

Farm to Institution

Nov. 6, 2014

Presented by IATP, RTC, & SFA

Riverbend Farm

- 10-12 acres of vegetables
- Certified organic since 1994
- 44% of sales to Restaurants
- 26% CSA
- 18% Coops
- 9% Schools and Institutions
- 3% Other

Problems

1. Farm season does not overlap well with school year
2. Price is much higher than they are used to paying
3. Schools get a pittance per meal for food
4. Lots of heat and serve facilities
5. Additional vendor

Solutions

1. Food preservation

- Tomato Sauce
- Pickles
- Storage crops

2. Creative serving solutions

- Offer smaller portions
- Special menus
- Buck up and pay what it is worth

3. Need realistic values for school children's nutrition

4. Need to sell to upstream distributor or commissary kitchen

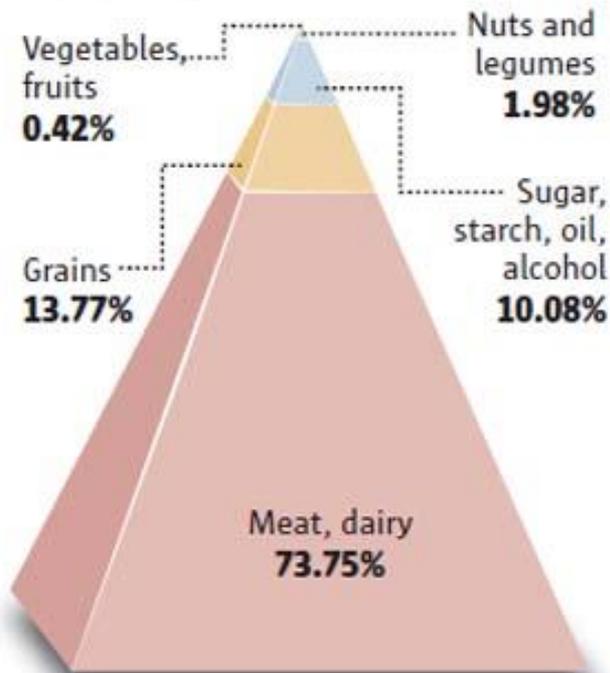
5. Buyer has to be committed

Disconnect between healthy and affordable eating

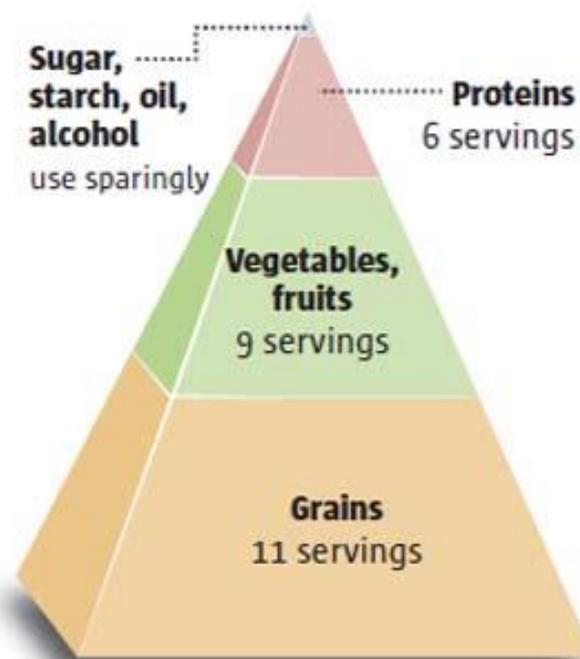
In an effort to explain why healthy food costs more than processed food, Susan Levin of the Physicians Committee for Responsible Medicine distributed a pair of charts that show how agricultural subsidies tend to favor the food we should eat less of, while fruits and vegetables get very little support.

Use of agricultural subsidies

1995-2004



USDA dietary recommendations



Source: Physicians Committee for Responsible Medicine 2007

Severiano Galván, *The Denver Post*

Solutions

1. Food preservation

- Tomato Sauce
- Pickles
- Storage crops

2. Creative serving solutions

- Offer smaller portions
- Special menus
- Buck up and pay what it is worth

3. Need realistic values for school children's nutrition

4. Need to sell to upstream distributor or commissary kitchen

5. Buyer has to be committed