



OREGON
DEPARTMENT OF AGRICULTURE

Oregon Farm to School: Key Ingredients for a Successful State Program

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TODAY

- **Background of Oregon Food System**
- **The Oregon F2SSG Program**
 - Funding streams and state policy
 - Project examples
- **Our accomplishments**
- **Looking ahead in Oregon**





Food Safety & Consumer Protection



Protection of our Natural Resource Base



Promote Economic Development & Expand Market Opportunities





Snapshot of Oregon Agriculture

- **Ag. Production \$5.4 billion (2012)**
- **Creates 1 in 8 Oregon jobs**
- **Oregon product reach outside**
 - 80% leaves state
 - Of that 50% international

Land in agriculture production – 26%

35,000 farms in 2013

60% farm < 50 acres

Top Ten: beef, milk, potatoes, onions, hazelnuts, pears





TOP TEN PRODUCTS BY VALUE

1) Nursery	\$745
2) Beef cattle	\$669
3) Hay	\$634
4) Milk	\$533
5) Grass seed	\$411
6) Wheat	\$368
7) Potatoes	\$170
8) Onions	\$143
9) Hazelnuts	\$120
10) Pears	\$111

\$ million, 2013 data





WHY FARM TO SCHOOL IN OREGON?



- 1 in 4 children live in poverty
- 1 in 5 children at risk of overweight/obesity
- About 15% of Oregon families are food insecure
- 1 in 3 children at risk for diabetes
- Older principal farm operators, avg. near 60 years of age
- Decline in new entry farm operators



FUNDING STREAMS FOR F2S IN OREGON

- **Specialty Crop Block Grants**
- **USDA Programs – F2S Support Services and LFPP**
- **Oregon Farm to School and School Garden State Grant Program**



Oregon Harvest for Schools

1. Training for school nutrition services to **procure** & prepare
2. **Promotional and Educational**
 - **Cafeteria:** Posters & Producer Profiles Templates
 - **Classroom:** PreK-12 Activities
 - **Home:** Family Newsletter
 - **Community:** Passport for Students & Field Signs for Farmers



THE OREGON
BLUEBERRY
GROWN FOR SCHOOLS

THE PALE, POWDER-LIKE PROTECTIVE COATING ON THE SKIN OF BLUEBERRIES IS CALLED "**bloom.**"

NATIVE AMERICANS ONCE CALLED BLUEBERRIES "STAR BERRIES" BECAUSE THE FIVE POINTS OF BLUEBERRY BLOSSOMS MAKE A STAR SHAPE.

NUTRIENTS FOUND IN BLUEBERRIES!
—ANTIOXIDANTS: BLUEBERRIES CONTAIN MORE ANTIOXIDANTS THAN MANY OTHER FRUITS OR VEGETABLES AND MAY HELP PREVENT DAMAGE CAUSED BY CANCER, HEART DISEASE, AND ALZHEIMER'S.
—FIBER
—VITAMIN C



Blueberry plants are native to North America!



Oregon's blueberry harvest runs from July to September.



Blueberries help brain cells communicate more efficiently!



OREGON
HARVEST
SCHOOLS



KEY PARTNERS AND PROJECTS:



1. Ecotrust – USDA F2S Support Services and LFFP

- *Measuring our Impact*
- *Antibiotic-Free Chicken in Schools*

2. Corvallis Environmental Center – USDA F2S Support Services

- *Corvallis School District F2SSG program*



Systemic levers:

1. **Supply** – ODA (2007)
2. **Demand** – ODE (2008)
3. HB 2800 (2011) F2S/SG Pilot Program
(\$200,000)
 - 15 cents/lunch
 - Up to \$ 20,000 for education
4. ****HB 2649 (2013) F2SSG Grant Program
(\$1.2 million)****





HB 2800 – Pilot Schools





MORE PURCHASING POWER!

Eligibility:

- Procurement plan to purchase Oregon grown or processed foods (at least 80%)
- Agriculture-based or garden-based activities (at least 10%)



Preference for projects that:

- Create food and agricultural related jobs
- Motivational behavior towards local food procurement
- Promotion of healthy family engagement
- Variety of sizes and geographic locations

2013 Farm to School Grant Recipients



**\$1,200,000 –
For 2 full school years!
(1/2 way through)**



- **Bend-La Pine School District** (16,326 students) Bend-La Pine's “**boat to school**” program set sail to procure fish from Oregon aquaculture for school lunch, strengthening the district's relationship with Oregon's coastal economy.





- **Lebanon School District** (4,200 students)
Agricultural education went into hyper drive as FFA students built a **business module for processing the beef and pork**. They raised, sold and marketed the program for selling to the food services department.





- **Yamhill County School District** (1033 students) Thinking out of the box, reached out to Oregon ranchers to do a “Ranch to School” program, included assemblies, calf-roping, etc.





FoodCorps

FoodCorps – national service program focused on childhood nutrition and healthy eating

3 pillars:

Knowledge

Engagement

Access



*10 Oregon FoodCorps
Service Members in
8 counties*



- **6,673 children reached**
- **388 volunteers generated**
- **2,509 pounds of produce harvested**
- **76 farmer interaction**



Oregon is bringing the farm to school



82
districts

714
schools

366,066
children

In the great state of Oregon there are approximately **188** public school districts, **123** of which completed the USDA Farm to School Census. **82** districts representing approximately **714** individual schools with an estimated **366,066** children in attendance are bringing the farm to school.

Local foods at breakfast, lunch, and dinner



60%
breakfast

93%
lunch

27%
dinner

Local foods are also served as snacks (**19%**), in the Fresh Fruit and Vegetable Program (**35%**), and during summer meal programs (**31%**).

Oregon schools invest in local communities with their food dollars

School districts that bought local products in the 2011-2012 school year spent an estimated

\$39,667,177
on school food, with



\$9,505,911
of that directed locally

59% of these districts say they will buy more local foods in the future.



FARM TO SCHOOL IN OREGON



Economic Impact

- **24% of school food budgets directed to purchase local foods**
- **More than \$9.5 million of district food dollars purchased local products**
- **Top five: pears, berries, milk, beef and watermelon**



FUTURE OF OREGON F2S

- **Toolkits for Oregon Ag sectors**
- **AgEd in Higher Education**
- **USDA Unprocessed Fruits and Vegetables Pilot**
- **Governor's Regional Solutions – Economic development strategy**





THANK YOU!

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