



# Opportunity to Expand Your Business Model to Drive Revenue while Feeding Kids and Families During a Pandemic

**August 4, 2020**





Dairy Council  
of California®

Let's Eat  
Healthy



## Housekeeping

- Please mute your phone.
- Q&A will be held at the end. Please type questions into the chat box.
- Session will be recorded and sent to all registrants.



# Poll



**20 MILLION**  
*Farmers to Families*  
**FOOD BOXES**  
**Packed by Riverside Unified School District Food Hub**

Riverside Food Hub  
8050 Industrial Ave  
Riverside, CA 92504  
Carrots - Baby  
Romaine Lettuce  
Cantaloupe  
Cabbage  
Strawberries  
Nectarines  
Bell Peppers  
Potatoes  
Butter

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Carrots - Baby  
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Bell Peppers  
Potatoes  
Butter  
2 to 3 lbs.  
USA Green - Code #204727



# The following information is from the **SNA COVID-19 June 2020 SFS Survey** for the Western states:

- Q: Is your program -Serving Fewer, -About the Same, or -More Total Meals?
- Western 75.8% fewer, 8.6% same, 15.6% more meals served
  - Of those serving fewer meals, over 55% of them are serving over 50% less meals.

64.9% expect a profit loss for the 2019-2020 SY.

Financial loss is expect to be between \$42K to \$2.6M



A child carries a meal given out as part of a "grab and go" program in Stamford, Conn., on March 17. Many low-income families count on school meals to feed their children. (JOHN MOORE/GETTY IMAGES)

## The unemployment rate for women is greater than the rate for men in the COVID-19 downturn

*Unemployment rate (%)*



Note: The unemployment rate is the share of workers in the labor force actively looking for work. Estimates refer to workers ages 16 and older, nonseasonally adjusted. Estimates for the Great Recession refer to the highest unemployment rate recorded for each group around that downturn – in January 2010 for all workers and men, and July 2010 for women.

Source: Bureau of Labor Statistics.

**PEW RESEARCH CENTER**



**USDA Farmers to Families Food Box**

**35.5 million food boxes invoiced in round one  
(May 15-June 30)**

**18.0 million food boxes invoiced in round two  
(July 1-August 31)**

*As of August 3, 2020*

**HealthyEating.org**

**Let's Eat Healthy** 



**USDA Farmers to Families Food Box**

**Round Three Solicitation for Farmers to Families Food Box Program  
(currently accepting proposals)**

- [Solicitation - Full Text \(pdf\)](#)
- [Solicitation - Submission Spreadsheet \(xls\)](#)
- [Webinar Presentation \(pdf\)](#) | [Webinar Recording](#)

# Farmers to Families Food Box

USDA is partnering with farmers, ranchers, specialty crop producers, food processors and distributors, and non-profit organizations to ensure that all Americans have access to the fresh and wholesome food they need during the COVID-19 national emergency.



## Farmers

sell food previously destined for restaurants and bulk purchasers to distributors, preventing waste

## Distributors

partner with USDA to package family-sized boxes with fresh produce, dairy and meat products, then transport them to non-profits across America

## Families

pick up food boxes from local schools, food banks, faith-based organizations and other non-profits

# Expertise that makes SFS an ideal distributor for the USDA Farmers to Families Food Box Program

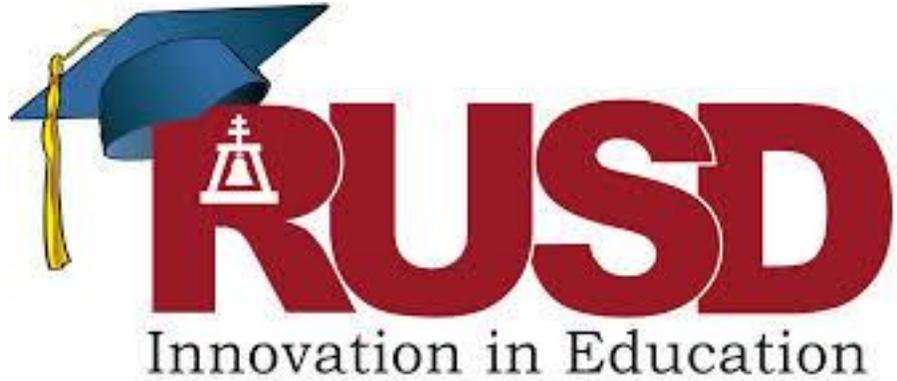
- ✓ • USDA Program Expertise
- ✓ • Farmer and Vendor Connections
- ✓ • Bid Process
- ✓ • Support Food Insecure Children and Families
- ✓ • Processing Facility
- ✓ • Institutional Food Service Experts
- ✓ • Community Collaboration/Connections
- ✓ • Relationships/Trust



**GoFresh, CA:** “...We have been able to put about 100 people back to work because of this program...The thankful recipients of the boxes and their reactions to the program are truly humbling and make us proud to be a part of it... Thank you for the opportunity to participate in it.”



**Riverside Unified School District**  
**Nutrition Services**



**Adleit Asi**

**Director, Nutrition Services**

**Scott Berndt**

**Food Hub Coordinator**

## Scott Berndt – RUSD Food Hub Coordinator



Local Farmer – 2.5 acre urban Farm – Fox Farm –  
Riverside CA

Blog – [Berndtsplants.blogspot.com](http://Berndtsplants.blogspot.com)

Co-chair - Riverside Food Systems Alliance

Board member – Riverside Food Coop.

Sherman Indian High School Agricultural Advisory  
Council member

Cesar Chavez – Farmworkers Institute of Leadership  
Development (Field) Agricultural Task Force  
member.

Submitted and received \$2.2 million in grant funding

# This is Us....

## Enrollment

**45** School Sites

**43,501** Students

Preschool – Twelfth Grade

## Nutrition Programs

Mixed District

**35** NSLP Sites

**10** Community Eligibility Sites

**67%**  
Qualify Free/Reduced

*Visit us at [Riversideunified.org](http://Riversideunified.org) for more information*

38,732

Meals Served Daily



**10,732**  
Breakfast

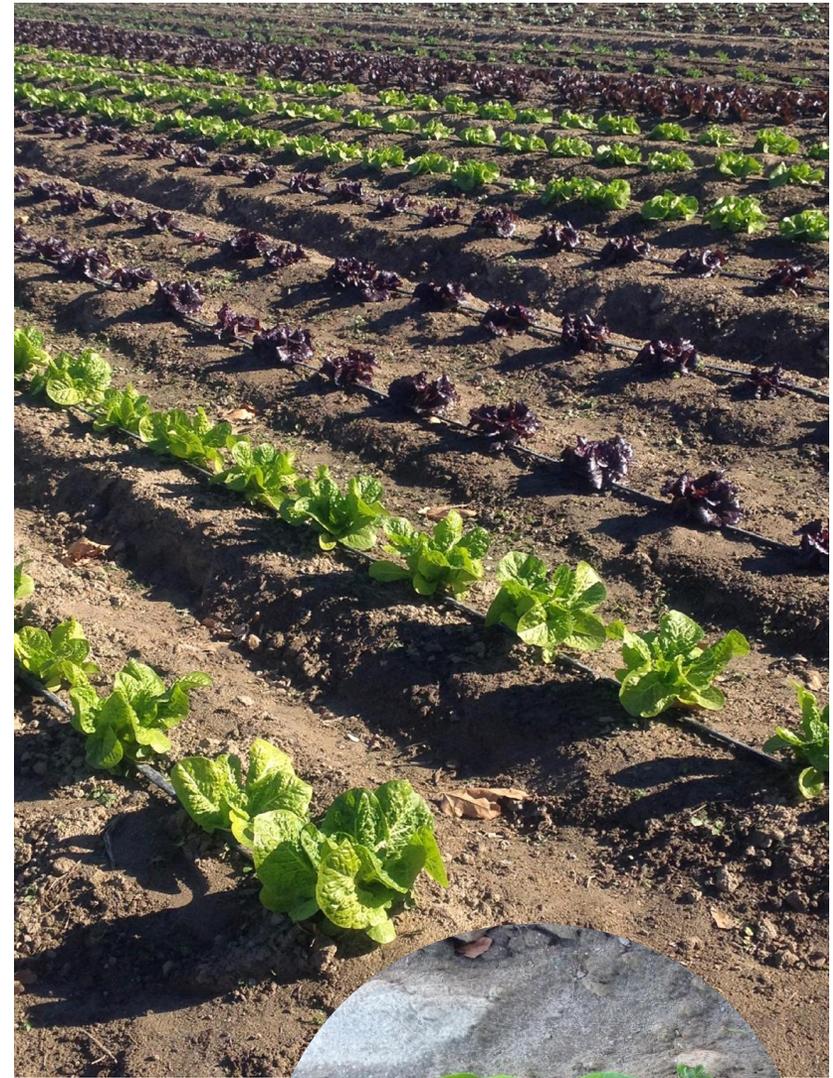
**24,000**  
Lunch

**4,000**  
Supper (Super Snack)

# Farmers Market Salad Bar

- ◆ **13 years** (since 2005)
- ◆ **100%** of Produce is California grown
- ◆ **60%** of Produce is grown in Riverside and surrounding communities





# School + Farm

Partnerships between RUSD and local farmers

# Riverside USD Food HUB

## Block Grant (2019)

### California Department of Food and Agriculture

- ◆ 1<sup>st</sup> produce distribution arrangement operated by school district
- ◆ Use of locally grown produce
- ◆ Farmers have a central place for distribution
- ◆ Small districts, childcare centers, restaurants, hospitals.

## Local Farm Promotion Program Grant (2018)

### United States Department of Agriculture

- ◆ Provide resources to incubate HUB
- ◆ Farmer Training
  - ◆ Food Safety
  - ◆ GAP Certification



# Buying Local Produce



# Scratch Cooking



Taco Crumble



Shredded Pork

Shredded Pork



Marinara



Pasta Salad

# California Thursdays



# USDA Farmers to Families Food Box Program

- ◆ The RUSD Food Hub was awarded a contract on May 15, 2020  
Fill and distribute 7050 produce boxes over 6 weeks.  
\$204,500 value of the contract (\$29.00 per box reimbursement)
- ◆ Extension of the contract granted on June 1, 2020  
Fill and distribute 10,000 produce and dairy boxes over 8 weeks.  
\$320,000 value of the contract (\$32.00 per box reimbursement)

Allowed us to utilize RUSD Nutrition Services staff providing income for staff that was “off contract” for the summer.

# USDA Farmers to Families Food Box Program

USDA requirements – Round 1 and 2

**Technical Capacity** - Ability to purchase and pack boxes such as infrastructure (warehouse, dock, truck, kitchen) to safely pack and distribute boxes.

**Technical Plan** – Provide and written plan to implement the contract.

**Financial Capacity** – Ability to pay farmers/suppliers and wait for reimbursement (District financial statements)

**Price** – Seemed to be the least important of the contract.

# USDA Farmers to Families Food Box Program

## ◆ USDA Requirements – Round 3

You will need to become a BOA (Basic Ordering Agreement) vendor.

This will allow you to prepare USDA boxes until August 15, 2022 based on need and funding.

Previous requirements apply, but it appears price has been elevated to the same level as other requirements.

# USDA Farmers to Families Food Box Program

## ◆ Round 3 box requirements

### Mixed box 30-40 lbs. required.

2-3 lbs. Root vegetables – Carrots, onions, potatoes etc.

2-3 lbs. Long lasting fruit – Apples, citrus, stone fruit etc.

1-2 local items – some flexibility here – but must be longer lasting

1 Gallon milk

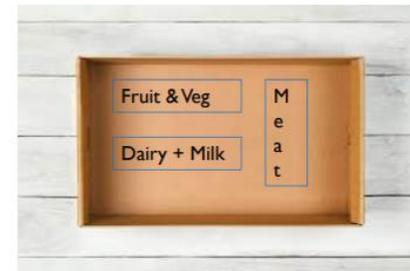
5-6lbs of dairy items – (One each from two column of dairy items)

5-6 lbs. Meat/egg products Meat must be precooked and only 1 pound of lunch meat is allowed.

Meat must be refrigerated or frozen (no canned meat)

Does not to be in same box - 2-3 boxes allowed, but all 3 must be delivered as one box at the same time. Milk can be delivered separately.

## ONE BOX – MULTIPLE WAYS



Box Style A – 1 box



Box Style B – still considered 1 box  
Must be delivered together

# USDA Farmers to Families Food Box Program

Additional requirements

Rolling application period – No deadline

Requires truck to trunk or “last mile” delivery

Subcontractors must be identified in application.

Non-profit and food pantries must be identified along with “mutually agreeable” delivery schedule.

Next round will be from Sept 1, to October 31, 2020 to finish current funding.

Do not apply for more boxes than your sure you can do.

# Contact Information

Scott Berndt - RUSD Food Hub Coordinator

[Sberndt@riversideunified.org](mailto:Sberndt@riversideunified.org)

951-452-6840 (cell)

Feel free to contact me for any questions regarding the application.

# Q&A

Please add your questions to the chat box.

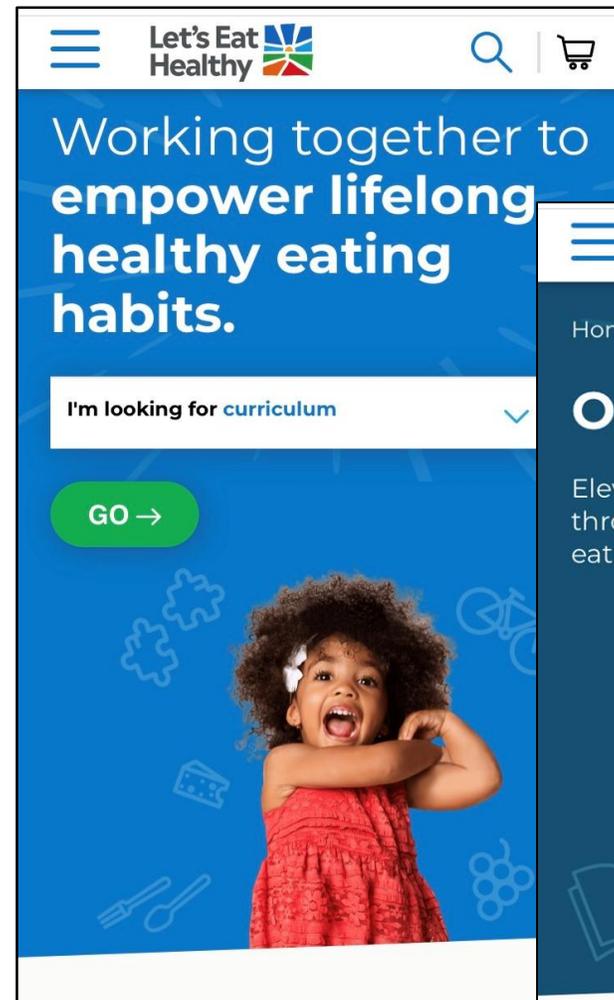
# Poll

## KEY TAKEAWAYS

- Read the solicitation completely.
- Important to get the most up-to-date information from the USDA's acquisition staff.
- Two key submissions
  - Adobe pdf
  - Excel spreadsheet
- Submit questions to [FFFBQuestions@usda.gov](mailto:FFFBQuestions@usda.gov)

# HealthyEating.org

- Updated website went live in June
- Latest in nutrition resources + science
- Content Simplification + Enhanced Usability
- Explore HealthyEating.org!



Thank You

