

**Davis Joint Unified School District's
Efforts to Increase Farm Fresh Food in School Meals
Evaluation of Measure Q
School Year 2010 - 2011 Report**

**Prepared under contract with Davis Farm to School Program
Davis Farmers Market Foundation**



by

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Davis Farm to School's Evaluation of the Davis Joint Unified School District School Lunch Program and Measure Q School Year 2010 - 2011 Report

Executive Summary

In November 2008, the Davis Joint Unified School District (DJUSD) and the Davis Farm to School (DF2S), a project of the Davis Farmers Market Foundation, entered into an agreement to collaboratively support the health and education of all DJUSD students. The agreement, a Memorandum of Understanding (MOU), identified four major goals: 1) increase farm fresh food in school food offerings; 2) reduce solid waste through a comprehensive district recycling program; 3) provide education opportunities to promote a healthy lifestyle and develop the whole child; and 4) research and evaluate programs and provide information to the community.

With this report, UC Sustainable Agriculture Research and Education Program (SAREP) provides results from school year 2010-2011 relating to Goal #1: Increasing farm fresh food in school food offerings. This is the third year Measure Q, funding has benefited the Davis Joint Unified School District's Farm to School program.

Procurement

The purchasing records for school year 2010 – 2011 show that **37%** of produce purchases are coming from local farmers. "Local" is defined by DJUSD as (1) products are grown within a 300-mile radius from Davis, and (2) DJUSD has a direct relationship with the small to mid-scale growers selling the product or the distributor provides transparent, verifiable information about the farmers where the product is grown. This percentage of local produce is down somewhat from 2009-2010, because the primary vendor has changed. This year, FreshPoint was the primary vendor, and they do not have complete systems in place yet for identifying the source of the produce they procure for distribution. These systems are being put into place as a result of DJUSD's request for this information.

Participation/ Consumption

Participation in the lunch program has gradually increased over the years and has seen a small increase in the years since Measure Q was established. Overall average participation in the school lunch program increased from 23.5% of enrollment in 2009-2010 to 25.8% of student enrollment in school year 2010-2011.

In 2010-2011 the number of salad bars and hot bars increased. All elementary schools offer an open Seasonal Salad Bar at least two days a week and four schools have salad bars every day. Four elementary schools have a hot bar every day. Secondary schools offer a salad bar every day. The number of made-from-scratch items has also increased. These can include pasta salads, rice bowls, tacos, and more.

Cutlery has replaced sporks, and Davis Farm to School purchased colorful tablecloths for the lunchrooms, which adds to the lunchroom ambience. Taste testings were conducted by student interns from UC Davis and CSU, Sacramento and were very successful.

Professional development

Evans & Brennan continued to offer professional development cooking classes and consult on such matters as menu design. They developed and pilot tested “Nutrition Facts” cards that food service staff can easily use while serving the students on the lunch line.

Institutionalizing Farm to School

Farm to school programs become part of the way school business is done, slowly and over time. Student Nutrition Services now includes many of the Farm to School goals and activities. The last year has seen much recognition for the many leaders, especially RC, who have helped make the Davis program a national model. Although there has been good community support the last year, there are still many who have not heard of this program. The efforts of the Davis Farm to School Program must continue to support RC as we all work to strengthen and expand our successes in the coming years.

Davis Farm to School's Evaluation of the Davis Joint Unified School District School Lunch Program and Measure Q School Year 2010 - 2011 Report

In November 2008¹, the Davis Joint Unified School District (DJUSD)² and the Davis Farm to School (DF2S), a project of the Davis Farmers Market Foundation, entered into an agreement to collaboratively support the health and education of all DJUSD students. The agreement, a Memorandum of Understanding (MOU), identified four major goals: 1) increase farm fresh food in school food offerings; 2) reduce solid waste through a comprehensive district recycling program; 3) provide education opportunities to promote a healthy lifestyle and develop the whole child; and 4) research and evaluate programs and provide information to the community.

With this report, Davis Farm to School, through its evaluator, UC Sustainable Agriculture Research and Education Program (SAREP) provides results from school year 2010-2011 relating to Goal #1: Increasing farm fresh food in school food offerings. This is the third year Measure Q,³ funding has benefited the Davis Farm to School program.

The Davis Joint Unified School District is a medium sized district of approximately 8,500 students (2010-11, DJUSD data) located in Yolo County. It has 16 schools, including 9 elementary schools, three Junior Highs, 2 High Schools, one Alternative and one Continuation school. Student Nutrition Services participates in the National School Lunch Program, and serves approximately 2,200 meals per day. The Free and Reduced Lunch eligibility rate is 18.6%, as compared to a county-wide rate of 49.5% (CDE, 2009-10 data). The cost of a full cost lunch meal at DJUSD is \$3.25 (elementary) or \$3.50 (secondary).

Methodology

Data for this report were gathered from DJUSD's produce invoices (distributors, individual farmers) and school lunch participation figures. An in-depth interview was conducted with Rafaelita Curva, Director of Student Nutrition Services in August, 2011 to review preliminary findings and gather qualitative data. Informal interviews and discussions occurred with other food service staff at the Central Kitchen and those monitoring salad bars at school sites. Observations were conducted at each school site throughout the year. Data were also summarized from monthly reports of Evans & Brennan, LLC the contractors with Davis Farm to School who are responsible for facilitating progress on Measure Q relating to Goals #1 and #4.

Goal 1A Increase farm fresh foods in school lunches	p.5
Recommendations	p.10
Goal 1B Increasing participation & consumption	p.13
Recommendations	p.17

¹ Note: the original MOU was entered into November 15, 2007. It was amended in 2008.

² District statistics: 10 elementary schools; 3 Jr. Highs; 2 High Schools; 2 alternative & continuation schools. Student population is 8,484 (2007-08); Free & Reduced Priced meals = 14.9%; 63.8% White, 13.9% Hispanic, 22.3% other; Average Daily Attendance = 8,165 (96% of enrollment).

³ Measure Q supports a variety of educational programs in the district and is voted on by the community every third year. See Appendix for a summary of the support Measure Q has given to Student Nutrition Services Program for 2009 - 2011.

Goal 1C Professional Development	p.18
Recommendations	p.19
Goal 4 Community Outreach	p.20
Recommendations	p.22
Summary	p.23

Goal 1A: Increase farm fresh foods in school food offerings

The goal outlined in the MOU is to increase the amount of farm fresh foods from local farms in the school meal and snack programs to 60% of total district produce by 2010. Davis Farm to School and DJUSD define “local” as the following: (1) DJUSD has a direct relationship with the small to mid-scale growers selling the product or the distributor provides transparent, verifiable information about the farmers, their production practices and where the product is grown; and (2) products are grown within a 300-mile radius from Davis.

As of July 31, 2011, the purchasing records for school year 2010 – 2011 show that **37.3%** of produce purchases are coming from local farmers, as defined above.

Procurement for 2010-2011 involved changes from the previous school year. In order to cope with increasing food costs and district budgetary cuts, the SNS Director needed to consider purchasing produce from one of the larger distribution companies. FreshPoint, a subsidiary of Sysco, had previously supplied to the district, and was considered reliable and cost effective. FreshPoint won the bid as the primary distributor for school year 2010-2011. Furthermore, it was written into the district’s bid with FreshPoint that they would supply local produce whenever possible. FreshPoint’s representative assured RC that a majority of fresh produce supplied to the district was sourced from within the 300-mile radius.

As of the end of August, 2011, our data, gleaned from examining all produce invoices, indicated that no produce purchased from FreshPoint could be identified as local because no actual farms were identified within the 300 mile radius. This is why the percentage of local produce dropped compared to last year. In early September, the FreshPoint representative promised to review all invoices for DJUSD and identify farms where purchased produce was grown. New data in mid-September provided more information about the provenance of each item. From reviewing that data, additional purchases could be identified as local according to the DJUSD definition.

FreshPoint now provides the names of growers or in most cases, grower/packer/shippers (GPS) for each item on the DJUSD invoices. If the GPS is within the 300 mile radius, we research it in more detail. If the enterprise’s personnel, website⁴ and/or the FreshPoint representative assure us that when a product is *in season* within a 300 mile radius, they buy from growers within that radius, then we can count that item as local. In this case, the exact months for which that item are considered *in season* are identified on the invoices.

In addition to FreshPoint purchases, some purchases were made directly from local growers. Also, to supplement orders from FreshPoint, SNS purchased some products from Jim Mills, the sales representative for Produce Express. Produce Express is a medium-sized distributor working

⁴ We have an extensive list of all the grower/packer/shippers identified by FreshPoint, their distance from DJUSD and the web pages that indicate what growers they buy from and where they are located.

primarily with Northern California growers. Produce Express identifies the source of product on their invoices to DJUSD, so individual farmers/farms are clearly identified.

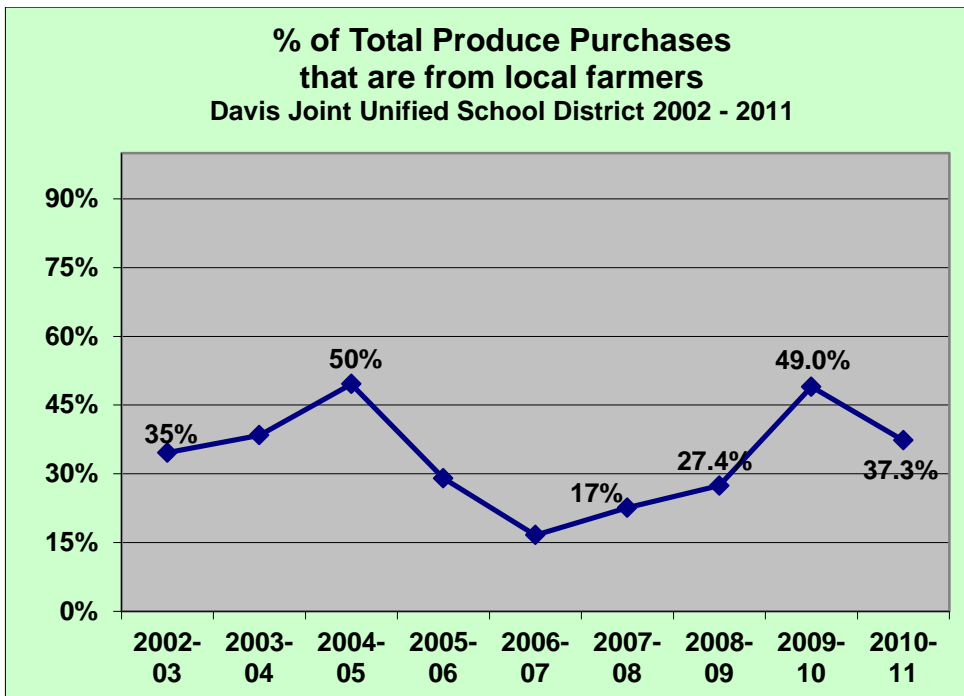
The following chart (Table 1) and graph (Figure 1) show the trend in local purchasing since 2002.

Table 1. Produce Purchases for DJUSD School Years 2002 – 2009, Adjusted for Inflation⁵

	PPI factor (2009-2010 = base year)	Local Farmer Purchases	Local Farmer Purchases Adjusted (2009/10 \$)	Distributor/ Nonlocal Purchases	Distributor/ Nonlocal Purchases Adjusted (2009/10 \$)	Total Produce Purchases	Total Produce Purchases Adjusted (2009/10 \$)	% of Total that is Local
2002 – 2003	1.543	\$17,062	\$26,327	\$32,304	\$49,845	\$49,366	\$76,172	34.6%
2003 – 2004	1.429	\$16,201	\$23,151	\$25,970	\$37,111	\$42,171	\$60,262	38.4%
2004 – 2005	1.219	\$20,806	\$25,571	\$21,141	\$25,982	\$41,948	\$51,554	49.6%
2005 – 2006 [1]	1.26	\$9,105	\$11,472	\$22,251	\$28,036	\$31,356	\$39,509	29.0%
2006 – 2007	1.083	\$6,934	\$7,510	\$34,732	\$37,615	\$41,666	\$45,124	16.6%
2007 – 2008	1.03	\$15,028	\$15,479	\$52,594	\$54,172	\$66,622	\$68,621	22.6%
2008 – 2009	1.126	\$21,378	\$24,072	\$56,616	\$63,750	\$77,994	\$87,819	27.4%
2009 - 2010	1.006	\$41,763	\$42,014	\$43,388	\$43,388	\$85,151	\$85,662	49.0%
2010 - 2011	1.00	\$29,494	\$29,494	\$49,477	\$49,477	\$78,972	\$78,972	37.3%

⁵ Highlighted columns are adjusted using the Producer Price Index, Farm Products-Fruits & melons, fresh/dry vegs and nuts, not seasonally adjusted, averaged for Sept-June in each year.

Figure 1. Percentage of Fresh Produce from Local Growers



The number of local farmers being supported by DJUSD purchases was approximately 30 through Produce Express distributor. Additional local farmers are supported through FreshPoint distributor, but the names of individual growing operations are not available.

This year, four farmers sold directly to the district: one, who has supplied fresh kiwis to DJUSD for the past nine years, one who supplied apples in the fall, a third who supplied citrus, and a fourth who aggregates product from growers in the Capay Valley. In these cases, the Student Nutrition Services Director and Central Kitchen Manager have formed personal relationships with the growers and have come to trust the quality, pricing, and consistency of their product.

In addition to produce, DJUSD has purchased approximately \$6,200 in organic white rice from a local grower: Next Generation Organic White Rice out of the Butte County area.

Local Sourcing: Distributors

Jim Mills, Produce Express representative

For the second year, Jim Mills, who is the Sales Representative for Produce Express (PE), supplied a portion of the local produce to DJUSD. As in the previous year, Mills was able to identify the source of many produce purchases on the DJUSD invoices. This ensures the reliability of the local sourcing and makes it possible to know where the produce was grown, and the extent to which it is in season.

FreshPoint Distributor

It is required that SNS go out to bid for produce contracts. This school year, it was determined that FreshPoint was more responsive to the bid language and to the requirements of the district. They assured the SNS Director that the provenance of all produce would be identified on the invoices and that the overall price points were cost-effective. DJUSD can purchase from more than one

produce vendor; so, for some items, RC still had the flexibility of being able to purchase from Produce Express and from local growers.

Measure Q expenditures: Meeting the community’s expectations

On November 6, 2007 voters within the Davis Joint Unified School District (DJUSD) approved a renewal of the district's parcel tax, which included approximately \$70,000 annually for four years to "improve nutrition at schools by providing students with fresh farm produce." The following year, DJUSD and Davis Farm to School entered into a Memorandum of Understanding to collaboratively support the health and education of all DJUSD students. The MOU identified four major goals. Of these, the major portion of funding was to be applied to Goal 1: increase farm fresh food in school food offerings.

The table below outlines Measure Q expenditures as supplied by RC as of September 23, 2011. Exact figures are not yet available, but the figures below represent the best estimate we have to date. DJUSD expenditures identified as Measure Q expenses included:

- (1) **additional equipment** for use in salad or bulk hot bars or equipment needed for cooking menu items from scratch;
- (2) **food** designated as coming from local farmers/ranchers (within 300 miles)⁶ and
- (3) **additional personnel** needed to track expenditures and staff the salad bars (twice per week in 3 elementary schools; every day in secondary schools) or hot bars (every day in four elementary schools) or prepare salad/hot bar menu items or other cooked from scratch items. This table shows the approximate proportions spent in each of the three major categories.

Table 2: Measure Q Expenditures 2009 - 2011

Year	Equipment Costs (salad bars & prep equipment)	Food Costs for local produce (300 mi radius)	Revised Food Costs for local (- baseline 2007/2008) ⁷	Labor Costs (for additional labor required for salad bars & prep)	Total	Revised Total (using revised food cost)
2007-2009	<i>Baseline produce sales</i>		\$15,479			
2008-2009	\$23,000	\$21,378	\$5,899	\$25,006	\$69,378	\$53,905
2009-2010	\$7,711	\$49,204	\$33,725	\$49,016	\$105,931	\$90,452
2010-2011	\$24,000	\$35,694⁸	\$20,215	\$46,327	\$106,021	\$90,542

Equipment (approximate)

Equipment costs were higher this year because three additional hot bars were opened (North Davis, Willett and Montgomery) in addition to the one at Korematsu, for a total of four hot bars, operating every day. Each hot bar including all the equipment that goes with it costs approximately \$8,000.

⁶ Some of these local foods may have been purchased anyway. Measure Q provided the funds that allowed DJUSD SNS to document provenance as well as spend somewhat more on selected items without exceeding budget constraints. Revised food costs = food costs – baseline expenditure (2007/2008) to get a more accurate reflection of additional local purchases.

⁷ Baseline local produce expenditures for 2007-2008 = \$15,479 (adjusted for inflation)

⁸ Includes \$6,200 for local rice

Next year (2011-2012), RC plans to open hot bars at Birch Lane (September) and Pioneer (October). She needs new equipment for those schools; so equipment costs will probably remain constant in 2011-2012. RC continues to be aggressive in purchasing equipment that allows her to utilize more local products in salad bars and entrée items.

Produce (approximate)

The produce cost is the calculated amount for local produce from Table 1 with the addition of the local rice (\$6,200) for a total estimate of \$35,694.

This year, we also added a column for “Revised Food Cost” which subtracts the amount of local food purchased in baseline year 2007/2008, before Measure Q went into effect (\$15,479) from the Food Cost. The Revised Food Cost represents the **additional expenditures** of local food that RC made once she had additional Measure Q funds.

Labor (approximate)

Additional labor was required this year for additional staff on site during salad bar and hot bar days as follows:

Four schools have salad/hot bars every day: Korematsu, Montgomery, Willet, and North Davis. For 180 days x 3 hrs/staff person x \$10.24/hr x 4 schools = \$22,118.

Three schools have salad bars twice a week: 72 days x 3 hrs/staff person x \$10.24/hr x 3 schools = \$6,636.

Measure Q also pays for 25% of RC’s department secretary @ \$54,071 = \$13,518. Benefits are estimated at 30% = \$4,055. Total salary and benefits (25%) = \$17,573

Total labor expenditures related to salad/hot bars + 25% secretary = \$46,327.

Overall, RC spent about the same amount in 2010-2011 highlighted as Measure Q funds as she did in 2009-2010. Equipment was higher and food expenditures were lower in 2010-2011. Labor was approximately the same, which is noteworthy given that meal participation increased in 2010-2011 (see section on participation – Goal 1B).

Renewal of Measure Q

As DJUSD plans for renewal of the community parcel tax termed Measure Q, it is clear that labor is the highest priority. It is definitely the limiting factor in the budget for accommodating more healthful, sustainable, regional food.

RC calculates that the additional labor (monitoring and extra prep) needed for each school (14 sites) to have a salad bar every day would cost her \$78,275. If 60% of all produce came from local sources (\$75,000 total minus baseline local), that is an additional \$29,500. Annual equipment to keep up salad bars and add new schools is approximately \$24,000 (3 new schools/yr). The total of additional labor, food and equipment to keep sustainable, regional, healthful food as a high priority is approximately \$131,775. That amounts to an additional \$0.34 per meal. Since Measure Q is up for renewal, Davis Farm to School and DJUSD should plan for such a substantiated request to continue providing our children with healthy, regionally grown and sustainably produced food.

RC's Food Service goals for 2010 – 2011

- Given the rise in food costs and the extreme budget constraints that school districts—and Student Nutrition Service operations in particular—are under, one of RC's primary goals for the next year is to reduce her overall food costs by \$100,000 (from about \$800,000 to \$700,000). Since labor is a fixed cost, this essentially means using food more efficiently while still providing quality meals.
- RC plans to work closely with FreshPoint, their main vendor, to help with identifying the sources of produce supplied by FreshPoint.
- Facilitate more effective communication between SNS and the district, Davis Farm to School, and parents. One way to accomplish this is through the Nutrition Advisory Committee meetings, which DF2S will assist with.
- Convert each school kitchen into a finishing site and raise funds for staff training for working in this kind of facility.
- Solicit assistance from DF2S on expanding the taste testing program and increasing school lunch participation.
- RC referred to the site visit recommendations put forth by consultants Evans & Brennan, and confirmed that these conformed to her own goals for her operation in the coming year. (Please see below pages 15-16 for these recommendations.)

Evaluators' Recommendations for Goal 1A—Increasing farm fresh food in school meals

- SNS should work closely throughout the year with their contracted distributor (FreshPoint) to ensure that they are complying with the requirements of the bid contract. Specifically, FreshPoint needs to identify the farms and/or farming operations that are supplying the produce to the district. This information needs to be written on the invoices they supply to the district.
- Continue and expand relationships with individual regional growers when appropriate. Work with the new Davis Farm to School Co-Coordinator, Julia Van Soelen Kim, in the spring to identify potential local products that are within the budget.
- Since Measure Q is up for renewal, Davis Farm to School and DJUSD should plan for a substantiated request to continue providing our children with healthy, regionally grown and sustainably produced food.

Goal 1B: Encourage students to increase consumption of fresh produce

Participation in the School Meals Program⁹

In line with incorporating more fresh and seasonal produce into the school lunch menus, it is a goal of Davis Farm to School and DJUSD to encourage greater student participation in the school lunch. This is not only to enhance the students' access to delicious food, and to educate them about the pleasures and value of eating well, but also to ensure that those children who are eligible

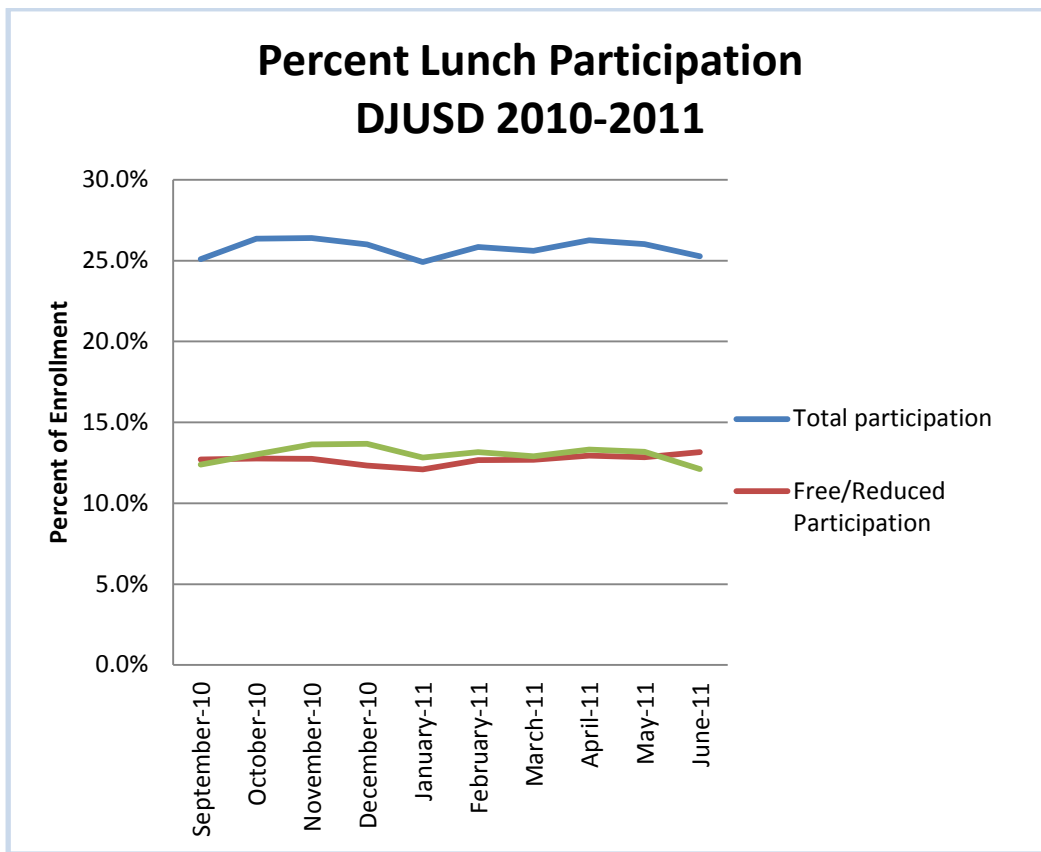
⁹ The Davis Joint Unified School District takes part in the National School Lunch and/or School Breakfast Programs. Meals are served every school day. Students may buy lunch for \$3.25 (elementary school) /\$3.50 (secondary school) and/or breakfast for \$1.75 (elementary school) /\$2.00 (secondary school). Eligible students may receive meals free or at a reduced price of \$0.40 for lunch and/or \$0.30 for breakfast. Students may buy milk for \$0.35.

for free or reduced lunches are taking advantage of the lunches. Research has shown that children who are well fed perform better in school, both socially and academically.

Overall lunch participation. Overall participation in the lunch program since the onset of Measure Q has not changed significantly. Nevertheless, overall participation has increased over the years.

The chart below shows an overall average participation in the school lunch program of **25.8%** of student enrollment for school year 2010-2011. This is up slightly compared to school year 2009-2010, when the overall average was **23.5%**.

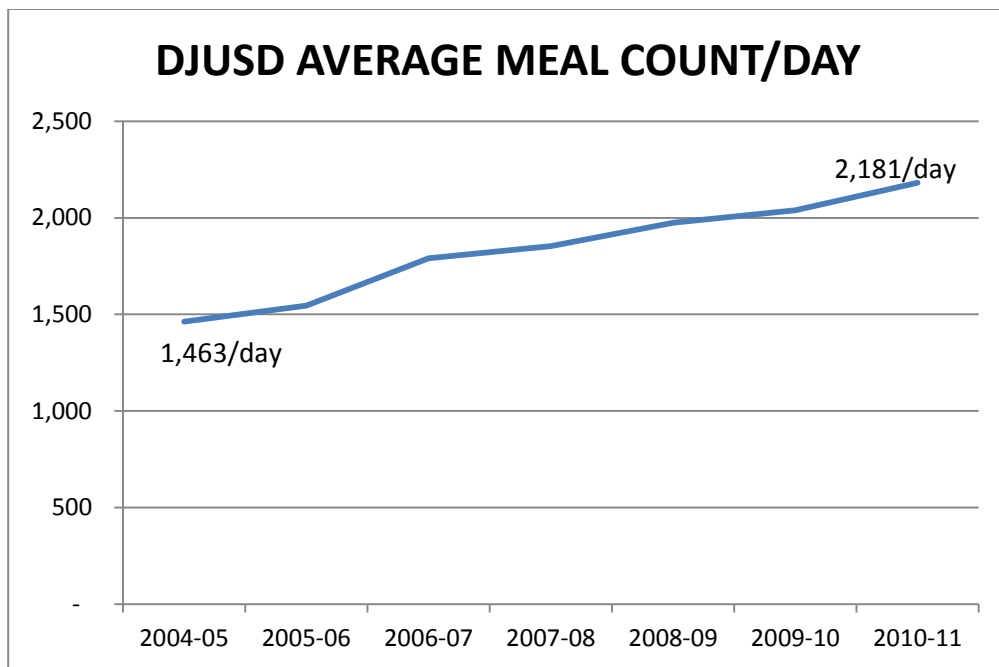
Figure 2: Overall Average Participation in School Lunch Program¹⁰



¹⁰ Taken from: "Monthly Meal Count Comparison NSLP 2010-2011"

Since 2004-2005, SNS has been serving more meals, on average, every day, despite a slow reduction in overall enrollment for the same time period. In 2010-2011, RC served about 2,181 meals/day, on average. Total meals served from July 2010 through June 2011 amounted to 383,552.

Figure 3. Trends in Meal Counts from 2004-05 to 2010-11



Participation by Free & Reduced Lunch Eligible Students

During the 2009 – 2010 school year, the SNS Director and school administrators requested tracking of the percentage of student eligible for Free and Reduced lunches who were participating in the lunch program. There is ongoing concern that all children who are eligible for free or reduced lunches are taking advantage of this service, and are receiving the nutrition that they need for optimum healthy functioning.

In 2010 – 2011, overall annual average participation in Free lunches was 68% of eligible students; participation in Reduced Lunches was 55% of those eligible.¹¹ By comparison, in 2009 – 2010, free participation averaged just over 70% of eligible students and reduced averaged about 61% of those eligible. The overall school population that is eligible for Free and Reduced lunches (based on CDE data) is 18% for this year.

Typically we only see a very high free and reduced participation rate in districts with over 80% of students eligible. Even though the percentage participating in the program dropped slightly this year, it can be still considered quite respectable within the overall context of a low percentage of eligible students overall.

¹¹ Data based on “Monthly Meal Count Comparison NSLP 2010-2011”

Increasing consumption in the school meals program

Efforts to increase participation and consumption in the school meals program have centered on three areas: food; ambience & environment; and marketing. Below are summaries of site visits conducted by Evans & Brennan, LLC. (NOTE: individual site visit evaluations available upon request.)

Food, Salad Bars and Local Produce

This year

- The number of salad bars and hot bars has increased.
 - All elementary schools offer an open Seasonal Salad Bar at least two days a week.
 - Four schools—Korematsu, North Davis, Montgomery and Willett—have salad bars every day.
 - Four elementary schools have a hot bar every day.
 - Secondary schools offer a salad bar every day.
- The number of made-from-scratch items has increased.
 - These can include pasta salads, rice bowls, tacos, and more.
 - Every elementary school has Soup Made from Scratch every Thursday.
 - Farm to School Pizzas are freshly made and served each week. These include a seasonal vegetarian pizza.
- SNS serves only locally grown, organic rice.
- Many additional items on the menu are freshly made.

While local produce is incorporated into cooked entrée items, the salad bars are typically where students have the opportunity to make fresh produce choices. Earlier studies have shown that students tend to eat more fresh produce when it is served on a salad bar (as opposed to packaged containers).

Lunchroom offerings

Site visits to the school lunches confirm that in most cases, the salad bars are very attractively displayed and are appealing to the kids. Salad bars feature seasonal produce either in its raw form (such as kiwis), or incorporated into pasta or other salads (e.g., beet and kale salad). To control costs, the fresh local items are combined with products from USDA Foods such as garbanzo beans, cheese, etc. These allow for students to build a full complement meal just from the salad bar if they so choose.



This year, in addition to salad bars, SNS has made strides in incorporating fresh, seasonal produce into the “center of the plate” items. In the middle schools, SNS chefs cook from scratch every day. The lunch meals at those schools are very appetizing. At Holmes Junior High School, the salad bar contained a made-from-scratch broccoli salad, edible pea pods, broccoli florets, cauliflower florets, kidney beans, celery sticks, made-from-scratch Israeli couscous salad, strawberries, and a variety of nuts and raisins.

At Harper, examples of hot entrees included Mongolian Beef and organic rice; chicken teriyaki and organic rice; chicken enchilada with made-from-scratch green sauce (right). These were all tasted by the visitors and deemed “excellent.”



Taste Testing

Whenever lunch is accompanied by taste testing, the students are more willing to try new items. This year, as in previous years, student interns from CSU Sacramento and UC Davis were trained to visit the DJUSD lunchrooms and conduct taste testings. Overall responses to the samples being handed out were very positive, and on the whole, they were eager to try the samples. The taste testing definitely supports the goal of increasing consumption by students of fruits and vegetables in particular and any new food item in general.

- At one school, the salad bar contained a Quinoa and Fig salad, an unusual item for a school lunch. The intern was skeptical about whether students would even take a sample, but found that all her samples (about 100) were taken and that students liked it and took some for their lunch.

Suggestions from Interns

- Feedback from interns suggest that Student Nutrition Services would do well to make more “made-from-scratch” items. Students were overwhelmingly positive about the home-made food, and those items were nearly always completely gone by the end of lunch. In a few instances, the made-from-scratch items ran out before all children had the opportunity to select them.
- Taste testings occurred on the same day of the week at particular schools, and this seemed to be a help for the program. Students at Willett, for example, knew that Mondays were “sample days,” and came to expect it.
- Also, similar to Evans & Brennan, interns felt that it would be beneficial for more adults to be eating lunch with the kids, not only because much of the food is delicious, but because the adults provide an on-the-spot model for eating healthfully. Also, adults can assist with the logistics around lunch and can impart nutrition education through casual conversation.

Ambience and the Environment

The ambience of the lunchrooms sets the overall feeling as students enter for lunch. A welcoming and warm environment can influence students’ lunchtime experience, affect food choices they make, and ideally can set the stage for pleasant social interactions. In many cases, the elementary schools are making positive changes to the atmosphere in the lunch room, which encourages children to feel comfortable and want to spend time with their lunch. Several of these changes are in response to recommendations made in the previous year’s annual evaluation report:

Since last year,

- Sporks have been replaced with forks and spoons.
- Washable lunch trays with sections for food have been introduced at Korematsu. This saves on waste.
- Some schools have introduced colorful tablecloths to enhance the cheerful atmosphere of the lunchroom. Additional tablecloths will be supplied by Davis F2S.
- Salad dressing made from high-fructose corn syrup ingredients has been replaced by made-from-scratch alternatives that are lower in sodium and sweeteners.
- Also, colorful posters are displayed in several lunch rooms.



- At Korematsu, washable trays with separate compartments are used now in place of the cardboard “trough” containers. Staff and students like the trays much better.

- At some schools the salad bar is placed at the beginning of the line so that students can choose from it first.



Marketing School Lunch

An appealing menu encourages parents to have confidence in the school lunch and to allow their children to eat at school. During the 2010 – 2011 school year,

- Taste testing was offered to students once a week at five elementary schools. Taste testings are coordinated through Davis Farm to School and are implemented by interns from UC Davis and CSU, Sacramento. Written reports of their observations are available on request.
- Evans & Brennan continued to offer professional development cooking classes. As a part of these classes, a simple nutrition education “briefing” has been developed and piloted with SNS staff. This involves hand-held cards that feature brief information about a seasonal fruit or vegetable and pertinent nutrition information.

RC worked with Evans & Brennan LLC to redesign the DJUSD SNS menus to reflect changes towards more healthful and made-from-scratch offerings.

The fall 2010 menu template was designed to reflect the school lunch changes with seasonal fruits and vegetables. Recipes were reviewed by Evans & Brennan LLC for which category they fell into. Photos of the seasonal produce and finished entrees, as well as what produce to look for in the three seasons defined by SNS are included in the menu redesign. Winter and spring cycle menu

templates were similarly developed to reflect scratch cooking lessons and menu changes at the elementary and secondary levels.

Additionally, RC worked with Evans & Brennan to redesign the SNS brochure and created a new SNS logo to promote cross branding between DF2S and the DJUSD school lunch. The new logo incorporates elements of the Davis Farm to School logo design.

RC has also created informative videos that describe DJUSD's Student Nutrition Services philosophy and features many of its made-from scratch recipes. This video can be accessed at www.djUSD.net/district/business/sns.

Site Visit RECOMMENDATIONS

Consultants noted that while very good progress has been made, there is still room for improvement in certain areas.

Food

1. Offer fewer processed items. Sometimes up to 10 items are offered for lunch, the majority of which are processed. It is felt that more students would select the fresh food if fewer options of processed, packaged items were available.
2. Continue—and expand if possible—the taste testing program. Taste tests increase student interest in freshly made food as well as encourage their taking of those items for lunch.

Ambience and Environment

DF2S and DJUSD-SNS can work together to:

1. develop a focus on school lunch as an important part of the school day and establish district-wide expectations of interactions between adults and students.
2. increase parent and community involvement in order to provide an adult presence at the lunch table.
3. encourage more adults at lunch—teachers, administrators, para-educators, staff, and parent volunteers—to eat with students to establish positive models of behavior.
4. continue to work on ambience by using colorful tablecloths, converting to “greener” implements and trays, etc.
5. establish recess before lunch. Recent studies suggest that students are more likely to spend quality time over lunch if they have had their recess first. Many other benefits accrue as well, including higher consumption of fruits and vegetables; lower waste; fewer discipline referrals.¹²

Marketing and Education

1. Continue to offer professional development, thereby assisting food service staff in their efforts to increase made-from-scratch items and decrease packaged items.
2. Increase appealing signage about food and nutrition. Label local food and identify farmers at the point of service. Use colorful posters and photographs.

¹² Robert Wood Johnson Foundation. 2010 “The State of Play; Mayor Johnson Patt. “Starving for Recess.” District Administration, News, Articles and Community for K12 School District Management. <http://www.districtadministration.com/viewarticle.aspx?articleid=2772>.

Vision

Davis Farm to School and DJUSD could initiate a discussion about an overall vision of the meal program to be achieved in the next decade, create a capital and operating plan to match the vision, and modify the MOU Goal#1 accordingly. Change the emphasis from a percentage of food sourced locally to a broader vision of the overall school meal's place in the curriculum.

Evaluators' Recommendations Goal 1B: Increasing Participation & Consumption

In addition to the above recommendations, the evaluators suggest the following:

1. **In collaboration with RC, develop an overall marketing plan and strategy for promoting Davis's school lunch program.** RC has addressed the issue of a marketing campaign over the years, and Davis Farm to School agrees that marketing is key to encouraging more students to eat lunch at school. To date, SNS has not had the resources to implement a full-fledged comprehensive and targeted campaign. RC feels that it needs to be more specifically targeted to the audiences SNS wants to reach.
 - a. Use the Nutrition Advisory Committee as a way for creating more support within the school community for the school lunch program, via marketing efforts; liaison with the district office; research into best practices, etc. Davis Farm to School could take on a more active role in helping RC develop the NAC if she so desires.
 - b. Focus on more taste testing, signage, videos, social networking as potential spaces for promotion.
 - c. Develop a plan and means for parent outreach.
2. **Assist RC with menu graphic design.**
3. **Assume a proactive role in the Nutrition Advisory Committee, soliciting parent involvement and providing RC with feedback from the community.**

Goal 1C. Provide professional development opportunities for food service staff

Recipe and menu development: Evans & Brennan

In 2010 – 2011 school year, DJUSD did not have the need for an official “forager,” as in the past. However, Georgeanne Brennan (Evans and Brennan, LLC) continued to serve in the role of professional chef-educator for the DJUSD SNS staff.

Brennan and food service staff met 5 times during the school year to continue their professional training and development of menus using fresh and seasonal produce that can be adapted to the school food scale. The professional development workshops include nutritional information, cultural and culinary information about foods and methods of food preparation. They draw upon the skills, expertise and cultural backgrounds of the food service staff, who have been active participants in developing menus that work for DJUSD’s operation.

Visitors to the classes this year included Deborah Beall, California Department of Education Nutrition Services Division; Juliet Crites, CA Public Health and Davis Farm to School; and Brady Whitlow, CEO of Corto Olive Oil.

New in 2010-2011

- This year, staff members brought their own recipes that represented their ethnic heritage. Recipes such as enchiladas with green sauce were tested and developed so that students were later able to enjoy it for lunch.
- Consultants turned over the ingredient shopping to SNS staff. Learning ingredients and shopping for them is a more sustainable way to ensure that staff members continue to develop interesting and personalized recipes.
- Evans and Brennan developed new Nutrition Facts cards. These feature seasonal fruits and vegetables, and include short facts that staff can easily recite to students as they come through the line in the lunchroom. The cards were piloted by DJUSD staff and vetted for their usefulness.

The verbal feedback from participants took place in a post-class round table format, where the class ate the dishes they prepared and discussed the process. Feedback was uniformly positive and participants were highly pleased.

Recipe profiles this year included:

- ❖ **Six dishes Kids Love:** Soups, Pastas, and Rice Bowls
- ❖ **Spring Salads, Wraps, and Pizza** featuring Orzo and Feta Salad with Sun Dried Tomatoes
- ❖ **Salads and Main Dishes** with cheese Enchiladas and Tomatillo Sauce
- ❖ **Grand Finale:** Cider-Glazed Chicken Thighs

Evaluators' Recommendations Goal 1C: Providing Professional Development

1. Continue the very successful professional development cooking classes with DJUSD SNS staff. As with the site visits, continue to invite district and outside personnel to observe the classes in order to raise awareness of the benefits of incorporating local produce into the menu.
2. Help RC to scale up recipes for use in her production kitchen.

Goal 4: Community Outreach

DJUSD in collaboration with Davis Farm to School has significantly increased the program's visibility in the community in the past two years.

Community Outreach and Marketing

Davis Farm to School continued to expand its community presence and involvement during 2010 – 2011. Each year, the awareness of Davis Farm to School has grown. Events are designed to maximize cross-marketing and to reinforce the shared values of Davis Farm to School and community partners in a variety of local venues.

Highlights of events organized and/or hosted by Davis Farm to School in the past year include the following:

- **2nd Annual Tour de Cluck:** The Tour de Cluck, a bicycle tour of local chicken coops in Davis, was once again very popular and very successful.
 - Approximately **650** attendees (based on tickets sold—additional attendees at non-ticketed events such as the Fowl Food Fair, Kick-off and Clucking Exhibition, Chicken Skool Sessions, Art Exhibit & Silent Auction)
 - Approximate **\$17,500** raised to support Davis Farm to School
 - Good media representation
- **Recycled Art Faire** Davis Farm to School participated in this event, which reinforces the values of recycling in a fun way.
- **Chamber of Commerce lunch** catered by Davis Joint Unified's Student Nutrition Services has been moved to the fall of 2011 due to a conflict in scheduling. This is an event that DJUSD/DF2S regularly sponsors.
- **Bike Town USA:** Dorothy Peterson represented DF2S at a booth at this event.
- **Village Feast** is Davis Farm to School's signature community event and fundraiser. Each summer on the last Saturday in August, community members and visitors sit together under the sycamore trees in Central Park and enjoy a meal together of local meats, cheeses, nuts, wine, fruit and vegetables.
 - In 2011, the Village Feast attracted a sold-out crowd of **330** participants and brought in about **\$23,600**. This included over \$18,000 in sponsorship. At this forum DF2S's annual awards are given to teachers and volunteers who support the school gardening programs.
- **Artisan Baking on Wheels (ABOW)** is a nonprofit public corporation formed to purchase and cook local, whole grains from Yolo County into cooked from scratch pizzas using a portable, wood fired oven. ABOW has become a regular feature at many Davis Farm to School sponsored or related events, such as Picnic in the Park, the Rominger West winery Thursday night entertainment, the Village Feast and others. The project invites K-12 student participation (for community credits) to help cook and serve the pizzas and market the products and their benefits to the community.

- **Whole Earth Festival** is an annual event attended by hundreds of residents and visitors. This year, Davis Farm to School hosted a table at the Whole Earth Festival.
- **Full Moon Dance/Benefit** For the second year, DF2S hosted a community concert, dance and fundraiser concert in February. Although not as much money was raised as the previous year, the event was considered a success by all who attended. The music was excellent, and people enjoyed the event tremendously. It was a good outreach event to the UC Davis student population in particular.
- **“Souper Bowl”** SNS participated in the Davis Food Co-op’s annual fundraiser for “Meals on Wheels” with other restaurants in town. SNS made their best soup and served it to guests. This kind of event reinforces the positive image of DJUSD’s Student Nutrition Services as a delicious caterer.
- The 6th annual **Custodial Luncheon** in July acknowledges the valuable contribution that the custodial staff make in the schools and in the Farm to School program. This is organized by Dorothy Peterson and DF2S members contribute salads. Awards are handed out for outstanding contributions.
- **A Taste of Davis:** SNS/DF2S participated in this chamber of Commerce event on March 18th. School Board members Gina Daleiden and Sheila Allen assisted with passing out tastings. “I hope it was reported back to you that many people who came by said that the SNS dish was the “Best” one they had or that other had recommended they come over to taste it. Well done! I am so pleased with the partnership and changes in our student nutrition over the last few years. It was my pleasure to assist.” Sheila Allen, School Board member.

Statewide, National and Professional outreach

With Michelle Obama’s Let’s Move! Campaign, the awareness of farm to school programs has risen to the national level. Through their “Know Your Farmer, Know Your Food” initiative, the USDA has become involved in Farm to School programs and is pro-actively working on assessing programs nationwide and supporting best practices. The USDA has also appointed a National Farm to School Team Lead to oversee these efforts.

- On the national scale, Davis Farm to School is a model program. Janey Thornton, USDA Food, Nutrition, and Consumer Services Deputy Under Secretary, termed Davis Joint Unified Schools District’s Student Nutrition Services and Davis Farm to School “ahead of the curve” and “a model for the nation in the way it combines USDA school lunch commodities with fresh local produce.” The Davis program continues to receive statewide and national attention.
- Chefs Move to Schools Campaign visits Davis Student Nutrition Services.
 - Three chefs paired with DJUSD-SNS and prepared meals with staff: Georgeanne Brennan, professional chef and cookbook writer from Winters, CA; Vegan Chef Tena Burnet; and chef SSgt Irene Salad USAF from the Travis Air Force Base. This was a part of the First Lady Michelle Obama’s Let’s Move! Campaign to solve the childhood

obesity epidemic within a generation. As a part of that campaign, Obama has called on professional chefs to get involved in schools.

- Rafaelita Curva was awarded the Jamie Oliver Award for innovation in school food service. This is a prestigious national award.
- RC participated in “School Chefs Get a Lesson in Healthy Cooking, a professional symposium put on by The California Endowment, Oakland, CA (see Attachment).
- DJUSD-SNS was featured in “Tray Talk” a School Nutrition Association online newsletter of success stories in school food service. (see Attachment)
- Davis Farm to School presented highlights of the 2009-2010 evaluation at the School Board meeting in November 2010.
- Davis’s Farm to School Program was highlighted in presentations made by SAREP evaluator, Gail Feenstra at:
 - A keynote presentation on “Growing our Local Food Economy” in Lakeport, CA;
 - A presentation on local food systems at the Agronomy Society in Long Beach, CA;
 - A presentation on farm-to-school at an EFNEP/FSNEP conference in Burlingame, CA;
 - A presentation with Davis Farm to School Coordinator, Talia Hack-Davies at a UC Davis on Alternatives in Agriculture
 - A presentation at a food justice conference in Eugene, OR
 - A presentation to the CA Conference of Directors of Environmental Health, Monterey
 - A discussion of our evaluation model at the Rethinking School Lunch conference at UC Davis (along with 100 school food service directors from around the state)

Evaluators’ Recommendations Goal 4: Community Outreach

1. Continue the excellent work Evans & Brennan LLC have done in establishing relationships with the SNS Director and the Business Officer and with other district administrators and the Board of trustees.
2. Work with the Superintendent to encourage PTA sites to send representatives to the Nutrition Advisory Committee and with RC to develop ways to make this entity more viable and useful in marketing. Find out where the barriers are.
3. Continue to take advantage of statewide and national opportunities for promoting the Davis Farm to School program.

Summary: 4 “P’s” – Procurement, Participation, Professional development, Policy

The following are summary observations and recommendations from the evaluation team.

Procurement

The progress in procurement from local sources seen in the first year of Measure Q waned slightly during the 2010-2011 school year. This was primarily because of changing the primary vendor from Produce Express to FreshPoint. The change to FreshPoint was made for several reasons, the main factors being cost and efficiency.

FreshPoint is a larger operation working under the corporate umbrella of Sysco, and as such, sources produce from a much larger pool of farms and farmers than Produce Express. Data show a lower percentage of produce being sourced from local farms in 2010-2011 because at the time of this analysis, FreshPoint did not yet have the systems in place to identify all of their local sources. As a result, FreshPoint has begun to research and identify the sources of most of its produce, and to supply that information to the district in the future.

Approximately 30 local farmers now benefit from DJUSD produce purchases, most through Produce Express distribution. Additional farmers have benefitted through FreshPoint’s purchases; however, the names of those farmers are not yet available, as the process for identification was incomplete at the time of collating the data.

Participation/ Consumption

The salad bars have remained popular throughout the year. Taste testings confirmed that students really like the made-from-scratch items. Site observations resulted in a number of positive changes in the ambience of the school lunch rooms, including new, colorful table cloths and the replacement of sporks by cutlery. Washable trays are also being used in some lunchrooms.

Recommendations for continued progress towards increasing participation and consumption include reducing the number of choices presented to the students in the lunch line, and particularly reducing the number of processed, packaged items available. At the same time, increase the number and variety of made-from-scratch items. Complement this with continued or expanded taste-testing, as the students consistently try more new food items when tastes are available to them first.

More marketing is also needed to keep parents, teachers and staff aware of the quality meals Student Nutrition Services provides. The recommendation to the Davis Farm to School Steering Committee is to facilitate with RC a comprehensive marketing vision and plan for the coming year and beyond.

Professional development

The cooking classes continued to be a very popular with the staff and RC and we encourage continuing them in the future. Adding a regular, written evaluation component so that SNS has ongoing data about the impacts of these classes has helped create a feedback loop and track trends.

Policy: Institutionalizing Farm to School

Institutionalizing local procurement, marketing for increased participation and professional development that capitalizes on local foods are all important for successfully bringing in more farm fresh, locally grown produce for school meals. We suggest that the NAC may be a vehicle for helping to support these activities. If the NAC were structured so as to have a dedicated PTA representative from each site, Student Nutrition Services could get broad input from district parents and representatives could report back to their schools about SNS goals and activities. Ongoing communication with the district administration and School Board is also important so that the value of healthful meals with farm fresh ingredients is well known and supported by all.