

Getting Your CO-Grown Food to Schools

A calendar to help you navigate sales to school districts across CO



August							September							October							November						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
COLORADO PRODUCE GROWING SEASON (VARIES BY PRODUCT)																											
6 7 8 9 10 11 12 CONNECT WITH SCHOOLS AND DISCUSS WHAT CO-GROWN ITEMS YOU EXPECT TO CARRY IN SCHOOL YEAR 2 (SY2)							24 25 26 27 28 29 30 CONTACT SCHOOLS ABOUT DIRECT PURCHASES FOR NATIONAL FARM TO SCHOOL MONTH							8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 <i>Farm to School Month</i>							5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 CONDUCT PRODUCTION PLANNING WITH LOCAL PRODUCERS TO UNDERSTAND THEIR VOLUMES FOR NEXT YEAR						
December							January							February							March						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
24 25 26 27 28 29 30 31 SHARE SY2 PRODUCT SPECS, PRICE ESTIMATES, AND DELIVERY INFO WITH SCHOOLS BEFORE BIDS ARE PUBLISHED							29 30 31 CONTACT SCHOOLS WITH REQUEST TO ADD YOUR ITEMS TO THEIR SOLICITATIONS OR FORMAL BIDS FOR SY2 . INCLUDE PRODUCT DESCRIPTION, SPEC, PACK/SIZE							19 20 21 22 23 24 25 26 27 28 CAREFULLY READ AND RESPOND TO DIRECT FOOD PURCHASE RFPS AND SOLICITATIONS FROM EACH SCHOOL DISTRICT . REMEMBER TO PROVIDE PRODUCT ORIGIN INFO, 3RD PARTY CERT. INFO, AND PRODUCER TRAITS							19 20 21 22 23 24 25 26 27 28 29 30 31 CONDUCT PRODUCTION PLANNING WITH LOCAL PRODUCERS TO UNDERSTAND THEIR VOLUMES FOR NEXT YEAR						
April							May							June							July						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
COLORADO PRODUCE GROWING SEASON (VARIES BY PRODUCT)																											
2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30							7 8 9 10 11 12 13 CONTACT SCHOOL LEADS AND GATHER LOGISTICS INFO (# OF DROP SITES, DELIVERY INFO, ETC.) FOR SY2 DELIVERIES							4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30							16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 CONTACT SCHOOLS AND OFFER SUPPORT WITH HARVEST OF THE MONTH FOR SY2						
August SY2							September SY2							October SY2							November SY2						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
COLORADO PRODUCE GROWING SEASON (VARIES BY PRODUCT)																											
6 7 8 9 10 11 12 CONNECT WITH SCHOOLS AND DISCUSS WHAT CO-GROWN ITEMS YOU EXPECT TO CARRY IN SCHOOL YEAR 3 (SY3)							24 25 26 27 28 29 30 CONTACT SCHOOLS ABOUT DIRECT PURCHASES FOR NATIONAL FARM TO SCHOOL MONTH							8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 <i>Farm to School Month</i>							5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 CONDUCT PRODUCTION PLANNING WITH LOCAL PRODUCERS TO UNDERSTAND THEIR VOLUMES FOR NEXT YEAR						
December SY2							January SY2							February SY2							March SY2						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
24 25 26 27 28 29 30 SHARE SY3 PRODUCT SPECS, PRICE ESTIMATES, AND DELIVERY INFO WITH SCHOOLS BEFORE BIDS ARE PUBLISHED							29 CONTACT SCHOOLS WITH REQUEST TO ADD YOUR ITEMS TO THEIR SOLICITATIONS OR FORMAL BIDS FOR SY3 . INCLUDE PRODUCT DESCRIPTION, SPEC, PACK/SIZE							26 27 28 CAREFULLY READ AND RESPOND TO DIRECT FOOD PURCHASE RFPS AND SOLICITATIONS FROM EACH SCHOOL DISTRICT . REMEMBER TO PROVIDE PRODUCT ORIGIN INFO, 3RD PARTY CERT. INFO, AND PRODUCER TRAITS							26 27 28 29 30 31 CONDUCT PRODUCTION PLANNING WITH LOCAL PRODUCERS TO UNDERSTAND THEIR VOLUMES FOR NEXT YEAR						

School Year 1

School Year 2

Key Takeaways for Suppliers

- **Schools are busy places.** Approach schools at the right time of the year and try to align your production planning and sales cycles to schools.
- **Know your limits.** Schools often require specificity and guarantees of your reliability- so don't overpromise what you can provide just to get their business!
- **Always provide schools with info about the values reflected in each of your products.** Include source ID info and all 3rd party certifications.
- **Simpler sales are an option!** Many school districts can make up to \$10k purchases directly without formal bids- and up to \$250k in a simple solicitation.
- **Remember: School Districts are responsive to their communities.** The more students and families that ask the SFA for a specific product that you carry, the more likely they are to include it in their larger foodservice bids.