Innovative Procurement Strategies

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Community Alliance with Family Farmers
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Mt. Diablo Unified School District
MDUSD Procurement Goals

Restaurant-quality, clean-label products

- Eliminate preservatives
- Reduce sugar
- Products that support “house made speed scratch menu entrees”
- Local when possible (250 mile radius from Concord, CA)

Also Key: Educate students about changes to the food
MDUSD “Clean Label” Goals

No Antibiotic Ever Chicken & Beef

No Added Sugars

No Sodium Preservatives

No Calcium Propionate

Plant Based Cheese
How To Accomplish Procurement Goals

Renovation of warehouse facility

- Will facilitate centralized delivery location & interdistrict distribution system
How To Accomplish Procurement Goals

Create strong procurement bids aligned with procurement goals

Use new technology platform for school site procurement from central warehouse

Take advantage of opportunities to buy local whenever possible

Forage for innovative manufacturers that produce clean label products

Offer more plant based entrees
MDUSD Partners

EatReal

Center for Ecoliteracy

No Kid Hungry

Battery Powered Club

California Department of Education

MDUSD Education Services Department

California Food Policy Advocates
Ben Thomas
Program Director
Farm to Market
Community Alliance with Family Farmers (CAFF)

CAFF changes the food system through policy advocacy and on-the-ground programs that create resilient family farms, communities and ecosystems.
What’s new?

- Beef-to-Institution Pilot
- Good Food Showcases
- Bid Generator Resource
- CA CRUNCH
- Free Customizable Farmer Signage
What to look for - Grassfed Alliance

100% Grassfed diet

5 Freedoms for basic animal welfare

No partial grass-fed claims

Continuous access to pastures or rangelands

No confinement or feedlot finishing

No drugs when healthy

Restricted incidental supplementation

Minimal use of synthetic fertilizers & industrial pesticides

Transparency of origin, processing, and product composition

Third-party verification
<table>
<thead>
<tr>
<th>Region</th>
<th>Producer &amp; Brand</th>
<th>Label Claims</th>
<th>Third Party Certifications</th>
<th>Product Description</th>
<th>Fresh/ Frozen</th>
<th>Pack Size</th>
<th>Manufacturer Code</th>
<th>Pricing - Food Service</th>
<th>Maidline/Distributors/Info</th>
<th>Contact Info</th>
<th>Additional Attributes</th>
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</thead>
<tbody>
<tr>
<td>Marin County, California</td>
<td>Stemple Creek Ranch</td>
<td>Grass Fed and Finished Beef</td>
<td>GAP (Step 4), Organic</td>
<td>variety primal cuts</td>
<td>Fresh or Frozen</td>
<td>various</td>
<td></td>
<td></td>
<td>Have delivery vehicles</td>
<td>Josh Cowden, <a href="mailto:josh.cowden@stempecreek.com">josh.cowden@stempecreek.com</a></td>
<td>Uses regenerative grazing practices</td>
</tr>
<tr>
<td>Marin County, California</td>
<td>Stemple Creek Ranch</td>
<td>Grass Fed and Finished Beef</td>
<td>GAP (Step 4), Organic</td>
<td>whole animal</td>
<td>Fresh or Frozen</td>
<td>various</td>
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<td></td>
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<td></td>
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</tr>
<tr>
<td>Marin County, California</td>
<td>Stemple Creek Ranch</td>
<td>Grass Fed and Finished Beef</td>
<td>GAP (Step 4), Organic</td>
<td>ground beef</td>
<td>Fresh or Frozen</td>
<td>1 lb</td>
<td></td>
<td>$5.85/lb.</td>
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<tr>
<td>Marin County, California</td>
<td>Stemple Creek Ranch</td>
<td>Grass Fed and Finished Beef</td>
<td>GAP (Step 4), Organic</td>
<td>ground patties</td>
<td>Fresh or Frozen</td>
<td>various</td>
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<tr>
<td>San Mateo County, California</td>
<td>LeftCoast Grassfed</td>
<td>Certified Grass Fed Beef</td>
<td>AGA certified</td>
<td>assorted packs, ground</td>
<td>Frozen</td>
<td>1-5 lb packages</td>
<td></td>
<td></td>
<td>We deliver to select schools</td>
<td>Kathy Webster 650-879-2147 <a href="mailto:info@leftcoastgrassfed.com">info@leftcoastgrassfed.com</a></td>
<td>Uses regenerative grazing practices</td>
</tr>
<tr>
<td>San Mateo County, California</td>
<td>Markegard Family Grassfed</td>
<td>Grass-fed</td>
<td>AGA certified</td>
<td>assorted packs, ground, and stew</td>
<td>Frozen</td>
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<td></td>
<td></td>
<td><a href="mailto:info@markegardfamily.com">info@markegardfamily.com</a></td>
<td></td>
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<tr>
<td>Modoc and Yuba Counties, California</td>
<td>Richards Grassfed Beef</td>
<td>Grass-fed</td>
<td>AGA certified</td>
<td>Assorted, ground, and patties</td>
<td>Frozen</td>
<td>1-5 lb packages</td>
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<td></td>
<td><a href="mailto:info@richardsgrassfedbeef.com">info@richardsgrassfedbeef.com</a></td>
<td>Uses regenerative grazing practices</td>
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<tr>
<td>Santa Cruz County, California (Note: Cal Poly owns)</td>
<td>Swanton Pacific Ranch</td>
<td>Grass-fed</td>
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<td>Assorted and ground</td>
<td>Frozen</td>
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<td></td>
<td></td>
<td></td>
<td><a href="mailto:rpuicran@calpoly.edu">rpuicran@calpoly.edu</a></td>
<td>Uses regenerative grazing practices</td>
</tr>
<tr>
<td>San Benito and Watsonville Counties, California</td>
<td>Morris Grassfed Beef</td>
<td>Grass-fed</td>
<td></td>
<td>Ground beef, patties</td>
<td>Frozen</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><a href="mailto:andrew@morrisgrassfed.com">andrew@morrisgrassfed.com</a>; 310-804-5399</td>
<td>Uses regenerative grazing practices</td>
</tr>
<tr>
<td>Mariposa County, California</td>
<td>Open Space Meats</td>
<td>Grass-fed</td>
<td>Certified Humane</td>
<td>Ground beef (5# and 1#), plus patties</td>
<td>Frozen</td>
<td>1-10 lb packages</td>
<td></td>
<td></td>
<td></td>
<td><a href="mailto:service@mariposaranchmeats.com">service@mariposaranchmeats.com</a></td>
<td>Uses regenerative grazing practices</td>
</tr>
</tbody>
</table>
TODAY! Great Court Gardens 3:30-5:30
Sacramento Region - October 2019
Bid Generator

5 Steps to your produce RFP

1. Review guide
2. Fill out survey
3. Send usage/item list and delivery locations
4. Review
5. Publish

Coming “Online” in 2020

Email farmtocafeteria@caff.org for bid support
Help us beat our goal of reaching 82,632 students and consumers!! Sign up this fall to receive your guide and stickers.
This is Us...

Enrollment
- 50 School Sites
- 42,000 Students
  Preschool – Twelfth Grade

Nutrition Programs
- Mixed District
- 35 NSLP Sites
- 10 Community Eligibility Sites

67%
Qualify Free/Reduced
38,732
Meals Served Daily
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
Buying Local Produce
Block Grant (2016)
California Department of Food and Agriculture
- 1st produce distribution arrangement operated by school district
- Use of locally grown produce
- Farmers have a central place for distribution
- Partnership with RUHS and UCANR - NPI

Local Food Promotion Program Grant (2018)
United States Department of Agriculture
- Provide resources to incubate HUB to a Sustainable Food HUB.
- Farmer Training
  - Food Safety
  - GAP (Good Agricultural Practices) Certification
RUSD Food HUB

Utilize existing RUSD Nutrition Services infrastructure

- Warehouse
- Cold Storage
- Delivery Trucks

Provide marketing and distribution for a network of local farmers

Supply locally grown produce

- Small School Districts
- Child Care Centers
- Restaurants
- Colleges
- Hospitals
- Other Institutional Buyers
California Thursdays

California ORANGES

NET WT. 25 LBS. / POIDS NET 11.36 KG.

A girl holding a tray of food.
What’s Next?

- California Thursdays
- Explore More Plant Based Options
- Expanding Scratch Cooking and Commodity Use
- Grow Partnerships with Local Farmers