

The Yolo County Farm to School project (Yolo County Farm to School Planning and Implementation, funded by CDFA) is a three-year pilot to provide California county agricultural commissioners and school food service directors with a set of 'tools' to deliver a "California Grown" School Lunch reflecting the specialty crops of the region. The project connects school districts countywide with the food and farming community through:



- (1) a countywide website describing and highlighting available crops,
- (2) a [Guidebook of seasonal menus and recipes](#) for school food service naming California Specialty Crops
- (3) professional cooking classes with school food services about how to incorporate these crops into lunch menus (e.g. salad bars and scratch cooking), and
- (4) farmer training about school food service needs and how to meet them.

UC SAREP provided evaluations of the project, including:

- Evaluations of the cooking classes for each of the school districts. Each of 5 Yolo County school districts had 3 cooking classes/year, for a total of 45 classes. Each class focused on different seasonal dishes and flavor profiles. Overall themes and recommendations are provided below, page 2.
- Evaluation of procurement trends from regional specialty crop growers in each district. We collected procurement data from food service invoices at each of 5 school districts, measuring dollars spent on local produce (< 300 mile radius). Procurement trends are provided below, pages 3 - 19.
- Evaluation of farmer trainings. The most successful farmer training in all 3 years was the Marketplace Exchange (2014). The evaluation of that event is provided below, pages 20 – 22.

A. Consider modifying recipes to be (1) more kid-friendly, (2) less complex/ time intensive to prepare, and (3) less expensive. (4) All recipes should meet the nutritional and logistical requirements of schools meals.

These four points came up repeatedly in interviews as obstacles to being able to use the recipes that were taught.

B. Consider holding focus groups with food service staff and directors to guide content of classes

Staff had many creative ideas about how to encourage students to eat healthier and what skills and types of recipes might be useful to them in their work. Several staff mentioned that they would have liked to have been able to bring their own recipes to share with the group, and could have contributed to modifying recipes to work in a school setting. In the future, it could be useful to leverage this type of staff expertise, particularly recipes or skills that use staff's ethnic cooking traditions, from the beginning, as a way to guide class content and also to increase participant buy-in.

C. Consider using more district-specific approaches: Individual districts have very different challenges and capacities

Class content may be more effective if catered specifically to each district, rather than developed at the county level. School districts in Yolo County have access to vastly different infrastructure for preparing school meals. Districts with more access to cooking infrastructure were much more receptive and seemed to receive considerably more value from these classes as structured. In schools that only have the capacity to re-heat packaged meals, different content might have been more useful.

D. Consider modifying the theory of change: Does increasing staff cooking skills and positive attitudes impact student consumption of fruits and vegetables in schools? What are other possible leverage points?

Many staff expressed that the classes were interesting, but not useful. Very few staff believed that these classes had an impact on student consumption of fruits and vegetables in schools. This was largely for two reasons. First, some districts did not have the infrastructure to cook from scratch at school, regardless of whether they might want to or know how to. Second, many staff did not feel that the recipes were appropriate for school children, either due to taste, complexity, or cost. While the recipes themselves could be modified in the future (see Recommendation A), the availability of cooking infrastructure is beyond the control of food service staff. Classes such as these might be more effective as a supplement to or paired with efforts to support the expansion of from-scratch cooking infrastructure at schools.

SY 2014 - 2015	Davis	Esparto	Washington	Winters	Woodland	Yolo County ECE Centers (9)	Totals/Averages
Food Service Director	Dominic Machi	Stacie Velasquez	Karri Pina	Cathy Olsen	Spencer Springer	Stephanie Gray	
MOST RECENT DATA	July 2014 - March 2015	September 2014 - March 2015	August 2014 - March 2015	August 2014 - March 2015	August 2014 - March 2015	July 2014 - March 2015	
Enrollment (2014-15)	8700	995	8,429	1,504	9,882	393	21,203
% Free and Reduced (2013-14)	17%	74%	66%	69%	63%	100%	74.4%
Avg Lunches Served/day	1950	476	4600	751	5,331	344	11,502
Total Food Budget	\$465,000.00	\$66,810.00	\$2,768,645.47	\$97,000.00	\$1,536,559.79	\$67,500.00	5,001,515
Annual \$ on Produce	\$52,305.74	\$8,914.43	\$180,561.42	\$45,990.00	\$217,719.30	\$13,054.00	518,545
Produce as % of Total Food Budget	11%	13%	7%	47%	14%	19%	22.4%
Annual \$ on Local Produce	\$28,211.28	\$1,096.75	\$18,808.97	\$42,966.35	\$81,846.82	\$0.00	172,930
Participation Rate	22.4%	47.8%	54.6%	49.9%	53.9%	87.5%	63.2%
% Local/Total Produce	53.9%	12.3%	10.4%	93.4%	37.6%	0.0%	33.3%

Yolo County Farm to School

District Summaries

(2011-2015)

Summaries include:

- Total local produce expenditures over the grant period
- Percent local of total produce purchases (average over grant period and also by school year)
- Percent of local purchases made directly from farmer versus from a distributor (by school year)
- Year 3 month-by-month expenditures detail

Davis

Total local produce expenditures over project period:

\$133,512

Average percentage local:

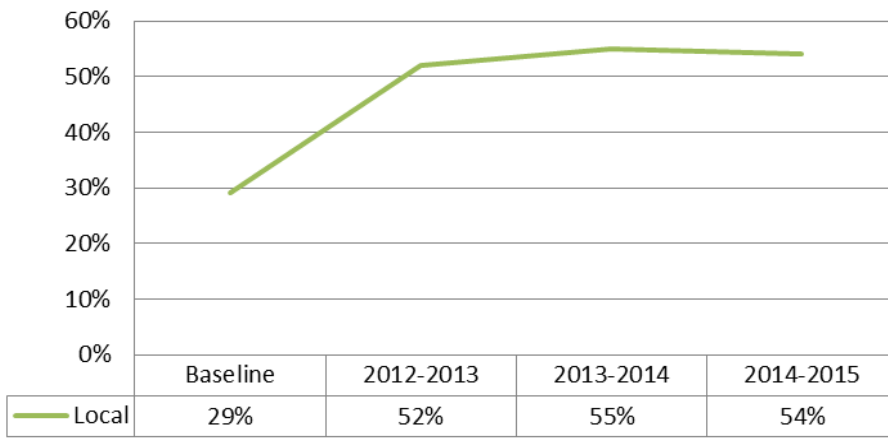
48%

(2011-2015)

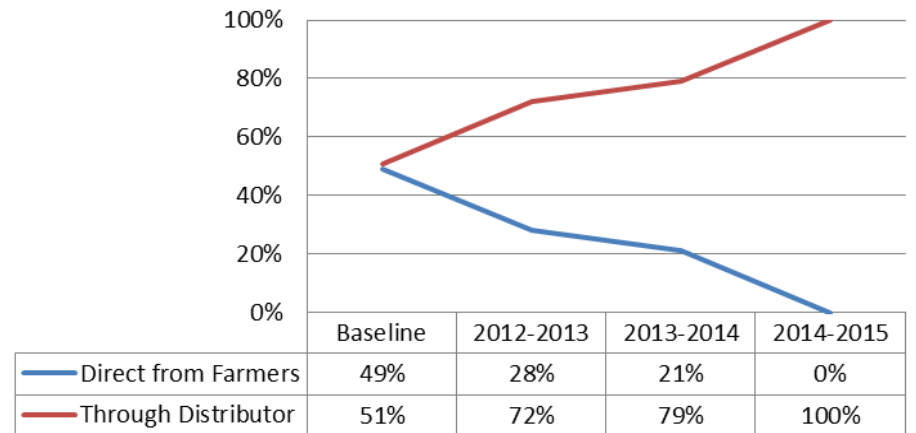
DAVIS: Final Year Monthly Detail (July 2014—March 2015)

	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	TOTALS
Non-Local										
Rohrer Brothers	\$994	\$841	\$2,944	\$4,400	\$1,860	\$1,913	\$3,994	\$4,497	\$2,652	\$24,094
TOTAL NON-LOCAL	\$994	\$841	\$2,944	\$4,400	\$1,860	\$1,913	\$3,994	\$4,497	\$2,652	\$24,094
LOCAL										
Rohrer Brothers	\$143	\$2,413	\$5,457	\$4,454	\$3,178	\$4,730	\$4,147	\$1,791	\$1,899	\$28,068
TOTAL LOCAL	\$143	\$2,413	\$5,457	\$4,454	\$3,178	\$4,730	\$4,147	\$1,791	\$1,899	\$28,211
Total Produce Purchases	\$1,137	\$3,253	\$8,401	\$8,855	\$5,038	\$6,643	\$8,141	\$6,288	\$4,550	\$52,306
% Local of Total	13%	74%	65%	50%	63%	71%	51%	28%	42%	54%

DAVIS: Local Produce Expenditures as percentage of total produce expenditures



DAVIS: Local Produce Expenditures by source



Esparto

Total local produce expenditures over project period:

\$13,601

Average percentage local:

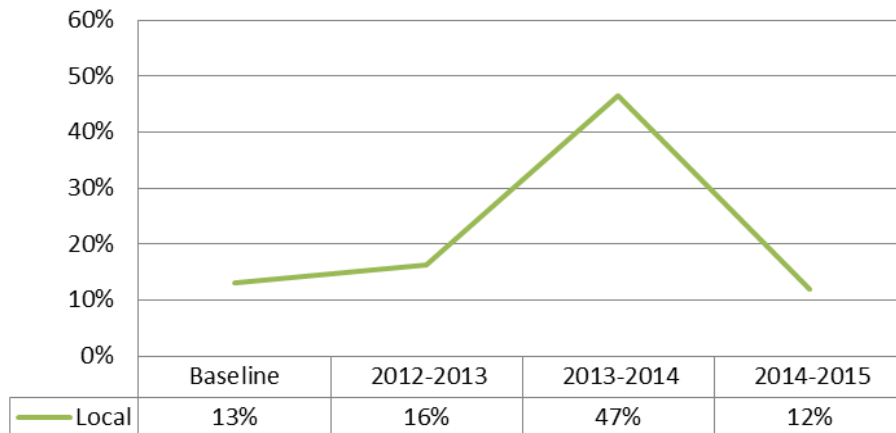
22%

(2011-2015)

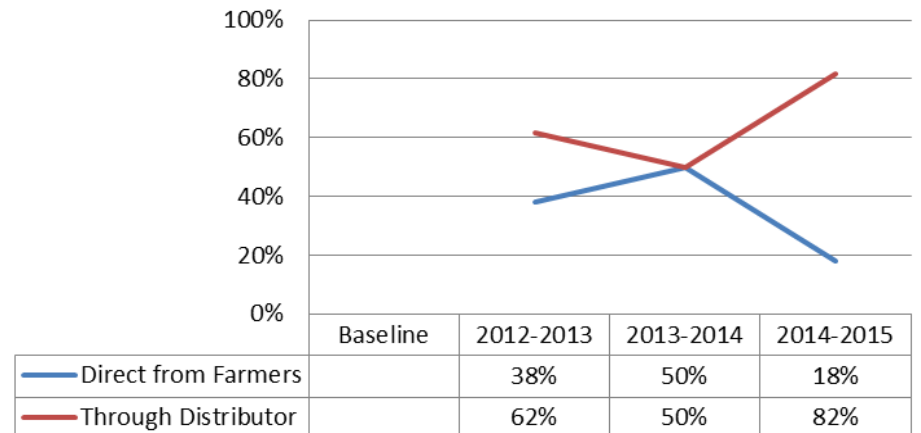
ESPARTO: Final Year Monthly Detail (September 2014—March 2015)

	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	TOTALS
Non-Local								
Produce Express	\$1,570	\$767	\$712	\$904	\$1,354	\$761	\$1,751	
TOTAL NON-LOCAL	\$1,570	\$767	\$712	\$904	\$1,354	\$761	\$1,751	\$7,818
LOCAL								
Produce Express	\$64	\$0	\$0	\$115	\$33	\$385	\$300	\$897
Orangewood Farm					\$200			\$200
TOTAL LOCAL	\$64	\$0	\$0	\$115	\$233	\$385	\$300	\$1,097
Total Produce Purchases	\$1,634	\$767	\$712	\$1,019	\$1,586	\$1,145	\$2,051	\$8,914
% Local of Total	4%	0%	0%	11%	15%	34%	15%	12%

ESPARTO : Local Produce Expenditures
as percentage of total produce expenditures



ESPARTO: Local Produce Expenditures
by source



Washington

Total local produce expenditures over project period:

\$112,385

Average percentage local:

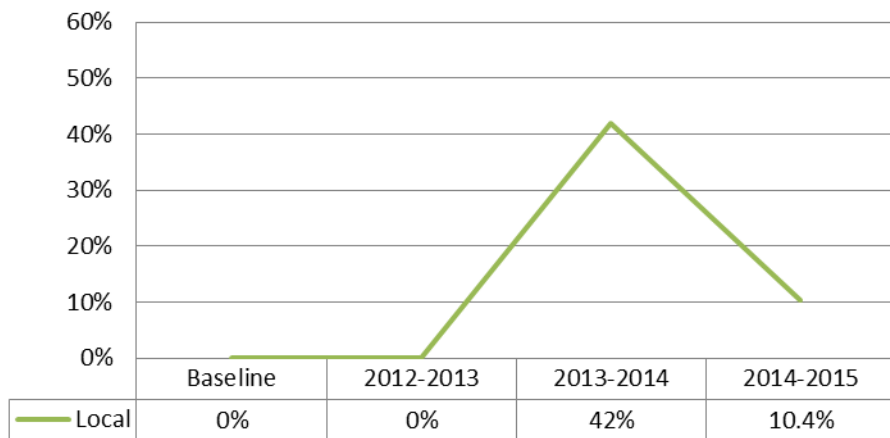
14%

(2011-2015)

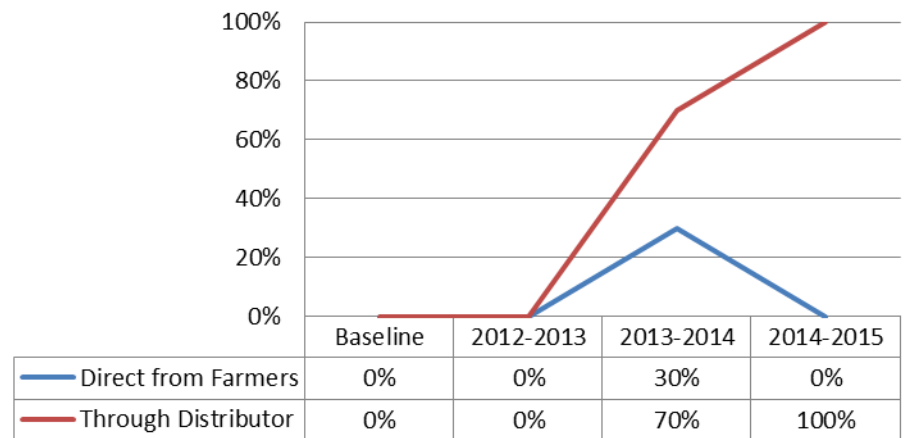
WASHINGTON: Final Year Monthly Detail (August 2014—March 2015)

	Aug-14	Sep-14	Oct-14	Nov-14	Dec-13	Jan-14	Feb-14	Mar-14	TOTAL
Non-Local									
Fresh Point	\$10,804	\$24,384	\$20,731	\$16,306	\$15,319	\$25,597	\$22,173	\$26,438	\$161,752
TOTAL NON-LOCAL	\$10,804	\$24,384	\$20,731	\$16,306	\$15,319	\$25,597	\$22,173	\$26,438	\$161,752
LOCAL									
Fresh Point Local	\$4,126	\$9,014	\$5,353	\$265	\$34	\$0	\$0	\$17	\$18,809
TOTAL LOCAL	\$4,126	\$9,014	\$5,353	\$265	\$34	\$0	\$0	\$17	\$18,809
Total Produce Purchases	\$14,930	\$33,398	\$26,084	\$16,571	\$15,352	\$25,597	\$22,173	\$26,455	\$180,561
% Local of Total	28%	27%	21%	2%	0%	0%	0%	0%	10%

WASHINGTON: Local Produce Expenditures as percentage of total produce expenditures



WASHINGTON: Local Produce Expenditures by source



Winters

Total local produce expenditures over project period:

\$136,929

Average percentage local:

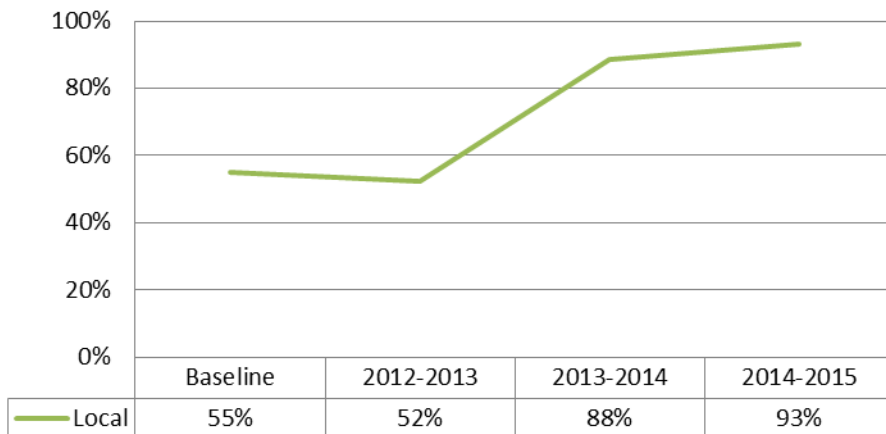
72%

(2011-2015)

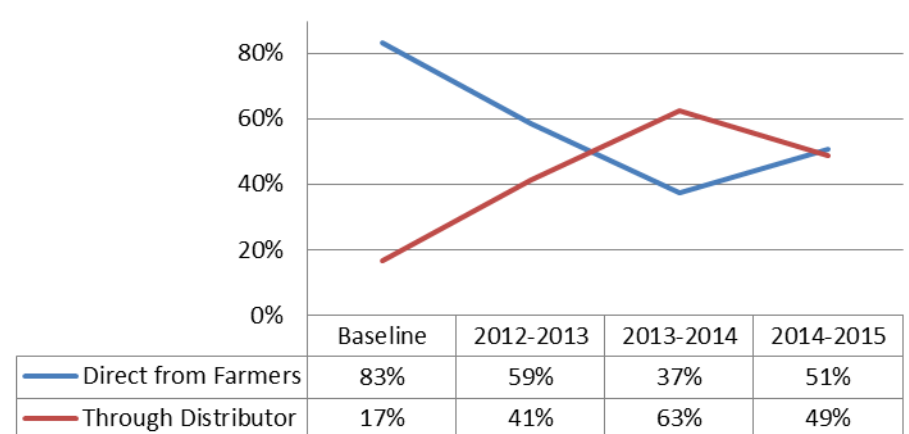
WINTERS: Final Year Monthly Detail (August 2014—March 2015)

	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Total
NON-LOCAL									
Produce Express	\$406	\$410	\$966	\$104	\$0				\$1,886
Other (non-local, no source listed)						\$447	\$330	\$361	
TOTAL NON-LOCAL	\$406	\$410	\$966	\$104	\$0	\$447	\$330	\$361	\$3,023
LOCAL									
Produce Express	\$1,694	\$5,178	\$4,860	\$1,474	\$1,678				\$14,883
Capay Canyon Ranch	\$180	\$960	\$1,920						\$3,060
Glennview Acres				\$500	\$1,000				\$1,500
Coco Ranch	\$750	\$550							\$1,300
Full Belly Farm	\$1,377	\$2,151	\$1,095	\$632	\$325				\$5,579
Sparks Ranch					\$300				\$300
Terra Firma		\$1,377	\$306	\$322					\$2,005
Other (local, no farm listed)	\$555				\$38	\$3,143	\$4,340	\$6,263	\$14,339
TOTAL LOCAL	\$4,556	\$10,215	\$8,181	\$2,928	\$3,340	\$3,143	\$4,340	\$6,263	\$42,966
TOTAL PRODUCE	\$4,962	\$10,626	\$9,147	\$3,031	\$3,340	\$3,591	\$4,670	\$6,623	\$45,990
% Local of Total	92%	96%	89%	97%	100%	88%	93%	95%	93%

WINTERS: Local Produce Expenditures
as percentage of total produce expenditures



WINTERS: Local Produce Expenditures
by source



Woodland

Total local produce expenditures over project period:

\$186,849

Average percentage local:

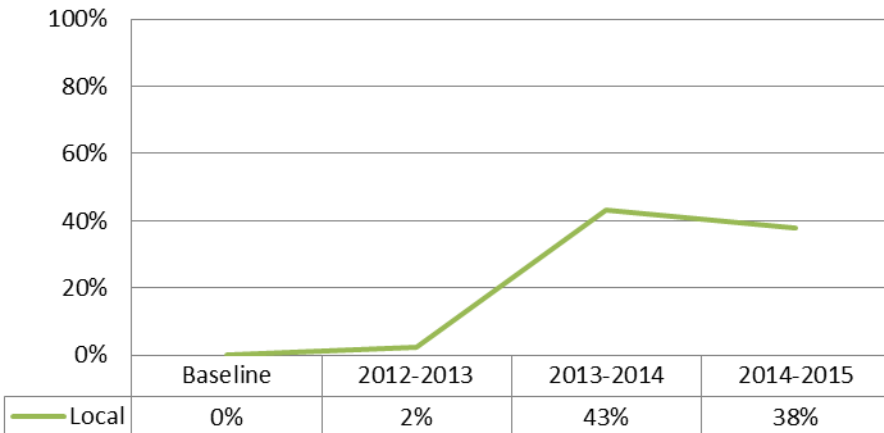
21%

(2011-2015)

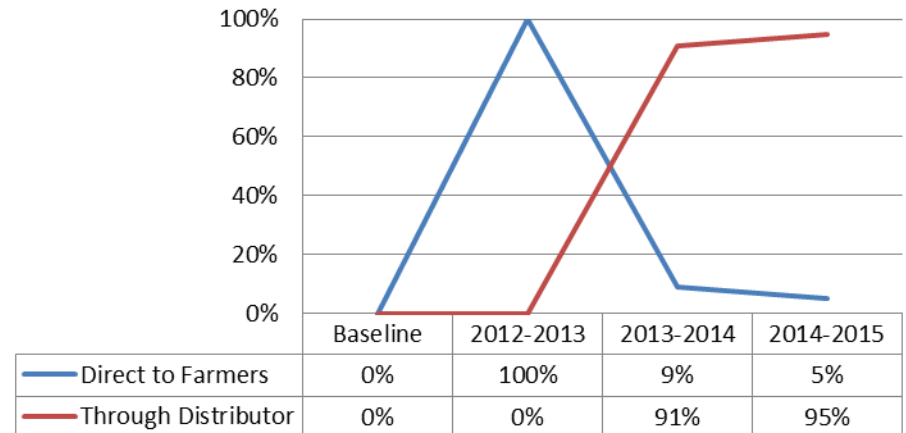
WOODLAND: Final Year Monthly Detail (August 2014—March 2015)

	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	TOTAL
Non-Local									
Rohrer Brothers	\$6,954	\$14,973	\$14,619	\$8,505	\$9,636	\$17,693	\$25,290	\$26,550	\$124,221
DoD				\$7,032	\$2,108				\$9,140
Ag Link	\$748		\$0			\$0		\$1,763	\$2,511
TOTAL NON-LOCAL	\$7,702	\$14,973	\$14,619	\$15,537	\$11,744	\$17,693	\$25,290	\$28,313	\$135,872
LOCAL									
Rohrer Brothers	\$5,585	\$15,308	\$11,878	\$6,001	\$4,862	\$5,703	\$5,434	\$12,008	\$66,779
Ag Link	\$1,048		\$1,882			\$1,067		\$1,825	\$5,822
Pacific Star Gardens	\$1,357	\$1,224	\$595	\$160	\$733				\$4,070
DoD				\$1,934	\$3,242				\$5,176
TOTAL LOCAL	\$7,990	\$16,532	\$14,356	\$8,095	\$8,837	\$6,770	\$5,434	\$13,834	\$81,847
Total Produce Purchases	\$15,692	\$31,506	\$28,975	\$23,632	\$20,581	\$24,463	\$30,724	\$42,147	\$217,719
% Local of Total	50.9%	52.5%	49.5%	34.3%	42.9%	27.7%	17.7%	32.8%	37.6%

WOODLAND: Local Produce Expenditures as percentage of total produce expenditures



WOODLAND: Local Produce Expenditures by source

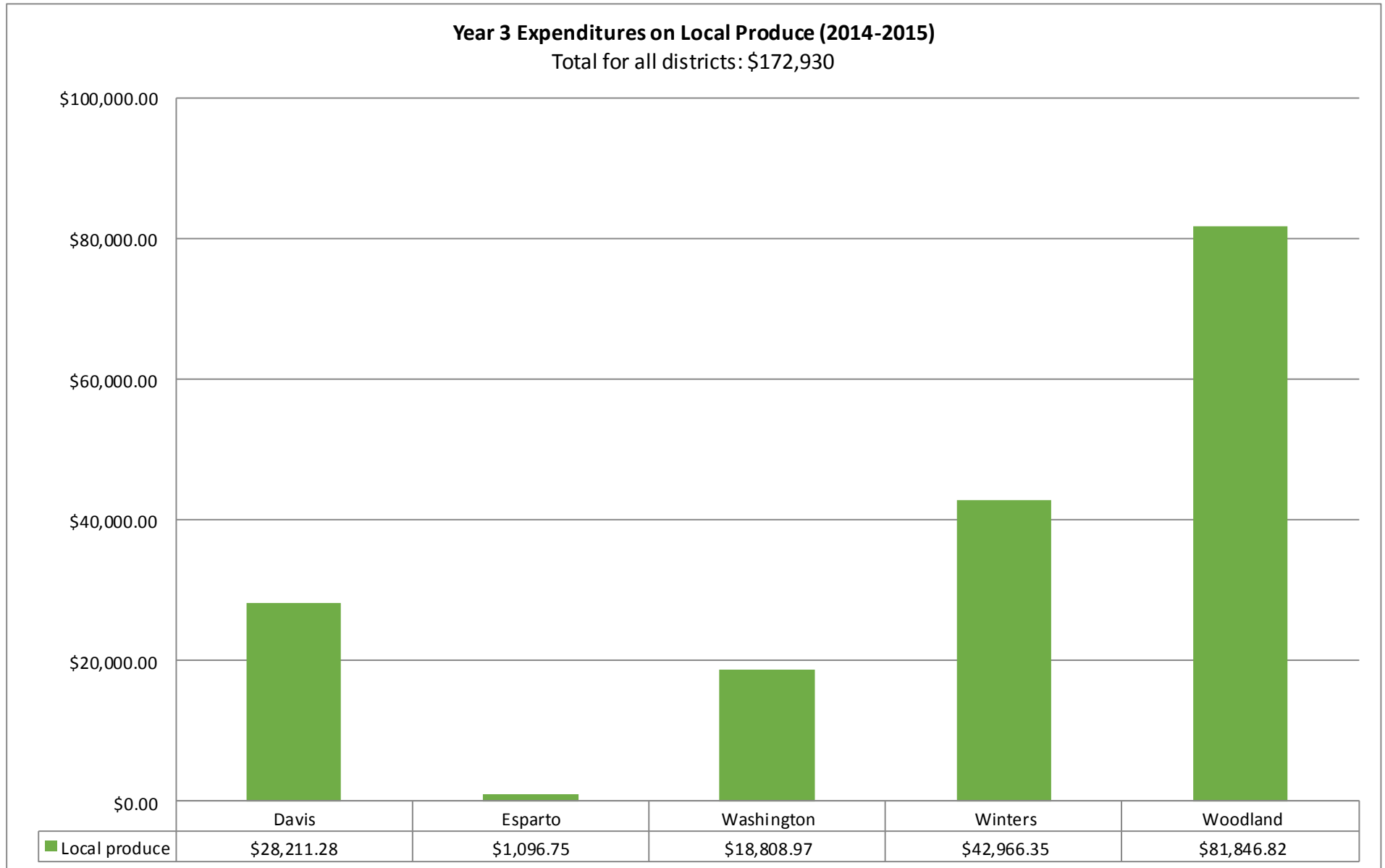


Yolo County Farm to School

Year 3 Overview

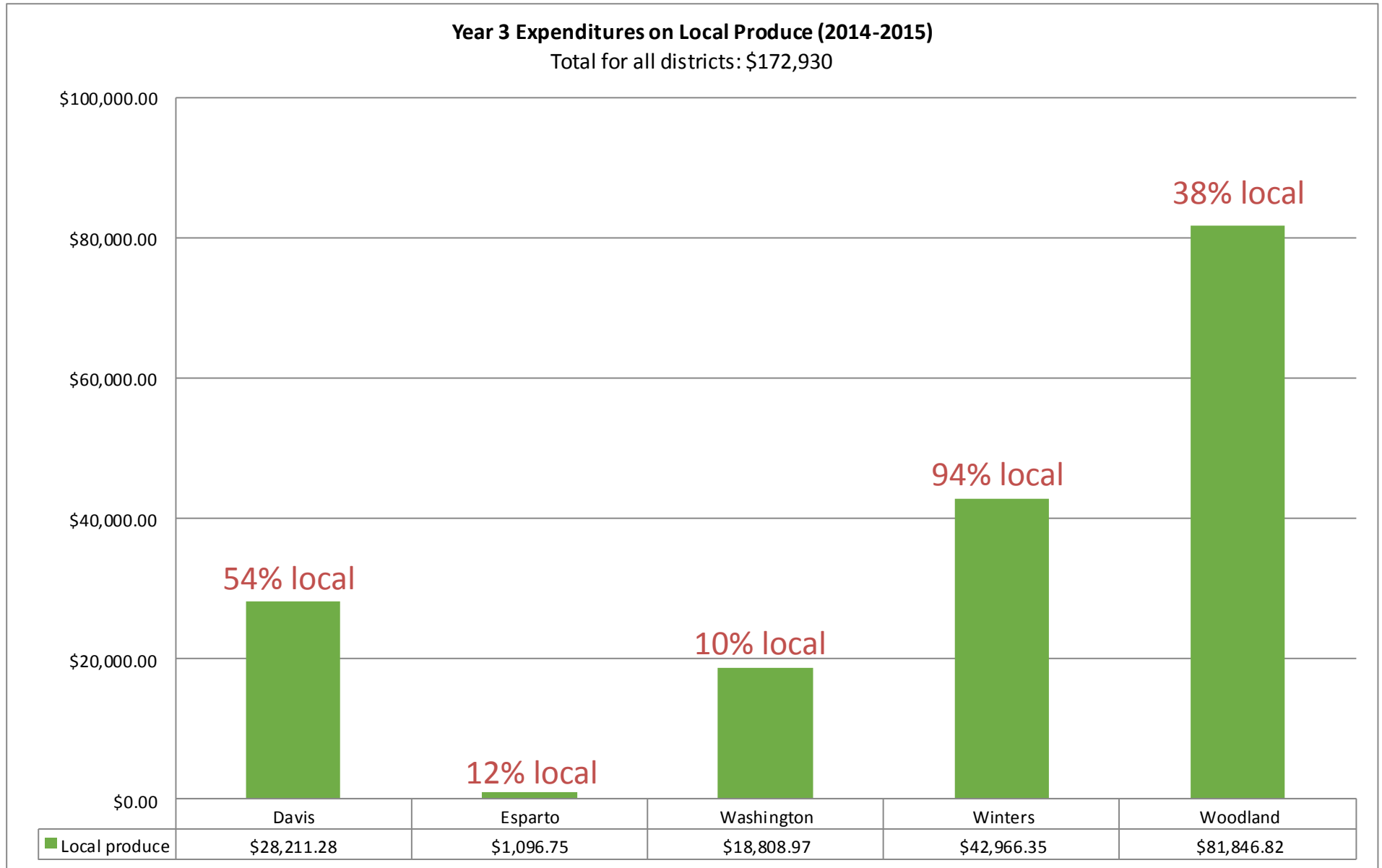
(2014-2015)

In Year 3 (2014-2015), the five school districts in Yolo County spent a total of \$172,930 on local produce. *



*This includes expenditures from July 1, 2014 through March 31, 2015. Data from the last three months of Year 3 are not included in this report. All previous school years were calculated as July 1—June 30.

In Year 3 (2014-2015), the five school districts in Yolo County averaged 34% local produce purchases. *



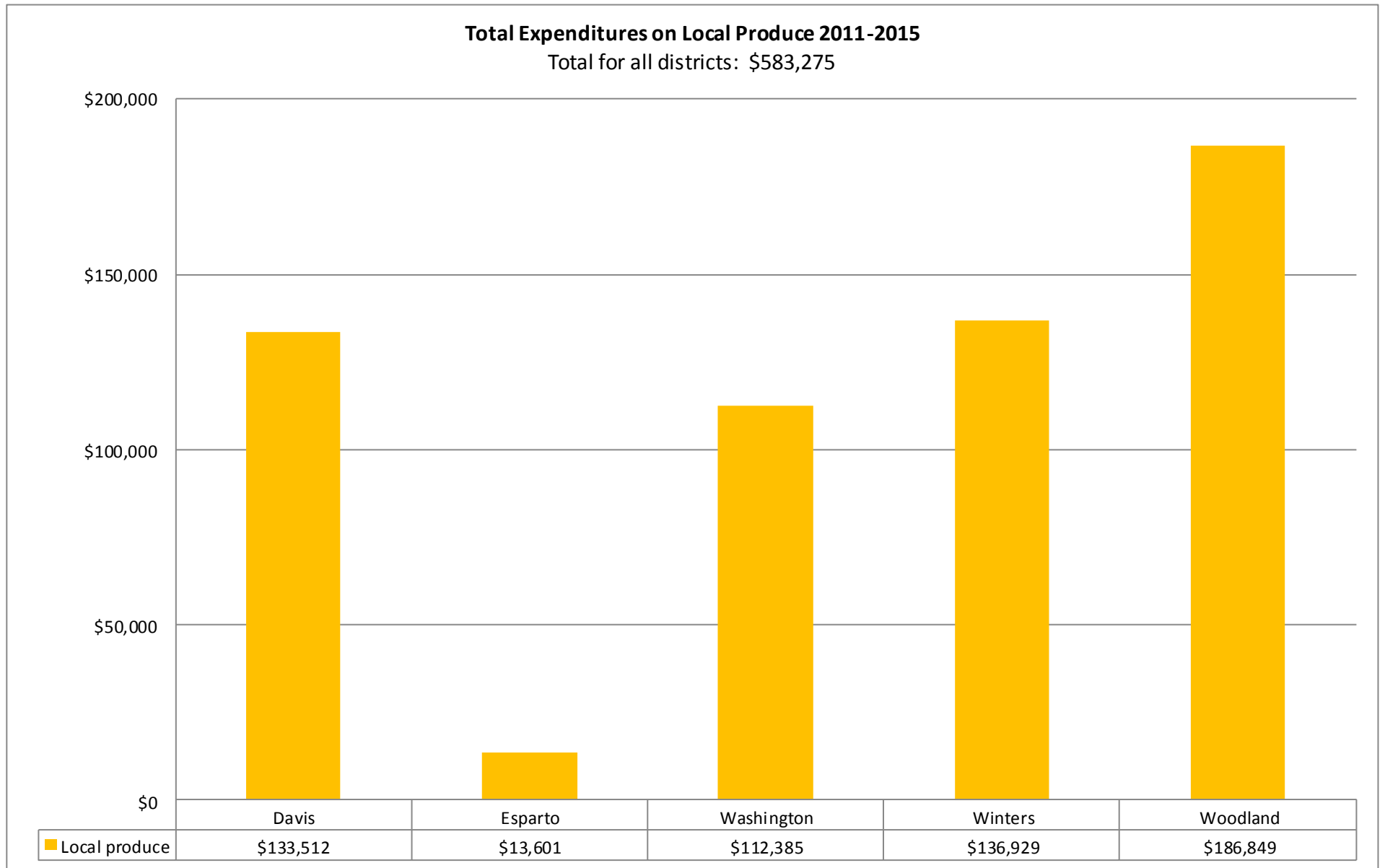
*Calculated as a weighted mean by pooling expenditures between all districts (\$172, 930 local / \$505,490 total). If calculated as a straight mean of percent local for each district (54+12+10+94+38 / 5 districts), the average is 42% local.

Yolo County Farm to School

Project Overview

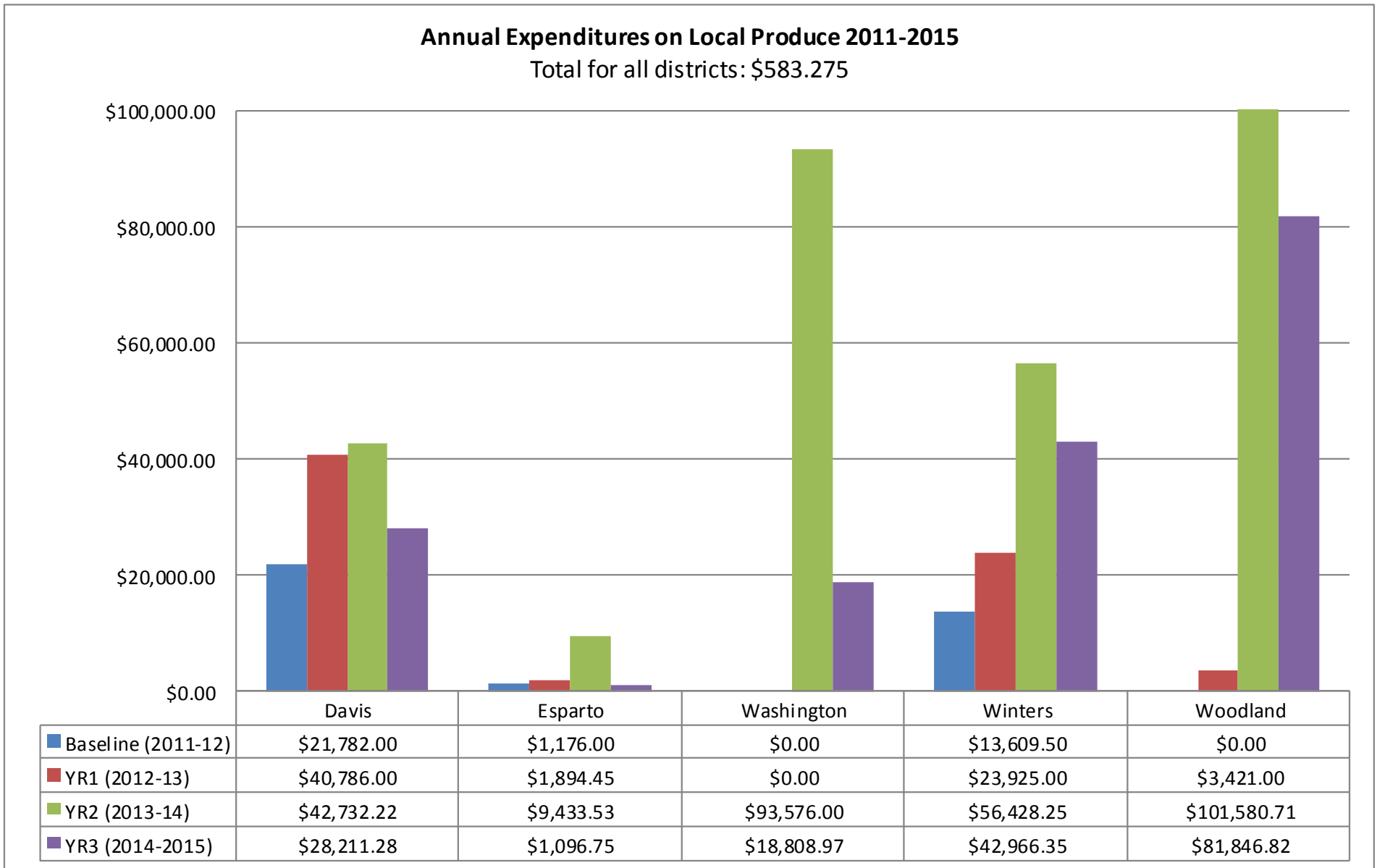
(2011-2015)

Over the entire project period (2011-2015), the five school districts in Yolo County spent a total of \$583, 275 on local produce. *



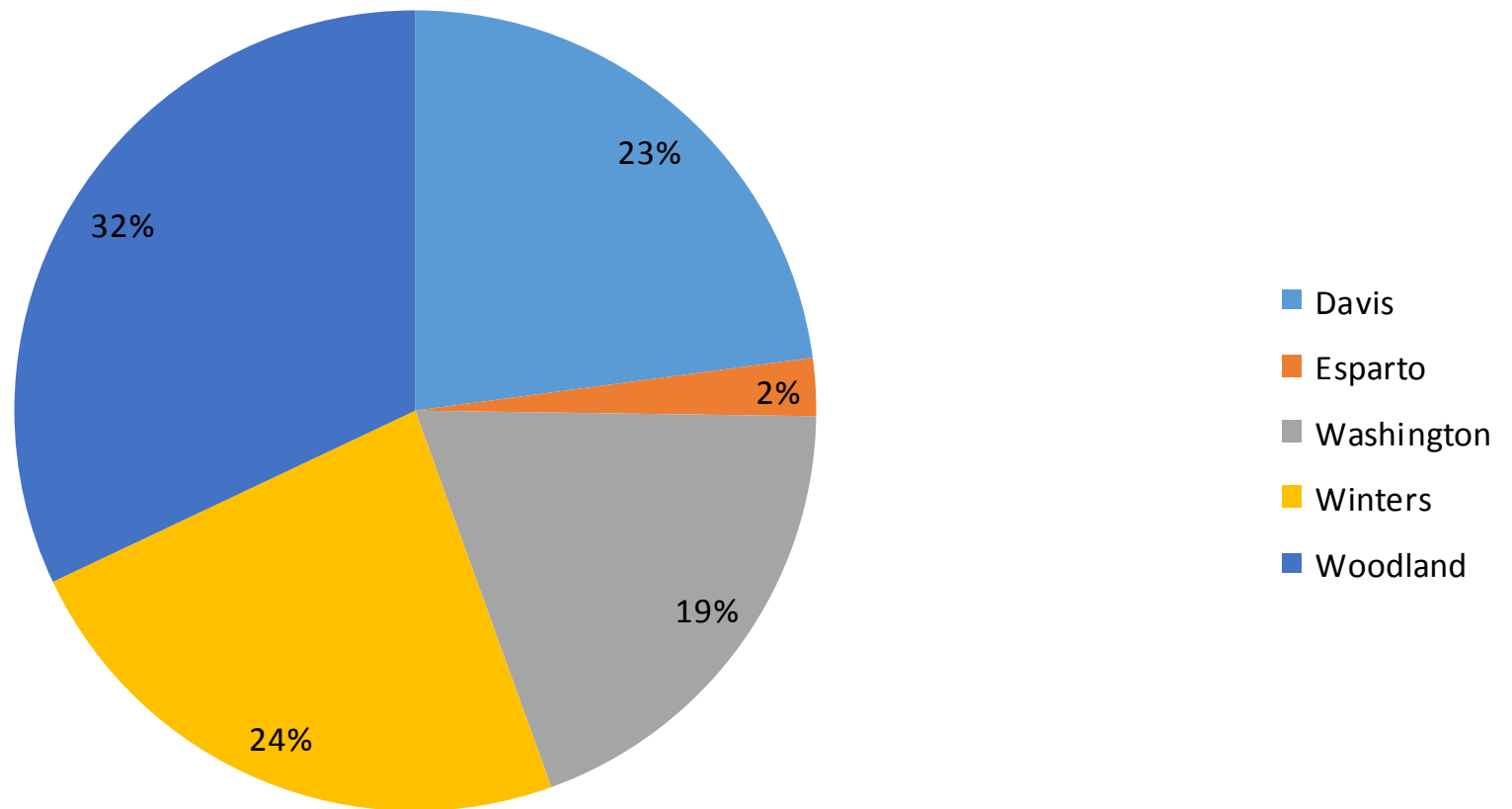
*Each school year was calculated as July 1—June 30 (12 months), with the exception of Year 3, calculated as July 1, 2014 —March 31, 2015 (9 months).

This graph shows annual expenditures* on local produce at each district in Yolo County during the project period (2011-2015)



This graph shows the percent of total local produce expenditures (\$583, 275) spent by each district in Yolo County over the project period (2011-2015).

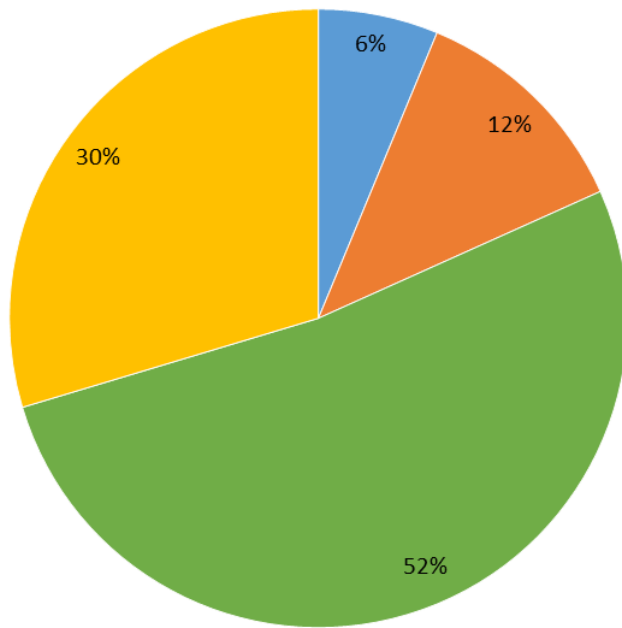
Yolo County School Expenditures on Local Produce
by district



This graph shows the percent of total local produce expenditures (\$583, 275) spent during each year of the project period. Approximately half of all local produce expenditures were made during Year 2 of the project (2013-2014).

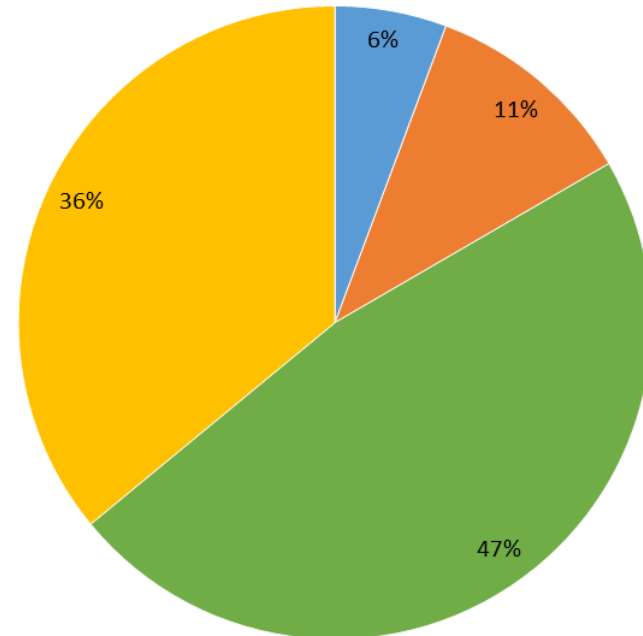
Because Year 3 only included 9 months of data, the graph on the right is included to show how expenditures might have been distributed if data had been available for the full year. *

Yolo County School Expenditures on Local Produce
by year



■ Baseline ■ 2012-2013 ■ 2013-2014 ■ 2014-2015

Yolo County School Expenditures on Local Produce
by year (ADJUSTED)

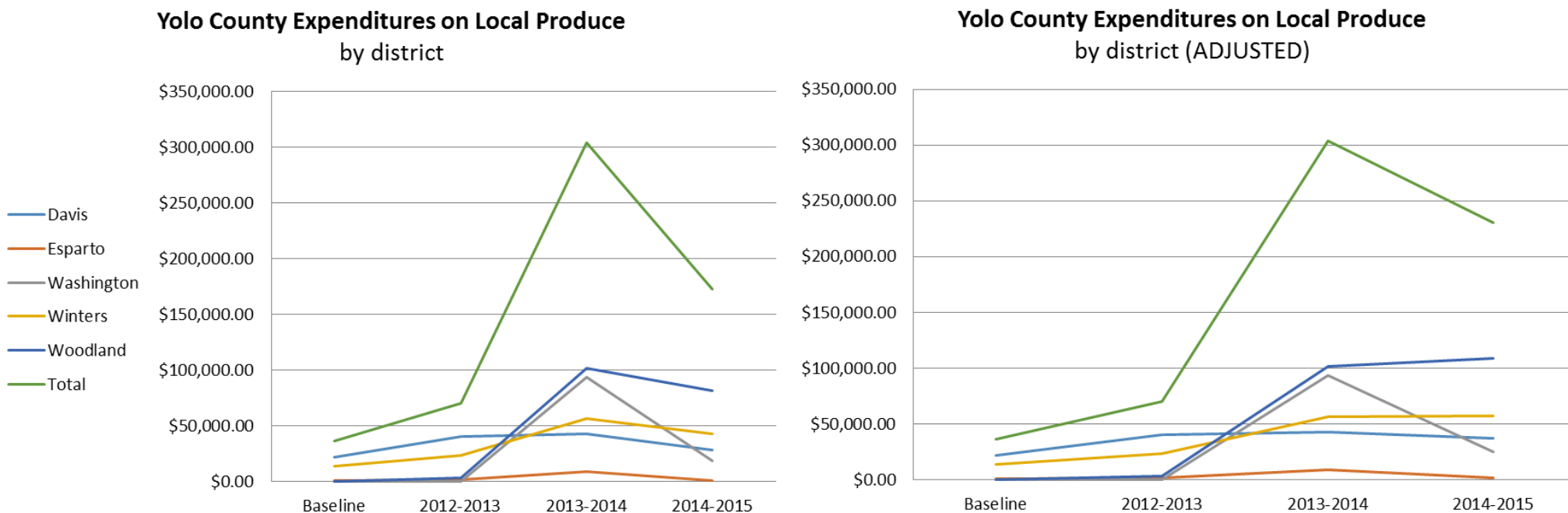


■ Baseline ■ 2012-2013 ■ 2013-2014 ■ 2014-2015

*The projection used in the adjusted figures was calculated based on the average monthly expenditure on local produce for each district in school year 2014-2015. This monthly average was then multiplied by 3 months and added to the actual recorded expenditures to give a 12-month estimate based on the 9 months of available data.

This graph shows the change in expenditures on local produce over time at each district in Yolo County during the project period (2011-2015).

Because Year 3 only included 9 months of data, the graph on the right is again included to show how local produce expenditures might have changed over time if data had been available for the full year. *

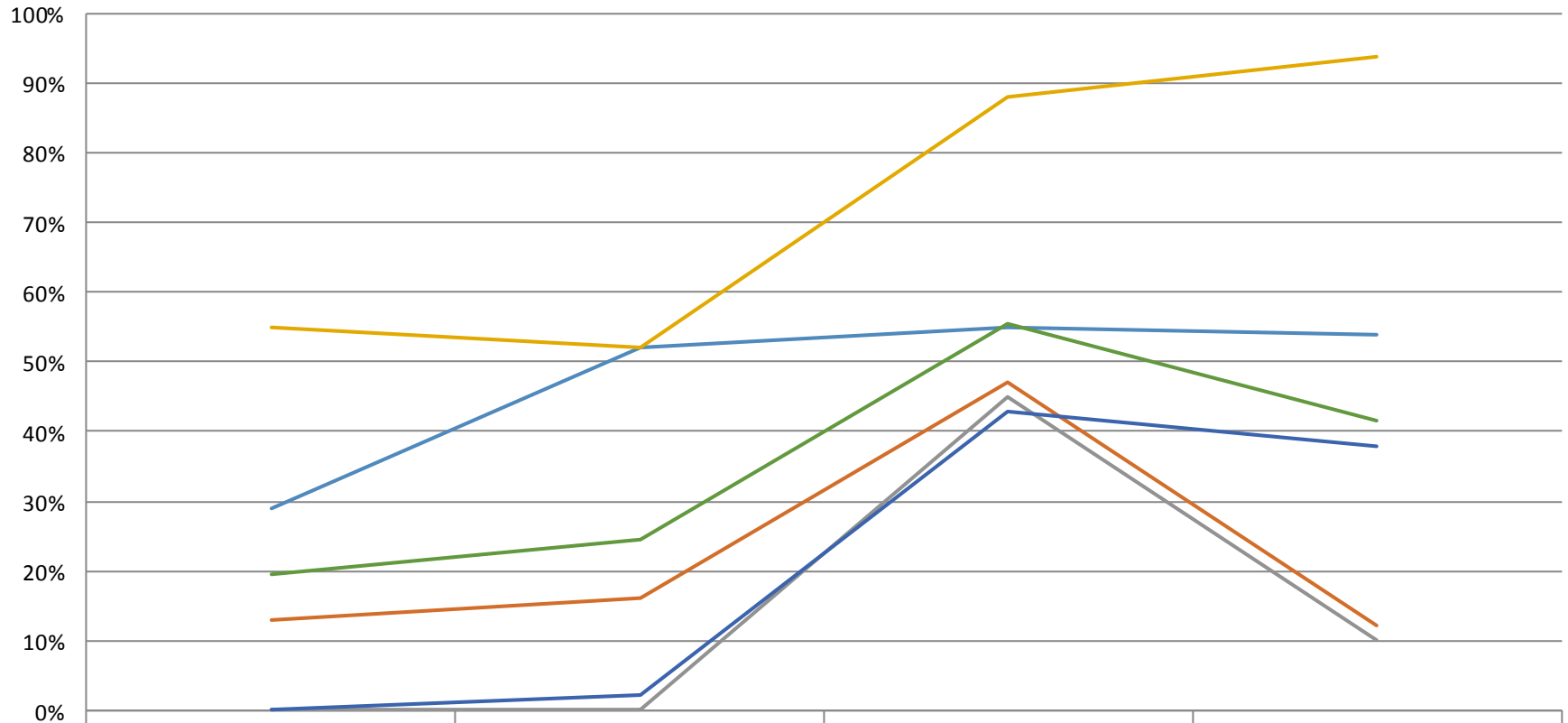


Local expenditures were down in all districts in Year 3 relative to Year 2. Even using a 12-month projection for Year 3, only Woodland's 2014-2015 expenditures did not drop relative to 2013-2014 levels.

However, local produce expenditures still remained well above baseline for all districts in the county.

This graph shows the change in percentage local of total produce expenditures over time at each district in Yolo County during the project period (2011-2015)

Yolo County Expenditures on Local Produce
as percentage of total produce purchases (by district)



	Baseline	2012-2013	2013-2014	2014-2015
— Davis	29%	52%	55%	54%
— Esparto	13%	16%	47%	12%
— Washington	0%	0%	45%	10%
— Winters	55%	52%	88%	94%
— Woodland	0%	2%	43%	38%
— Average	19%	24%	56%	42%

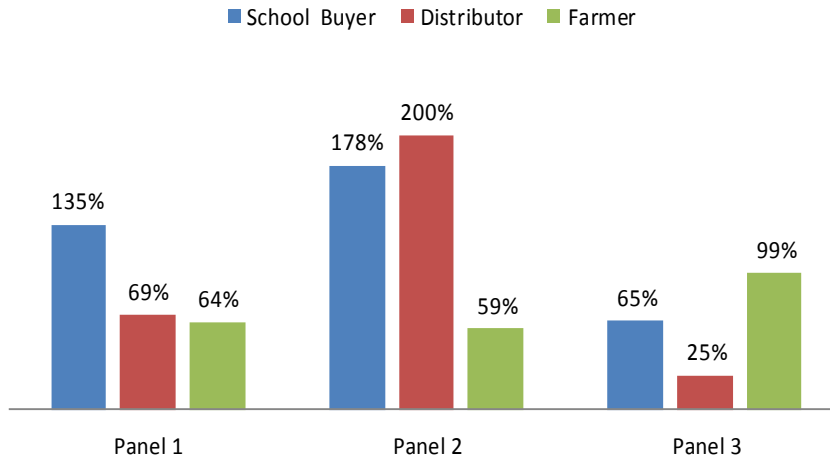
Panel Presentations: Knowledge Change

Panel 1: Setting Up a Forward or Grow-Out Contract

Panel 2: I Have a Contract, Now What?

Panel 3: How to use RFPs and Bids to Sell to Schools

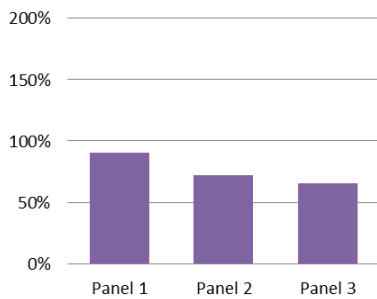
Percent Knowledge Increase by Panel and Participant Type



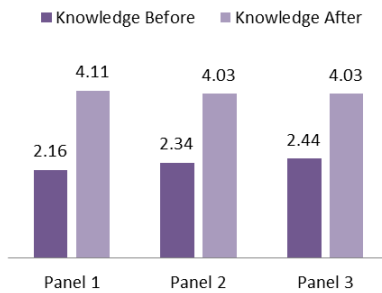
Color Coding:

Purple graphs include data from all participant types. Green graphs contain farmer data. Red graphs contain distributor data. Blue graphs contain school buyer data.

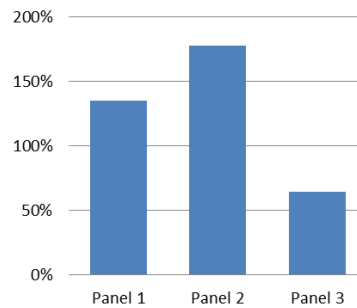
Percent Knowledge Increase Among All Participants



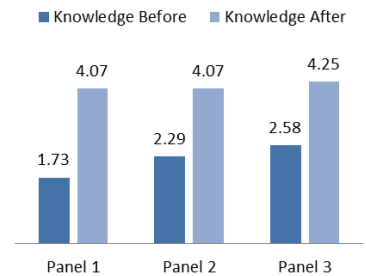
Knowledge Increase Among All Participants Scale of 0-6



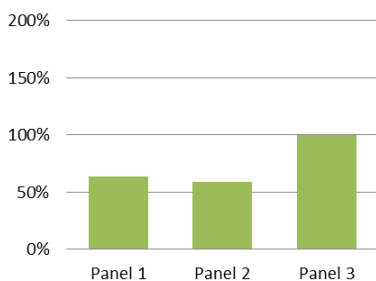
Percent Knowledge Increase Among School Buyer Participants



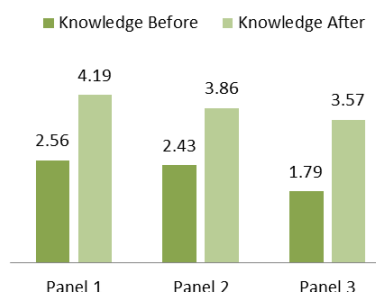
Knowledge Increase Among School Buyer Participants Scale of 0-6



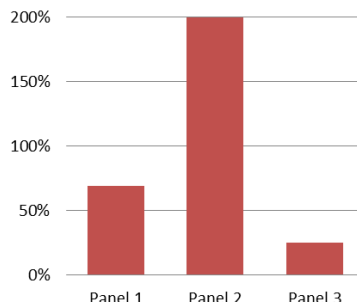
Percent Knowledge Increase Among Farmer Participants



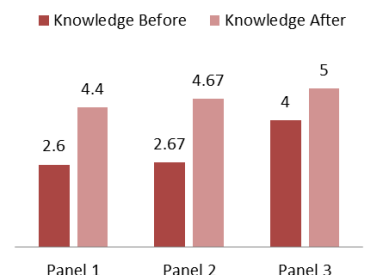
Knowledge Increase Among Farmer Participants Scale of 0-6



Percent Knowledge Increase Among Distributor Participants



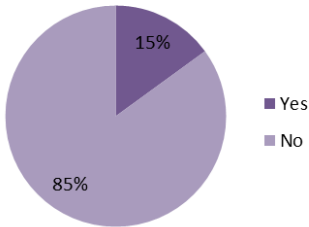
Knowledge Increase Among Distributor Participants Scale 0-6



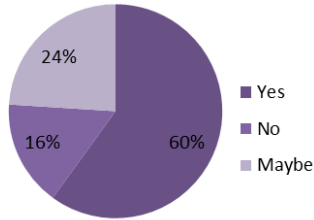
Panel Presentations: Behavior (Pre- and Post-)

Panel 1: Setting Up a Forward or Grow-Out Contract

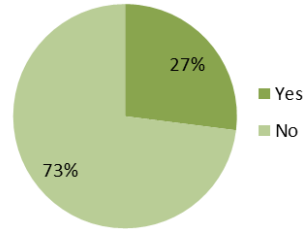
All: Have you ever used a Forward or Grow-Out Contract before?



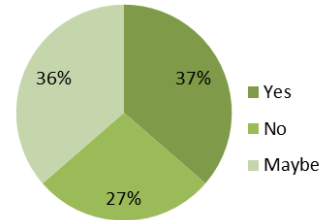
All: As a result of this panel, are you more likely to use a Forward or Grow-Out Contract in the future?



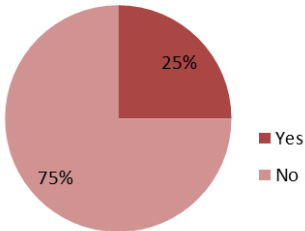
Farmers: Have you ever used a Forward or Grow-Out Contract before?



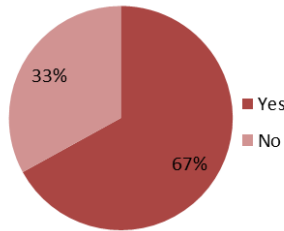
Farmers: As a result of this panel, are you more likely to use a Forward or Grow-Out Contract in the future?



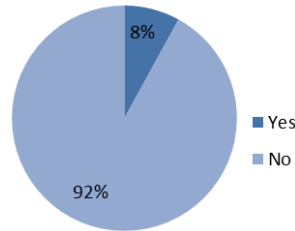
Distributors: Have you ever used a Forward or Grow-Out Contract before?



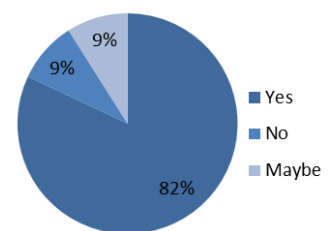
Distributors: As a result of this panel, are you more likely to use a Forward or Grow-Out Contract in the future?



School Buyers: Have you ever used a Forward or Grow-Out Contract before?

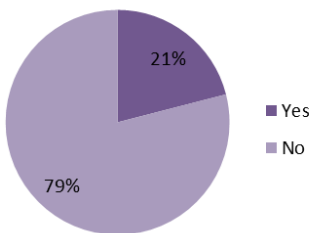


School Buyers: As a result of this panel, are you more likely to use a Forward or Grow-Out Contract in the future?

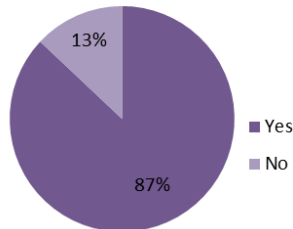


Panel 2: I Have a Contract, Now What?

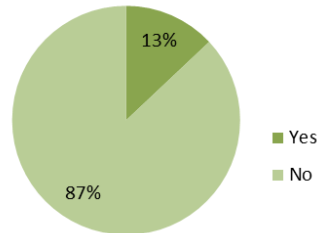
Have you ever had a contract with a school?



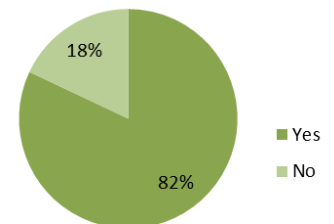
As a result of this panel, are you more likely to pursue a contract with a school in the future?



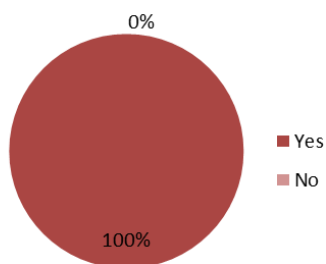
Farmers: Have you ever had a contract with a school?



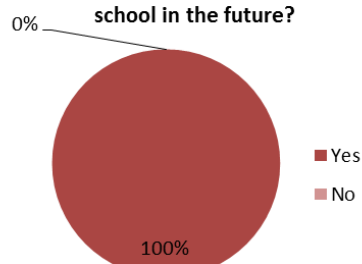
Farmers: As a result of this panel, are you more likely to pursue a contract with a school in the future?



Distributors: Have you used RFP/bids to sell to schools?

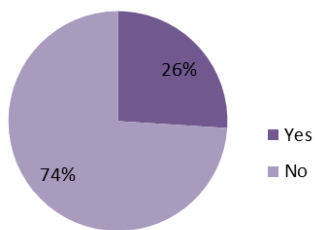


Distributors: As a result of this panel, are you more likely to pursue a contract with a school in the future?

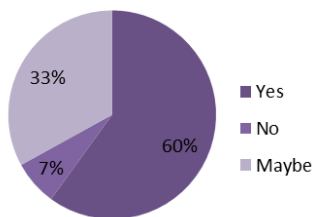


Panel 3: How to use RFPs and Bids to Sell to Schools

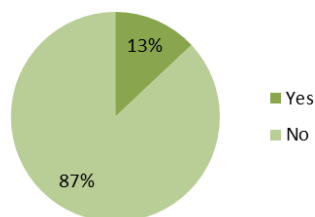
Have you ever used RFPs/bids to sell to schools?



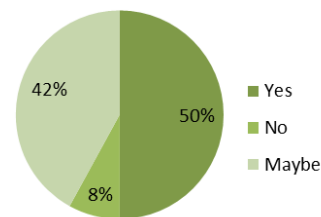
As a result of this panel, are you more likely to use RFPs/bids to sell to schools in the future?



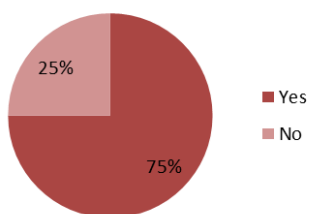
Farmers: Have you ever used RFPs/bids to sell to schools?



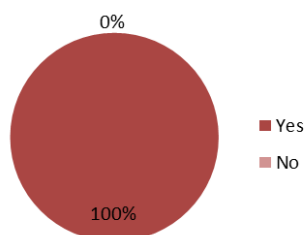
Farmers: As a result of this panel, are you more likely to use RFPs/bids to sell to schools in the future?



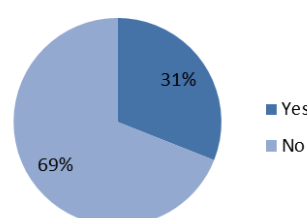
Distributors: Have you ever had a contract with a school?



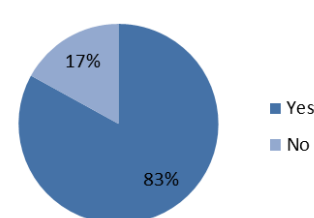
Distributors: As a result of this panel, are you more likely to use RFPs/bids to sell to schools in the future?



School Buyers: Have you ever targeted local farmers in RFPs?



School Buyers: As a result of this panel, are you more likely to target RFPs to local farmers?



Marketplace Exchange

Farmers

- 100% met a new buyer for their product at the event (100% met new school buyer, 47% met a new distributors)
- 80% intend to sell to a school district or a distributor that they met at the event (73% to a school district, 33% to a distributor)
- 27% set up a sale to a school district or distributor at the event (27% to a school district, 7% to a distributor)
- 73% intend to sell to local school districts in the future as a result of the event (60% direct to district, 47% through a distributor)

Distributors

- 100% met at least one new farmer supplier at the event
- 50% met at least one new school district buyer for their product at the event
- 75% intend to buy directly from a new farmer (or farmers) that they met at the event
- 25% intend to sell to a school buyer that they met at the event
- 25% set up a sale with a farmer that they met at the event
- 25% set up a sale with a school buyer that they met at the event
- 100% intend to increase their sales to local school districts in the future as a result of the event
- 100% intend to increase their purchases of CA Specialty Crops from local farmers in the future as a result of the event

School Buyers

- 100% met at least one new farmer or distributor at the event (80% met new farmers, 27% met new distributors)
- 87% intend to buy directly from a new farmer or distributors that they met at the event (67% from a farmer, 7% from a distributor)
- 20% set up a purchase with a farmer or distributor that they met at the event
- 80% intend to increase their local CA Specialty Crop purchases as a result of the event (33% direct from a farmer(s), 27% through a distributor)