

Policy & Advocacy Work

Sustaining Farm to School

What is Advocacy?



- Ask for ideas, what comes to mind?
- Definition: the process of supporting a cause, generating public support for a cause
- Not necessarily about laws, legislation, etc. **ADVOCACY AND LOBBYING ARE NOT THE SAME THING**
- Educating, connecting, engaging

Why should I advocate?



- You are the expert, make sure you let people know you're there to help
- You never want to be in a bad position before you start finding friends
- Farm to School has so many stakeholders, so many people who benefit
- If your stakeholders know about the work you're doing, they are in a better position to support you in all kinds of ways
- Again, advocacy is NOT about specific laws, legislation, budgets
- It's much more general

How should I advocate?



You are an expert! Make sure decision makers know that your program exists, what it does, how it impacts the community on many levels

Know who your stakeholders are and stay in touch with them

Collect stories about your program

Assess your program for impact – collect some level of data at least yearly (participants, impacts on community, connections with growers, etc.)

Invite people in to see your program in action – farm tour with a class, lunch in the cafeteria, pull weeds in the school garden, cook with kids in the classroom, invite them to help select and offer a taste test

Stakeholders can be policy makers, but there are many more!

Who are your stakeholders?



Small group activity. How many stakeholders can you come up with in 5 minutes? Go!

Youth!

School grounds keepers/facilities managers

State and national legislators

Teachers

Parents

Farmers

Grocers

Market managers

School Board Members

Superintendents

Principals

Vice Principals

School Nutrition Directors

Cafeteria staff

Budget Managers

What can I change?



- School Improvement Plans
- School/LEA Wellness Policy
- PTA/PTO Priorities
- PTA Funding opportunities
- School Board Policies
- School Board Funding
- Farmstand fundraising and other healthy fundraising to support F2S efforts

Good Food Purchasing Pledge

The screenshot shows the Los Angeles Food Policy Council's website for the Good Food Purchasing Pledge. The page features a header with the council's logo and navigation links: ABOUT, OBJECTIVES, GOOD FOOD, PROGRAMS & POLICY, and RESOURCES. A prominent green circular logo reads "GOOD FOOD PURCHASING PLEDGE".

MAKE THE PLEDGE
I pledge to engage in the following action items to support the Good Food movement in Los Angeles:

ACTION ITEMS

1. **ENGAGE** with your local growers where it makes sense, how it can grow, and the people who brought it to your plate.
2. **EAT** at least one meal, lunch or dinner each day, from your own yard, or from within a one-mile radius of Los Angeles.
3. **ENJOY** a locally-flavor. This is a great opportunity to try a new recipe, get the whole family involved in meal preparation, and to serve the meals together.
4. **CONNECT** and get involved with LAFPC and other Good Food organizations to keep up with Good Food issues and events in Los Angeles. Check out the Contact section of this website for local organizations working on Good Food issues and try not one day to say sorry.

BY PLEDGING MY SUPPORT FOR GOOD FOOD, I will encourage the production and consumption of food that is healthy, affordable, fair and sustainable. I recognize that food choices and actions have the power to reform the food system, sustain local family farmers, food workers, support sustainable farming practices, protect good environmental stewardship and address economic health and healthy trends. I pledge to buy and request Good Food as much as possible.

With this pledge, I declare my commitment to the Good Food movement and join with other movement allies to provide lasting support for Good Food within our own wide household.

Submit Your Pledge
First Name * Last Name *

IN THE NEWS

- PHOTO ALBUM: FOOD DAY LA & CITY HALL, OCTOBER 24, 2014
- FOOD DAY LA BRINGS LOCAL FOOD TO THE CITY HALL
- FOOD DAY LA BRINGS LOCAL FOOD TO THE CITY HALL
- CELEBRATE THE DIVERSITY OF GOOD FOOD
- PHOTO ALBUM: FOOD DAY LA & CITY HALL, OCTOBER 24, 2014
- CITY OF LOS ANGELES CITY OF LOS ANGELES CITY OF LOS ANGELES
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EVENTS

NC School Improvement Plan

The screenshot shows a Microsoft Excel spreadsheet titled "Goal 1 Improvement Strategies - Identify research-based strategies whenever possible." The spreadsheet is used for planning school improvement strategies. It includes sections for "Area for improvement and supporting data", "School Goal 1", "Supports this district goal", "Target", "Indicator", "Milestone date", and "Goal 1 Improvement Strategies - Identify research-based strategies whenever possible." The "Action steps" section is divided into "Strategy 1" and "Action steps".

Priority Goal 1 and Associated Strategies	
Area for improvement and supporting data:	
School Goal 1:	
Supports this district goal:	
Target:	
Indicator:	
Milestone date:	
Goal 1 Improvement Strategies - Identify research-based strategies whenever possible.	
Plan/Do	Action steps:
	Strategy 1:
	Action steps:

What is your message?



Small group activity: define what you do and why it matters in one or two sentences.
What

Farm to School National & State Policy

- Child Nutrition Reauthorization Act (2015)
- Farm Bill (2014)
- Food Safety Modernization Act (2010)
- NC Farm to School Program (1997)
- NC Farm to School Coordinator Position (2011)

CNRA: National School Lunch Program, School Breakfast Program, Child and Adult Care Food Program (preschool, older and disabled adults), summer food service program, afterschool snack and meals programs, WIC, WIC Farmers Market Nutrition Program, Special Milk Program, Farm to School Grant Program

2014 Farm Bill: Section 4202 of the Agricultural Act of 2014 established a new pilot program for up to eight states to explore procurement alternatives – including local procurement – for unprocessed fruits and vegetables. Section 4209 of the bill creates a food and agriculture service learning program. (NC basically already does this)

2010 Child Nutrition Reauthorization: Section 243 of the Healthy, Hunger-Free Kids Act of 2010 provided \$5 million per year in mandatory funding for the Farm to School Grant Program, a major victory for the National Farm to School Network and farm to school champions across the country. **MUST GET THIS INCLUDED IN 2015**

2010 Food Safety Modernization Act: The Food Safety Modernization Act of 2010 (FSMA) provided new regulations both for produce farms and for facilities processing food for human consumption. In other words, FSMA impacts everyone. Farmers and food hubs involved in producing, aggregating or processing food for schools are all impacted.

2008 Farm Bill: Section 4302 of the Food, Conservation and Energy Act of 2008 established a geographic preference option to improve opportunities for local procurement in school meal programs.

2004 Child Nutrition Reauthorization: For the first time ever, the Child Nutrition and WIC Reauthorization Act of 2004 established a federal farm to school program, though the program was not funded at that time. The bill also required all school districts participating in the National School Lunch Program or other federally-funded school meal programs to have a school wellness policy by the 2006-2007 school year.

Leadership Lessons From a Dancing Guy



Questions?

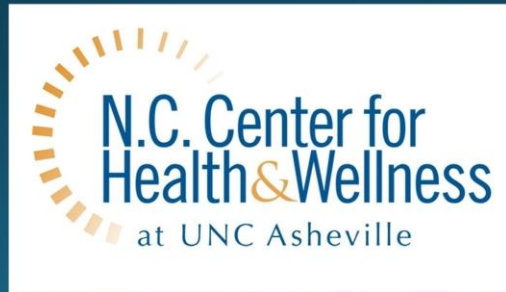


Laurie Stradley

Director of State and Community Collaboration
Co-State Lead, National Farm to School Network
NC Center for Health & Wellness at UNC Asheville

lstradle@unca.edu

828-258-7711



Never doubt that a small group of thoughtful committed citizens can change the world. Indeed, it's the only thing that ever has.

Margaret Mead