

New York State Farm to School



2009 Food Service Director's Survey Highlights

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Our Pride is Inside.

Objectives

- Determine extent of New York's farm to school activity
 - Assess interest in farm to school
 - Identify opportunities and barriers
 - Distribution
 - Product
 - Geographic
 - Focus the activities of NYSDAM and Coordinating Committee Members on greatest needs and interests
 - Identify year-over year changes
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Method

■ Quantitative Survey

- 47 closed and open questions
- Web-based, Survey Monkey
- Used OGS contact list of k-12 public schools districts (901), juvenile correction centers (3), and residential centers (11)
- 60-day data collection period

■ Food Service Focus

- Process (menu development and purchasing) & Resources/Infrastructure
- Local sourcing habits and interests
- Barriers to purchasing local foods
- State support for local procurement
- Farm to School activities

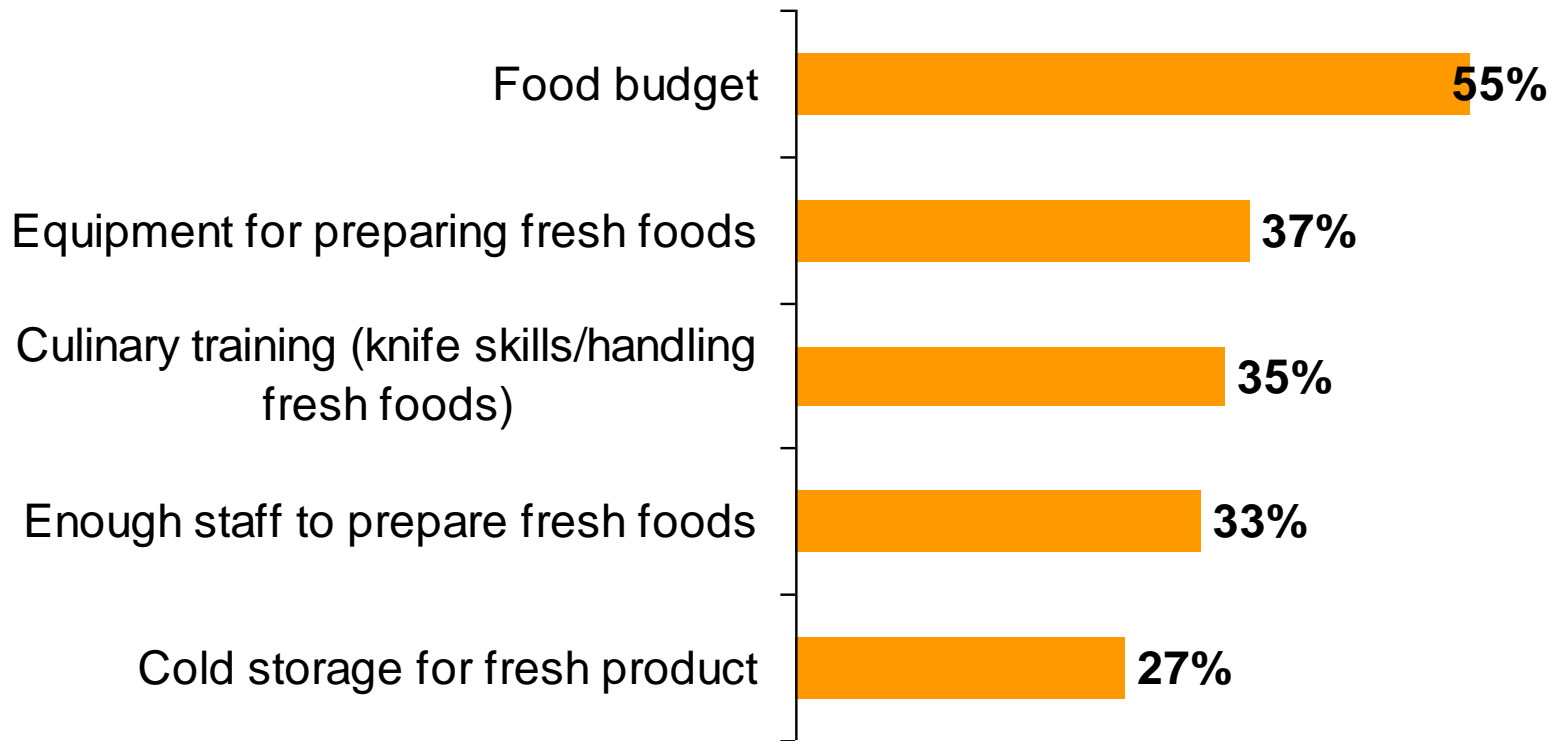
■ Farm to School Educational Activities

Demographics

- 251 responses/28% response rate
 - 211 school districts (SD), 3 juvenile corrections facilities, 11 residential centers and 26 private schools
 - Average SD enrollment 2260
 - Cost to produce lunch is average \$2.19, range from \$.53-\$4.76 (n=133) down from \$2.54 (includes only SD responses)
 - 54% of cost reported as being for food (n=162)
 - 85% self-manage food service (n=213)
 - Aramark (6), Whitsons (4), Chartwells (4) and Sodexo (3). Many respondents did not list the management co.
 - Does not include NYC
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Operational Resources

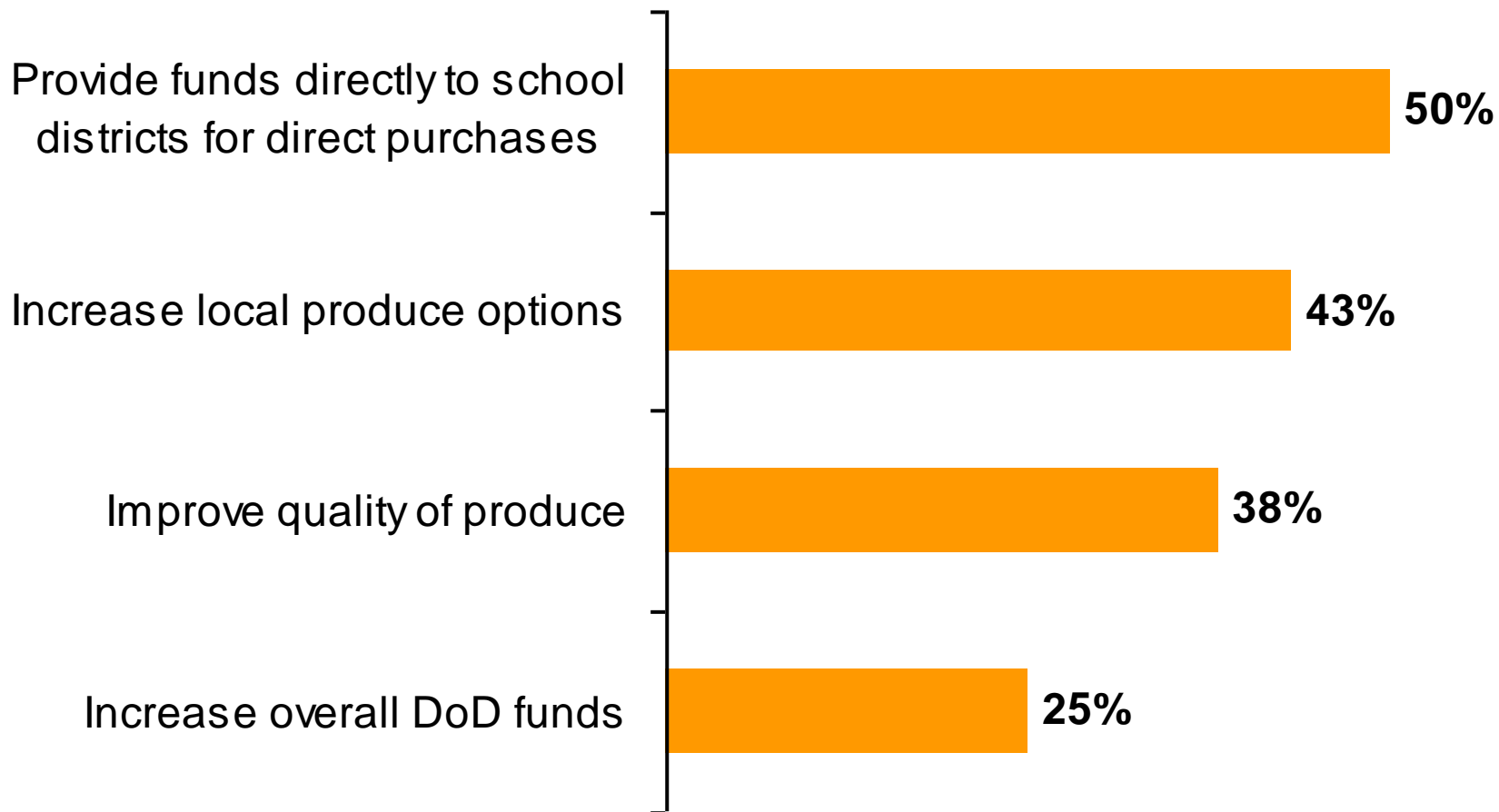
- Average total staff = 22.7, range 1-260 (n=207)
- 68% reported fully operational kitchens in all district schools (n=205)
- Obstacles to purchasing more fresh produce in general (n=207):



Produce

- Annual produce budgets ranged from <\$1000 to \$260,000 (-NYC)
 - 83% respondents sell fresh produce a la carte (n=180), 22% sell produce in vending machines (n=178), and 46% have salad bars in schools (n=180)
 - 53% receive 1 delivery per week, 32% receive 2 deliveries
 - 59% rely on 5 or more distributors or other sources for food purchases (n=195)
 - Top produce items purchased: apples, lettuce, tomatoes, carrots, grapes, watermelon, peppers, onions, potatoes, cucumbers (- bananas and oranges)
 - Top minimally-processed produce items: baby carrots (139), salad mix (135), shredded lettuce (93), broccoli florets (87), apple slices (76)
 - Additional produce sources (n=199): Division of Donated Foods (40%), DoD Fresh Program (34%), direct from farmer (29%)
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DoD Fresh Priorities



N=146

Meat & Dairy

- Exclusive agreements are common (82%, n=107)
- **Cooperative Bids:** 93% purchase Dairy and 83% purchase Meat and Frozen Vegetables through cooperative bids (n=137)
- Total respondents interested in Artificial Hormone/Antibiotic Free:



Top Dairy Products

- Chocolate/flavored milk
- 2% milk
- 1% milk
- American cheese
- Shredded mozzarella
- Swiss cheese
- String cheese
- Yogurt
- Cottage cheese
- Cheddar cheese

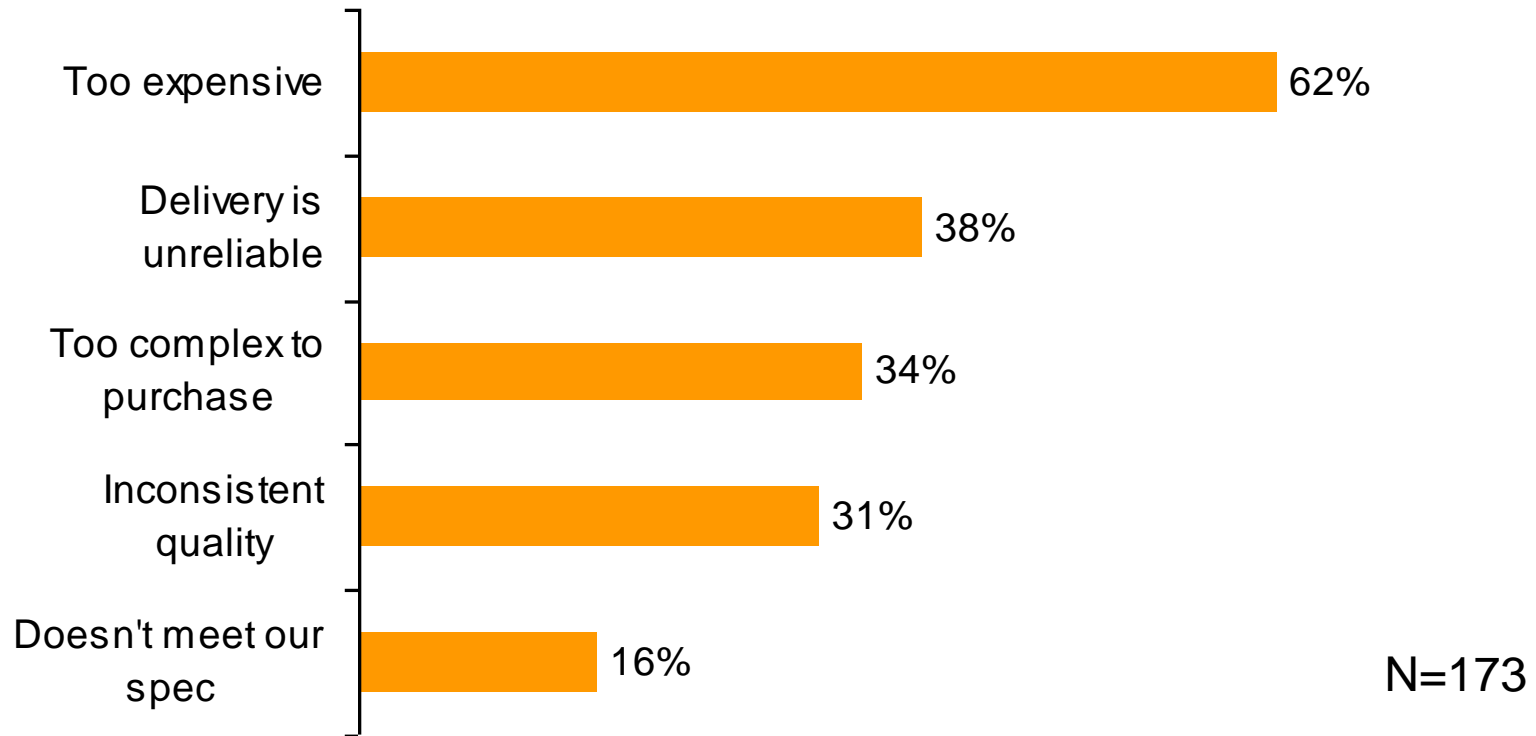
Local Purchasing

- 61.8% had purchased local (110 resp.)
- 32% were interested in purchasing local products (57 resp.)
- 121 respondents agreed to be listed in a directory of schools interested in buying local
- 52% were not familiar with NYS's procedure for local purchasing (n=180)
- Most local purchases were made through distributors vs. direct from farmers
- Top purchasing counties: Suffolk (10)
Erie (8), Dutchess (5)

Top Local Items:

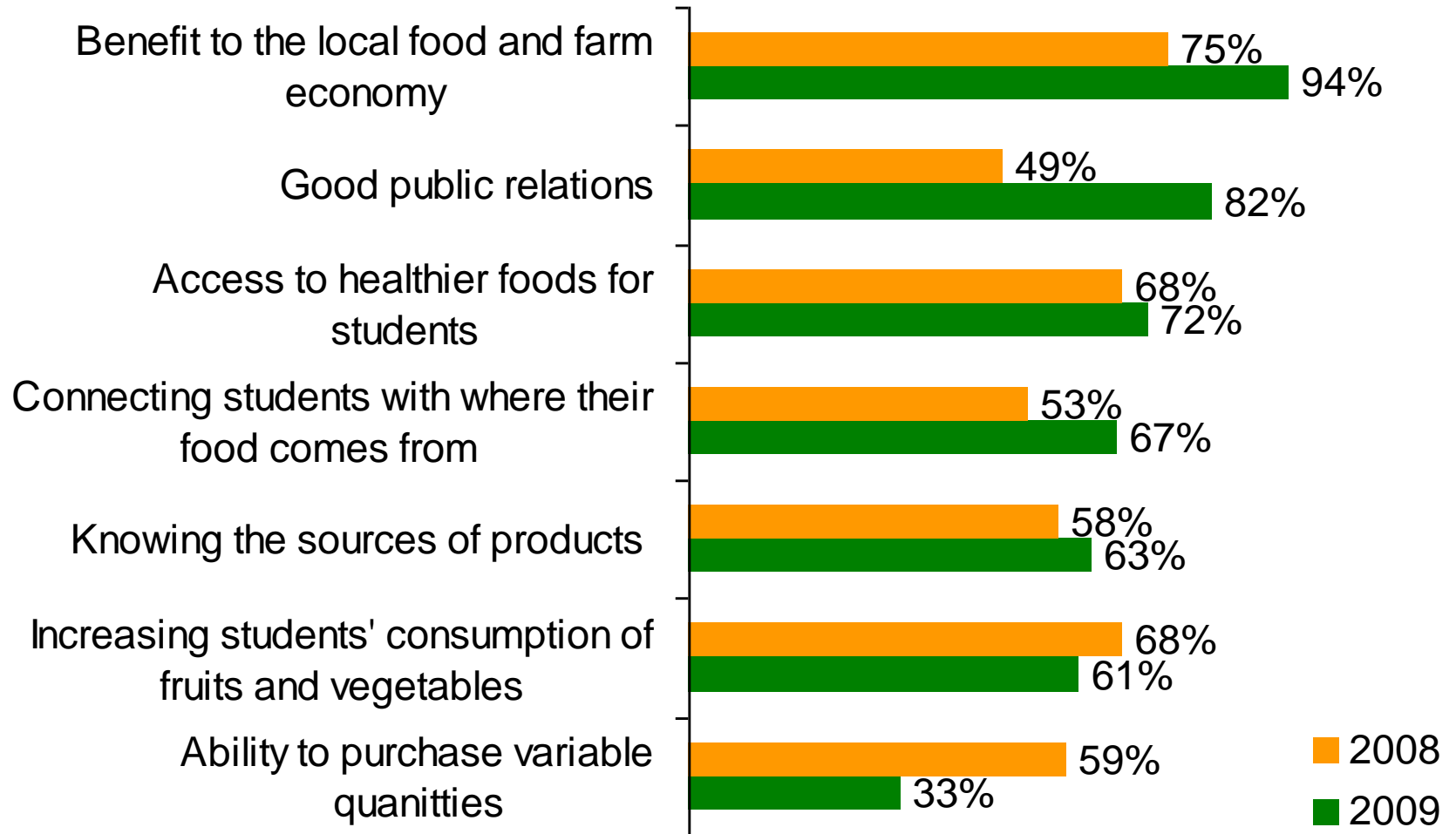
- **Apples**
- Tomatoes
- Carrots
- Lettuce
- Cucumbers
- Broccoli
- Peppers
- Onions
- Grapes
- Milk
- Pears
- Cabbage
- Potatoes

Local Purchasing Concerns



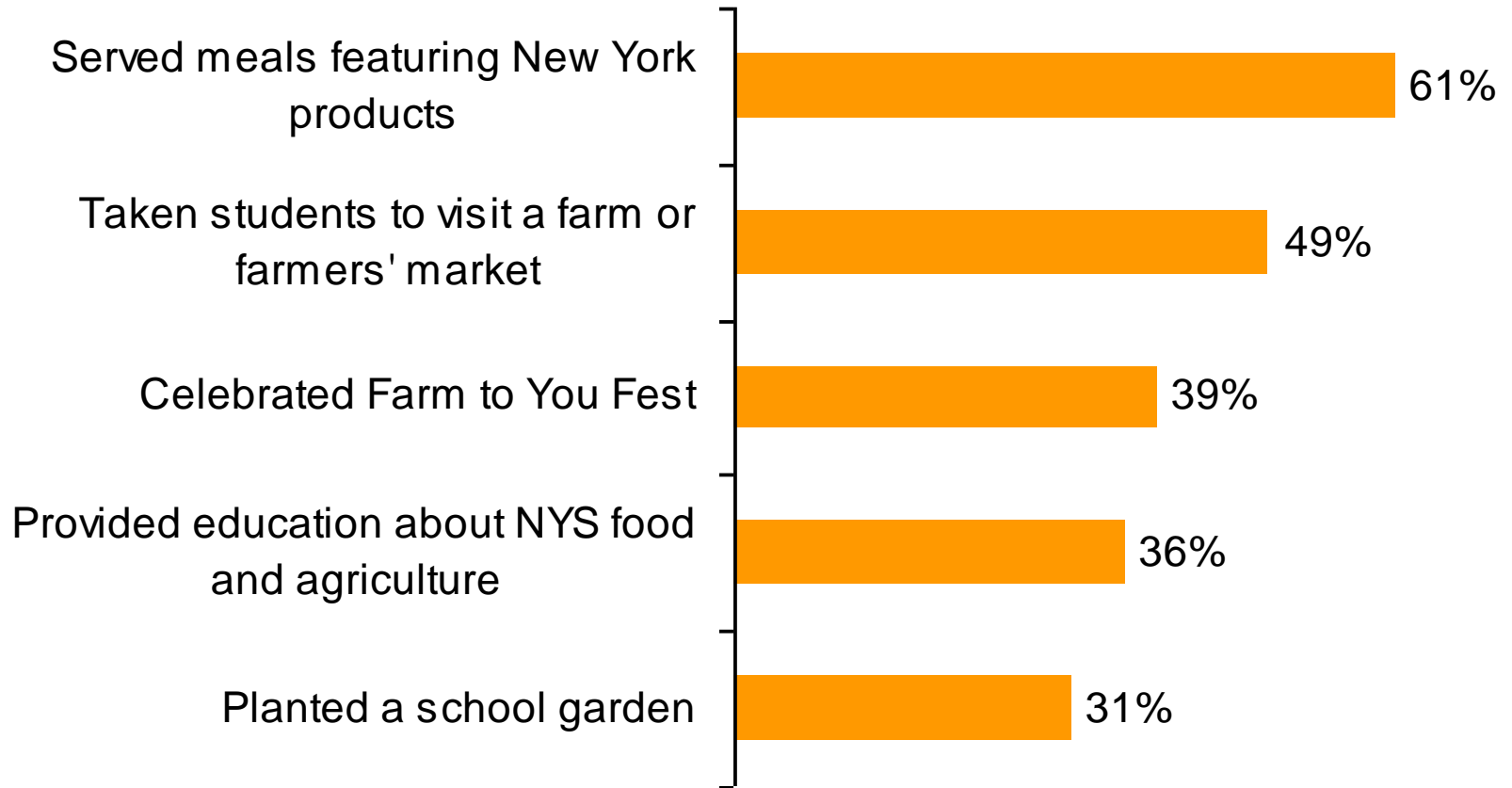
Write-in concerns include seasonality and limited staff to prepare fresh foods.

Motivations for Local Purchasing



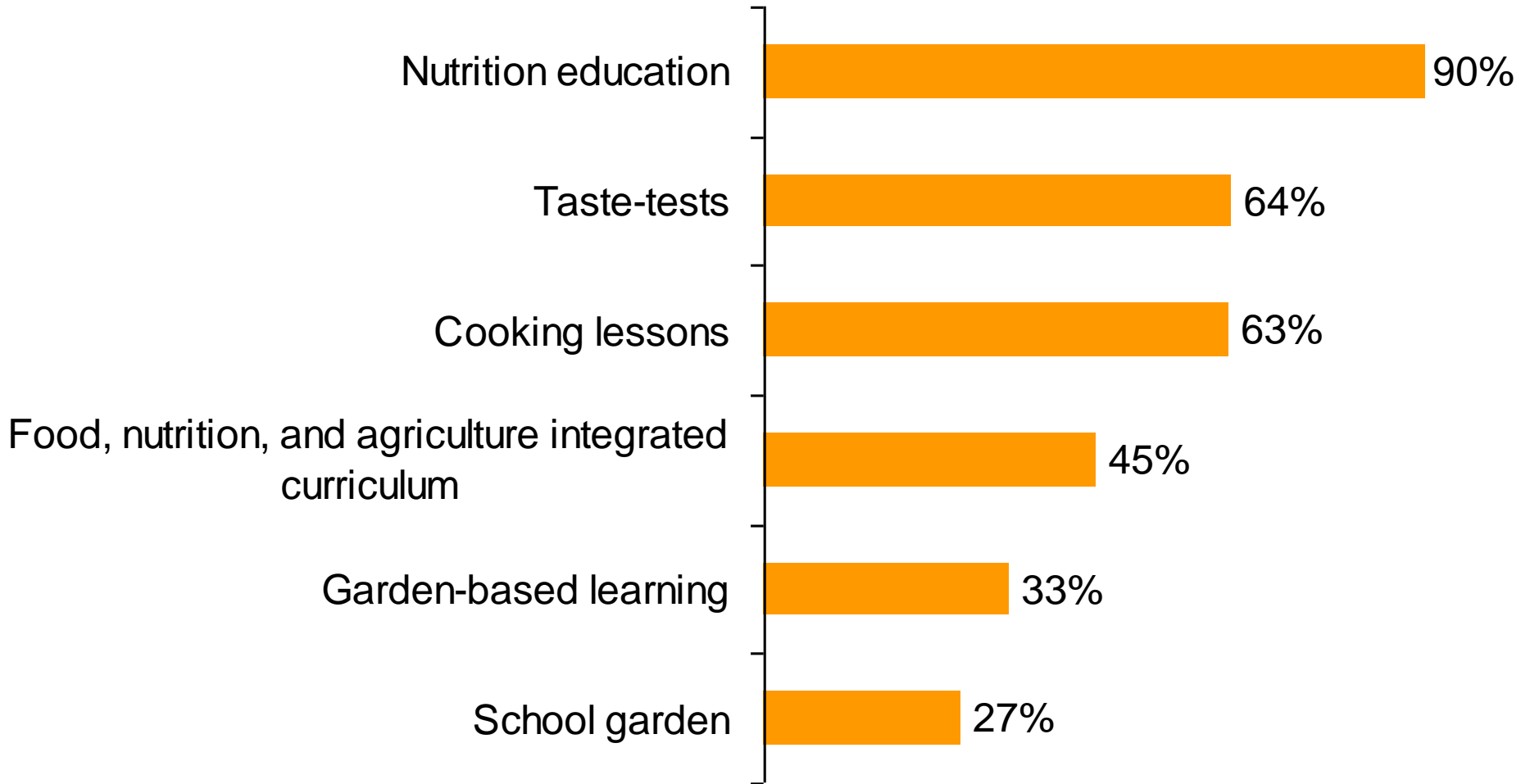
N=173

Farm to School Activities (%)



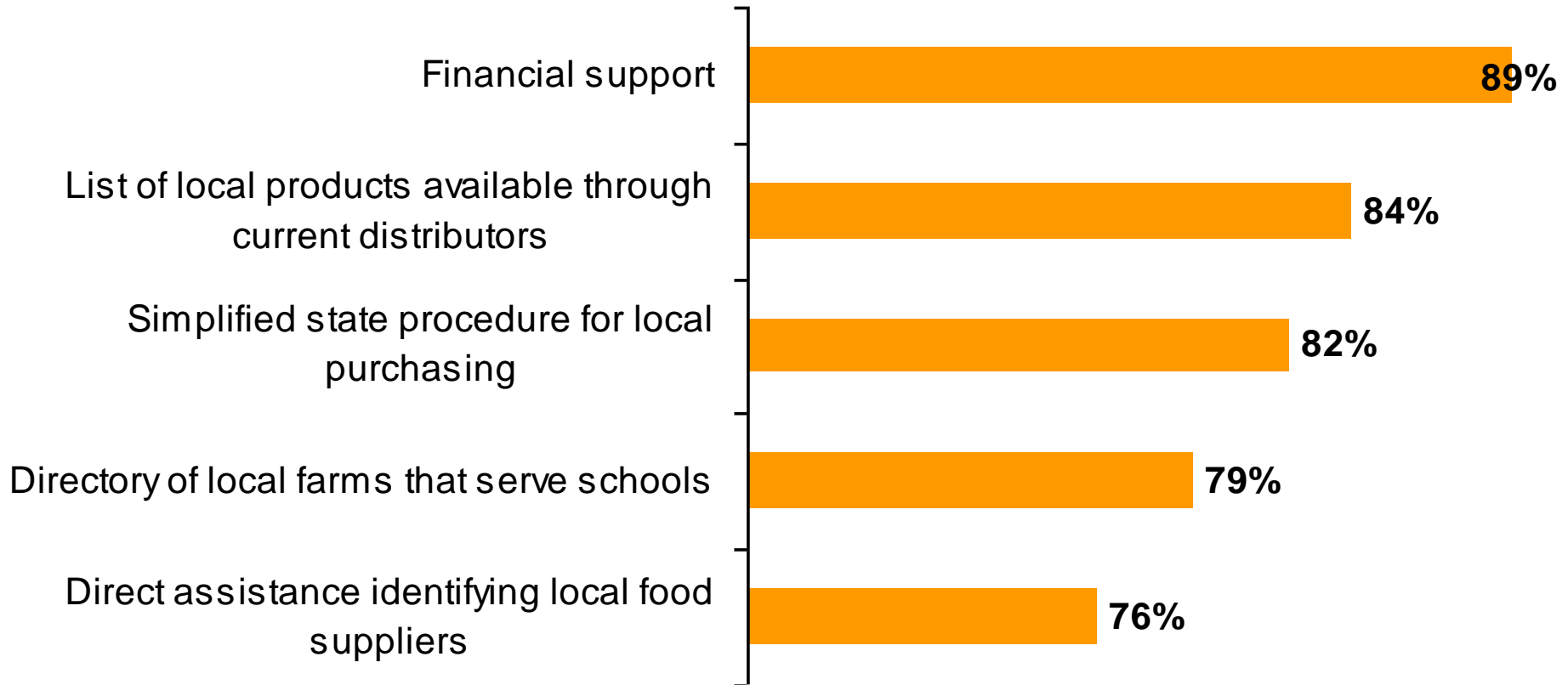
N=127

Ag-related Education Activities



N=219

Resource Priorities - Very Useful (%)



N=168

Contact

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