGHTS INTO SCHOOL MEAL PROGRAMS

Know Your School Meal Requirements

Quick guide detailing how school meal programs work, the components, and overall nutritional regulations

- Community Members
- Food Hubs
- Parents
- Students
- Farmers
- Local Food Business
- Ranchers
- Teachers
- School Admin

SELLING TO SCHOOLS

Connecting with School Buyers

Provides guidance on finding who to talk to, when to contact, key considerations, and conversation starters.

- Community Members
- Food Hubs
- Parents
- Ranchers
- Farmers
- Local Food Businesses

PREPARING LOCAL FOODS

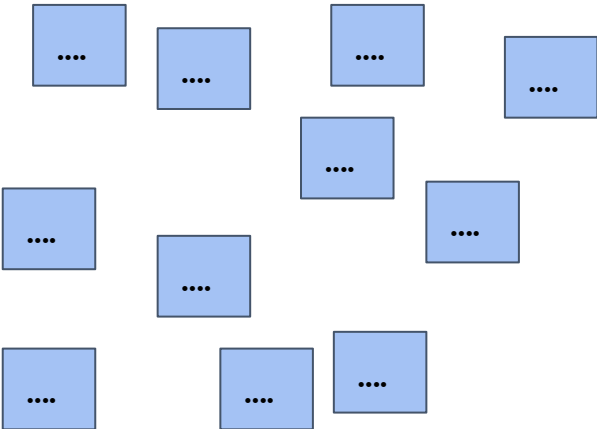
Food Processing Day

Provides guidance for organizing a

Questions and Answers

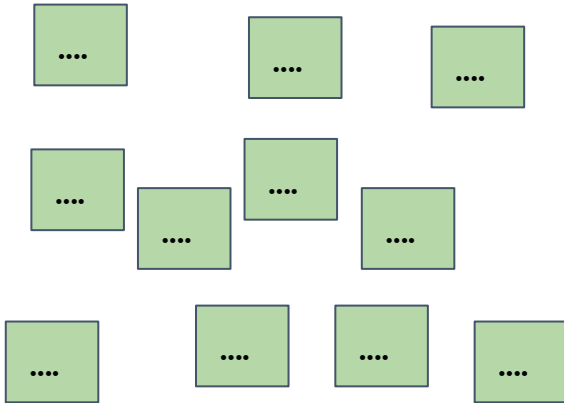
On your way out - Place your Sticky Notes in the designated spots by the exits!!

External Sticky Notes



A diagram showing 12 blue sticky notes arranged in a scattered pattern on a white background. Each sticky note is a light blue rectangle with three dots in the center, representing a question or answer. The notes are distributed across the white area, with some clustered and others isolated.

Internal Sticky Notes



A diagram showing 12 green sticky notes arranged in a grid-like pattern on a white background. Each sticky note is a light green rectangle with three dots in the center, representing a question or answer. The notes are arranged in three rows: the top row has three notes, the middle row has four notes, and the bottom row has five notes.

This workshop is
sponsored by: Instacart

What is one action that you are likely to do or do differently, as a result of this session?



WHAT'S NEXT?

Lunch: 12:15-1:30 - SHOW ARENA

Breakout Three - 1:30-2:45pm

Bringing Policy Down to Earth: WORKSHOP: From Community Food and Agricultural Advocacy to City and State Policy - EAST BREAKOUT

Key Factors: Connecting local needs with statewide resources - AUCTION ARENA

Young Leaders: Colorado Food System Jeopardy Challenge - CLASSROOM 1

Connecting Supply and Demand: WORKSHOP: Matching State Resources with Infrastructure Demand - SHOW ARENA

Effective Approaches to Addressing Hunger: Moving Through the Mess Together: How Food Coalitions Are Fumbling Forward Towards More Equitable Local Food Systems - WEST BREAKOUT

THANK YOU TO ALL OF OUR SPONSORS!

¡GRACIAS A TODAS LAS ORGANIZACIONES QUE FORMAN PARTE DE LA CUMBRE ALIMENTICIA 2023!

Our Organizing Sponsors



Our Sponsors



TODAY'S AGENDA

