

# Lunch Lessons: Wellness Policies and Farm to School Ann Cooper, Founder Chef Ann Foundation



# CORE ELEMENTS OF **FARM** *to* **SCHOOL**





Great  
"Real  
Food"  
Wellness  
Policies!

A school lunch tray is shown in the background, featuring a taco with beans, tomatoes, and cheese, a side of watermelon slices, and a fork. The text is overlaid on a semi-transparent white circle on the left side of the image.

# **Schools & Farms Change-Makers**

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- **Provide Healthy Environments**
- **Creating Food Access**
- **Teaching Kids Life Long Wellness**



**What is Farm to School  
and How do Wellness  
Policies Support It**

What Makes a Great Wellness Policy:

A Vision and a "Plan"

Changing the Language & Expectations

Financial Models that Support Your Vision

Education, Marketing, Perseverance, Flexibility

Public and Private Partnerships





**Specifics in Your  
Wellness Policy**

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**How Are You Describing  
Your Work?**

**Department's Mission  
Vision?**

**Food Standards?**



**Embedding  
Change for the  
Long Term**

**Wellness Policy Implementation**

**District Supported Vision**

**Food and Ingredient Requirements  
(Food Standards)**

**Sustainability Goals for Local and  
Regional Procurement**

**Environmental Goals for Food  
Service**

**Educational Commitment to the  
District**

# What is the Vision?

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## **BVSD Food Services**

*We believe that all children of the Boulder Valley School District will have daily access to fresh, flavorful and nutritious food made with wholesome and when possible local ingredients so that every child may thrive.*



Boulder Valley School District  
Students and Faculty

[www.bvsd.org/food](http://www.bvsd.org/food)

# Program Definition, Language, Narrative

## Mission

- Why
- Statement
- Short (soundbite)
- Informs
- Doing (immediate, today)
- From the Head
- Short enough for a T-shirt

## Vision

- What
- Snapshot – 10,000 foot view
- Paragraph
- Inspires
- From the Heart
- Long Term

# BVSD Wellness Policies



**Boulder Valley School District**  
*Excellence and Equity*

**MEALS**

**PROGRAMS**

**FOOD TRUCK**

**CATERING**

**LOCAL FOOD**

About Us

FAQ

Employees

Resources

**GET**  
*Involved*

**SUPPORT**

*newsletter*  
**SIGN-UP**



**AND THE SECRET INGREDIENT IS...**

Fresh, delicious and nutritious food every day!

[LEARN MORE](#)



## **WHAT'S FOR LUNCH TODAY?**

Find out what's for lunch today, this week and see monthly menus



## **BVSD MEAL ACCOUNT**

Make an Online Meals Payment



## **BVSD CATERING**

Let School Food Project cater your next meeting or special event



## **WHAT'S HAPPENING**

Follow us on Twitter and Like us on Facebook



# Mission/Vision & Wellness Policy Activity

kirsten boyer photography



# **Key Elements in School Food Innovation & Wellness Policy Consideration**

**Food**

**Finance**

**Human Resources**

**Facilities - Equipment**

**Marketing & Education**



**Food - Menus – Procurement  
Detailed in the Wellness Policy**



**What Does Success Look Like?**



# Human Resources



# **The Team in a Fresh Food Environment**

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- **Organizational Structure**
  - **What roles do you need?**
- **Defining the skills required?**
  - **Job Descriptions**
  - **Hiring Requirements**
  - **Advancing from within**



# Training & Re-Training

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- **Budgeting for Training**
  - **Accountability**
  - **Building a Stronger Team**
  - **Sharing the Vision**
  - **Standard Operating Procedures**
  - **Efficiency, Quality & Consistency**
  - **Customer Service**





# Facilities

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**WHY**  
support salad bars

**GET**  
a salad bar in your school.

**DONATE**  
to the program

**ABOUT US**

**THE MIX**  
news, tips, & stories

**OUR SPONSORS**

*Search the Site*



Salad Bars  
+  
Schools  
=  
More Fruits & Vegetables  
For Children

**\$14,253,369**  
RAISED SO FAR

**338**  
SCHOOLS WAITING  
FOR A SALAD BAR

**2723500**  
KIDS SERVED

**5,447**  
SALAD BARS  
GRANTED

[www.saladbars2schools.org](http://www.saladbars2schools.org)

We donate salad bars to schools so that every child across our nation has daily access to fresh fruits and vegetables.



**GET A SALAD BAR  
IN YOUR SCHOOL**

SEARCH BELOW OR [LEARN MORE](#)



# **Dining & Service Facilities - “Home” for the Meal**

# Marketing and Community Engagement





©Kirsten Boyer Photography



# Communicating Visible Change

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**Hands on Education**

# Branding



## Beet

NOVEMBER

{root vegetable}

**Beets** are a root vegetable, most notably known for their vibrant red, purple hue.

**fun fact:** Both the roots and greens of beets are edible and rich in vitamins and minerals.



HARVEST OF THE MONTH



# SCHOOL FOOD PROJECT



School Nutrition Program

# Participation/Marketing





# Tasting Events

# Community Events: Harvest Festival





# Community Events: Market Day

# Education: Farm-to-School Programming





# Lunchroom Education Programs and Harvest of the Month

# Harvest Collector Cards

## Peach

AUGUST

{fruit}

The **peach** is a member of the rose family and is rich in potassium, fluoride and iron.

**Did you know?**

There are over 700 varieties of peaches. Some are even flat like hockey pucks.



HARVEST OF THE MONTH



BOULDER COUNTY  
  
FARMERS MARKETS

# WHAT LOCAL FOOD MEANS TO ME



Art Contests

# What Local Food Means To Me



# Farmers as Partners



# Today on the Salad Bar:

## Organic Carrots



from

### Ollin Farms

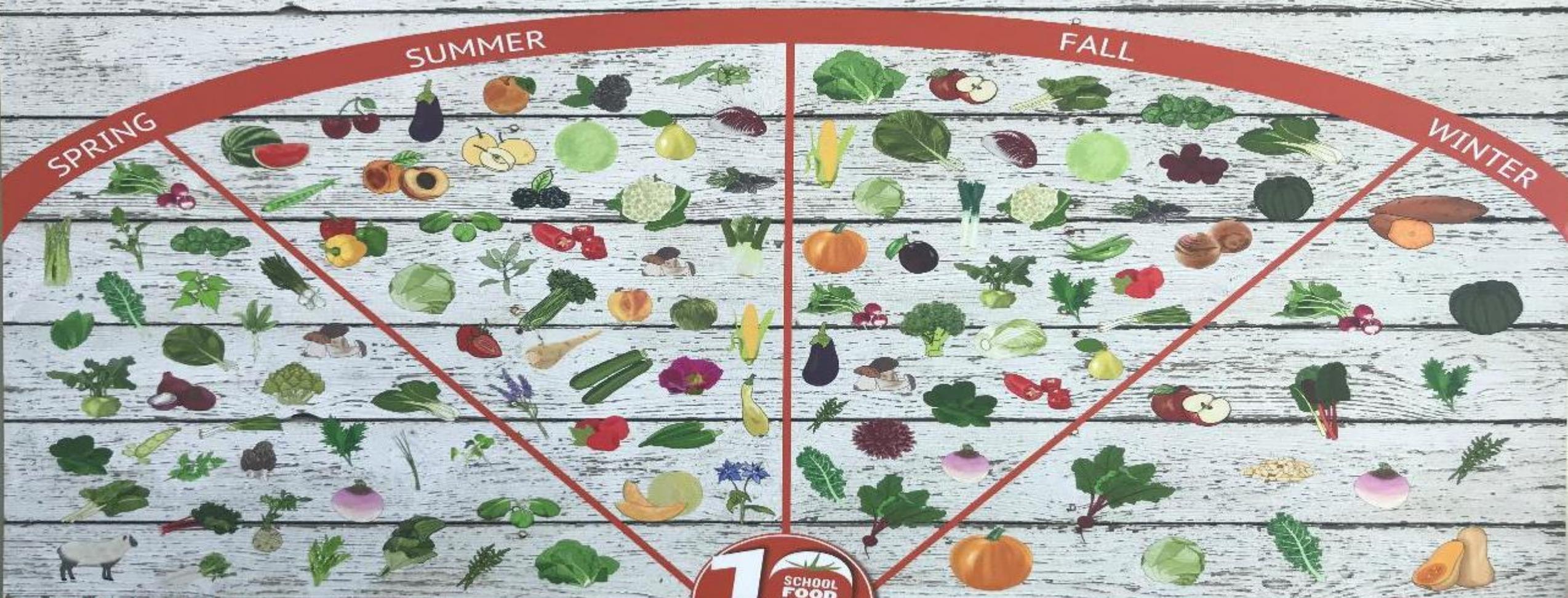
### Longmont, CO

# Farm Visits & Farm Fresh Produce on Our Salad Bars!



Do One Thing:

# COLORADO SEASONAL FOOD CALENDAR



## YEAR ROUND

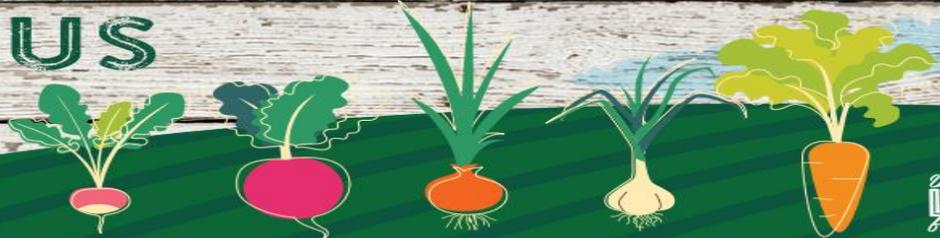


# FRESH and DELICIOUS

SCHOOL FOOD PROJECT

Boulder Valley School District  
Excellence and Equity

TASTE SOMETHING NEW TODAY!



We support LOCAL farmers and suppliers

## TAKE WHAT YOU WANT, EAT WHAT YOU TAKE.

AT LEAST:

1/2 cup fruit or  
1/2 cup veggie



We support LOCAL farmers and suppliers

SCHOOL FOOD PROJECT

Boulder Valley School District  
Excellence and Equity

UNLIMITED SALAD BAR



## Salad Bar Signs

# Plant and Seed Sale



# Rainbow Days



**HEALTHY BODIES = HEALTHY MINDS**

**Fuel Your  
Child's Success**



**Boulder Valley School District**  
*Excellence and Equity*

**BUY SCHOOL LUNCH**  
[bvsd.org/food](http://bvsd.org/food)



MASTERCRAFT



53303

**Food Service Delivery Trucks for Marketing**



# **Chef Demonstrations**

# Iron Chef Competitions



# School Gardens



# Garden As A Classroom



# Wellness Policies Make Great Farm to School Programs Work

