

Getting fresh local produce to kids and seniors



**EXCEEDING EXPECTATIONS WITH
THE FARM-TO-TABLE PARTNERSHIP
IN KING COUNTY, WA**



**FARM
to TABLE**

American Public Health Association Conference
October 30, 2012

Acknowledgments

2

Farm to Table is a Healthy Eating Active Living (HEAL) initiative made possible by funding from the Department of Health and Human Services and Public Health Seattle-King County through Communities Putting Prevention to Work (CPPW).

Photo credits:

*Northwest Agriculture Business Center
and WA State Dept. of Agriculture*



Agenda

3

- 1. Project Objectives**
- 2. Assessment & Training**
- 3. Purchase & Delivery Models**
- 4. Challenges & Successes**
- 5. Questions**

Project Objectives



Training retreat for Muckleshoot Indian Tribe cooks.

- Increase access/affordability of fresh produce for senior meal programs by developing procurement models with local farms
- Assess readiness and provide training/tools to help senior meal programs use more fresh local produce
- Assess feasibility of procurement models for home and center based childcare programs

NW Agriculture Business
Center

WA State Dept of Agriculture,
Farm to School

King County Housing
Authority

Muckleshoot Indian Tribe

Senior Services

Catholic Community Services
of Western WA

Lifelong AIDS Alliance,
Chicken Soup Brigade

Seattle Human Services Dept.,
Aging & Disability Services /
Youth & Family Empowerment

Seattle Parks & Recreation

Coalition for Safety Health and
Early Learning

Farm to Table Partners



*U.S. Deputy Secretary of Agriculture, Kathleen Merrigan, visits the
Central Area Senior Center, a Farm to Table pilot site.
March 2, 2011.*

Assessments



Cooking skills training for childcare providers.

Meet People Where They Are

- Extensive on-site assessments for 3 senior meal programs
- Survey and focus group for childcare providers
- Facility and equipment inventory, assessment of staff capacity, skills, and program readiness
- Reassessment as staff and program models shift

Training & Tools



The first Farm to Table delivery, February 2011. Staff from the Chicken Soup Brigade receive leeks from 21 Acres Farm.

Make the Healthy Choice the Easy Choice

- Cooking demonstrations & skill building sessions
- Seasonality Charts
- Recipe Bank
- Marketing Materials
 - Table tents at senior meals
 - “Backpack mail” for childcare programs
 - Video Stories

Purchasing and Delivery Models



Full Circle Farm makes a delivery to the Refugee and Immigrant Family Center Food Hub

One Size Doesn't Fit All

- Farm to Site – direct delivery
- Food Service Distributor
- Food Aggregation – two or more sites combine orders
- Community Food Hub “Good Food Bag”
- CSA Models – closed and open sites
- Online Procurement and Farm Aggregation

Challenges

9

Facility/Program Issues

- Minimum order requirements
- Delivery days/times
- Storage and processing capacity
- Budget – a new way of allocating costs for some providers
- Impact of weather on product selection and availability

Staff/People

- Can't get everything from the farm. Extra time for multiple sourcing
- Additional prep and cooking time
- Time for staff training and development
- Communication (e.g., access to email for both farmers and cooks)
- Attitudes and cultural barriers

Successes

More programs are cooking from scratch and using fewer processed foods.

Increased job satisfaction from staff who enjoy “real cooking” and serving healthy nutritious meals.

Participants of all ages like the fresh produce and learning about where it came from.

Seniors enjoy eating foods they grew up with, and kids have fun trying strange new vegetables with funny names -- Rutabaga.

It's All About Relationships



Senior Congregate Meal program staff accept a delivery of potatoes from Ralph's Greenhouse.

partners **delivery** **healthy** **vegetables** **opportunities** **flexibility** **fresh** **nourish** **storage** **seniors** **honor** **farmers** **openness** **Aromatic** **wellness** **cooking** **farm-land** **linkages** **cooperate** **Doable** **training** **FUN** **Seasonal** **kale** **Worthwhile** **youth** **eating** **innovation** **Commitment** **Carrots** **commit** **enthusiasm** **health** **strengthen** **Smells-Flavor** **respect** **disability** **learning** **grow** **cooperative** **obesity** **Native-Americans** **fresh** **relationships** **Communities** **Carrots** **prepare** **eat** **willingness** **Health-Vitality** **Community-Partnership** **invest** **environments** **fun** **rainbow-of-colors** **Vine-Ripe** **Energizing** **Earthly** **Eating-Right** **local** **purchasing** **assessment** **low-income** **creativity** **feasibility** **flourish** **leeks** **cooks** **Passion** **produce** **supports** **thrive** **Crunchy** **lessons-learned** **connections** **Empowering-Communities** **Food-sovereignty** **pilot** **Nature-s-Candy** **engage** **children** **systems** **potatoes** **ENERGY**

Wal-Mart Foundation Grant funded 8,000 bags of produce for summer “out-of-school” lunch program

“Good Food Bag”

Tahoma Farms developed custom “Healthy Kids Box” for their CSA members

Program staff making positive changes to their personal eating and cooking habits

Elderly participants report eating healthier food outside the center

Unanticipated Successes and Spin-Offs



Cooking skills training for childcare providers.

Questions?



**Myth busting at Prospect Preschool
Green vegetables + Kids = Fun**

For More Information

14

**MARIA LANGLAIS, AGING & DISABILITY SERVICES
SEATTLE HUMAN SERVICES DEPARTMENT**

maria.langlais@seattle.gov 206-684-0651

www.agingkingcounty.org

LUCY NORRIS, NW AGRICULTURE BUSINESS CENTER

Lucy@psfn.org 360-336-3666

agbizcenter.org

www.psfm.org/farm-to-institution/

Presenter Disclosures



Maria Langlais

- (1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:**

No Disclosures