

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





Agriculture Marketing and Development Division

Food Safety & Consumer Protection



Protection of our Natural Resource Base



Promote Economic Development & Expand Market Opportunities

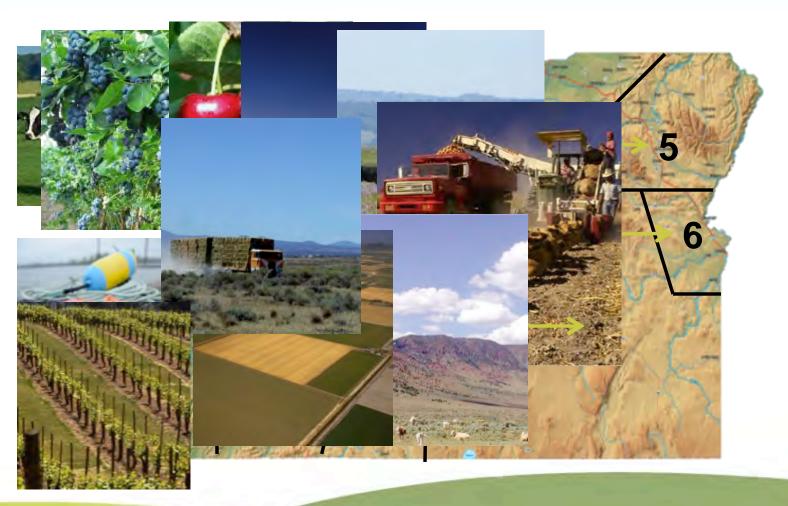






OREGON'S DIVERSE AGRICULTURE

TEN DISTINCT GROWING REGIONS





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

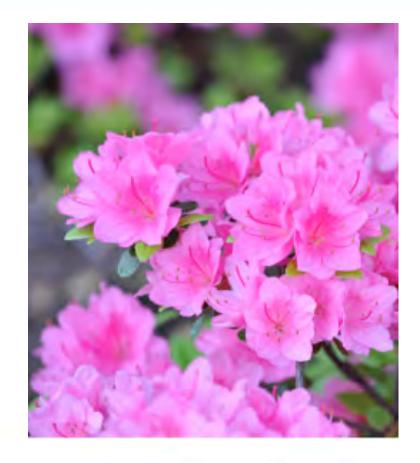
6) Wheat \$368

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





SPECIALTY CROP BLOCK GRANT

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









Oregon's blueberry harvest run from July to September.



Stueberries help train cells





USDA PROGRAMS

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



Legislative Accomplishments

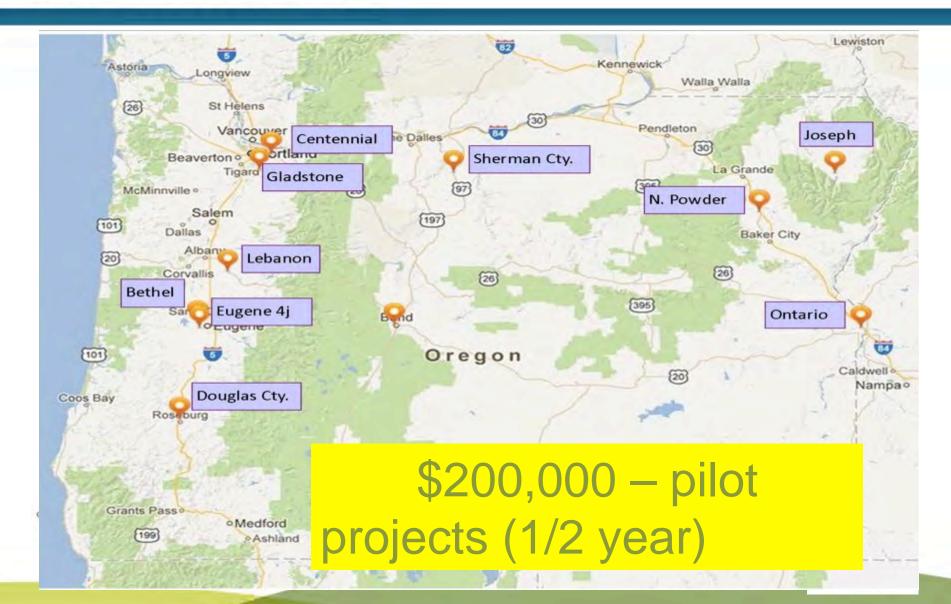
Systemic levers:

- **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





HB 2649 – FARM TO SCHOOL AND SCHOOL GARDEN

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





HIGHLIGHTS OF AWARDED SCHOOLS

•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.







HIGHLIGHTS OF AWARDED SCHOOLS

•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.





HIGHLIGHTS OF AWARDED SCHOOLS

•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, calfroping, 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



FOODCORPS



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



FARM TO SCHOOL ACCOMPLISHMENTS

Oregon is bringing the farm to school



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



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



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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