

# 2014 - 2015

## SD County Farm to School Taskforce

### Harvest of the Month Plan



# Harvest of the Month Activities

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- General Coordination
- Marketing
- Classroom Education
- Procurement Assistance
- Advisory Committee

**HOTM**

**Start small, and grow over time!**



# General Coordination

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- *Who?* Community Health Improvement Partners (CHIP)
- *What?*
  - Identify districts interested in HOTM participation
  - Collect, aggregate, and analyze district HOTM data- CHIP, International Rescue Committee
  - Connect districts to appropriate partners to assist with marketing, classroom education, and procurement assistance



# Marketing

- **Who:** UC San Diego, Center for Community Health's (UC San Diego) School Wellness Program- NEOPB; CHIP
- **What:**
  - FREE printed, generic HOTM signage (e.g., salad bar clings, HOTM posters)- UC San Diego\*
  - HOTM videos (*tentative*) – UC San Diego
  - Electronic grower and product profiles- CHIP
  - Links to *San Diego Grown 365* campaign materials

**Harvest of the Month**  
Network for a Healthy California

**Health and Learning Success Go Hand-in-Hand**  
Eating a variety of colorful fruits and vegetables in daily meals can increase academic performance and cognitive functioning, especially for undernourished students. Help students eat more fruits and vegetables by encouraging them to participate in school meal programs, including the Summer Food Service Program. It can help students to eat more fruits and vegetables. Use *Harvest of the Month* to connect with core curricula and teach students about California's bounty of fruits and vegetables and how to lead a healthy, active lifestyle.

**Exploring California Avocados: Taste Testing**  
What You Will Need (per group of 8 students):

- One ripe Hass avocado\*
- Paring knife and cutting board
- Printed copies of avocado botanical image\*\*
- White board and pens

\*Refer to Botanical Facts on page 2 on how to choose ripe avocados.  
\*\*Download Avocado Botanical Image from [www.harvestofthemonth.com](http://www.harvestofthemonth.com).

**Activity:**

- Observe and record the color, texture, smell, and sound (when lightly tapped) of avocado.
- Slice avocado in half, observe and record observations of flesh (color, texture, smell, taste).
- Use the botanical image to compare and contrast the fruit around the outer peel and the pit, record observations on white board, discuss findings.
- Discuss how to choose ripe avocados and/or ripen at home.
- Optional: Discuss ethylene gas and its role in ripening fruit.

For more ideas, reference: *Fruits and Vegetables Gallery, USDA, 2004.*

**Cooking in Class: California Stacktop**  
Makes 32 servings at 1 cracker each

**Ingredients:**

- 3 ripe avocados
- 1 (16-ounce) basket of small tomatoes (e.g. pear, cherry)
- Whole wheat reduced fat crackers

**Reasons to Eat Avocados**  
A 1/2 cup of sliced avocados is:

- An excellent source of fiber and monounsaturated fat
- A good source of vitamin C, vitamin B<sub>6</sub>, folate, potassium, and vitamin K.
- A source of many vitamins and

**Nutrition Facts**  
Serving size: 1/2 cup avocado, sliced (73g)  
Calories 117      Calories from Fat 89

	% Daily Value*
Total Fat 11g	22%
Saturated Fat 2g	4%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 5mg	10%
Total Carbohydrate 6g	12%
Dietary Fiber 5g	10%
Sugars 0g	0%
Protein 1g	2%
Vitamin A 2%	0%
Vitamin C 12%	24%

**YOUR FARMERS**

**Meet & Growers Monthly**

**2014-2015 Your Farmers Growers List**

Monterey: Noel and Jerome Shihly
Blue Mountains: Valencia Oranges
Monterey: Shihly Farms Organics
San Joaquin: Valley Center, CA
Monterey: 300 acres
Monterey: 48 years
Monterey: Oak, hazels, bobcats, coyotes
Monterey: Rhythmic Organic
Monterey: John Deane, Massey Ferguson, Kubota
Monterey: Blinn, Thompson: They use solar panels to power up lights on the farm and biodiesel to run the tractors.
San Joaquin: Williams, Wright: monoculture - nopest "School Meal later"

**EAT YOUR BERRIES**

**Berry Benefits**  
Berries are very rich in fiber. They have great iron, protein, calcium, and zinc. And they can be eaten - in smoothies, salads, and cereals, or as a snack and for dessert! Put these berries on a list of berries in the next month's plan. Then, order an art project to go with it.

**Reasons to Eat Berries**  
A 1/2 cup of berries has about 100 calories. Eating 1 1/2 cups of berries - the amount you should eat in a day - is a great way to get more antioxidants and phytochemicals.

**Phytochemicals**  
Phytochemicals are plant compounds that have health benefits. They can help reduce the risk of heart disease, cancer, and other chronic diseases.

**How Much Do I Need?**  
A 1/2 cup of berries is about the amount you should eat in a day. Look at the label to see how much you need to eat.

**Remember!** Berries are rich in antioxidants and phytochemicals.

**How to Eat:**  
Ages 1-4: 1/2 cup per day  
Ages 5-12: 1 cup per day  
Ages 13-18: 1 1/2 cups per day  
Ages 19-50: 2 cups per day  
Ages 51-70: 2 1/2 cups per day  
Ages 71+: 3 cups per day

**Berry Names:**  
BLACKBERRY, BLUEBERRY, CHERRY, CRANBERRY, GOOSEBERRY, Huckleberry, RASPBERRY, STRAWBERRY, YEAH



Funding support made possible by:

\*For 2014-15 school year, marketing materials available to districts with elementary schools more than 50% FRPM.

# Classroom Education

- *Who:* UC San Diego
- *What:*
  - Work with 1 – 2 elementary schools per district where 50% or more students receive FRPM\*
  - One hour teacher training for participating schools/classrooms
  - Provide HOTM curricula and classroom training
    - Basic Model: HOTM classroom materials only
    - Cadillac Model: HOTM classroom materials, classroom taste test\*\*, produce in the classroom\*\*

*Districts/Schools must notify UC San Diego of their interest in participating in classroom education by July 1, 2014.*

*\*For 2014-15 school year, classroom education will be available to elementary schools more than 50% FRPM.*

*\*\*Requires food service to provide produce to the classrooms or purchase of a box of local produce for each participating classroom.*





*Funding support made possible by:*

# Procurement Assistance



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS  
*making a difference together*



- *Who:* CHIP
- *What:*
  - Identify SD County and regional sources for HOTM items
  - Connect SD County and regional growers with districts and distributors
  - Provide districts draft produce production pointers



San Diego Unified School District Food Services  
Produce Production Pointers  
May 2014

Seasonal Fruit Bowl – Bosc Pears, Apples, Valencia Oranges (served whole) Mon.– Fri.

Harvest of the Month – Organic Pee wee Avocados (on flex slot) – Wednesdays (Local)




Check out the video about Peewee Avocados the first week in May by visiting our website:  
[www.sandi.net/Page/993](http://www.sandi.net/Page/993)

Stehly Farms Organics is growing small Organic Pee wee Avocados for May's Harvest of the Month. Stehly Farms was one of the first farms to provide us with tasty local and organic oranges when the farm to school program began in 2010. Brothers Noel and Jerome Stehly still run Stehly Farms, a third generation family farm with 300 acres in Valley Center. They primarily grow organic citrus fruit and avocados – and now have 350 egg laying hens.

**How to order and what to expect?** These Peewee Avocados are packed in an 84 count case. Each avocado credits as a ½ cup serving, so **each case will yield 84 ½ cup servings.**

**How to handle and serve?** These avocados will arrive ripened, so they should be ready to serve when received. Cut avocados will brown once exposed to the air, so they should be prepared within 30 minutes of service time (or as close to that as possible). **To serve:** cut avocados in half, remove pit and then cut into quarters leaving the skin on. Each avocado will yield 4 slices. If needed, dress with a diluted lemon juice concentrate to prevent browning - 1 part lemon juice concentrate to 4 parts water. So for a ½ cup of lemon juice concentrate add 2 cups of water. Place these avocado quarters with the skins on, on the flex spot of the salad bar.



Seasonal Fruit on Salad Bars– Valencia Oranges, Monday-Friday (California Grown)  
These oranges will come in an 88 count box. Wash and wedge Valencia oranges using a 6 blade cut. 4 of those wedges will equal a ½ cup serving. Using this cut there should be 132 servings in an 88 count box.

USDA Canned Fruit Slot – Peaches - Monday – Friday  
Order from cold storage.

Please contact Kathryn Spencer with any questions: [kspencer@sandi.net](mailto:kspencer@sandi.net) or (858) 627-7310



# Advisory Committee

- *Who:* You?
- *What:*
  - Advise selection of 4 – 5 focus items (*criteria:* availability, cost, county interest, varietal selection)
  - Advise the development of materials
  - 15- 30 minute conference calls

Month	Item	Vegetable Subgroup	Suggested Taste Test Example
September	Apples		
October	Winter Squash	Red/Orange	Pumpkin
November	Persimmons		Fuyu
December	Greens	Green	Kale (featured raw)
January	Citrus		Grapefruit
February	Beets	Purple	
March	Peas	Starchy	Sugar Snap Peas, Snow Peas, English Peas
April	Carrots	Red/Orange	Encourage yellow, purple
May	Berries		Blueberries
June	Corn	Starchy	
July	Melon		
August	Bell Pepper	Red/Orange	Encourage yellow, red

# Products

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- Products of Most Interest:
  - Apples
    - Distributors: American, Diamond Jack, M&H, Sunrise
    - Price Point: \$22.25 – 31.25 per case, \$.16 serving - \$0.19 each (max: \$0.25 each)
    - Count per case? (125, 138)
    - Apple = ? Cups
  - Winter Squash
    - Distributors: American, Diamond Jack, M&H, Sunrise
    - Price Point: ?
  - Persimmons
    - Distributors: American, Diamond Jack, M&H, Sunrise
    - Price Point: \$15 - \$31.72 per case
    - Count per case? (20 lb)
    - Persimmon = ? cups



# Products



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- Products of Most Interest:
  - Greens (spinach, lettuce)
    - Distributors: American, Diamond Jack, M&H, Sunrise
    - Price Point: \$0.63 lb - \$1.60 (max: \$2 lb)
  - Citrus (Oranges)
    - Distributors: American, Diamond Jack, M&H, Sunrise
    - Price Point: \$14 - \$19.80, \$24.65 per case; \$0.40 - \$0.60 lb (max: \$0.80 lb)
    - Count per case? (88 ct)
  - Carrots
    - Distributors: American, Diamond Jack, M&H, Sunrise
    - Processing: baby, shredded
    - Price Point: \$0.75 - \$1 lb (max: \$1.50 lb)
  - Berries
    - Distributors: American, Diamond Jack, M&H, Sunrise
    - Price Point: \$12 per case, \$1 - \$1.15 lb (max: \$2.40 lb)
    - Pints per case?

# Recap

- **General Coordination- CHIP**
- **Marketing- UC San Diego, CHIP**
- **Classroom Education- UC San Diego**
- **Procurement Assistance- CHIP**
- **Advisory Committee- You?**
- **Implementation- You?**

