



Local Foods in School Foodservice

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Presenter: Joan Giampaoli, PhD, RDN
California State University, Chico
Center for Healthy Communities (CHC)





Team



Lauren Krohn, MS,

Joan Giampaoli, PhD, RDN, Adviser

Matthew Stone, PhD, Committee Member

Jennifer Dye, MS, RDN, Committee Member





Benefits to Local Procurement



Potential benefits include:

increase student consumption

opportunity for nutrition education

students learn where food comes from

health influence

environmental impact – agriculture and travel





Barriers to Local Procurement



Potential barriers include:

justifying the additional cost

vendors may be less motivated to work with local farmers

geographic isolation





Districts are Still Motivated!!!



Some California districts have collaborated

Others use “local” as a marketing tool to increase participation





Why Do This Study???

To find out whether child nutrition directors (CND'S) are motivated to purchase from vendors that supply local produce.

This study defined local within the borders of California





What We Did



Survey adapted from the “Northeast Iowa School Foodservice Director Survey: Farm to School”

Asked questions about district and benefits, barriers, etc. to purchasing locally

Survey placed on Survey Monkey





What We Did

Surveys distributed to 283 California CND's three times – total of 20 returned

District data analyzed for frequency and themes found for open-ended questions



What We Found! The Districts

Most CND's were female

Most employed in foodservice 25 years or more

Most had districts of 20 or fewer schools – also responsible for daily production management

Almost half cooked meals food from scratch





What We Found! The Districts

Eight CND's served 15,000 or more reimbursable meals a day

Seven CND's served 1000 to 5000 reimbursable meals daily





What We Found! Themes



Benefits and Motivators to Purchasing Local

Sustainability/environment;

Supporting the local economy or local farmer;

Taste/quality/freshness;

Marketing;

Adding integrity to the programs;

Image/perception of school meals and
nutritional value





Quotes

CND 1: *“Adds integrity to our program”*

CND 2: *“Support local farmers, fresh, less carbon footprint, pride of students whose family may be involved in farming, better taste”*





What We Found! Themes

Barriers to Purchasing Local

- Price and billing;
- Quantity needed;
- Space for storage;
- Access to local produce;
- Time consuming to prep produce;
- Seasonality;
- Poor quality and food safety





Quotes



CND 1: *“Cost, ability to process produce on site, delivery. For me, the biggest barrier is understanding what I need to know to be sure my produce is safe (farmer certification, etc.).”*

CND 2: *“We do not have local farmers. Live in an area where there are only a handful. Also more time consuming to clean and prep veggies from farm.”*





What We Found! Themes



Likelihood of Purchasing From a Vendor That Supplies Local Produce

75% currently would like to purchase local if they could

Helps local economy;

Aligns with current values;

Better variety, higher quality – better marketing;

Pricing/availability of produce or farmers barrier;

Allowances from the bidding process barrier





Quotes

CND 1: *“I would serve all local if I could. Support local farmers and better flavor.”*

CND 2: *“Varies. Needs to be broker and centrally located and delivered to warehouse or site individually.”*





What We Found! Themes



Likelihood of Continuing to Purchase Local

Most participants would like to continue to purchase local;

Will continue but cannot take on more;

Will continue and want to increase their spending on local produce





Quotes

CND 1: *“We will continue to purchase local as much as we can. It is the best for all students, farmers, and the community.”*

CND 2: *“Very likely as long as available and cost efficient.”*





Putting It All Together



CND's from this study motivated to purchase local if favorable conditions exist

Purchase local for several reasons:

economy

community support

marketing tool

nutrition education for students





Putting It All Together



Areas for further investigation:

vendors tracking of local produce;
vendors willingness to cater to geographic preferences in CND's are willing to purchase locally





Your Turn!



What benefits and challenges have you encountered in buying local produce?

Ideas for purchasing and tracking local produce???





THANK YOU!



QUESTIONS!!!

