

Healthy Food, Healthy Farms Webinar Series

School Food Revolution?

**The state of the school lunch tray and efforts to
improve kids' health**

October 6, 2011



INSTITUTE FOR AGRICULTURE AND TRADE POLICY

HealthyFoodAction.org

Today's Host

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School Food FOCUS



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Learning Lab Manager
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School food revolution:
The state of the school lunch tray and efforts to
improve kids' health

Toni Liquori, Executive Director

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Reach of school meal programs

2009-2010 school year:

- 31.6 million children ate lunch daily
- 11.6 million ate breakfast daily
- total cost of **\$13.3 billion**
for both lunch and breakfast

Congress enacted
the **1946 National School Lunch Act** to...

“safeguard the **health and
well being of the Nation’s children...**

AND

encourage the consumption of **nutritious
agricultural commodities and other foods.”**

Such a cool moment...

First Lady Michelle Obama has helped to open a national conversation

... about the health of our children

... the likes of which we have not engaged in a very long time



Collective Impact

Large scale **social change** requires:

- ✓ **long-term commitment**
- ✓ by a group of actors from **different sectors**
- ✓ to a **common agenda**
- ✓ that addresses a **shared vision** for social change

John Kania and Mark Kramer. (Winter 2011) Collective Impact,
Stanford Social Innovation Review

Common agenda



Increase

Whole & minimally processed foods

Whole grains: bread, pasta, rice

Fiber-rich foods

Water

Frequency of serving fresh fruits and vegetables

Salad bars

Raw, whole-muscle chicken

Vegetarian options

Regionally grown foods: especially produce, as well as beef, cheese, chicken, beans

Decrease

Sugar in cereals, flavored milk

No HFCS in milk, yogurt

Fat

Trans fats


Fried foods

Sodium

Additives and artificial colors

Fillers

Cakes for dessert



Within the federal government...

Enhanced collaboration across and between federal agencies

- Connect other initiatives to strengthen *school food*
- Place *school food* within viable regional food systems
- Pay attention to **child health** and the **food system**



Long-term commitment



- **Geographic preference** – Federal rule and regulations allow school districts to use geographic preference (GP) to purchase *minimally processed foods* with federal funds
- **Origins** – 2002 and 2008 Farm Bill with Final Rule established in 2011
- **Compliance** also needed with state and local regulations

Shared vision: it takes a school community

- Who?
 - School food service professionals, principals, teachers, students, parents, partnering organizations
- How to address child health and the school food system?
 - School gardens
 - Training to 'cook from scratch'
 - Farmers' markets at schools
 - Sustainable procurement practices
 - ... and the list goes on



...Points of pride

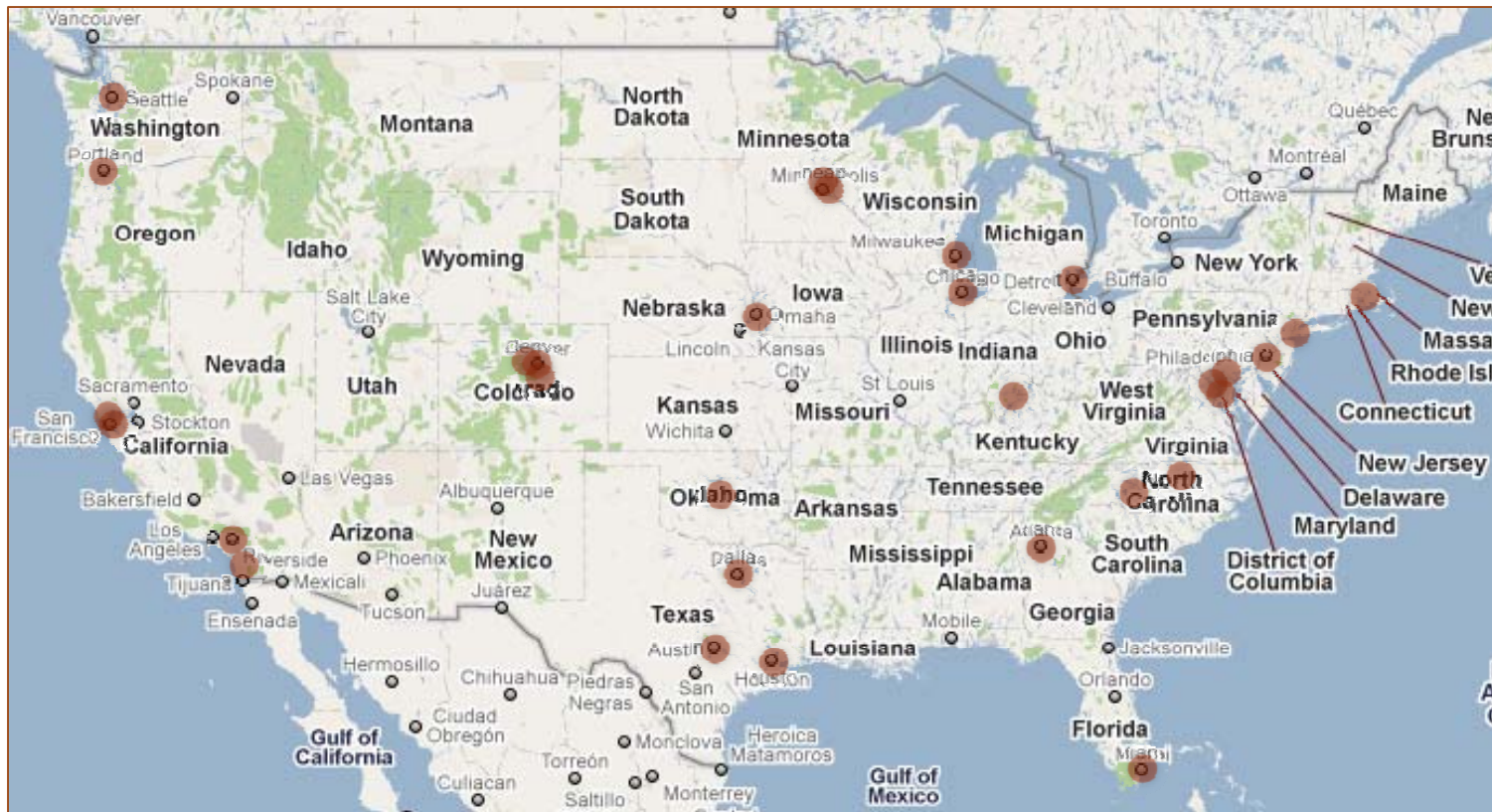
School Food FOCUS

A national collaborative that leverages the knowledge and procurement power of large school districts to make school meals nationwide:

- ✓ **more healthful**
- ✓ **regionally sourced**
- ✓ **sustainably produced**



Participating school districts





INSTITUTE FOR AGRICULTURE AND TRADE POLICY

JoAnne Berkenkamp



Farm to School

What is Farm to School?

Connects students to nearby small and mid-size farms that produce fresh, healthy and minimally processed foods at school



F2S Goals



- *Healthy eating*
- *Educate kids*
- *Strengthen local economy*
- *Support small and mid-size farmers*



Takes many forms...



- *Menu F2S foods*
- *Educational activities*
- *Cafeteria coaches*



And...

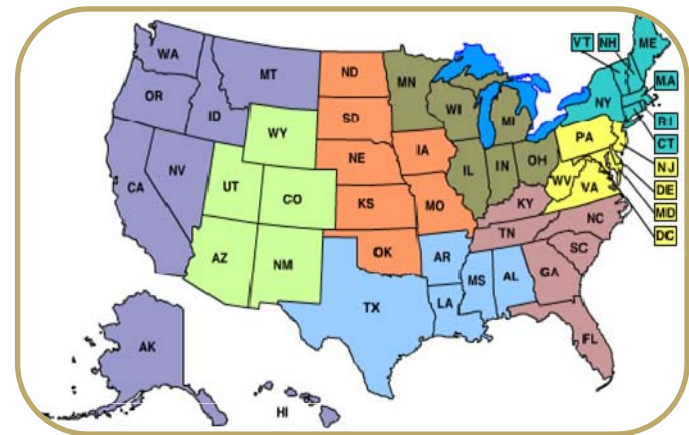
- *Gardening*
- *Farm Visits*
- *Community Pctpn*



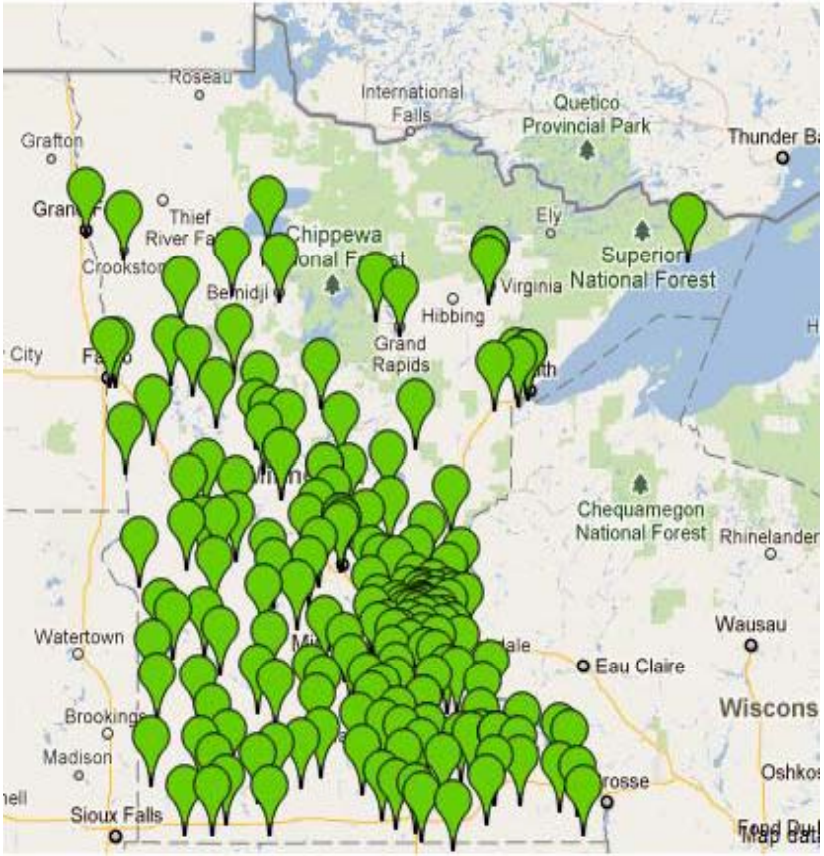
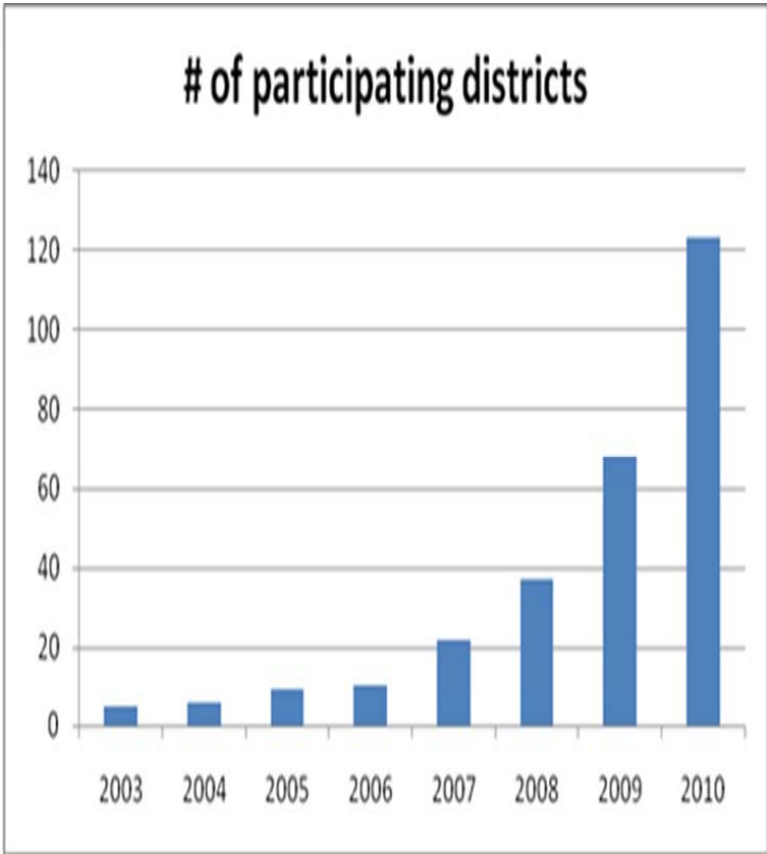


Around the country...

- F2S in all 50 states, nearly 10,000 schools
- USDA “State of School Nutrition” report:
 - 32% of respondents are engaged in F2S
 - 21% have school gardens



In Minnesota...



Initial Impacts

- Fruit and vegetable consumption increases by an average of one serving per student per day in schools with Farm to School initiatives.
- Anecdotal increases in School lunch participation



Center for Food & Justice, Urban & Environmental Policy Institute at Occidental College. *Farm to School Brochure: Nourishing Kids and Communities*. March 19, 2009



- Research strongly supports that garden-based education increases academic achievement and often results in higher test scores.



California School Garden Network. Research and Policy Supporting Garden-Based Learning.



Economic benefits

For every dollar spent on local foods in schools, one to three dollars circulates in the local economy.

National Farm to School Network, School Food FOCUS,
Community Food Security Coalition, National Sustainable Agriculture Coalition,
Wallace Center at Winrock International. *Farm to School Collaborative "Farm to School Talking Points"*.



Benefits to Farmers

- A consistent market
- Prices comparable to other wholesale markets
- Visibility in the community
- Supporting healthy, locally oriented eating
- Good vibes with lunch ladies!



Minnesota Farmers' Motivation

1. Educate kids about food system and where food comes from
2. Increase access to healthy, local food
3. New revenue source for their farm



Challenges

At the school level:



- Added prep time
- Pricing / budgeting
- Finding farmers



More Challenges

- Impact of IOM?
- Protecting it by defining it
- Local food systems infrastructure



And...

- **Scaling up to increase nutritional impact on kids and economic benefit to farmers**

- **Evaluating health Impact**

We need you!





Why can't schools just cook a chicken?

Guess what? They *can!*

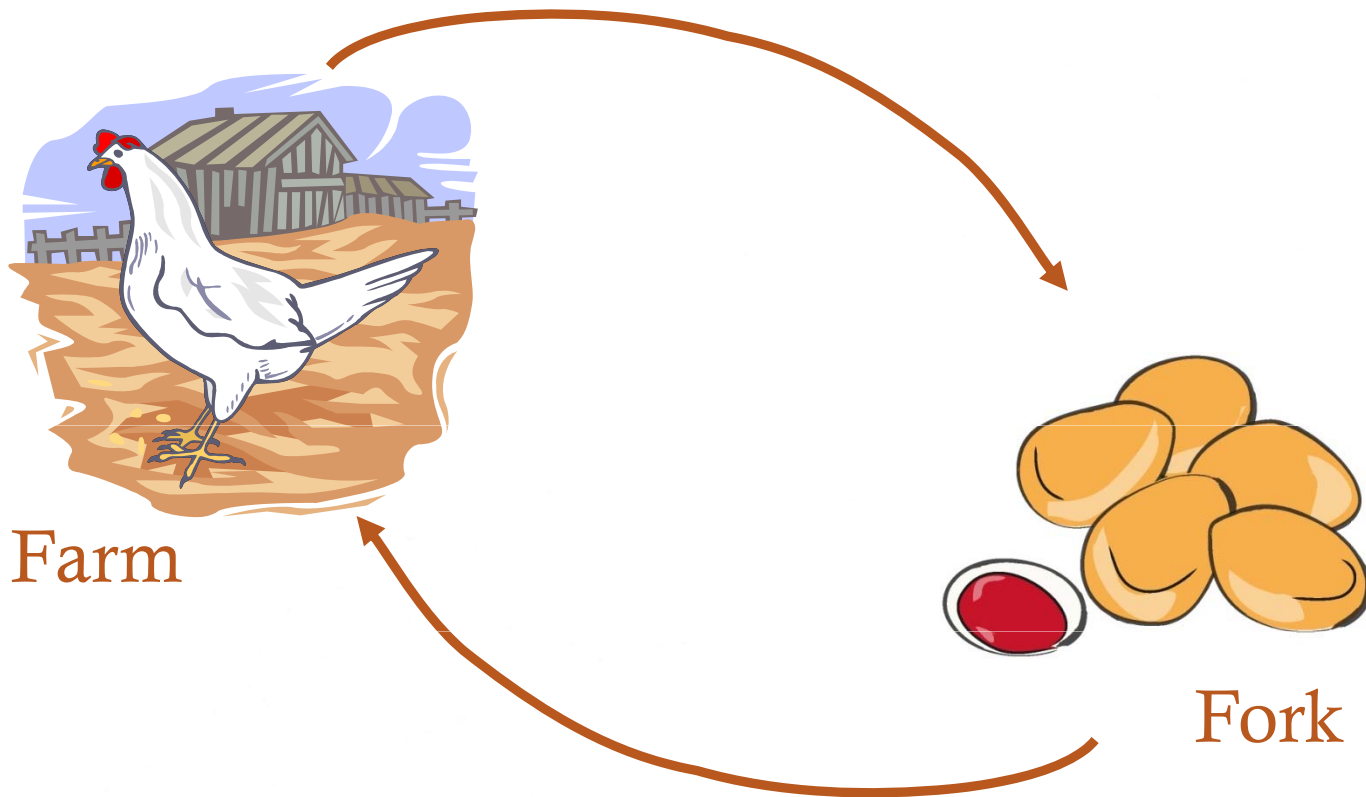
Laura Stanley, Learning Lab Manager

October 6, 2011

FOCUS Learning Lab locations



Chicago Lab core goal: better quality, healthier chicken



What do “better” and “healthier” mean?

- *On the plate:* cleaner-label/lower sodium
- *In the environment:* minimal, safe, and sustainable use of antibiotics



Early FOCUS efforts

- Saint Paul Public Schools introduces house-cooked fresh chicken
- FOCUS member survey reveals widespread interest in access to better/more healthful options
- FOCUS “gold standard” specifications



Chicago Lab findings: Sodium

Formed & breaded
patty, nuggets, etc.
= 600+ mg



Raw/whole
muscle, prepared
in house \leq 100 mg

Chicago Lab findings: Cost of pre-cooked chicken

Avg formed =
30¢/serving



Avg whole muscle =
59¢/serving

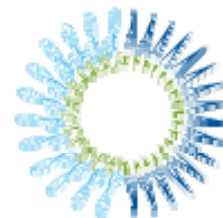
Challenges



- Clean label pre-cooked/processed chicken is expensive
- With formed items, clean label and low-sodium are largely incompatible
- Poultry produced without antibiotics isn't available through USDA

PEW/FOCUS antibiotics use guidelines

- Based on AVMA/FDA proposed guidelines, with added restrictions to close loopholes
- Emphasis is on prevention, including vaccination and monitoring for disease
- **RFP template for institutional purchasers is now available**



What's happening in Chicago?

- Pioneering purchase of **1.8 million pounds of fresh-frozen chicken**
- More than half this supply sourced from **Indiana Amish growers who do not use antibiotics**
- **Fresh chicken direct from USDA** blazes a new trail in commodity purchasing
- Comprehensive **food safety training for staff** cooking poultry in CPS kitchens
- New recipes use **no added sodium**

IATP's Guide to Buying Better Chicken

(available at <http://bit.ly/hfachickenguide>)



Buying Better Chicken

A RESOURCE TO BUYING CHICKEN RAISED WITHOUT ANTIBIOTICS AND ARSENIC FOR SCHOOLS, HOSPITALS AND OTHER PURCHASERS*

This chart is based on information provided directly by producers and suppliers via websites and phone interviews, via producer listings on certifier and eco-label websites, and by extrapolation from our knowledge of standards used by certifiers and eco-labels. Products listed are not endorsed, nor does IATP take responsibility for the accuracy of the information or product performance.

Producer/Supplier	Product Line	Antibiotic Use	Arsenic (As) Use	Certification(s)
Applegate Farms 750 Rt. 202 South, 3rd Floor Bridgewater, NJ 088075530 Contact: Stewart Sundholm Phone: 1-866-587-5858 Email: steward.sundholm@applegatefarms.com Fax: 1-800-358-8289 Website: www.applegatefarms.com Distribution range: Nationwide	Organic	No abx used	No As used	USDA Organic
	Antibiotic Free	No abx used	No As used	

Buying Better Chicken042011.pdf (application/pdf Object



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CHARTER FOR A HEALTHY FARM BILL

Participate in Healthy Food Action

Sign up!

"Every trip from farm to table brings risk!"

[An article](#) in the Minneapolis Star Tribune considers the state of our nation's food safety with the help of IATP's Dr. David Wallinga.

October 6 Webinar: School Food Revolution?

A webinar on the state of the school lunch tray and efforts to improve kids' health. [Read more and register.](#)

New evidence: Changing to organic farming reduces antibiotic resistance

New science shows that on-farm decisions to go organic can drastically reduce the antibiotic-resistant bugs on meat. Keep Antibiotics Working (KAW), which includes IATP's Dr. David Wallinga, has issued a press release. [Read more.](#)

Lack of...

A new report from IATP argues that

Healthy Food Videos

Supermarkets may need to be accompanied by other approaches to improve diets.



Supermarket	Change in diet quality (Percent, 0-100)	Adverse health of eating high & unhealthy diets (Percent, 0-100)
1-20	88.0 (0.00)	8.0 (0.00)
2-30	86.0 (0.00)	8.0 (0.00)
3-40	84.0 (0.00)	8.0 (0.00)
4-50	82.0 (0.00)	8.0 (0.00)
5-60	80.0 (0.00)	8.0 (0.00)
6-70	78.0 (0.00)	8.0 (0.00)
7-80	76.0 (0.00)	8.0 (0.00)
8-90	74.0 (0.00)	8.0 (0.00)
9-100	72.0 (0.00)	8.0 (0.00)

Food Justice or Junk Food?

Recently first lady Michelle Obama announced a partnership with Wal-Mart, Supervalu and Walgreens to combat the issue of food access in communities called food deserts—usually in urban communities and characterized by a lack of access to

