

# CALIFORNIA THURSDAYS



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**California Thursdays is being pioneered by Oakland Nutrition Services  
in partnership with the Center for Ecoliteracy  
and the California Alliance for Family Farmers.**

# Learning Objectives

1. Understanding of CA Thursdays in Oakland Unified.
2. Leave with 2-3 resources on how to broaden farm to school sourcing to include the full plate.
3. Understanding the relationship between sourcing, recipe development, and staff training.



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# Presentation Outline

- Defining California Thursday
- Partners and Roles
- The CA Thursdays Timeline
- Recipe Development
- Overview of Sourcing
- Staff Development
- Communication/ Marketing
- Next Steps



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# Defining California Thursdays



## Why CA Thursdays?

- Freshly prepared meals
- Boost for the local economy
- Reduced carbon footprint

## California Thursdays is:

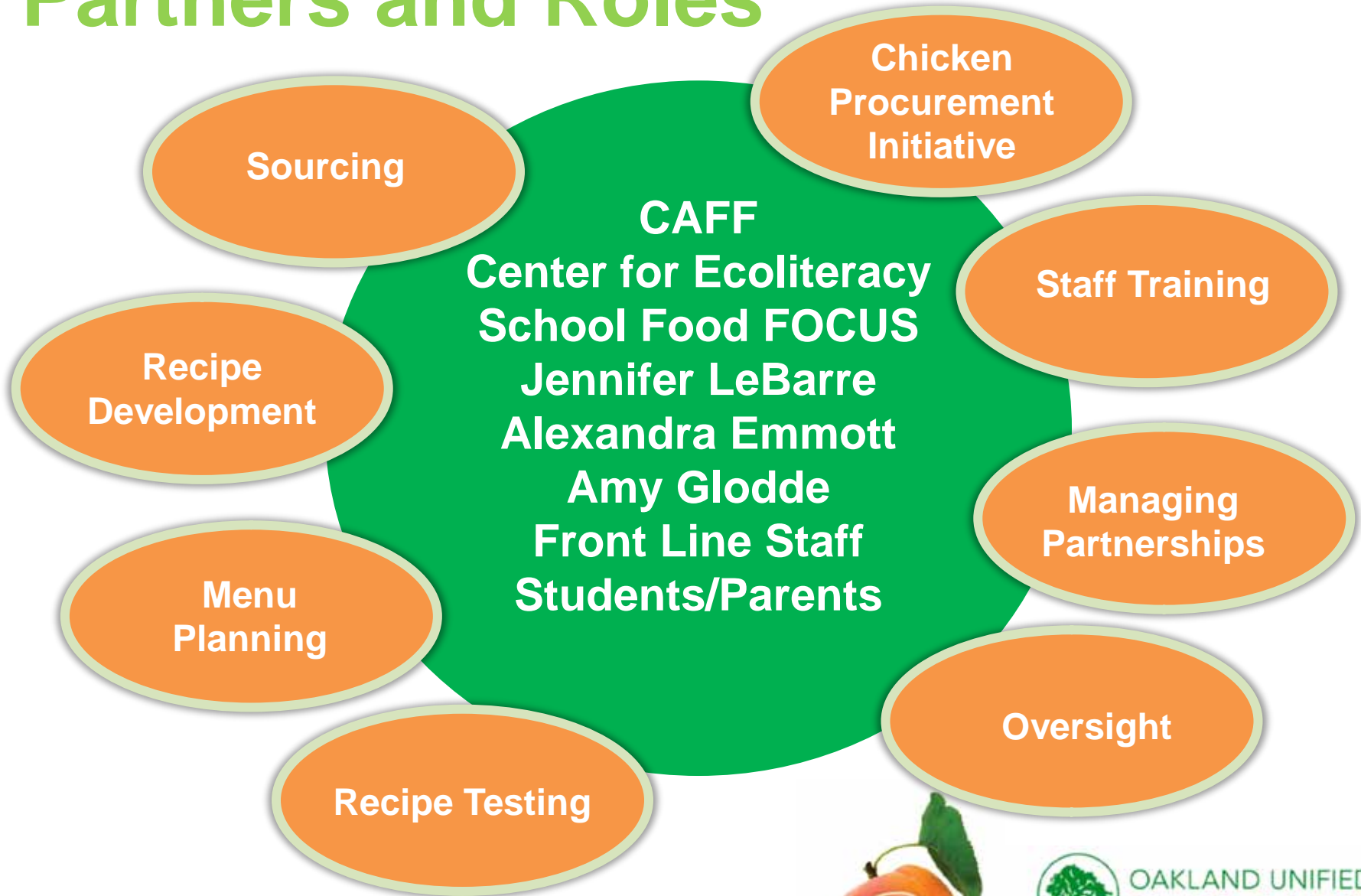
- Freshly prepared meals
- Fresh CA crops
- Local producers
- Family farms
- Professional Development
- Innovative procurement strategies
- Marketing opportunities
- Nutrition education



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# Partners and Roles



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# CA Thursday Timeline: 2012-2013 School Year

- **February, 2013 – CA Thursdays strategic planning meeting** with partners, Cafeteria Managers, and Cooks – Chorizo and Greens Recipe Selected.
- **April, 2013—Earth Day! First CA Thursdays pilot with Chorizo and Greens.** 1100 pounds of local organic kale and 800 pounds of local chorizo purchased.
- **Summer 2013 – recipe testing** with students at Oakland High School. 3 new recipe identified (Kung Pao, Rice Noodles and Tofu, and Lemon Oregano Chicken.)
- **Summer 2013 – Recipe scaling.**



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# CA Thursday Timeline: 2013-2014 School Year

- *October 11th—1<sup>st</sup> PD for staff*
- **October 24th—Food Day! 1<sup>st</sup> CA Thursdays for the Year , Chorizo and Greens**
- **November 21st—Kung Pao Chicken**
- **December 19th—Chorizo and Greens**
- **January 23rd—Kung Pao Chicken**
- *January 31st—2<sup>nd</sup> PD for staff.*
- **February 27th—Chili Lime Rice Noodles with Tofu and Bok Choy**
- **March 20th—Recipe TBD.**
- *April 14th—3<sup>rd</sup> Professional Development for staff.*
- **April 24th—Earth Day! Lemon-Oregano Roasted Chicken with Mary's All Natural ABF Chicken.**
- **May 1st to the end of the school year— CA Thursdays every week!**



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# CA Thursday 2013 Launch



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# CA Thursday 2013 Launch



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# Recipe Development



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- CA Thursdays strategic planning focus group
- 1<sup>st</sup> recipe chosen
- Recipe testing with students
- Recipe Scaling
- Pantry Kits
- Recipe testing/adaptation for central kitchen

# Recipe Development: Pantry Kits



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# Chorizo and Greens



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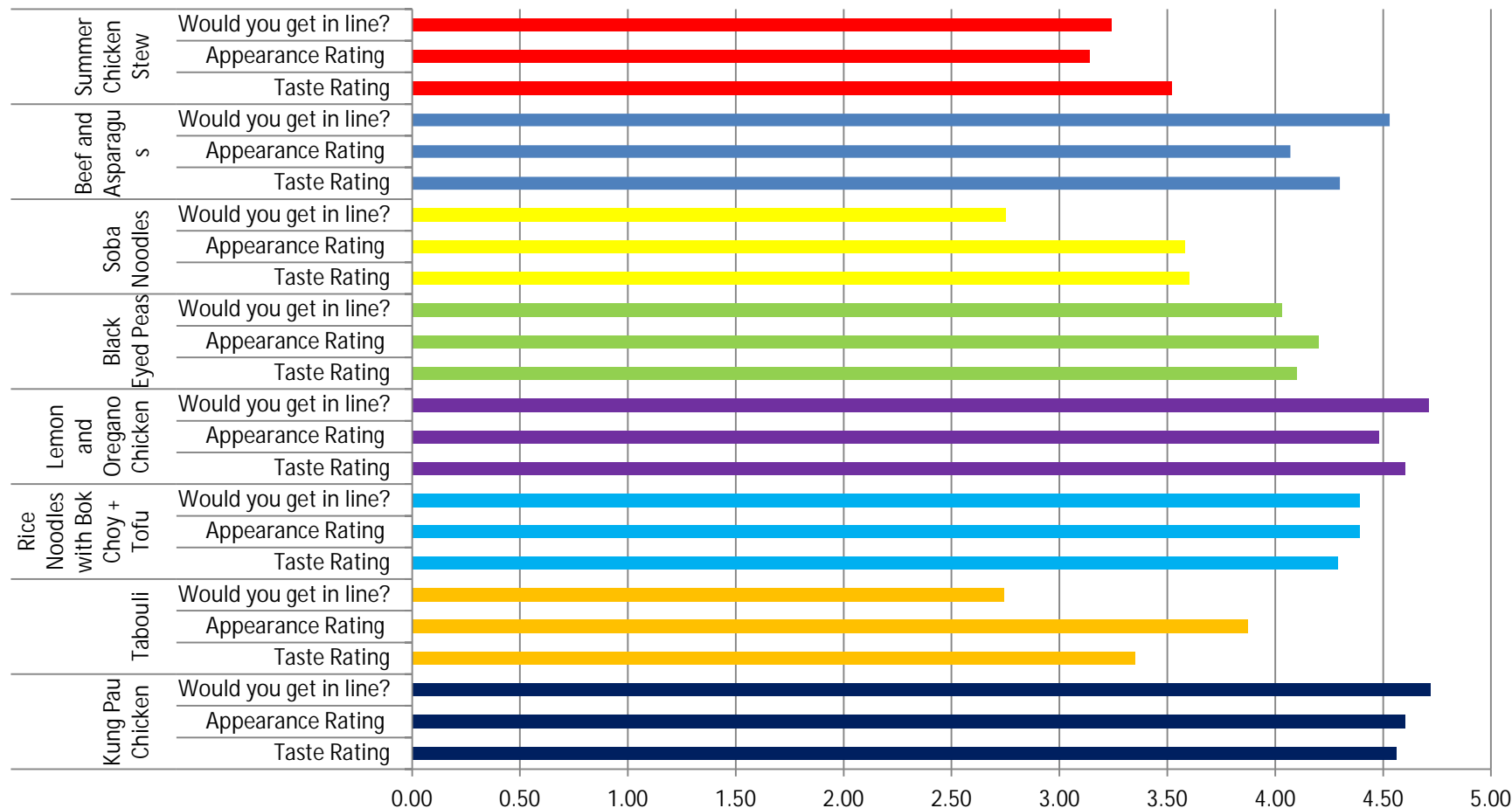


# Recipe Development: Peer to Peer Testing Results



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# Recipe Development: Peer to Peer Recipe Testing

*...Chicken for the gold AND the silver....*

**#1 Kung Pao Chicken** (fresh chicken, sautéed bell peppers, zesty ginger-soy sauce over brown rice) - Average rating 4.62 out of 5.

**#2 Roasted Lemon Oregano Chicken** (chicken drumsticks oven roasted with lemon and oregano over brown rice) - Average rating 4.59 out of 5.

*...And the wild card winner...*

**#3 Chili-Lime Rice Noodles with Tofu Bok Choy** (wide rice noodles, chili-lime sauce, marinated tofu and fresh bok choy) - Average rating 4.36 out of 5.



# Kung Pao Chicken



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# Sourcing: Produce



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- Local Produce
- Defining “Small Scale”
- Creative Procurement

# Sourcing: The Chicken Procurement Project



# Sourcing: The Triple Bottom Line

**Our Goal:** *To gradually shift our chicken procurement to a more local, healthful and sustainable source while maintaining affordability.*

## Social Enterprise and the Triple Bottom Line for OUSD Nutrition Services **PEOPLE + PLANET + PROFIT**

**PEOPLE:** Children, Labor Health and Safety Standards

**PLANET:** Antibiotics, Environmental Management, Animal Welfare, Local Sourcing

**PROFIT:** Raw Product, Driving Participation, Buying Together



# Sourcing: Challenges

- Price
- Defining CA Products
- Baseline
- Ordering
- Communication



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# Staff Development

- Monthly managers meeting
- Back to school meeting
- CA Thursday boot camp



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# October Boot Camp!



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# October Boot Camp!



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# October Boot Camp!



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# Pending Funding

## April Boot Camp: Raw Chicken!



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# Communication & Marketing

- Importance of storytelling
  - **Nutrition Services Staff**
    - Enroll staff in the vision of fresh, healthy food for kids
    - Define roadmap
  - **Community**
    - Brand the effort with strategic social marketing materials and efforts
      - **Peer-to-peer taste testing** at school sites
      - **Use the CA Thursdays logo** - Share the story of local



# Communications and Marketing



You are here

Chorizo from  
Silva Sausage  
in San Jose, CA



Organic Muir Glen  
Tomatoes from  
the San Joaquin  
Valley, CA.



Organic Dinosaur Kale  
from ALBA growing col-  
lective in Watsonville, CA.

## School Lunch Map: Chorizo and Greens



We're bringing **California Food to California Kids™** starting every Thursday across the district.

This is the next step for **Farm to School** in Oakland with an entire lunch menu sourced from California. We're moving Farm to School beyond produce to include meats, grains, and dairy products produced **right here in California**.

### THE TIMELINE:

We're rolling out CA Thursdays in the 2013-1014 school year, with once monthly California Thursdays in October, November, December, January, February, and March. Then, beginning **Earth Day 2014**, California Thursdays will be on the menu every week!



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# Communication & Marketing



California Thursdays is an innovative new Farm to School program of Oakland Unified School District .

We're bringing **California Food to California Kids™** starting every Thursday across the district.

This is the next step for **Farm to School** in Oakland with an entire lunch menu sourced from California. We're moving Farm to School beyond produce to include meats raised and processed in CA, grains like rice and wheat grown and processed in CA, dairy products like cheese and milk, meat-alternates like tofu and beans, and of course plenty of beautiful CA grown produce. Also integral to the CA Thursdays program is increasing our purchases from **small scale family farms** within a 250 mile radius of Oakland, CA.



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## THE NUMBERS:

Last year, we piloted two CA Thursdays, first on Earth Day 2013 with Sheppard's Pie and Beans and Greens and then on May 30th with Chori-zo Pasta and Kale. On Earth Day, we bought **1800 pounds of organic kale** from ALBA, a cooperatively owned farm in Watsonville, CA and **2500 pounds of potatoes** from Kern County, CA. On May 30th, we bought **1100 pounds of kale** from ALBA, and **800 pounds of local chorizo** from Silva Sausage in San Jose.



## RECIPE DEVELOPMENT:

With input from a focus group of Cafeteria managers and the Center for Ecoliteracy, we're developing new scratch-cooked recipes for California Thursdays.

Over the summer, we tested recipes at Oakland High School. Look out for delicious new dishes like **Kung Pao Chicken with local peppers**, **Lemon-Oregano Roasted Chicken**, and **Rice Noodles with local bok choy and tofu**!

# Communication & Marketing

## NEW SCHOOL LUNCH RECIPE:

### Whole Wheat Penne with Chorizo and Fresh Kale

*Flavor Profile: Latin American*

Serves: 4

#### Ingredients:

- 1/2 lb whole wheat penne
- 1/2 pound chorizo sausage
- 2 tbsp. olive oil
- 1/2 onion, finely chopped
- 1 garlic clove, finely chopped
- 1 cup low-sodium chicken broth
- 1 cup canned diced tomatoes with juice
- 1 cup finely chopped kale, stems removed
- 1/4 queso fresco, crumbled
- 1/4 cup fresh cilantro, washed and roughly chopped

#### Method:

Cook the penne according to package directions. Drain and set aside.

In a large skillet over medium heat, cook the chorizo 3-4 minutes until cooked through, stirring frequently. Drain off any excess fat and add the olive oil and onions to the pan. Sauté 3-4 minutes until the onions are soft and aromatic. Add the garlic, broth, tomatoes, and kale and cover the pan. Bring to a low simmer and cook 5-6 minutes until the kale is tender. Add the cooked pasta to the pan and toss to coat and warm the pasta.

Just before serving, top with queso fresco and cilantro. Enjoy!



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## NEW SCHOOL LUNCH RECIPE:

### Kung Pao Chicken with Fresh Bell Peppers

Flavor Profile: Asian

Serves: 4

- 2lbs boneless, skinless chicken breasts

#### Marinade

- 1/2 tsp kosher salt
- 2 tsp light soy
- 1 tsp sherry vinegar
- 2 tsp cornstarch
- 1 tbsp water

#### Sauce

- 3 tsp sugar
- 1 tsp cornstarch
- 2 tsp soy sauce
- 3 tsp sherry vinegar
- 1 tsp sesame oil
- 1 tbsp water or chicken stock

#### Stir Fry

- 2 tbsp canola or other oil
- 1 tsp red pepper flakes
- 3 garlic cloves, minced
- 1 tbsp minced fresh ginger
- 5 green onions, white parts only
- 1 1/2 cups thinly sliced bell peppers (substitute snap peas in the spring or broccoli in the winter.)

#### Method:

Cut the chicken breasts into 1/2-inch cubes and place in a bowl. Add the marinade ingredients, stir, and set aside.

To make the sauce, combine all ingredients in a small bowl and set aside.

In a large wok or frying pan over medium high heat, warm the oil. Add the marinated chicken and stir-fry 2-3 minutes then add the red pepper flakes, garlic, ginger, and green onions. Cook until the chicken is done 2-3 minutes and then add the bell peppers and sauce and cook another 3-4 minutes. Serve over brown rice.



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# Next Steps

- Monthly CA Thursday recipe until Earth Day
- Weekly CA Thursday recipe after Earth Day
- Farm to School grant???
- More Peer to Peer Taste Testing
- Further Recipe Development
- Raw Chicken – April 2014
- CA Thursdays Boot Camps: January and April



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