

**Evaluation Report
of
Davis Farm to School and
Davis Joint Unified School District School Lunch Program
School Year 2011 - 2012**

**Prepared under contract with Davis Farm to School
Davis Farmers Market Foundation/Yolo Farm to Fork**

by

**Gail Feenstra, Food Systems Coordinator
Jeri Ohmart, Program Coordinator
UC Sustainable Agriculture Research and Education Program
University of California Davis**



Evaluation Report Davis Farm to School and Davis Joint Unified School District School Lunch Program School Year 2011 - 2012

Executive Summary

With this report, UC Sustainable Agriculture Research and Education Program evaluates four goals that comprise an agreement between Davis Joint Unified School District and Davis Farm to School: 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) engage the community and evaluate programs to provide information to the community.

Procurement

The purchasing records for school year 2011 – 2012 show that **29.5%** of produce purchases are coming from local farmers, down somewhat from 2010 – 2011(37.3%). DJUSD's primary produce vendor, FreshPoint, is still establishing complete systems for identifying the source of the produce they procure for distribution.

Participation

Participation in the school lunch program is expressed as a percentage of enrollment. In 2011-12, average participation was around 22.1% overall for the lunch program, slightly less than the previous year (23.5%).

School Food Environment

A number of changes were made this year to improve the structure and environment of the school food program. Chief among them were changes to the menu to include more salad bars and "from-scratch" cooking; expansion of the taste testing program; and enhancement of the Nutrition Advisory Committee. Three professional development cooking classes were offered again this year as well, and they were again very popular.

Recycling Is Simply Elementary (DavisRISE)

The DavisRISE program has continued to expand and implement new processes for diverting waste. The district hired its first district-wide DavisRISE Coordinator, Carolyn Teragawa. Harper Junior High's DavisRISE Coordinator, Carrie Juchau, developed extensive signage in order to give a more consistent and professional look to the recycling efforts at schools.

A waste reduction pilot project was introduced by Davis Farm to School and implemented by the DavisRISE Coordinator at Cesar Chavez Elementary School, Ximena Jackson. As a result of this pilot, Cesar Chavez Elementary School reduced their waste removal from two 2-yard bins and three pick-ups per week to one 2-yard bin and two pick-ups per week. The on-site trash cans went down from two 32-gallon trash cans per day to less than one full can per day. This reduced their waste removal bimonthly bill from \$865 to \$579 (January-June 2012) which is a total savings of \$858 for that period.

Garden-based Education

The DJUSD School Garden Program received over \$19,400 in income during 2011-12. Of this amount, \$6,000 came from DF2S Garden Grants; \$6,000 was matched by school PTA/Os, and the remainder was raised through fundraising activities. Schools spent over \$13,000 on their gardens on equipment and stipends. About 2500 students in 10 schools were able to participate in some aspect of gardening at school.

Farm Visits

The spring Farm Visits were popular and feedback was positive. About 250 second grade students visited regional farms.

Community Connections

As in the past, DF2S sponsored and/or participated in a number of community events. Signature events included

- **Tour de Cluck:** This event gained nationwide press, and once again was extremely popular. It drew over 700 participants statewide in the Bicycle Chicken Coop Crawl, and brought in \$14,836 to support Davis Farm to School.
- **Village Feast:** The 7th Annual Village Feast, held under the sycamore trees in Central Park, August 2011, attracted a sold-out crowd and raised \$23,659.

Program Development

- During 2011-12, the structure of Davis Farm to School's umbrella nonprofit changed from the Davis Farmers Market Foundation to Yolo Farm to Fork. Yolo Farm to Fork has a vision of expanding farm to school efforts throughout the county.

SUMMARY of RECOMMENDATIONS to DAVIS FARM to SCHOOL

Goal 1A: Increasing local, farm fresh foods in the school meals

- We recommend that Davis Farm to School work with RC to monitor procurement practices
 - to ensure that Fresh Point is providing accurate information to RC about local purchases
 - to provide information to the broader community about how the district is supporting local agriculture.

Goal 1B & 1C: Increasing Participation and Improving School Food Environment

Professional Development

- Continue to fund the professional development cooking classes.

Marketing the Lunch Program

- Continue to explore ways to support SNS's marketing efforts.

Nutrition Advisory Committee

- Continue to support the exploration of issues relevant to a healthful school lunch via the NAC.
- Continue to make efforts to expand participation in the NAC.

Taste Testing

- Establish protocols to connect taste testers with food service staff, explaining the Taste Testing program and the overall farm to school program. This should include introductions at the beginning of the program to office staff, principals and lunchroom monitors.
- Talk to RC and food service staff about more prominently featuring the fruits and vegetables in the Taste Testing program.
- Coordinate the Taste Testing program with the Nutrition Advisory Committee.

Goal 2: Recycling Is Simply Elementary

- Make a consistent effort to invite a representative from Davis Waste Removal to attend the Garden/DavisRISE meeting and discuss which containers are recyclable and which are not.
- Request that Mel Nelson and custodians attend the fall DavisRISE meeting.
- Develop a job description for DavisRISE coordinators with a checklist of measurable items that can be used to insure DavisRISE coordinators are meeting expectations.

Goal 3: Education

Garden Program

- Arrange for experienced garden coordinators, such as Deb Ariola to share best practices and fundraising ideas
- Pursue funding for cooking carts to make the seed-to-table connection
- Pursue bringing on more volunteers—revisit volunteer recruitment strategies
- Refresh plans to provide easy lessons and connections to curriculum in order to involve more teachers

Farm Visits

- Pursue the possibility of farmer training to help them with appropriate on-farm activities for students.

Goal 4: Community Connection and Engagement

- Continue to take advantage of statewide and national opportunities for promoting the Davis Farm to School program.
- Continue to develop relationships with local and Yolo County organizations through Yolo Farm to Fork.
- Continue our signature fundraising events: The Village Feast and Tour de Cluck.

The Davis Farm to School Program & Davis Joint Unified School District School Lunch Program School Year 2011 - 2012 Evaluation Report

In November 2008¹, the Davis Joint Unified School District (DJUSD) and the Davis Farm to School (DF2S) entered into an agreement, a Memorandum of Understanding (MOU), to collaboratively support the health and education of all DJUSD students. The 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) focuses primarily on results from school year 2011-2012 relating to Goal #1: Increasing farm fresh food in school food offerings. This includes the overall school food environment. In addition, we report on Goal 2: Recycling Is Simply Elementary (DavisRISE); Goal 3: Education/Farm Visits; and Goal 4: Community Outreach and Engagement.

DJUSD is a medium sized district of approximately 8,500 students located in Yolo County.² It has 15 schools, including nine elementary schools, three Junior Highs, two high schools 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 20.8%, as compared to a county-wide rate of 51.6% (CDE, 2010-11 data). The cost of a full cost lunch meal at DJUSD is \$3.50.³

Methodology

Data for this report were gathered from DJUSD's produce invoices (distributors, individual farmers). An in-depth interview was conducted with Rafaelita Curva (RC), Director of Student Nutrition Services in August, 2012 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. Data were also summarized from evaluation surveys administered by Davis Farm to School and reports by the DF2S Program Coordinator and volunteers who assisted with various DJUSD Farm to School programs: Nutrition Services-Taste Testing; DavisRISE; Garden-based Education/School Gardens; Farm Visits; and Community Connections.

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

² Most recent data from CDE: <http://www.ed-data.k12.ca.us/Pages/Home.aspx> Student enrollment=8,507 (2010-11); Free & Reduced Priced meals = 20.8% (compared to Yolo County at 51.6%); 58% White, 17% Hispanic, 3% African American; 22% Other.

³ Per interview with Rafaelita Curva (RC), 12-14-12.

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.

Definition of “local”

Davis Farm to School and DJUSD define “local” as the following:

- (1) Products are grown within a 300-mile radius from Davis. **AND**
 - a. DJUSD has a direct relationship with the small to mid-scale growers selling the product **OR**
 - b. The distributor provides transparent, verifiable information about the farmers, their production practices and where the product is grown.

As of June 30, 2012, the purchasing records for school year 2011 – 2012 show that **29.5%** of produce purchases are coming from local farmers, as defined above. This is down from 37.3% in 2010 – 2011.

Local Sourcing: Distributors

FreshPoint Distributor

As in school year 2010 – 2011, the Student Nutrition Services (SNS) procurement of fresh produce was made primarily through the distribution company with whom they have an ongoing relationship. FreshPoint (Turlock), a subsidiary of Sysco, has been their primary vendor for several years, and are considered reliable and cost effective. FreshPoint won the bid again for school year 2011 – 2012. The bid language included stipulations that FreshPoint supply local produce whenever possible. FreshPoint’s representative assured SNS Director, Rafaelita Curva (RC) that a majority of fresh produce supplied to the district was sourced from within the 300-mile radius. They also agreed to continue to identify the sources of the produce on invoices to the district.

As of the end of June 2012, data gleaned from examining all produce invoices indicated that 15% of the produce purchased from FreshPoint could be identified as local. This is compared to 31% last year.

We believe that the lower percentage is due to the evaluation team going further into the investigation of the sources of produce identified by Fresh Point as local. Last year, when Fresh Point began to identify their sources, they were in most cases, grower/packer/shippers. We began the deeper investigation towards the end of last school year, and discovered that not all of the produce that Fresh Point considered local could be considered local by our calculations. This is because either the location of the original farms was outside the local range, or the product was out of season for local produce. Therefore by process of elimination, certain produce identified as “local” was not actually local. Therefore, the percentage of local from Fresh Point dropped, and this brings down the entire percentage of local since FreshPoint is the primary produce vendor.

Other Sources: Capay Organic and Local Farmers

In addition to FreshPoint, SNS purchased some produce from Capay Organic, which is a 700-acre diverse organic fruit and vegetable grower/distributor located in the Capay Valley west of Davis. Capay has become a more prominent distributor to schools and institutions recently and has

established a relationship with RC this past school year. This is a promising arrangement, as Capay Organic can draw upon several smaller, local farmers in the region to provide nearly year-round seasonal produce. Also, some purchases were made directly from individual local growers.

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 – 2012, Adjusted for Inflation⁴

	PPI* factor (2011- 2012 = base year)	Local Farmer Purchases	Local Farmer Purchases Adjusted (2011/12 \$)	Distributor/ Nonlocal Purchases	Distributor/ Nonlocal Purchases Adjusted (2011/12 \$)	Total Produce Purchases	Total Produce Purchases Adjusted (2011/12 \$)	% 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	1.359	\$16,201	\$22,017	\$25,970	\$35,293	\$42,171	\$57,310	38.4%
2004 – 2005	1.169	\$20,806	\$24,322	\$21,141	\$24,714	\$41,947	\$49,037	49.6%
2005 – 2006 ⁵	1.198	\$9,105	\$10,908	\$22,251	\$26,657	\$31,356	\$37,564	29.0%
2006 – 2007	1.029	\$6,934	\$7,135	\$34,732	\$35,739	\$41,666	\$42,874	16.6%
2007 – 2008	0.979	\$15,028	\$14,712	\$52,594	\$51,490	\$67,622	\$66,202	22.2%
2008 – 2009	1.071	\$21,378	\$22,896	\$56,616	\$60,636	\$77,994	\$83,532	27.4%
2009 - 2010	0.956	\$41,763	\$39,925	\$43,388	\$41,479	\$85,151	\$81,404	49.0%
2010 - 2011	0.951	\$29,494	\$28,049	\$49,477	\$47,053	\$78,971	\$75,101	37.4%
2011 – 2012	1.000	\$21,782	\$21,782	\$52,133	\$52,133	\$73,915	\$73,915	29.5%

⁴ Highlighted columns are adjusted using the Producer Price Index (PPI), Farm Products-Fruits & melons, fresh/dry vegs and nuts, not seasonally adjusted, averaged for Sept-June in each year.

⁵ Local purchases were estimated for the months of Feb-June 2006, based on previous months' purchases.

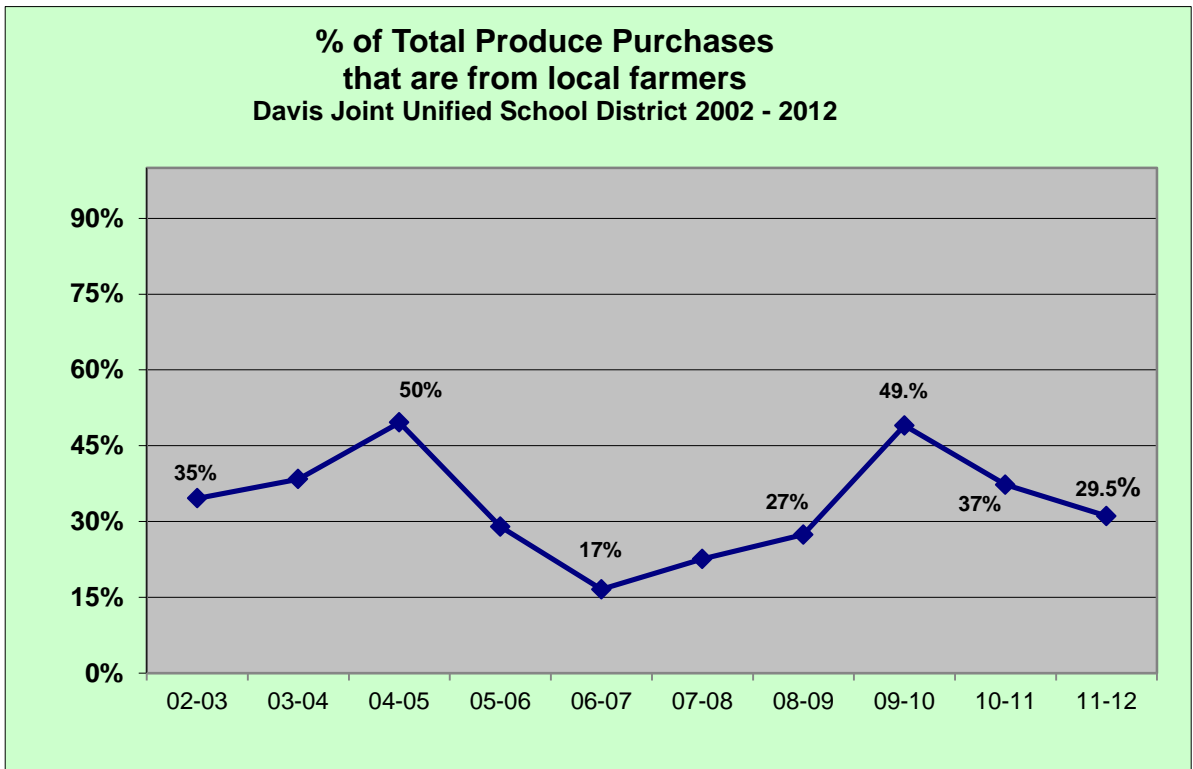


Figure 1. Percentage of Fresh Produce Purchased from Local Growers

The number of local farmers being supported by DJUSD purchases was approximately 10 through Capay Organic distributor. Additional local farmers are supported through FreshPoint distributor, but the names of individual growing operations are not available.

This year, two farmers sold directly to the district: one who has supplied fresh kiwis to DJUSD for the past nine years, and another who sold strawberries in the spring. 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 \$2,800 in organic white rice from a local grower, Next Generation Organic White Rice out of the Butte County area. This amount is down from \$6,200 in 2010 – 2011.

Goal 1B: Increasing Participation and Consumption in School Lunch

Between 2004-2005 and 2009-10, SNS served more lunches, on average, every day. In 2010-11, the average lunch counts went down slightly, and again in 2011-12. Total meals served from July 2011 through June 2012 amounted to 448,754 (lunches = 382,468).⁶ Average daily lunch count for 2011-12 was 1,903 lunches per day (Fig 3).

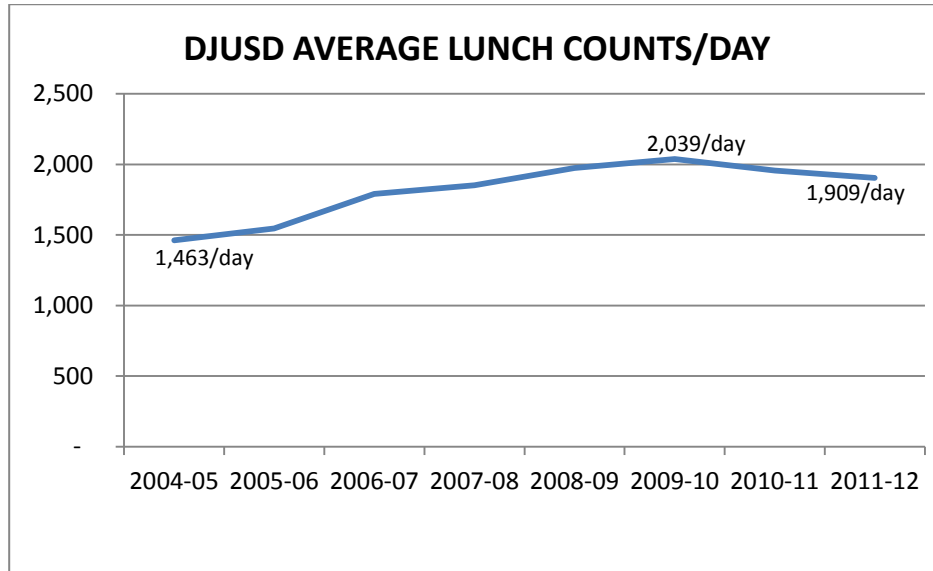


Figure 3. Trends in Lunch Counts from 2004-05 to 2011-12

Free, Reduced and Paid Lunch Participation

Overall participation in the school lunch program is calculated as a percentage of total school enrollment. For 2011 – 2012, overall average daily lunch participation was approximately 22.1%. This is down slightly from 2010 – 2011 (at 25.8%).

Average Free and Reduced Lunch participation was about 12.8% of enrollment for 2011 – 2012, almost identical to 2010 – 2011 when it was 12.7%. Figure 4 shows the monthly trends for lunch participation within the categories of Free, Reduced Price and Paid lunches. Participation drops dramatically in the early and late months of the school year, and this affects overall participation averages. Nevertheless, participation has remained approximately the same for the past few years.

Increasing lunch participation remains a major goal for RC and SNS.

⁶ DJUSD Student Nutrition Services Meal Counts, July 1, 2011 – June 30, 2012. Average daily lunch count is calculated by dividing the total number of lunches for the year by the number of “Food Service Days”. $382,468/201 = 1,903/\text{day}$ (ave).

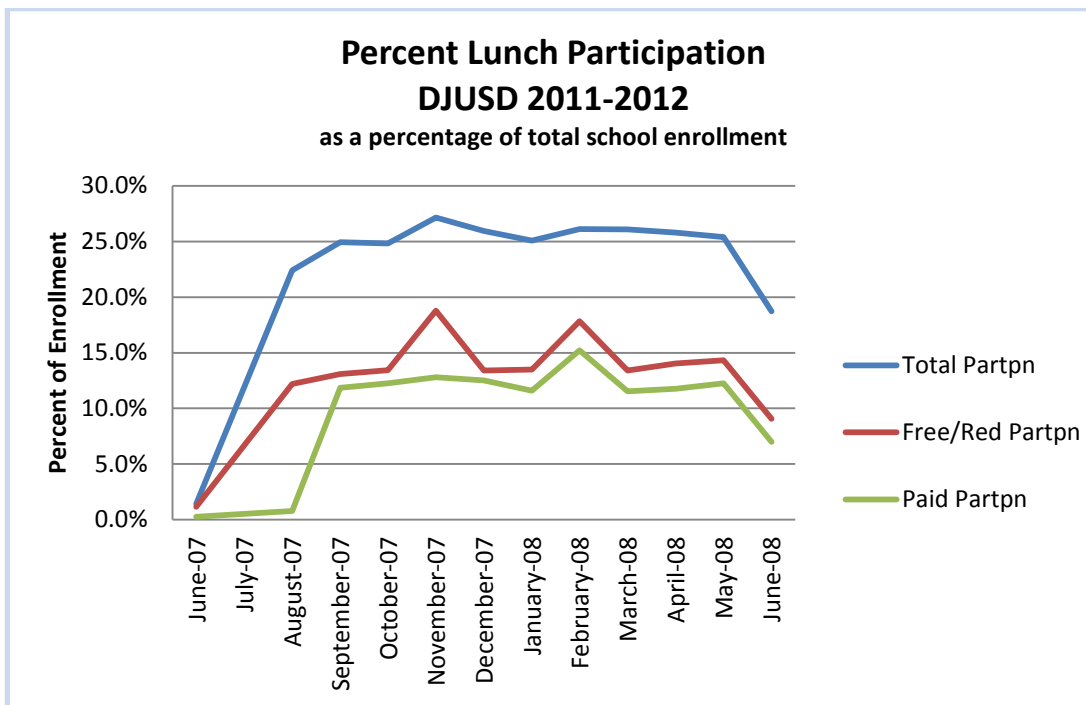


Figure 4. Free, Reduced, Paid Lunch Participation as a Percentage of Enrollment

Encouraging increased consumption: School Food Environment

SNS continues to make improvements to the school lunch program. Several of the previous year's goals were met or addressed during 2011-12.

1. Introduce changes to DJUSD's Student Nutrition Services School Lunch Program

- Every elementary school has a salad bar at least twice weekly. Every secondary school offers a salad bar daily.
- Every elementary school has soup made from scratch every Thursday.
- Farm to School pizzas including a vegetarian one, are freshly made and served every week at both elementary and secondary schools.
- Every day at every school, there is one or more made-from-scratch item available on the menu.
- More salad dressings are being made from scratch.
- SNS has developed new menu offerings, for example, Sui Mai (pork dumpling) and Bibimbap (Korean rice bowl).

2. Expanding the Taste Testing Program

A goal for the 2011-12 school year was to expand the Taste Testing program. It is well documented that whenever lunch is accompanied by taste testing, students are more willing to try new items. As in previous years, community volunteers and student interns from CSU Sacramento and UC Davis were trained to visit the DJUSD lunchrooms and conduct taste testings. Ten volunteer Taste Testers represented Davis Farm to School in nine of the elementary schools. Taste Testers visited school sites on average once a week for ten weeks. Approximately 77 food samples were provided per school site visit.

Overall responses to the samples being handed out were positive, and on the whole students were eager to try the samples. The general consensus among Taste Testers was that Quinoa salad and beets are not a student favorite, while fresh fruits and certain vegetables are popular. One volunteer reported that broccoli salad was “loved.” Another reported that the kids’ “most favorite was the pasta salad.” “I loved hearing the kids say that they tried it last time and now they get it all the time!”

3. Support Professional Development Cooking Classes

Georgeanne Brennan conducted three Professional Development cooking class during the 2011 – 2012 school year with about 8-10 attendees each. The classes are built around the 6-5-4 Concept: Six dishes kids know and love; five cultural flavor profiles; and four seasons.

One goal of these classes is to learn ways to develop menus that incorporate local, seasonal produce, so that students get used to it in forms additional to a salad bar. For this year’s class, food service staff created a variety of dishes based on chicken. This is especially useful to SNS, as they can purchase commodity chicken at a low price, thereby balancing out some of the higher costs of fresh, local produce. (Attachment A: Evans & Brennan. LLC, Professional Development Cooking Class Recipes)

Staff responses to the cooking classes were once again very positive. One result of the classes was a small garden plot outside the Central Kitchen which food service staff established in order to grow herbs and some vegetables (basil, cherry tomatoes, red peppers). They were able to harvest and incorporate these into their recipes.

4. Make structural changes to Nutrition Advisory Committee (NAC)

Last year’s recommendation was for SNS and DF2S to collaborate in order to energize the Nutrition Advisory Committee and recruit new members. RC wanted to use the NAC to create more support within the school community for the school lunch program, via marketing efforts and to create better liaison with the district office. To address this goal, a new structure was developed in which Davis Farm to School coordinated the meetings and the Davis Farm to School Program Coordinator and RC co-facilitated meetings and four meetings were held. Topics of discussion included the following:

- *Competitive foods* (i.e., foods served or available outside the school lunch framework).
 - Many ideas were put forth to give parents and teachers viable options for offering healthy snacks and “extra” foods such as birthday food to replace high sugar, high fat options.
 - The committee liked the idea of creating a list of recommended snack/out of school-time items to distribute to parents and teachers. However, there was not adequate leadership from within the committee to move this idea forward thus, this was not followed up on.
 - SNS stated that they were not in favor of creating a policy regarding competitive foods because such a policy would impact other groups such as sport groups, PTA, etc., and those groups did not have representatives at the table to discuss the proposal.

- *Flavored milk*
 - Some NAC members raised the issue of flavored, sugared milk. They proposed either eliminating the chocolate and strawberry milk or limiting the number of days it was being offered.
 - SNS Director, RC, explained SNS policy regarding flavored milk and stated that DJUSD administration did not have a problem with the current offerings. She also reported that she has received feedback from parents indicating that they are happy with the flavored milk offering. The NAC decided not to pursue changes in flavored milk offerings.
- *Marketing the lunch program:*
 - RC said that SNS does not have the monetary or human resources, or the expertise to conduct the kind of marketing campaign that is truly needed in order to raise the awareness of the school lunch program. Various ideas were offered up to address marketing in relatively simple ways, e.g., having printed menus more readily available in classrooms.

5. Gain assistance in marketing school lunch

- The previous year's efforts, initiated by DF2S contractors Ann Evans and Georgeanne Brennan, at creating more colorful and interesting menus and ads for the lunches has been successful. This year, new ads have been created, and the menus look even more appealing, with large photographs of seasonal fruit and vegetables. The website offers an array of options for parents who want to see what is being served for the DJUSD school lunch and breakfast. (Attachment B: DJUSD School Lunch Menus & Ads)
- The school lunch program was featured in an extensive Capital Public Radio interview and article. (Attachment C)
- Student Nutrition Services catering was featured in several community events, including the Souper Bowl, Chamber Mixer, DJUSD Board Meetings, Farm to School Team Meetings (see Community Connections section for more detail).

Recommendations for Goal 1A, 1B, and 1C: Student Nutrition Services

From Evaluators

- ***Procurement:*** We recommend that Davis Farm to School work with RC to monitor procurement practices at mid-year and at the end of the school year
 - to ensure that Fresh Point is providing accurate information to RC about local purchases, and
 - to provide information to the broader community about how the district is supporting local agriculture.
- ***Professional Development:*** Pursue funding to continue the professional development cooking classes, as they enhance the overall menu development and allow food service staff to exercise their cooking skills.
- ***Marketing:*** Continue to explore ways to support SNS's marketing efforts.

- **Nutrition Advisory Committee:** DF2S Program Coordinator in collaboration with RC should put extra effort into strengthening the Nutrition Advisory Committee and, with them, identify ways to assist SNS in further enhancing the healthfulness of lunch offerings, improving the school food environment, and increasing participation.

From Taste Testing Interns

- Feedback indicates that introducing Taste Testers to kitchen staff and explaining the purpose of their presence pays off. Taste Testers recommend that this should be continued and expanded to include introductions to the office staff, principals, and lunchroom monitors. As one Taste Tester noted, “The experience and the impact would have been better if the school staff members were better educated about Farm to School and the Taste Tester Program. They often thought I was a cafeteria volunteer or parent helper.”
- Taste Testers recommended that vegetables be more prominently displayed in the combination pasta salads. “Often the food I sampled out was pasta (couscous, rotelle) with tiny, itty-bitty flecks of something green...and a few occasional pieces of red pepper.”
- Taste Testers felt that it would be beneficial for their program to be more coordinated with the Nutrition Advisory Committee.

Goal 2: Recycling is Simply Elementary (DavisRISE)

The DavisRISE program continued to expand and take on new challenges in 2011 – 2012. At the same time, there continue to be challenges facing the program.

DavisRISE Progress:

- At most sites, food waste is recycled for composting into the school garden.
- This year an “All Compost” pilot project was introduced at Cesar Chavez Elementary, coordinated by Ximena Jackson. The project expanded the kinds of items that could be diverted from the waste stream, including diverting milk and juice cartons, which had previously not been recycled. It has since been expanded to all elementary schools.
 - As a result of this pilot, Cesar Chavez Elementary was able to reduce their waste removal from two 2-yard bins and three pick-ups per week to one 2-yard bin and two pick-ups per week. The on-site trash cans went down from two 32-gallon trash cans per day to less than one full can per day.
This reduced their waste removal bimonthly bill from \$865 to \$579 (January-June 2012) which is a total savings of \$858 for that period. (Attachment D: Davis Enterprise feature story)
- Harper Junior High also began to participate in the pilot project, but according to the Harper coordinator, Harper was not consistently informed of the procedures and protocols for the pilot, and therefore did not collect data. A number of issues specific to the junior high school environment were raised:
 - Addressing “attitude” and getting student buy-in
 - Communication and education of students at junior highs
 - Addressing the logistics of the campus, specifically the fact that student eat all over the campus rather than in one specified area. This makes recycling difficult to track.
- The DavisRISE program was expanded to the Davis High School in conjunction with the Environmental Club and their sponsors, Sherri Sandberg-Ransom and FFA teacher Alex Hess. At this site, the program doubles as an on-site work experience for special education students.
- Garden Coordinator, Carrie Juchau (Harper Jr High) worked diligently to produce new signage and a new labeling system for recycle bins. (Attachment E: DF2S-DJUSD Recycling Plan) The signs were designed in collaboration with the City of Davis Public Works and Davis Waste Removal, to maintain a relevant and consistent look across the City.
- In line with Harper’s overall effort to conserve energy, Juchau has been working to integrate the gardening and recycling. She has established a community garden and has worked with Garry Pearson, UC Davis, to implement structures and systems that contribute to overall energy efficiency on the Harper campus. It is hoped that this will be a model for other campuses.
- Carolyn Teragawa took on the leadership position as the first district wide DavisRISE Coordinator. She developed guidelines for new DavisRISE coordinators across the district and conducted extensive site visits at almost all school sites.

Custodial Awards

Each year, outstanding custodial staff who have helped to create a healthy campus life are recognized and awarded the “Outstanding Custodial Award.” Each award recipient receives a

certificate of appreciation and a \$75 check. Nominees' names are put forward by their peers and co-workers. This year's awardees were: Rigo Mayorga, Chavez Elementary; Eva Gutierrez, Korematsu Elementary; Fred Marania, Davis Senior High School, Jim High, North Davis Elementary; and Jim Herrington and Tom Chase from the Maintenance and Operations Department.

Recommendations for Goal 2: DavisRISE

Recommendations from Evaluators and RISE Coordinators:

- Make a consistent effort to invite a representative from Davis Waste Removal to attend the Garden/DavisRISE meetings (currently termed the Farm to School Team Meetings) and discuss which containers are recyclable and which are not.
- Request that Mel Nelson and custodians attend the fall DavisRISE meeting.
- Develop a job description for DavisRISE coordinators with a checklist of measurable items that can be used to ensure DavisRISE coordinators are meeting expectations.
- Collaborate with Harper Junior High School coordinator to address issues that are specific to junior high school campuses.

Goal 3: Garden- and Farm-based Education

School Garden Program

The 2011 – 2012 year was productive for the DJUSD garden programs. Based on Garden Evaluation Reports, a total income of \$19,404 was received by schools for their garden programs. Of that, \$6,000 came from DF2S garden grants with an additional \$6,000 in matching grants from the schools' PTA/Os. The remainder was raised through fundraisers and donations, the maximum of which was by Birch Lane Elementary, whose Garden Program raised \$3,400. These funds were used for a variety of purposes ranging from new tools and equipment to stipends that helped fund volunteers.

Garden coordinators reported that about 2500 students were able to participate in garden-based learning. The exact form of education varied from site to site, but always included hands-on experiences for students. One Garden Coordinator reported: "Our program this year focused on developing and improving our gardens using the help of our full inclusion students... the kids weeded, replaced roses and truly enjoyed being such a huge part of our garden program!"

Some of the other successes included

- Growing parsley and donating it to the Central Kitchen (Montgomery)
- Initiating a Garden-to-Cafeteria project at DaVinci
- Integrating garden activities with science curriculum (peas, Mendel and genetics)
- Planting a Three Sisters Garden
- Expanding the cooking-gardening connection with pumpkin juice, pumpkin applesauce and pumpkin yogurt.

GROW Awards (\$25-\$50 each) are given to garden coordinators who make outstanding contributions to their programs and to the district during the year. They are awarded at the Village Feast. G.R.O.W. Award Winners for SY 2011-12:

- Ana Topete, Chavez Elementary
- Bonnie Berman, North Davis Elementary
- Deb Ariola, Birch Lane Elementary
- Judy Leatherman, Montgomery Elementary
- Leticia Rocha, Chavez Elementary
- Susan Ruterford, Holmes Junior High

Farm Visits

- The Farm Visit program hosted 10 classes of ~25 students each or about 250 second grade students in 2011 – 2012. They visited three farm sites: Good Humus in Capay Valley; Pacific Star Gardens in Woodland; and The Farm on Putah Creek at the Center for Land-based Learning outside of Winters.
- Of the 10 classes, six class evaluations were returned. Teachers reported several positive aspects of the program:
 - The pre-trip visit to the classroom is an especially useful way to introduce the students to concepts about food and farming and to prepare them for the visit itself. It helps them to know what to bring. It acquaints them with farms and crops growing on farms. The presenters are "lively" and make the trip sound fun.

- All teachers reported that the trip was a positive, fun experience. Some students got to plant crops, and others did various hands-on activities. “Great trip” was a common response.
- In areas for improvement, teachers noted:
 - Some visits did not include enough hands-on activities for the students. Suggestions included having students plant seeds in small pots which they could then take home.
 - Another comment referred to too much time spent “listening to the presenters” and not enough actual doing of activities.
 - In addition, some farmers need help with organizing the activities in a more structured way. While they were all personable, the organization was not always the most effective. This was not true across the board, but only in some cases.

Garden/Davis RISE Education meetings⁷

- With new Coordinators, there was a new structure to the Garden/DavisRISE Coordinator meetings. This year in the October meeting, Coordinators were striving for a more integrated approach to these meetings, with representatives from the garden group, the recycling group and folks interested in the cafeteria connection all discussing together how to strengthen the connections among these areas.
- The fall meeting was held at Birch Lane. It included a tour of the Birch Lane gardens and recycling systems, and discussions on ways to more fully integrate the garden and recycling programs.
- The winter meeting was attended by about 25 people and was held at Marguerite Montgomery elementary. It featured a tour of the Montgomery school gardens and included reports from Richard Casias, Carrie Juchau, and Carolyn Teragawa.
- The Spring 2012 meeting featured a tour of Harper Junior High School’s garden and green energy facilities. Garry Pearson spoke about the solar panels, the water reclamation system, the irrigation system and more. Carrie Juchau hosted and spoke about the new signage for the DavisRISE program. Julia Van Soelen Kim presented a concept proposal for a new Garden to Cafeteria Pilot Program.
- Evaluations are mainly positive. Participants liked the small group discussions; the new information about recycling and signage; the possibility of direct support from Mel Nelson and getting custodial to attend the meetings. They also liked the idea of the garden-to-cafeteria connection. And all enjoyed the site-specific garden tours.

Recommendations for Goal 3: Farm- and Garden-based Education

Recommendations from Evaluators and Coordinators

- Arrange for experienced Garden Coordinators such as Deb Ariola to share best practices and fundraising ideas.
- Pursue funding to add cooking carts to make the seed-to-table connection.
- Pursue bringing on more volunteers—revisit volunteer recruitment strategies.
- Refresh plans to provide easy lessons/garden curriculum to involve more teachers.
- Suggestions for improvement were to facilitate more time in small groups.
- Pursue farmer training to help them with appropriate on-farm activities for students.

⁷ These are now called Farm to School Team Meetings.

Goal 4: Community Outreach and Engagement

Davis Farm to School continued to expand its community presence and involvement during 2011 – 2012. 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:

- **3rd Annual Tour de Cluck:** The Tour de Cluck, a bicycle tour of local chicken coops in Davis, has become a signature event that has put Davis on the national map. This event got excellent media coverage and was even featured in The New York Times.⁸ (Attachment F)
 - Approximately **700** 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)
 - Approximately \$14,836 was raised to support Davis Farm to School
 - The event contributed to record sales at the Davis Farmers Market for the day.
- **7th Annual Village Feast:** The 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. At this event DF2S's annual awards are given to teachers and volunteers who support the school gardening programs.
 - In 2011, the Village Feast attracted a sold-out crowd of **330** participants and brought in **\$23,659**.⁹ This included over \$18,250 in sponsorship.
- **Hoes Down Harvest Festival, Fall 2011:** DF2S featured a "Grain to Bread" pizza crust making activity that involved a creative artisan-made bicycle milling machine. It was tremendously popular with the kids.
- **Chamber of Commerce Lunch:** DF2S sponsored a spring 2011 Chamber meeting. The meeting was catered by Student Nutrition Services.
- **Art & Ag:** As in previous years, DF2S assisted with the Art and Ag event, ArtFARM in November 2011, resulting in a donation to DF2S of \$1,000.
- **Recycled Art Faire:** Davis Farm to School participated in this event, which reinforces the values of recycling in a fun way.
- **"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

⁸ In addition to The Sacramento Bee, the Davis Enterprise, and Backyard Poultry Magazine.

⁹ In the 2010-11 Report, we gave this same figure. We mistakenly reported on the VF just previous to the report; however, we should have used the August 2009 event profit for that report. Now, for 2011-12, we use the profit figure from August 2011.

guests. This kind of event reinforces the positive image of DJUSD's Student Nutrition Services as a delicious caterer.

**** For a complete list of all 2012 – 2012 media articles about Davis Farm to School, please visit: www.davisfarmtoschool.org/ "In the News".**

Statewide, National and Professional Outreach

- Ann Evans and Georgeanne Brennan presented *Cooking with California Foods*, the cookbook they developed for food service professionals in collaboration with Center for Ecoliteracy. This presentation took place at the UC Davis Cuarto Dining Hall in August 2011 with over 100 food service professionals attending. Gail presented: "Creating, achieving and evaluating measureable outcomes for local product procurement,"
- Gail Feenstra and Jeri Ohmart organized workshops and presented at the following events:
 - "California Farm to School Forum," Helped plan and present at this all day workshop as part of our CDFR funded Farm to School project, Glide Ranch, Davis, CA, November 17, 2011 (20 attendees).
 - "Farm to School & School Garden Research Consortium Work Session," Helped plan and present at this all day short course at the Community Food Security Conference, Oakland, CA, November 5, 2011 (60 attended).
- Gail Feenstra presented at the following events (including information about Davis Farm to School):
 - "Farm to School and Regional Growers," invited speaker at Love Lunch Community in Conversation, Robert Mondavi Institute, Davis, CA, May 24, 2012 (35 attendees). RC also spoke at this event.
 - "Davis Joint Unified School District 2010-2011 Farm to School Evaluation Report," Davis Joint Unified School District Nutrition Advisory Committee Meeting, Davis, CA, January 25, 2012 (12 attendees).
 - "Farm to School and Farm to Institution: What are they? What are the benefits to producers?" ANR Sustainable Food Systems Conference, UC Davis, Davis, CA, October 11, 2011 (50 attended).
 - "Farm to School from the Ground Up," UCCE Farm to School Workshop, Modesto, CA, October 4, 2011 (60 attended).
 - "Farm to School Programs in California," Sunrise Rotary Club meeting, Davis, CA, September 2, 2011 (50 attended)
- Jeri Ohmart presented at the following events (including information about Davis Farm to School):
 - "Fresh Fruit and Vegetables: Centerpiece for a Healthy School Environment" Fall 2011: Fresno (35 attended); Hayward (37 attended); Spring 2012: Fresno (37 attended); Hayward (46 attended).
 - "Connecting Local Farms to Local Institutions: Opportunities and Challenges," UCCE Shasta County presentation on Farm to Institution, February 2012. (45 attended)
 - "Nuts and Beans: The Seedy Side of Nutrition," California School Nutrition Far North Food Show and Training, Redding, Summer 2012. (52 attended)

Davis Farm to School Program Development

The 2011 – 2012 School Year saw many changes for Davis Farm to School. The long-serving Program Coordinator, Talia Hack-Davie, resigned her position. This change in personnel and the fact that several long-time DF2S Steering Committee members stepped down resulted in an instigation of a Strategic Planning process.

In January 2011, a consultant, Deborah Dunham, was hired to facilitate the strategic planning process. This involved extensive interviews with all personnel and Steering Committee members and several meetings to define/re-define the organization's vision, mission and goals. The outcome of this process was a basic change in the organizational structure and scope of Davis Farm to School and its umbrella organization, Davis Farmers Market Foundation.

The strategic planning process included members of DF2S's nonprofit umbrella organization—the Davis Farmers Market Foundation (DFMF). This DFMF/DF2S group decided to expand the vision of the umbrella organization to encompass the entire Yolo County. Therefore, the DFMF and DF2S voted to change the name of the umbrella organization to Yolo Farm to Fork, with a vision of working to establish farm to school programs in other parts of the county. The legal establishment of the new name and by-laws is nearly complete as of this reporting.

Along with the change in name and vision, came a change in structure. A working Board of Directors was established, and this Board has the responsibility of pursuing fundraising and connections throughout the county to further its vision. Davis Farm to School remains a vibrant program within the structure of Yolo Farm to Fork. DF2S retains much of the structure it previously had: a Steering Committee and Goals with sub-committees.

The DF2S Program Coordinator replacement process took time before settling into a solid situation. Initially, the position was split between two coordinators. When one coordinator was offered a full-time position with another organization, the other coordinator, Julia Van Soelen Kim, took over as the primary Program Coordinator.

Recommendations for Goal 4: Community Connection and Engagement

- Continue to take advantage of statewide and national opportunities for promoting the Davis Farm to School program.
- Continue to develop relationships with local and Yolo County organizations through Yolo Farm to Fork.
- Continue our signature fundraising events: The Village Feast and Tour de Cluck.

SUMMARY of RECOMMENDATIONS to DAVIS FARM to SCHOOL

Goal 1A: Increasing local, farm fresh foods in the school meals

- We recommend that Davis Farm to School work with RC to monitor procurement practices
 - to ensure that Fresh Point is providing accurate information to RC about local purchases
 - to provide information to the broader community about how the district is supporting local agriculture.

Goal 1B & 1C: Increasing Participation and Improving School Food Environment

Professional Development

- Continue to fund the professional development cooking classes.

Marketing the Lunch Program

- Continue to explore ways to support SNS's marketing efforts.

Nutrition Advisory Committee

- Continue to support the exploration of issues relevant to a healthful school lunch via the NAC.
- Continue to make efforts to expand participation in the NAC.

Taste Testing

- Establish protocols to connect taste testers with food service staff, explaining the Taste Testing program and the overall farm to school program. This should include introductions at the beginning of the program to office staff, principals and lunchroom monitors.
- Talk to RC and food service staff about more prominently featuring the fruits and vegetables in the Taste Testing program.
- Coordinate the Taste Testing program with the Nutrition Advisory Committee.

Goal 2: Recycling Is Simply Elementary

- Make a consistent effort to invite a representative from Davis Waste Removal to attend the Garden/DavisRISE meeting and discuss which containers are recyclable and which are not.
- Request that Mel Nelson and custodians attend the fall DavisRISE meeting.
- Develop a job description for DavisRISE coordinators with a checklist of measurable items that can be used to insure DavisRISE coordinators are meeting expectations.

Goal 3: Education

Garden Program

- Arrange for experienced garden coordinators, such as Deb Ariola to share best practices and fundraising ideas
- Pursue funding for cooking carts to make the seed-to-table connection
- Pursue bringing on more volunteers—revisit volunteer recruitment strategies
- Refresh plans to provide easy lessons and connections to curriculum in order to involve more teachers

Farm Visits

- Pursue the possibility of farmer training to help them with appropriate on-farm activities for students.

Goal 4: Community Connection and Engagement

- Continue to take advantage of statewide and national opportunities for promoting the Davis Farm to School program.
- Continue to develop relationships with local and Yolo County organizations through Yolo Farm to Fork.
- Continue our signature fundraising events: The Village Feast and Tour de Cluck.

**Evaluation Report:
The Davis Farm to School Program and
Davis Joint Unified School District School Lunch Program
School Year 2011 - 2012**

ATTACHMENTS

Attachment A: Evans & Brennan. LLC, Professional Development Cooking Class Recipes

Attachment B: DJUSD School Lunch menus & School Lunch Ads from website

Attachment C: Capital Public Radio interview of DJUSD Student Nutrition Services and
Davis Farm to School

Attachment D: Davis Enterprise Feature "Davis RISE now composting juice and milk cartons"
March 22, 2012

Attachment E: DF2S-DJUSD Recycling Plan 2012 – 2013

Attachment F: New York Times feature on Tour de Cluck, May 2012 (published July 23, 2012)

Attachment G: Davis Farm to School Annual Report (brochure) July 2011 – June 2012