

New York State Farm to School *2012 Survey of School Food Service Directors*



Highlights

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Our Pride is Inside.

Highlights Summary

- Survey objectives
- Survey methods
- Participant demographics
- Operational resources
- Purchasing

Survey Objectives

- **Determine extent of New York's farm to school activity**
- **Assess interest in farm to school**
- **Identify opportunities and barriers**
- **Determine distribution systems**
- **Identify most commonly purchased products**
- **Determine use of Geographic Preference¹**
- **Focus the activities of NYSDAM and Coordinating Committee Members on greatest needs and interests**

¹ Geographic Preference helps schools purchase locally-grown food items. In 2008, the Farm Bill directed the Secretary of Agriculture to encourage institutions operating Child Nutrition Programs to purchase locally-grown agricultural products. Geographic Preference provides an avenue for schools to engage with and support their local farmers by purchasing local foods.

Survey Methods

- **Quantitative Survey**
 - 58 closed and open questions
 - Web-based, Survey Monkey
 - Emailed survey link to NYS Ed contact list of >1,000 k-12 school food service directors
 - 30-day data collection period
- **Survey Foci**
 - Processes (i.e., menu development and purchasing)
 - Resources and infrastructure
 - Local sourcing habits and interests
 - Barriers to purchasing local foods
 - State support for local procurement
 - Farm to School educational activities

Participant Demographics

Counties represented:

Albany	Dutchess	Livingston	Orange	Seneca	Wyoming
Allegany	Erie	Madison	Orleans	St. Lawrence	Yates
Bronx	Essex	Monroe	Oswego	Steuben	
Broome	Franklin	Montgomery	Putnam	Suffolk	
Cattaraugus	Fulton	Nassau	Queens	Sullivan	
Cayuga	Genesee	New York	Rensselaer	Tioga	
Chautauqua	Greene	Niagara	Rockland	Westchester	
Clinton	Herkimer	Oneida	Saratoga	Warren	
Columbia	Jefferson	Onondaga	Schenectady	Washington	
Delaware	Kings	Ontario	Schoharie	Wayne	

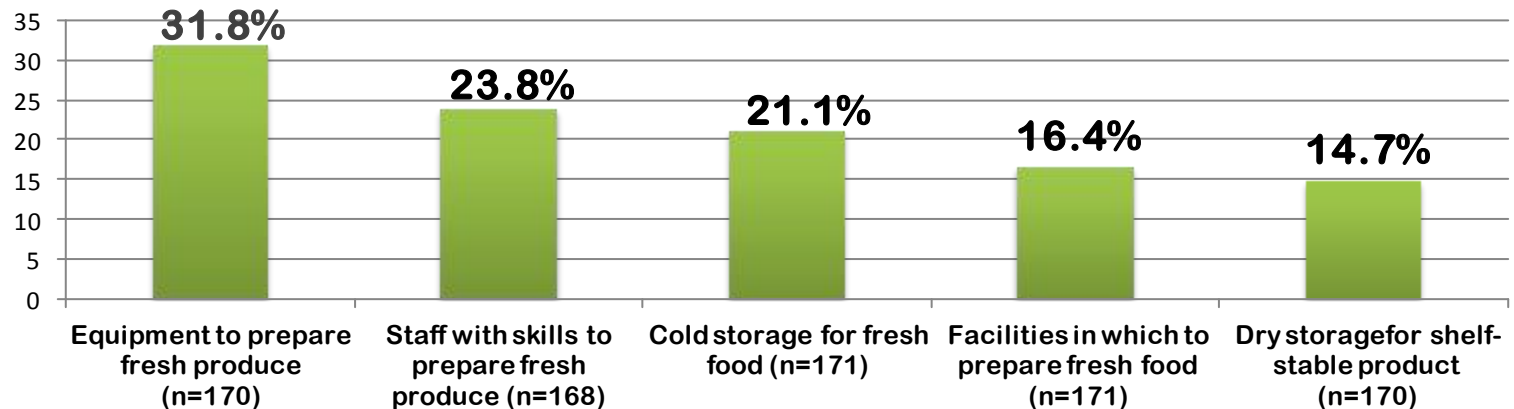
Participant Demographics

- **307** participants with a **20%** response rate
- School District Enrollment (n=238)
Average = **1,844 children**
Range = **18 – 12,000 children**
- **80%** self-manage food service operations (n=176)
- Average Daily Participation (ADP):
Breakfast = **298** (n=164)
Lunch = **916** (n=166)
Dinner = **28** (n=130)

Operational Resources

- Average total food service staff = **14**
- Range = **1-60** (n=164)

Percentage (%) of schools that need the following additional resources to handle fresh, unprocessed foods:



Operational Resources

- Percentage of respondents (n=166) who introduce new items/recipes to students by:
 - Highlighting new items on menus and website: **51%**
 - Using promotional fliers/posters: **23%**
 - Offering samples/taste tests: **72%**

Produce

- Annual produce budgets range:
<\$1,000 - \$300,000
- Of the respondents:
 - **77%** sell fresh produce a la carte (n=149)
 - **56%** have salad bars in schools (n=145)
 - **57%** receive 1 fresh produce delivery per week; **35%** receive 2 deliveries; **8%** receive more (n=152)

Produce

Top **fresh produce** items purchased by schools
(excluding oranges and bananas):

Apples

Lettuce

Carrots

Tomatoes

Produce

Top **minimally-processed** produce items purchased by schools:

Baby
Carrots

Salad Mix

Shredded
Lettuce

Broccoli
Florets

Local Purchasing

- **69%** of 147 respondents had purchased local food
- **26%** of the 147 respondents had not previously purchased local products but expressed interest in doing so
- **103** respondents agreed to be listed in a directory of schools interested in buying local products
- **43%** of respondents specified **Geographic Preference** to suppliers (n=62)
- Most local purchases were made through distributors rather than directly from farmers

Local Purchasing

- The **top resources considered very useful** in facilitating the purchase of local foods (%):
 - 1. Financial support
 - **88%** (n=136)
 - 2. Directory of local farms that serve schools
 - **85%** (n=133)
 - 3. List of local products available through current distributors
 - **81%** (n=129)
 - 4. Simplified state procedure for local purchasing
 - **80%** (n=129)
 - 5. Direct assistance identifying local food suppliers
 - **73%** (n=129)

Local Purchasing

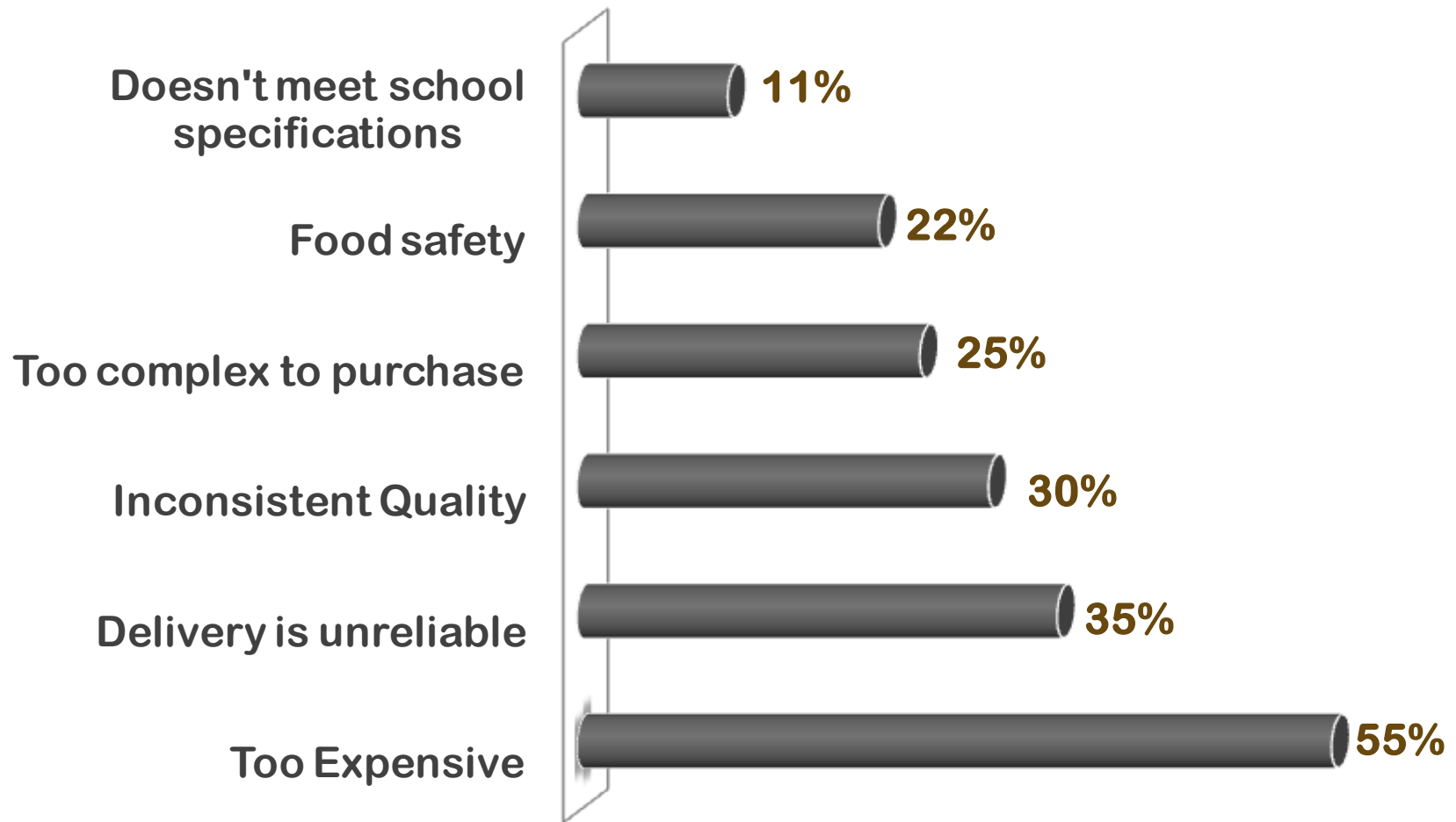
- Top **locally-purchased** items:

Rank	Local Item
1	Apples
2	Carrots
3	Tomatoes
4	Cucumbers
5	Lettuce
6	Peppers
7	Broccoli

Rank	Local Item
8	Onions
9	Milk
10	Pears
11	Yogurt
12	Cabbage
13	Potatoes
14	Grapes

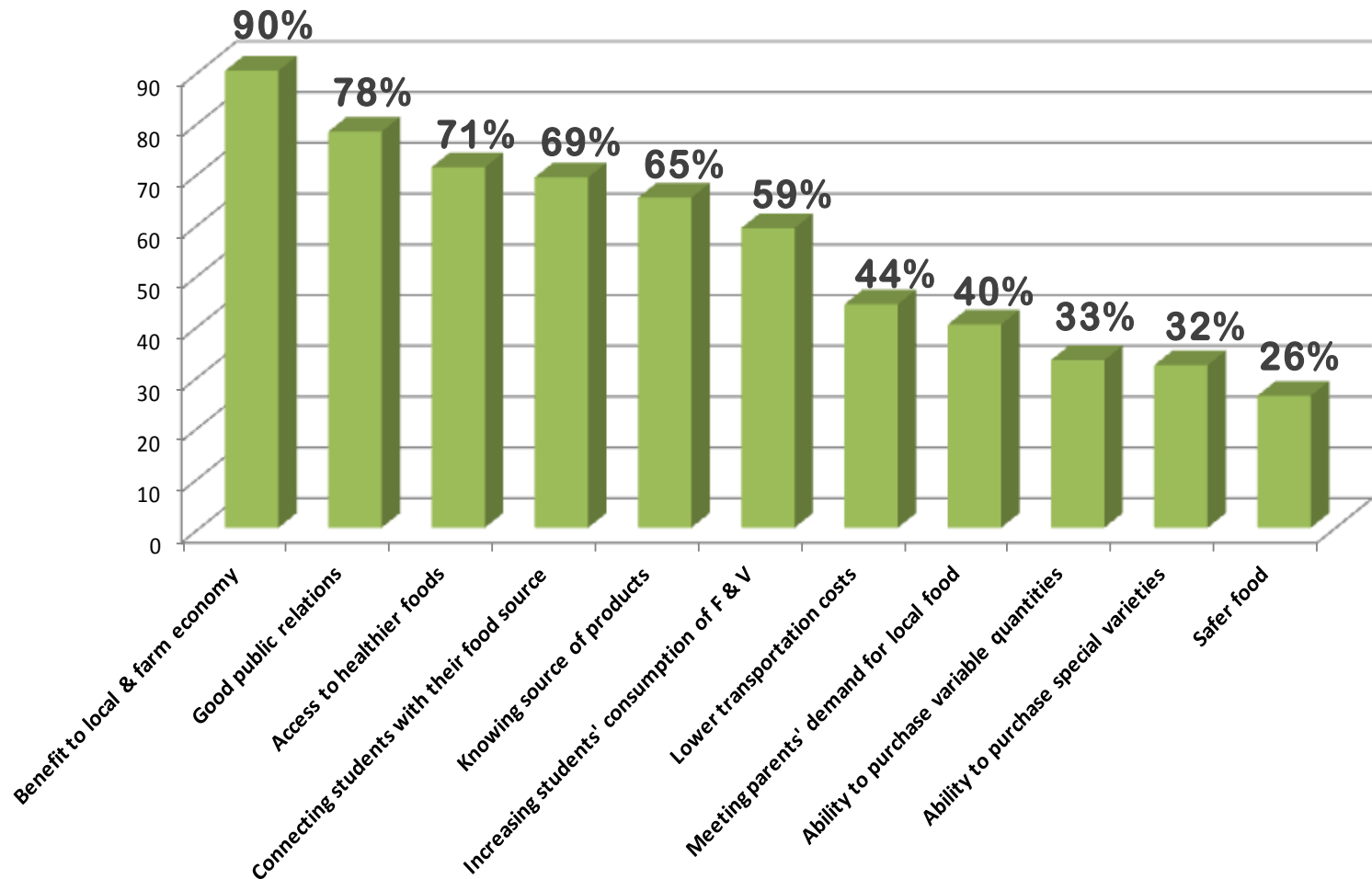
Local Purchasing

Percentage (%) of respondents with the following concerns associated with local purchasing (n = 142):



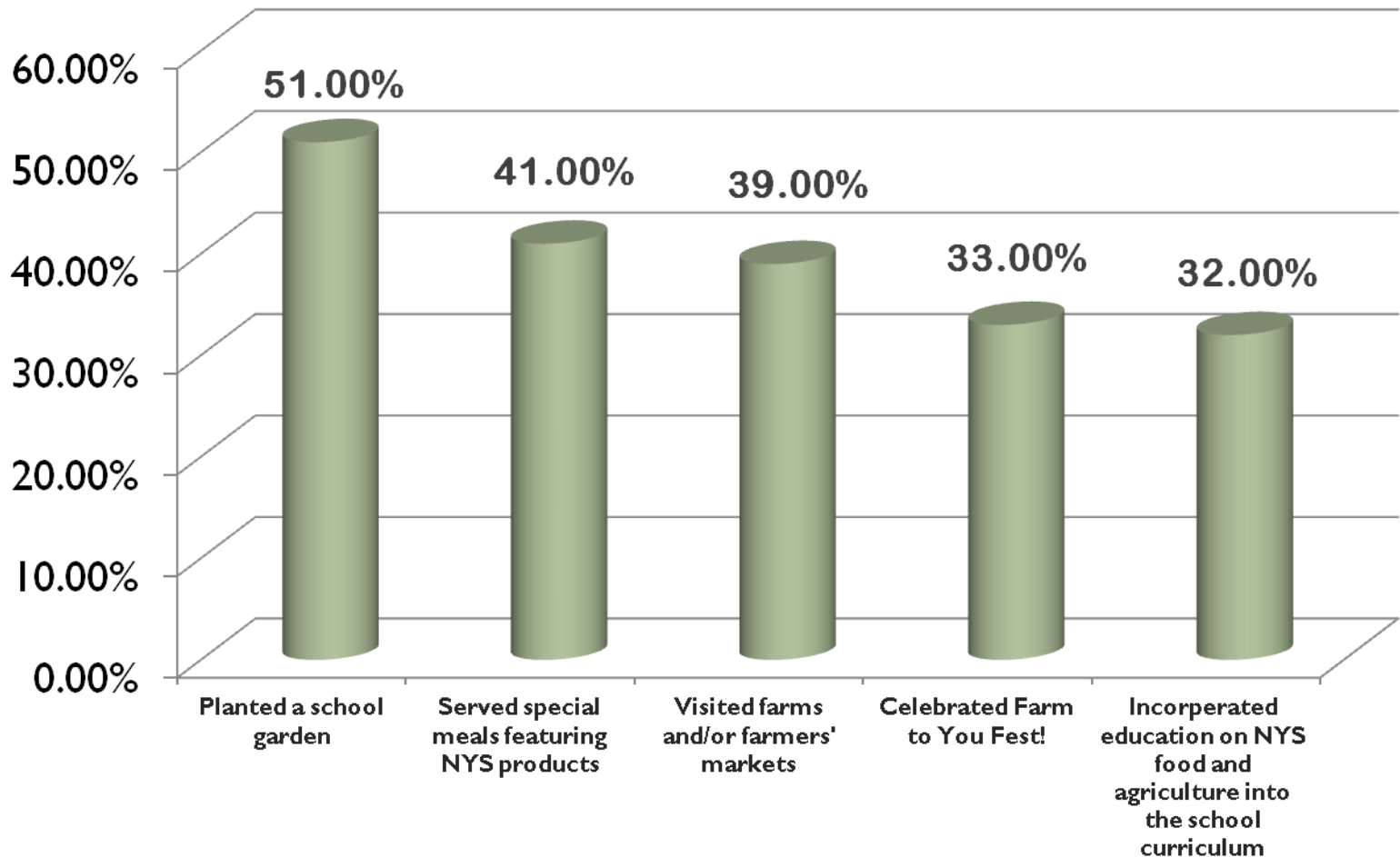
Local Purchasing

Percentage (%) of respondents (n = 140) who agreed that benefits of serving locally-grown foods included:



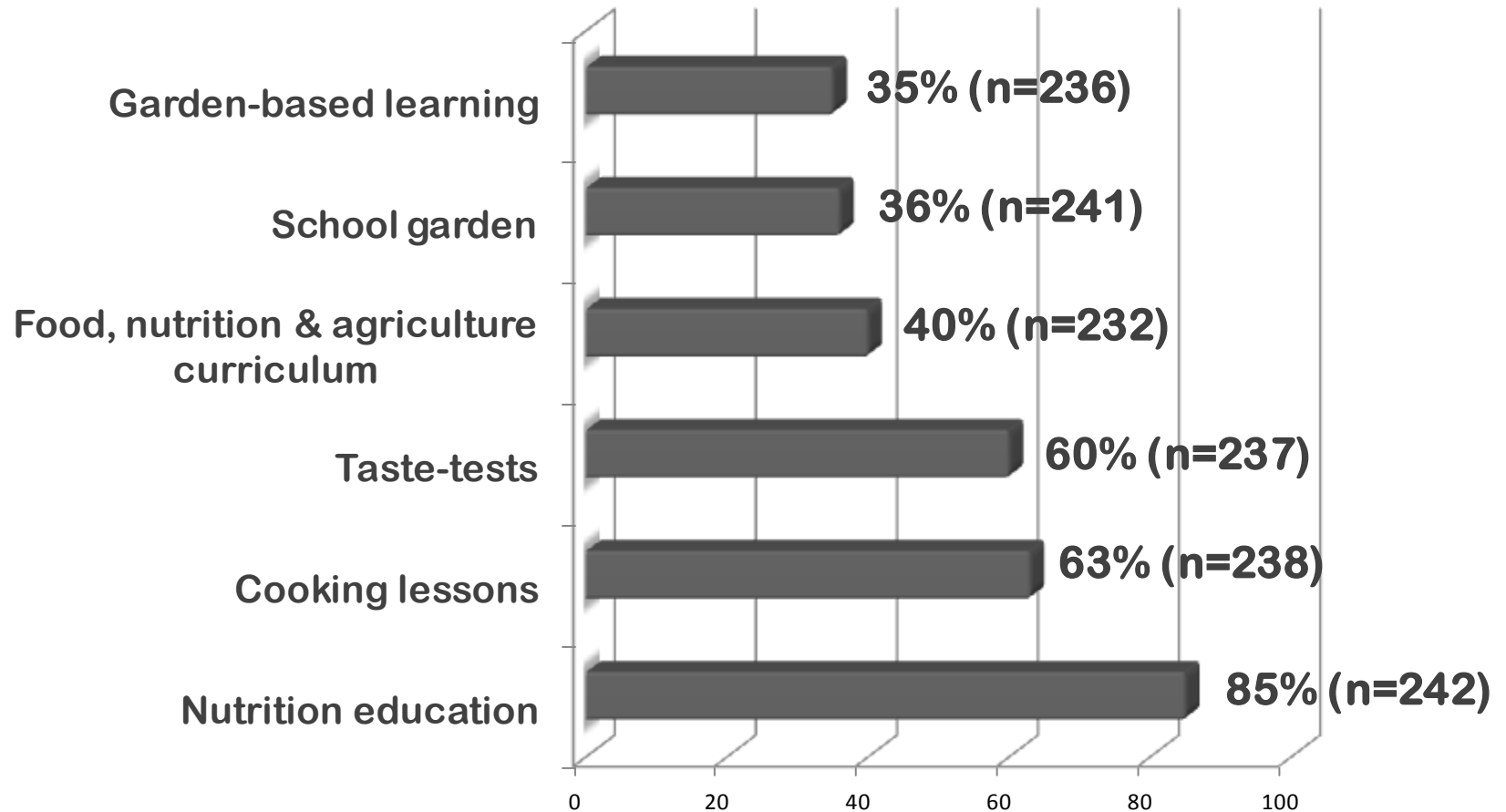
Farm to School Activities

Percentage (%) of respondents (n=104) who reported that their district participated in the following activities during 2011:



Farm to School Activities

Percentage (%) of respondents with districts that offer the following activities:





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