PURPOSE: The purpose of the Statewide Farm to School Program is to:
1) Improve student health;
2) Develop an educated agricultural workforce;
3) Enrich the local food system through the support and increase of local food procurement for the State’s public schools and other institutions;
4) Accelerate garden and farm-based education for the State’s public school students; &
5) Expand the relationships between public schools and agricultural communities.

DIRECTIVE: The Hawaii farm to school coordinator shall work in collaboration with the appropriate stakeholders to address the issues of supply, demand, procurement, and consumption of Hawaii-grown foods in state facilities, primarily education facilities, and take reasonable steps to incorporate more agriculture and nutrition education in schools.
BENEFITS OF FARM TO SCHOOL

✓ Increasing nutritional benefits
✓ Enriching local economies
✓ Increasing keiki relationships with food & 'āina
✓ Increasing farmer-government relationships
✓ Increasing markets for farmers
✓ Effectuating State policy to increase purchasing of locally grown food and support local agriculture
Sometimes I wonder if I’ve ever bought milk from the same cow twice.
REASONS TO PURCHASE LOCALLY GROWN FOOD

1. **To increase student nutrition** by providing high quality, healthy meals for growing children and to increase their consumption of fresh fruits and vegetables.

2. **To support public health and help prevent diet related diseases** by educating Hawaii consumers on the benefits of locally grown fresh food as healthy choices and developing relationships with the local farms and farmers producing their food.

3. To expand education of the students who can gain environmental and nutritional education through local sourcing.

4. To support Hawaii agriculture by directing taxpayer money to local farmers.

5. To increase school lunch participation by offering fresh, flavorful foods that students want to eat.

6. **To decrease the environmental impact** of schools by reducing the distance a product travels, decreasing the “food miles” of student meals requiring travel fuel and other transportation costs.

7. **To provide high quality product.** Less travel distance from farm to cafeteria means fresher products with longer shelf life.

*ACT 55 (SLH 2013), codified policy in Objectives and policies for the economy — agriculture in the Hawaii State Planning Act:*

HRS§226-7(b)(13) “Promote economically competitive activities that increase Hawaii’s agricultural self-sufficiency, including the increased purchase and use of Hawaii-grown food and food products by residents, businesses, and governmental bodies as defined under section 103D-104.”
DOE BOE POLICY

• POLICY 103-6 SCHOOL FOOD SERVICES Every public school shall provide food services to students, with emphasis upon locally grown foods that meet the students’ nutritional needs at a minimum charge. Snacks provided by public schools shall also comply with federal nutritional standards and the Department’s Health and Wellness guidelines.

• [Approved: 11/17/2015 (as Board Policy 103.6); amended: 06/21/2016 (renumbered as Board Policy 103-6)]

DOE’S BUDGET & FUNDING SOURCES

• $108 Million annual budget for SFSB (2015-2016)
  o $59 Million FEDERAL (based on student participation)
    ▪ $54 Million Federal USDA meal reimbursements (NSLP lunches, SBP breakfast, NSLP snacks, & other USDA)
    ▪ $5 Million USDA Donated Commodities
  o $27 Million STATE
  o $22 Million NET SALES
    ▪ $18 Million Student & Adult Meals
    ▪ $1 Million Ala-Carte Sales
    ▪ $3 Million Vending (providing meals for other programs)
HAWAII PRODUCTS PREFERENCE

HAWAIIAN PREFERENCES “shall apply, when applicable, to procurements made pursuant to [formal bids] §103D-302, or [formal proposals §103D-303]”. HRS §103D-1001.5

MANDATORY CONSIDERATION Hawaii products. A purchasing agency shall review all specifications in a bid or proposal for purchase of Hawaii products where these products are available. HRS §103D-1002

Class II - Hawaii-grown agricultural products [any agricultural aquacultural, or livestock product is raised, grown, or harvested in the State

> 15% price preference when compared to non-Hawaii products.

USDA GEOGRAPHICAL PREFERENCE

The USDA encourages applying a geographic preference in Farm to School efforts to connect schools with local farmers when procuring “unprocessed locally grown or locally raised agricultural products.”

APPLICATION:

• ONLY MINIMALLY PROCESSED FOODS (i.e. fresh or frozen fruits, vegetables, meats without additives or fillers, unflavored fluid milk, eggs.);

• NOT ONLY LOCAL - may not solicit for only locally grown products or locally incorporated vendor (overly restrictive); Cannot only accept locally grown products form a State, excluding all non-locally grown agriculture products (overly restrictive);

• COMPETITION - Must be conducted in a manner that maximizes full and open competition and not unreasonably limit competition.

7 CFR Part 210.21 (g)(2).
FARM TO SCHOOL SUCCESS

BASIC PROCESS
1. DEVELOP MENU that students want to eat and kitchen wants to cook that includes locally grown foods
2. FIND OUT WHAT’S GROWING
3. REVISE MENUS FOR COMPLIANCE
4. INGREDIENT PROJECTIONS
5. COMMUNICATE WITH FARMERS
6. DEFINE “LOCAL”
7. CONTRACT!
8. PROMOTE

FACTORS TO CONSIDER
➢ YOUR GOAL
➢ STUDENT TASTES
➢ PRICING
➢ “QUALITY” REQUIRED
➢ COMMUNITY CONNECTIONS
➢ COMMUNICATION STRATEGY
➢ HOW TO INCORPORATE
Hawaii Farm to School Initiative - Request for Information

- April 2016
- 37 responses from 47 respondents
- Individuals interested in policy – larger specialty producers and smaller island distributors
- Interest in contracting with the state
- Gap between willingness to work with the State & the current capacity to become a viable vendor for the state

HAWAIIAN HARVESTS

Buy Fresh Buy Local

It's as easy as counting to three

Hawaii Seasonality Chart

Aatemoya Avocado Banana Cantaloupe Honeydew Longan Mango Watermelon Pineapple Ginger Root Lettuce, Baby Greens Mushroom Taro Onion, Round Corn Zucchini Potato, Sweet Cabbage, Asian Eggplant

Aatemoya Avocado Banana Cantaloupe Honeydew Longan Mango Watermelon Pineapple Ginger Root Lettuce, Baby Greens Mushroom Taro Onion, Round Corn Zucchini Potato, Sweet Cabbage, Asian Eggplant
Buy Fresh  Buy Local
It’s as easy as counting to three

Enjoy exceptional taste and freshness. Premium taste. Maximum freshness. Produce picked and eaten closer to its height of ripeness has exceptional flavor and, when handled properly, is packed with nutrients.

Help preserve open space. By supporting local farmers, buying local food helps preserve green, open space in your community.

Strengthen your local economy and community. Buying local food keeps your dollars circulating in your community. Building relationships with the farmers who grow your food strengthens your ties to the community and the land.

* Hawaii Seasonality Chart
  - Seasonality based on production in Hawaii. Availability could vary from year-to-year depending on weather conditions.


DEFINING LOCAL

DEFINE LOCAL - Defining local in a way that will work for a school district’s particular needs and goals, in tiers:

- Within a school District (Honolulu, Central, Leeward, Windward, Hawaii, Maui, Kauai);
- Within the Island (Kauai, Oahu, Molokai, Lanai, Maui, Hawaii);
- Within the State.

SEASONAL:

- Fall/Winter Hawaii produce (atemoya, mushroom, pumpkin/kabocha, rambutan, tangerine)
- Spring Hawaii produce (corn, cucumbers, mango, orange, pineapple)
- Summer Hawaii produce (banana, lychee, taro, tomato, watermelon)

EVENTS – May Day, Harvest Day, Growing Appreciation Day, etc.
TYPES OF CONTRACTING

LOWEST COST
• Small Purchase
• Competitive Bid (IFB)

BEST VALUE
• Proposals (RFP)
• Small Purchase

THRESHOLDS
FED + YOUR AUTHORITY
• Formal (IFB/RFP)
  • $150,000 - Federal
  • $100,000 - State
  • $ 25,000 - HIDOE
• Informal
  • Micropurchase $3,500
  • Small Purchase
  • Parceling

TYPES OF CONTRACTS
• Fixed-Price (firm, price adjustments)
• Cost-Reimbursement (cost-plus-fixed, cost-plus-% of cost)
• Forward Contracting
• Requirement Contracts/ (IDIQ) Indefinite Quantity
  Indefinite Demand
• Cost Plus
• Multi-term contract
• Multiple Awards
• Incremental Awards

FAIR PRICING
✓ Cost & Pricing
✓ “LOWEST PRICE” v.s. “BEST VALUE”
✓ Competitive
✓ TAXPAYERS are receiving prices that are “fair and reasonable”
✓ Pricing is realistic to the school’s budget
✓ Price adjustment process
PROCUREMENT COMPLIANCE

✓ Threshold met for solicitation method
✓ Micropurchases divided equitably among all qualified sources?
✓ Cost/pricing analysis
✓ Requirements not overly restrictive
✓ Followed procedures for procurement method
✓ Documentation

SPECIFICATIONS SET EXPECTATIONS

1. PRODUCT (type, grade, quantity, quality, location)
2. DELIVERY (locations, timing, storage, failure to deliver)
3. SUBSTITUTIONS (allowances, timeframe, protocol)
4. INVOICING (specifications, metrics, submittal)
5. PAYMENT (prompt payment)
BUYER DEFINES REQUIREMENTS

RESPONSIBLE & RESPONSIVE OFFERORS

BASIC BUSINESS REQUIREMENTS
1. ACCESS SOLICITATION
2. BUSINESS COMPLIANCE
3. INSURANCE

<table>
<thead>
<tr>
<th>CERTIFICATIONS</th>
<th>FOOD SAFETY</th>
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<td>HCE</td>
<td>SFA</td>
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<td>GAP</td>
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<tr>
<td>HACCP</td>
<td>HDOA</td>
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<tr>
<td>GMP</td>
<td>FSMA</td>
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</tbody>
</table>

46% of all foodborne illnesses that led to hospitalization or death between 1998-2008 attributable to fresh produce

Source: U.S. Center for Disease Control and Prevention, March 2013

Types of produce Associated with Outbreaks, 1996-2009 (N=87)

- Berries: 10.3%
- Green onions: 3.4%
- Herbs: 10.3%
- Leafy greens: 6.9%
- Melons: 17.2%
- Tomatoes: 32.2%
- Others: 16.1%
- Unknown: 3.4%

65.5%
### FARM TO SCHOOL - GOVERNMENT CONTRACTING

**Requirements for Selling to the Department of Education**

<table>
<thead>
<tr>
<th>Type of Vendor</th>
<th>HSP Registration (all contracts &gt; $15,000)</th>
<th>HCC Compliance (all payments &gt; $10,000)</th>
<th>GAP Certification</th>
<th>HACCP Plan</th>
<th>SOH Food Safety (Food Establishment Permit)</th>
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</thead>
<tbody>
<tr>
<td>Direct Supplier (Farm/Producer)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Handling Potentially Hazardous Foods</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Processing &amp; Ready to Eat</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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</tbody>
</table>

**Notes:**

A. **HSP** - All BOC communications for contracts valued > $15,000 will be on HAP platform and accessible exclusively to registered users. Parental Vendors must register online at [https://hawaii-agriculture.org](https://hawaii-agriculture.org).

B. **HCC** - Required for payments > $2,000. Registered online (payroll $2,000) with Hawaii Compliance Express (HCE), an efficient method for providing documentation of compliance with laws (DOE, DOT, FDA, DLNR). [https://vendors.hawaii.gov/registration/registration.html](https://vendors.hawaii.gov/registration/registration.html)

C. **INSURANCE** - Commercial general liability insurance - $1 Million each occurrence, $3 Million aggregate covering all operations by or behalf of the contractor and Automobile Liability Insurance - $1 Million per accident.


E. **HACCP** - Hazard Analysis and Critical Control Points (HACCP) plan must be in place to show evidence of compliance with State of Hawaii Department of Health (DOH) food safety standards. HACCP plans are written documents that outline the formal procedures for following the hazard analysis and critical control point matrices. [http://www.hawaiiproducers.com/food-safety](http://www.hawaiiproducers.com/food-safety).

F. **SOH** - Food Establishment Permit (544 CH. 19.09). Any place where storing, preparing, manufacturing, packaging, transporting, or otherwise handling food at the retail or wholesale level must have a Food Establishment Permit by the Department of Health (DOH) [http://health.hawaii.gov/sas/permit/](http://health.hawaii.gov/sas/permit/).

**Notes:**

1. **HSP:** Includes food that requires standard temperature control for food safety - raw or plant food that is not stored (e.g., meats, dairy, cooked foods, raw and sprouts, fruit, vegetables, breads, pastries, etc.).

2. **HCC:** Includes food that requires standard temperature control for food safety - raw or plant food that is not stored (e.g., meats, dairy, cooked foods, raw and sprouts, fruit, vegetables, breads, pastries, etc.).

3. **HACCP:** Includes food that requires standard temperature control for food safety - raw or plant food that is not stored (e.g., meats, dairy, cooked foods, raw and sprouts, fruit, vegetables, breads, pastries, etc.).

### SCHOOL GARDEN PRODUCE

- **CLASSROOM TASTINGS**
- **DONATE**
  - Students/community
  - School Kitchen
- **FUNDRAISERS [SELLING]**
  - CSA
  - School Farm Stands
  - Restaurants
  - School Kitchens
Wumo >> By Wulff & Morgenthaler

I'm just saying... We've successfully bred a freaking unicorn! Don't you think we can find a better way to cash in on that?

“When are they gonna finish that bridge, Daddy?”
MAHALO for your time & interest in BUYING LOCAL

Robyn Pfahl, Esq.
Farm to School Coordinator, State of Hawaii Department of Agriculture

Email: Robyn.Pfahl@hawaii.gov