

GETTING STARTED WITH FARM TO SCHOOL

For local food businesses

Do you know how your product fits into school meal requirements?

Yes



Does it meet nutrition requirements?

Yes



Do you know how it credits?

Yes



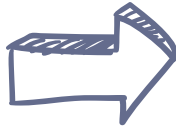
Do you know your price point?

Yes

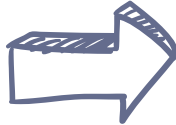


Do you know your distribution channels?

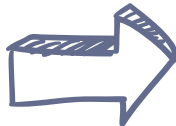
No/Not Sure



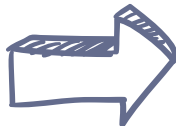
No/Not Sure



No/Not Sure



No/Not Sure



No/Not Sure



Visit these [school meal requirement resources](#)



Meeting nutritional requirements

- Work with a nutritional analysis professional or company
- Understand school meal programs vs. [Smart Snacks requirements](#)
 - Smart Snacks is another selling opportunity
- Highlight allergens and gluten, dairy, vegan, etc.



Understanding how your product credits

- This requires some middle school math- get out your calculator!
- [This](#) CDE worksheet helps calculate product credits for a recipe
- Visit [this](#) Food Buying Guide from the USDA to determine how an item credits



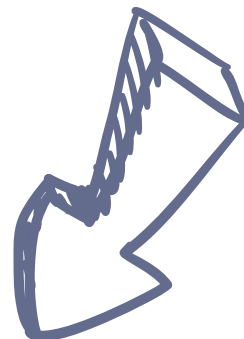
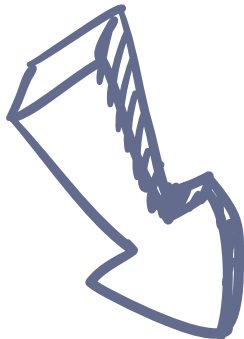
Knowing your price point

- Understand both overall price points, as well as per serving price point



Understanding distribution options

- Will you distribute your product yourself?
 - Consider whether you are able to deliver, and how a school can order from you
 - If you choose not to deliver, you may be able to work with a distributor or a [local food hub](#)
 - If you are delivering your product yourself, consider organizing multiple drop sites or utilizing a warehouse



ADDITIONAL IMPORTANT CONSIDERATIONS

Keep these questions in mind as you consider selling to schools!

Do you have a value proposition or something that makes you unique?

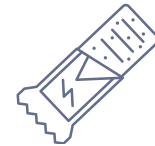


Could you consider offering free samples or a taste test at schools?

What are your marketing opportunities and materials?



How does a school determine quantities?



Know your packaging

- Bulk wrapped or individually wrapped?



What will be the frequency of delivery?



Know who to sell to

- Visit [these CDE contact lists](#) for more information



Are there any storage considerations at the district your selling to?



Have you completed shelf life studies for your product?

