
Everyone has a part to play. Whether you’re a farmer, parent, student, school food administrator, teacher or advocate, you’ll find inspiration in farm to school rockstars around the country, easy tips and helpful resources to get engaged.

Farm Aid
Farm to School

**WHAT IS IT?**
Farm to School connects farmers and schools to provide healthy, farm fresh food and revolutionize the learning environment. It is a commonsense approach to child nutrition that also strengthens local economies and builds more vibrant communities.

**FARM TO SCHOOL INCLUDES:**

- **FARM FRESH FOOD**
  Produce from local farms is served in school cafeterias

- **GARDENS**
  Students learn in the living laboratory of school gardens

- **LEARNING**
  A creative food and farm curriculum deepens knowledge.

**A GROWING MOVEMENT**
The farm to school movement is growing fast across the country, providing enormous benefits for students, farmers and communities. But we’ve got a long way to go before local food from family farms is available for every student in America!

*23.6 MILLION STUDENTS ARE ENGAGED IN FARM TO SCHOOL*

42% of U.S. SCHOOL DISTRICTS, OR 42,587 SCHOOLS, HAVE A FARM TO SCHOOL PROGRAM OF SOME KIND

40 STATES HAVE POLICIES THAT SUPPORT FARM TO SCHOOL PROGRAMS
Who Benefits?

EVERYONE.

FARM TO SCHOOL IS A WIN-WIN-WIN FOR STUDENTS, FARMERS AND COMMUNITIES.

GOOD FOR STUDENTS

One-third of American children are obese or overweight, while 6.5 million children live in “food deserts” where they lack access to supermarkets and other sources of healthy, affordable food. Farm to school programs help turn that around.

SCHOOLS WITH FARM TO SCHOOL PROGRAMS REPORT THAT STUDENTS ARE:

- Incorporating new foods and more variety into their diets.
- More physically active.
- Participating in school meal programs at increased rates.
- Reducing their calorie intake.
- And even changing their eating habits at home!

SCHOOL GARDENS OFFER A RICH LEARNING ENVIRONMENT WHERE CHILDREN CAN DIG INTO THE NATURAL WORLD. STUDIES SHOW THAT SCHOOL GARDENS LEAD TO:

- Increased science achievement scores.
- Greater knowledge of gardening, agriculture, healthy food & seasonality.
- A positive impact on student behavior.
GOOD FOR FARMERS
Farm to school offers farmers an opportunity to supply the institutional market worth billions of dollars.

Since 1950, the pay of the average American farmer has decreased by 59%.

Farmers in the farm to school program earn 5% more on average.

Farm to school allows farmers & ranchers to:

- Diversify their markets and secure demand for large volumes of product.
- Set reliable and fair prices for their products.
- Sell a variety of produce, beans, grains, flour, meat, poultry, fish, condiments, herbs, eggs and dairy.
- Negotiate business arrangements with institutions like colleges, hospitals and workplaces.
- Establish valuable connections with potential customers like parents and teachers.
GOOD FOR THE COMMUNITY
Farm to school benefits everyone from students, teachers and administrators to parents and farmers, providing opportunities to build local economies and deepen community engagement.

The typical food item travels 1,500 to 2,400 miles from farm to plate. That amounts to a lot of money leaving the communities that farmers call home.

For every $1 spent locally, another 40¢ to $1.60 of economic activity is generated. The $790 million spent by schools on local food translates, by conservative estimates, to more than $1 billion in local economic activity! In addition, each new farm to school job contributes to the creation of an additional 1.67 jobs.

HELP US GROW THE FARM TO SCHOOL MOVEMENT.
READ ON TO LEARN FROM OUR

Farm to School Rockstars

BETTI WIGGINS  DETROIT’S REBEL LUNCH LADY

JASON GRIMM  IOWA’S TIRELESS FARM TO SCHOOL ARCHITECT

JANE HIRSCHI  BOSTON’S SCHOOL
Though you may not know her name, in the farm to school world Betti Wiggins is a rock-star. Her journey as “Detroit’s Rebel Lunch Lady” started in 2009, when a string of federal reports warned that childhood obesity rates were reaching epidemic levels. Her home city of Detroit was named one of the most obese. As a longtime school food service professional, she was determined to change that.

In the process, she’s made Detroit one of the nation’s farm-to-school leaders. Betti knew Detroit’s high obesity rates were preventable, so she started poring over resources available through the Healthy and Hunger Free Kids Act of 2010, the most recent version of the federal Child Nutrition Act reauthorized by Congress every five years. The bill “gave me the guidance I needed to start a farm to school program that could be paid for using my school food service account,” she says. Betti discovered there was federal funding available to purchase local produce for school meals and supplies like seeds and gardening tools.

At a time when urban agriculture was taking off in Detroit, she repurposed some of the city’s 141 vacant lots into school farms and gardens. “We started the Detroit School Garden Collaborative, not just with public schools but for charter schools, Catholic schools, and even daycare centers.” These efforts improved access to fresh fruits and vegetables and also supported STEM (Science, Technology, Engineering, & Math) education through hands-on learning in the garden and curricula that emphasize food, nutrition and farming.

Now in its fifth year, Betti’s program can be felt in all corners of the community. The recent National Farm to School Census offers evidence of farm to school benefits like job creation. Betti sees these results firsthand when local farmers – whom Betti calls “the most courageous small business owners” – are able to hire new staff because schools pay a competitive price for local produce. Her students are eating Michigan grown food, learning about agriculture and plants and growing vegetables themselves. The lunchroom is more dynamic, for example schools have gone beyond iceberg lettuce, using their own mix of more nutritious baby spinach, brassica and kales instead. And parents are getting involved at their kids’ urging, joining in to learn about gardening and help with the harvest.

Betti’s work is so impressive that she was brought before Congress to testify in support of stronger school nutrition efforts and was profiled by PBS’ Food Forward!

DETROIT PUBLIC SCHOOLS NOW HAVE

- 80 SCHOOL GARDENS
- ONE 2.5-ACRE FARM
- 5 HOOP HOUSES
- 30% of SEASONAL PRODUCE SOURCED from MICHIGAN FARMS
Quick Tips

Betti’s Advice for School Administrators Looking to Shake Up Their Schools:

Money Matters

- Seek funding through the Healthy, Hunger-Free Kids Act of 2010 for school gardens & local food buying.
- Look for ways to generate income and lower your program’s dependence on grants. For example, Betti’s school garden program started selling their own produce!
- Does your school qualify for the Community Eligibility Provision? If so, you can provide free breakfast and lunch to all students with federal support.
- Consider a small increase in lunch prices (Betti suggests 50 cents) to support local food purchases.

Work with Local Farmers

- Look for a distributor who engages local farmers and will deliver food that needs minimal processing.
- See if your farmer can get GAP (Good Agricultural Practices) certified. They might need to take classes about handling and liability, but it will open up new market opportunities for their farm.
- Don’t stop at produce. See if you can find local ranchers, bakers and processors for sourcing.

Bring in Educational Benefits

- Develop a curriculum with your science department. Their budget can even help with buying seeds and provide support for the school garden or field trip elements of a farm to school program.
- Don’t expect teachers to know everything. Betti holds monthly seminars with experts who educate teachers about agriculture, gardens and food systems.
- Don’t rely on volunteers for your school gardens. Betti hired part-time seasonal staff as official employees of the school lunch program, paid for by the school food service account.
- Talk to the school board. You voted for them; now get them to support your ambitions.

Get Political

- Vote for representatives who want to improve child nutrition bills and support farm to school.

A student at Detroit Public Schools takes a closer look at soil life during a lesson out in the field, as part of a farm to school curriculum.
Jason Grimm has about a thousand titles, but first and foremost, he is a third generation farmer in Iowa, where he raises corn, alfalfa, small grains, black beans, beef, poultry and a variety of produce.

Since 2009, however, Jason has also served as the Food Systems Planner for Iowa Valley Resource Conservation & Development in Cedar Rapids, where he connects farmers with schools looking to source local food for their students throughout a nine-county region. Jason works with local governments, health authorities, schools, farmers, non-profit organizations, food processors and others working to build a sustainable food system – so its no surprise that people say he knows everyone in the region!

Wearing so many hats means Jason can fill a unique role in advancing farm to school programs in Iowa. Schools can be an unfamiliar market for many farmers, and understanding how they differ from their other customers is important. “My experience as a farmer helped me bridge the gap between school food directors and farmers,” he shares. For example, “[Farmers] weren’t familiar with how to respond back to the bids from schools. They ask me, ‘Can I just call and tell them that stuff?’ Not understanding the proper channels to navigate school contracts.”

Jason was inspired, watching so many challenging interactions between farms and schools that he felt could be avoided. To help others navigate common roadblocks, Jason created the Iowa Farm to School Toolkit, complete with purchasing templates, sample checklists and other guides he hopes are useful for farmers and schools alike.

In fact, Jason seems to find practical solutions for all the curveballs that come with the development of new market structures. In rural areas like where Jason lives, schools often need a small amount of produce, which can be worth less to the farmer than the cost of transporting the food. Jason’s solution: working together. He manages the Iowa Valley Food Co-op, an online hub where farmers can pool their resources and defray costs associated with tapping into wholesale markets, in addition to reaching individual customers. The growing cooperative currently has 5 farms and serves as a food hub for a school district in the state. Jason views working collectively with other farmers as a strong strategy that benefits everyone.

A true renaissance man, Jason also leads beginning farmer and rancher trainings, facilitates food policy councils in Johnson and Linn counties, and helps develop regional farm to school chapters in Iowa.

But more than anything, Jason hopes that his work in Iowa will inspire others to get involved across the country.
Quick Tips

JASON’S ADVICE FOR FARMERS LOOKING TO TAP INTO THE GROWING FARM TO SCHOOL MARKET:

WORKING WITH SCHOOLS

- Schools can make great markets for farmers. Don’t underestimate how many schools are interested in purchasing locally – they may just need an extra push to get started.
- Convert pecks to pounds! Find common language with schools & be patient if you don’t initially understand each other.
- Be prepared for schools to ask you for special packaging or harvesting instructions. Schools also require different paperwork than other buyers. Seek guidance from a local farmer who has gone through the process before.
- Ask schools if they need a specific crop. Suggest starting with crops that require minimal processing or that can be stored through the winter.

BUILD YOUR FARM BUSINESS

- Look for cooperatives or food hubs to make logistics easier, help you grow sales, expand your customer base and build your brand. If you can’t find one nearby, create one with other local producers.
- Use your involvement with schools as a way to market your farm to local community members.
- Consider getting GAP (Good Agricultural Practices) certified. You may need to take classes about handling and liability, but it will open up new market opportunities for you.

FARM TO SCHOOL IS MORE THAN FOOD

- Invite food service directors to tour your farm. It will strengthen your relationship and help them feel more comfortable buying from you.
- See if you can host students for a farm field trip or visit the classroom to teach them about farming.

GET POLITICAL

- Tell your senators to support bills that would help you get your products into schools.
- Connect with organizations that advocate on behalf of farmers. Jason suggests: National Farm to School Network, National Young Farmers Coalition, and National Sustainable Agriculture Coalition.

Jason visits with students each year to teach them about food and farming. He takes extreme pride in annually providing 1,000 pounds of organic potatoes to the school he attended as a kid.
In the late 1990s, Jane Hirschi’s daughter started kindergarten at a public school in Cambridge, MA. Jane was struck by the diversity of kids brought together in her daughter’s classroom. “I wanted to be a part of it,” she recalls. Equipped with a passion for kids and gardening, Jane had an idea for a school garden – and discovered that teachers were hungry for it. “Within a month,” Jane shares, “I had a cart that I was rolling through the halls with all these garden tools.” By 2001, her idea blossomed into CitySprouts, an organization dedicated to bringing school gardens to public schools.

Why school gardens? Because, like many schools in urban areas, public schools in Cambridge and Boston serve children from communities that often lack green spaces to dig and explore. “We want to reach kids who wouldn’t otherwise feel a connection to the earth, their food system and all the things you learn from growing food,” Jane offers.

CitySprouts takes its lead from the teacher. “I would see these math problems and writing samples on the wall, inspired by the gardens. I realized that I can bring the experience, but the teacher is going to turn this into a deeper learning opportunity,” Jane shares. School gardens are now part of a district-wide program in Cambridge and 8 public schools in Boston. CitySprouts dedicates 6 full-time garden coordinators to cover the 23 (and growing!) schools in their program. Each coordinator visits a school two days a week to help with garden planning and often co-teach to bring the garden-based curriculum to life. Their weekly presence at schools also helps ensure that the gardens are flourishing.

Teachers working with CitySprouts report positive impacts on students’ learning, their interest in food and their diets. An expanding body of research bolsters those claims, showing that kids learn better through real world experiences and play. School gardens are perfect settings for this. “We want teachers to feel like they can’t teach without it,” says Jane. “It should be a requirement: we need a computer lab; we need a library; we need a school garden.” The City of Cambridge has committed to establishing dedicated garden spaces for all new schools built in the city.

CitySprouts recently started a tuition-free Middle School Program serving 175 youth through a summer program, after school clubs, and in-school electives. Its garden-based curriculum teaches kids to grow and prepare food, raises science and engineering proficiency and builds autonomy. Highlights for students include field trips to local Gaining Ground farm and the Greater Boston Food Bank where they prepare meals for others. It’s so popular they have to turn students away. “They want to learn how to grow food,” Jane offers, “and are looking for empowering life skills.”

Jane’s remaining goal? To bring school gardens to every school. “Kids are our future. If we can ignite children’s curiosity about food systems and the environment, that’s a lifelong transformation.”
Quick Tips

JANE’S ADVICE FOR PARENTS LOOKING TO TRANSFORM KIDS’ LEARNING ENVIRONMENT:

LET TEACHERS LEAD

- Don’t expect to do it on your own. Ultimately, schools must take ownership of a program for it to flourish.
- Teachers have a lot on their plates, but most really want school gardens. If they say “I can’t do that” or “it’s not possible,” use it as a springboard to problem solve. The trick is to discover how to make it work.
- Teachers may turn to you for suggestions on the curriculum, but let them lead. As Jane puts it, “Teachers have to feel like this is theirs. They won’t have the same passion for someone else’s curriculum.”

PARTNER, PARTNER, PARTNER!

- Get buy in from principals and appeal to them for funding. Building a garden only costs $300-$400, which is cheap compared to other expenses. Schools cover about 1/3 of CitySprouts’ program costs.
- Consider how to keep the garden going year-round. Seek district staff support to maintain gardens or find volunteers at local colleges.
- School gardens bring communities together and garner support from surprising places. Jane has been able to secure corporate sponsors to put in a school garden, for example.

DON’T REINVENT THE [GARDEN] WHEEL

- Many resources exist for newcomers to the school garden movement. Jane recommends Life Lab, which offers food-based and outdoor curricula & resources for smaller garden programs (www.lifelab.org). And of course, check out her book Ripe for Change: Garden-Based Learning in Schools.
- Use familiar garden standbys, such as potatoes and carrots, and add unusual ones like eggplant or squash to expand kids’ palettes.
- Build an herb garden! Herbs are great because they will grow back after kids walk on them.

INDIVIDUALIZE

- Tailor to a school’s specific needs. CitySprouts’ programs have a variety of models: some are more traditional, while others utilize pots and raised beds. One school is even establishing a rooftop garden!
- Consider a location where kids don’t run around. Can a class meet without traffic or safety issues? Is there sun & water?

“If we can ignite children’s curiosity about food systems and the environment, that’s a lifelong transformation.”

~Jane Hirschi
ALEXANDRA WILLCOX
COLLEGIATE CHAMPION FOR REAL FOOD

TITLE: A leader of the UNC Real Food Challenge
LOCATION: Chapel Hill, North Carolina
IMPACT: Campus commitment to source 20% of food from local, sustainable sources by 2020. Expanding student culture and awareness around food and farmers.

Alexandra Willcox is a senior at the University of North Carolina (UNC) at Chapel Hill, where she majors in environmental health sciences and French. When she’s not digging into her textbooks, she spends her time getting local food into the University dining hall.

A Chapel Hill native, Alexandra’s interest in food was sparked late in high school by documentary films and her parents’ emerging interest in local food. She started volunteering for a local hunger relief organization and brought her passion for a variety of food system issues into college. She has served as the manager for the campus farmers’ market, which hosts local farmers and vendors to sell their goods and connect with students. Working with the Real Food Challenge, she’s also been a driving force behind UNC’s signing of the Real Food Campus Commitment, which pledges the university to purchase 20% of its food from sources of what they call “real food” – defined as fair, local, ecologically sound and humane products.

Her efforts have met their fair share of challenges. Food sourcing at most universities is bound by long-term contracts that are difficult to change. UNC is under contract with Aramark, one of the country’s largest institutional food suppliers. Alexandra admits, “We’ve had a lot more success than other Aramark schools, but there’s only so much you can do within the bounds of the contract.” One challenge is scale. UNC-Chapel Hill has nearly 30,000 mouths to feed and many local farmers cannot meet that demand. “For the most part,” Alexandra shares, “smaller farms are not a good fit for our dining hall because they don’t have the capacity to provide product at volume for a reasonable price.” However, they’ve made inroads with a few North Carolina beef producers and now source their coffee from Larry’s Coffee, a sustainable coffee roaster based in Raleigh.

Increasingly, Alexandra and others are bringing new programs to the campus to educate fellow students about where their food comes from, the sourcing changes they’ve implemented, and how students can make a difference. “We have something called Themed Meals once a month, where we highlight some aspect of sustainable food” in the dining halls. Sometimes they’ll invite a local farmer, which is wildly popular among students.

Farm field trips are also key to the engagement side of her efforts. Twice a year, a group of students travel to a local farm a half hour from campus. Students try their hand at farm work and camp overnight among the squash and kale. “This experience makes people stop and think about the type of production happening right outside of Chapel Hill.” Alexandra says she’s seen many students have a sustainable food a-ha moment “just by walking a few miles down the road.”

These efforts are having powerful ripple effects. UNC-Chapel Hill has established Food for All as the university-wide research theme for 2015-2017. UNC-Chapel Hill dining services, meanwhile, is proud of its sourcing achievements and works to highlight it on their menu. Alexandra takes pride in her role in these shifts. In the spring, she will don a cap and gown and receive her diploma from UNC. While her career path may take her in a different direction, she says, “I’m always going to stay involved with the food movement - especially the local food movement - wherever I live.”
Quick Tips

Alexandra’s Advice for Students Looking to Transform Campus Food:

Seek Support

- Work with Real Food Challenge. Alexandra shares, “They are good at checking in with the schools, tracking progress, and providing advice. I talk with someone from the RFC at least once every two weeks.”

- Use the Real Food Calculator, http://www.realfoodchallenge.org/calculator, to track your institution’s dining purchases over time and follow your progress.

Negotiating

- Be willing to compromise with the school administration. As Alexandra puts it, “We all really have similar interests at the end of the day, it’s just that we have different ways of going about getting there.”

- Remember that change takes time – be patient and persistent. “Be careful when you’re aggressive and demanding,” Alexandra advises, lest you scare away the administration from committing to valuable changes.

Build a Food Culture on Campus

- Get involved with existing groups on campus or start your own. UNC-Chapel Hill now has a group called FLO (Fair, Local, Organic Food), a student-run organization committed to educating students about food systems and building a better food economy on campus, as well as a robust list of other student groups engaged in composting, food recovery for local shelters, health promotion, and more.

- Make sure there’s a younger generation of students behind you committed to changing food sourcing for a sense of continuity and continuous pressure on the university.

- In 2010, UNC-Chapel Hill started its Carolina Campus Community Garden, dedicated to providing lower-wage UNC workers with access to fresh, sustainably grown produce and to serve as a learning community for developing gardening skills, healthy living, social responsibility, and interdisciplinary academic pursuits. It is a great place for students interested in food systems to volunteer.

“Understanding the whole cycle of production and how the food got to your plate is important – no matter where it came from.”

~ Alexandra Willcox

UNC students enjoying the Campus Farmers’ Market.
There’s no shortage of resources for folks seeking to grow the farm to school movement. We handpicked the best of the bunch to get you on your way!

**SOMETHING FOR EVERYONE**

National Farm to School Network  
[www.farmtoschool.org/resources](http://www.farmtoschool.org/resources) Comprehensive farm to school resource database with toolkits, policy, curricula & more!

USDA Farm to School Census  
[https://farmtoschoolcensus.fns.usda.gov/home](https://farmtoschoolcensus.fns.usda.gov/home) Learn about farm to school programs nationwide & see how your school district measures up.

USDA Farm to School Planning Toolkit  

Vermont FEED Resource Library  
[http://vtfeed.org/feed-resource-library](http://vtfeed.org/feed-resource-library) Planning resources that are great for those just starting their journey.

**FARMERS**

Iowa Farm to School  
[http://iowafarmtoschool.org](http://iowafarmtoschool.org) Created by Iowa farmers for farmers everywhere who want to engage in farm to school programs.

Wisconsin Farm to School Toolkit for Farmers  
[www.cias.wisc.edu/toolkits/#farmers](http://www.cias.wisc.edu/toolkits/#farmers) Great list of tools and resources for farmers to engage in farm to school programs.

Bridging the Communications Gap  

Planting a Farm to School Program  

**STUDENTS**

Real Food Challenge  
[www.realfoodchallenge.org](http://www.realfoodchallenge.org) Resources for college students who want to bring real food to their campuses.

Georgia Organics’ Farm to School Resources for Students  
[https://georgiaorganics.org/for-schools/the-farm-to-school-resources-for-students/](https://georgiaorganics.org/for-schools/the-farm-to-school-resources-for-students/) Great collection of resources for students K – College.

**SCHOOL FOOD ADMINISTRATORS**

The Lunch Box  
[http://www.thelunchbox.org/](http://www.thelunchbox.org/) Chef Ann Cooper’s site for school districts and food service teams bringing scratch cooking with fresh ingredients to their meal programs.

Farm to School Field Guide  

Healthy Hunger-Free Kids Act of 2010  

Cornell University Food Service  
[http://farmtoschool.cce.cornell.edu/resources/resources-for-food-service/](http://farmtoschool.cce.cornell.edu/resources/resources-for-food-service/) Great list of resources for Food Service professionals.

**PARENTS**

Farm to School Field Guide for Parents  

Georgia Organics’ Farm to School Resources for Parents  
[https://georgiaorganics.org/for-schools/the-farm-to-school-resources-for-parents/](https://georgiaorganics.org/for-schools/the-farm-to-school-resources-for-parents/) A great collection of resources for parents looking to support farm to school programming.

Growing Minds Recipes  
[http://growing-minds.org/category/recipes/](http://growing-minds.org/category/recipes/) Bring the farm back home with these recipes that highlight local, seasonal ingredients.
**TEACHERS**

Oregon Farm to School  

Life Lab  

Growing Minds Children’s Literature  

IATP’s Farm to School Youth Leadership Curriculum  

**ADVOCATES**

State Farm to School Legislative Survey, 2002-2014  

Model School Wellness Policies  
[http://www.schoolwellnesspolicies.org/resources/NANAWellnessPolicies.pdf](http://www.schoolwellnesspolicies.org/resources/NANAWellnessPolicies.pdf) Includes model school wellness policies for farm to school, which can be adopted in schools anywhere.

Building a Healthy Food System in Los Angeles  
[http://goodfoodla.org/wp-content/uploads/2013/02/Good-Food-Office-Strategic-Priorities-3-8-13-1203pm.pdf](http://goodfoodla.org/wp-content/uploads/2013/02/Good-Food-Office-Strategic-Priorities-3-8-13-1203pm.pdf) LA’s flagship procurement policies are fantastic blueprints for other municipalities.

Food Policy Networks - Resource Database  
[http://www.foodpolicynetworks.org/food-policy-resources/](http://www.foodpolicynetworks.org/food-policy-resources/) Comprehensive resource database for food policy councils or others looking to establish farm to school policies at local & state levels.

**FUNDING**

Captain Planet Foundation  
[http://captainplanetfoundation.org/grants](http://captainplanetfoundation.org/grants) Funding for environmental-based curricula, including school gardens.

Kids Gardening.org  

Whole Kids Foundation  
[http://www.wholekidsfoundation.org](http://www.wholekidsfoundation.org) Grants to improve child nutrition via school gardens, school salad bars & farm to school programs.

Annie’s Grants for Gardens  
FIND OUT HOW YOU CAN GET INVOLVED AT FARMAID.ORG/FARMTOSCHOOL