



**FRESH**  
  
**FRUIT &**  
**VEGETABLE**  
  
**PROGRAM**

A Handbook for Schools

# Fresh Fruit and Vegetable Program

---

## A Handbook for Schools

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD).

To file a complaint of discrimination, write to USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

December 2010

# TABLE OF CONTENTS

## INTRODUCTION

|                           |   |
|---------------------------|---|
| The Goal of the FFVP..... | 5 |
|---------------------------|---|

## PROGRAM HISTORY

|   |   |
|---|---|
| Farm Security and Rural Investment Act of 2002 .....  | 6 |
| Child Nutrition and WIC Reauthorization Act of 2004 .....   | 6 |
| The Agriculture, Rural Development, Food and Drug Administration, and<br>Related Agencies Appropriations Act, 2006..... | 6 |
| Consolidated Appropriations Act of 2008.....  | 6 |
| The Food, Conservation, and Energy Act of 2008 (Farm Bill).....   | 6 |

## PROGRAM ADMINISTRATION

|  |    |
|--|----|
| Meal Accommodations for Students with Disabilities ..... | 7  |
| FFVP Funds for OSPI Administration .....                 | 7  |
| School Selection Criteria .....                          | 8  |
| Outreach to Low-Income Schools.....                      | 9  |
| School Applications .....                                | 10 |

## HOW IT WORKS

|  |    |
|--|----|
| To be Selected Your School Must: .....                   | 11 |
| USDA Encourages: .....                                   | 11 |
| As a Participating School You: .....                     | 12 |
| To Ensure the FFVP Runs Smoothly, Your School Must:..... | 12 |
| Best Practices .....                                     | 13 |

## WHO CAN RECEIVE FRESH FRUITS AND VEGETABLES

|                      |    |
|----------------------|----|
| Best Practices ..... | 14 |
|----------------------|----|

## SERVING FRESH FRUITS AND VEGETABLES

|                          |    |
|--------------------------|----|
| The Best Time .....      | 15 |
| The Best Places .....    | 15 |
| The Best Practices ..... | 16 |

## WHICH FRESH FRUITS AND VEGETABLES TO PURCHASE AND SERVE

|   |    |
|---|----|
| FFVP Does Not Allow .....                                 | 17 |
| FFVP Limits.....  | 18 |
| What Should You Do in Your School .....                   | 18 |
| How Do Schools Purchase Fresh Fruits and Vegetables ..... | 19 |
| Procurement Procedures.....                               | 20 |

|  |           |
|--|-----------|
| <b>NUTRITION EDUCATION IN THE FFVP</b>   |           |
| What Should You Do in Your School .....  | 21        |
| <br>   |           |
| <b>REIMBURSABLE COSTS</b>  |           |
| Operating Costs.....   | 22        |
| Administrative Costs.....  | 23        |
| Administrative Costs Include the FFVP Share of .....   | 23        |
| What Should Schools Do to Ensure that the FFVP Runs Smoothly? .....  | 23        |
| <br>   |           |
| <b>PAPERWORK</b>   |           |
| Program Oversight and Monitoring .....   | 24        |
| Best Practices .....   | 25        |
| <br>   |           |
| <b>ENCOURAGING SUCCESS</b>   |           |
| FFVP Toolkit.....  | 26        |
| <br>   |           |
| <b>PARTNERSHIPS</b>  |           |
| Collaborate with State and Local Affiliates.....   | 27        |
| Encourage Cooperation and Commitment from Partners .....   | 27        |
| Develop New Partnerships .....   | 28        |
| <br>   |           |
| <b>FOOD SAFETY IN THE FFVP</b>   |           |
| Best Practices .....   | 29        |
| <br>   |           |
| <b>APPENDICES</b>  |           |
| Appendix A: SP 10-2010 FFVP Targeted Schools Selection and Outreach<br>Process.....  | 30        |
| Appendix B: SP 08-2010 Geographic Preferences for the Procurement of<br>Unprocessed Agricultural Products in the Child<br>Nutrition Programs ..... | 34        |
| Appendix C: SP18-2011 Procurement Geographic Preference Q&As.....  | 38        |
| Appendix D: Allowable and Unallowable Costs .....  | 48        |
| Appendix E: Form SPI 1666 FFVP Equipment Justification.....  | 52        |
| Appendix F: Charging Indirect Rate.....  | 54        |
| Appendix G: Date Marking, Ready-To-Eat, and Potentially Hazardous<br>Foods Sample SOP .....  | 56        |
| <br>   |           |
| <b>RESOURCE GUIDE .....</b>  | <b>59</b> |

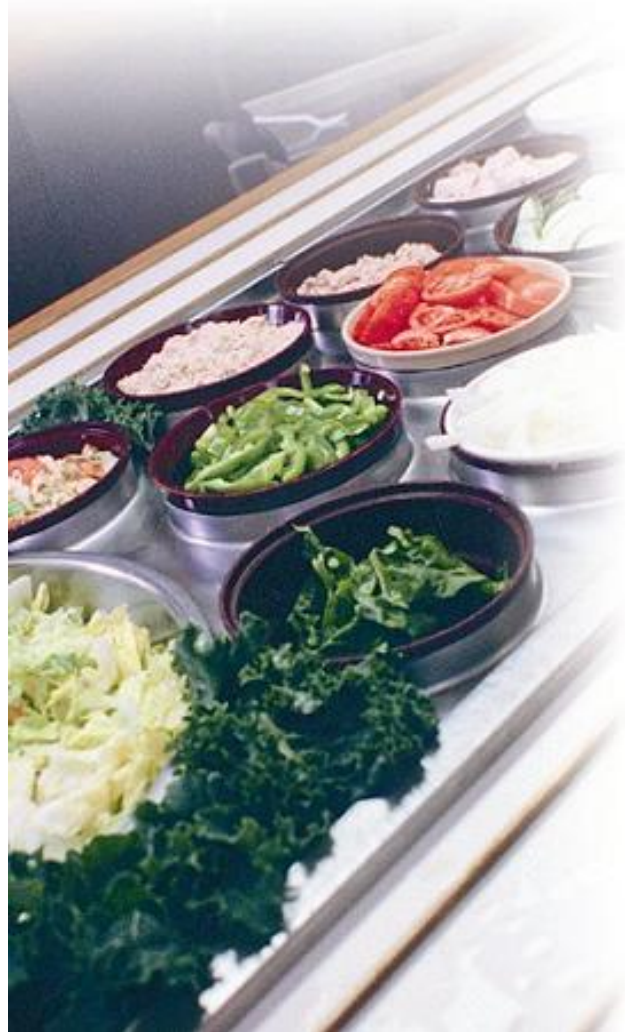
# Introduction

The Fresh Fruit and Vegetable Program (FFVP) provides all students in participating schools with a variety of free fresh fruits and vegetables throughout the school day. It is an effective and creative way of introducing fresh fruits and vegetables as healthy snack options.

The FFVP also encourages schools to develop partnerships at the state and local level for support in implementing and operating the program.

## The Goal of the FFVP

- Create healthier school environments by providing healthier food choices.
- Expand the variety of fresh fruits and vegetables students' experience.
- Increase students' fruit and vegetable consumption.
- Make a difference in students' diets to impact their present and future health.



This program is seen as an important catalyst for change in efforts to combat childhood obesity by helping students learn more healthful eating habits. The FFVP introduces students to a variety of produce that they otherwise might not have the opportunity to sample.

# **Program History**

## **Farm Security and Rural Investment Act of 2002**

The Fresh Fruit and Vegetable Program began as a pilot project authorized by Congress in 2002. The pilot provided funds to purchase fresh fruits and vegetables in four states (Indiana, Ohio, Michigan and Iowa) and an Indian Tribal Organization (ITO) (New Mexico) for school year 2002–2003. The purpose of the pilot was to determine the best practices for increasing fruit (both fresh and dried) and fresh vegetable consumption.

## **Child Nutrition and WIC Reauthorization Act of 2004**

The success of the pilot led to the enactment of legislation in 2004 to expand the Fresh Fruit and Vegetable Program and to make it a permanent program under the National School Lunch Act. The law added four additional states (Washington, North Carolina, Mississippi, Pennsylvania) and two ITOs (one in Arizona and one in South Dakota) for school year 2004-2005.

## **The Agriculture, Rural Development, Food and Drug Administration, and Related Agencies Appropriations Act, 2006**

This Act appropriated one-time funding of \$6 million in 2006 to further expand the Fresh Fruit and Vegetable Program in six additional states (Utah, Wisconsin, New Mexico, Connecticut, Texas, and Idaho).

## **Consolidated Appropriations Act of 2008**

The Consolidated Appropriations Act of 2008 expanded the Fresh Fruit and Vegetable Program nationwide and provided approximately \$9.9 million to begin program operations for school year 2008–2009.

## **The Food, Conservation, and Energy Act of 2008 (Farm Bill)**

The Food, Conservation, and Energy Act of 2008 amended the Richard B. Russell National School Lunch Act by adding section 19, *the Fresh Fruit and Vegetable Program*. Section 19 permanently authorizes the program nationwide. It provides significant funding increases, beginning with \$40 million in FY 2009 and growing to \$150 million. The amount will be adjusted by annual changes in the Consumer Price Index (CPI).

# Program Administration

The U.S. Department of Agriculture's Food and Nutrition Service (FNS) administers the FFVP at the federal level. At the state level, the FFVP is administered by the state agency that administers the National School Lunch Program. In Washington State, the Office of Superintendent of Public Instruction (OSPI) administers the program. In administering the program, OSPI must keep in mind direction from Congress which provides that the purpose of the program is to make available free fresh fruits and vegetables to students. Selected schools receive reimbursement for the cost of making free fresh fruits and vegetables available to students during the school day. These free fresh fruits and vegetables must be provided separately from the lunch or breakfast meal, in one or more areas of the school during the official school day.

All schools that participate in the FFVP are required to widely publicize the availability of free fresh fruits and vegetables within the school.

## Meal Accommodations for Students with Disabilities

If a child's disability prevents the consumption of fresh fruits and vegetables as prepared, the school must provide accommodations as it would for other school meals. Schools must consider how the requirement may be applied in the operation of the FFVP. For example, in providing accommodations for the FFVP, schools may have to modify texture. In most instances, fresh fruits can be pureed. Fresh vegetables should be used when feasible but may be cooked and then pureed when needed.

The pureeing of fresh produce for students with disabilities must be done within the constraints of the medical requirements as allowed by the physician. However, schools should make sure that both the parent and the child's doctor are aware of the program and its intent to provide fresh produce in order to determine if the fresh items are an acceptable choice for texture modifications.

## FFVP Funds for OSPI Administration

The law permits OSPI to retain a portion of the total FFVP grant allocation for administrative costs. The amount of funds retained for OSPI administrative costs is the lesser of: 1) five percent of OSPI's total grant for the school year, or 2) the amount required to pay the costs of one full-time coordinator for the FFVP. OSPI must identify the appropriate level and resulting salary, and benefits for an FFVP coordinator within the state personnel structure.

This provision does not require OSPI to employ a full-time coordinator for the FFVP. Rather, it sets a cap on the amount of funds available for state administration based on salary rates of Washington State. It is up to OSPI to determine how best to manage administration of the FFVP within its existing personnel structure, workload considerations, and other factors.

While OSPI is not required to retain these funds, if it does, the amount retained for administrative costs must be determined up-front, since OSPI must subtract funds used for state administrative costs prior to determining school allocations. Administrative funds are subject to the same cost accountability and management principles applied to state administrative expense funds.

The FFVP administrative funds are available to assist OSPI in administering the FFVP. OSPI should use these funds to ensure it provides yearly training for all FFVP schools and keep FFVP schools apprised of any updates to the program.

## School Selection Criteria

Section 19 of the National School Lunch Act requires that elementary schools with the highest free and reduced-price enrollment be given priority for participation in the FFVP. This is the key selection criterion, which ensures that the program benefits low-income students that generally have fewer opportunities to consume fresh fruits and vegetables on a regular basis. As a result of this legislation, it is important to note that the FFVP is not a competitive grant process. Free and reduced-price enrollment percentages will be based upon the previous October's school building data submitted by the local education agency (LEA) as part of the October claim for meal reimbursement.

This criterion cannot be waived to give all schools in Washington State an equal chance to participate in the program or to provide geographic dispersion. To be selected for the FFVP, a school must:

- Be an elementary school.
- Represent the highest percentage of students certified for free and reduced-price meal benefits.
- Participate in the NSLP.
- Complete an annual application for the FFVP (see *school applications* below).

The application review process must select schools representing the highest percent of students certified for free and reduced-price meal benefits. An eligible high need school should be afforded every opportunity to complete an application to participate in the program. OSPI can choose not to select a high need school *if*:

- The LEA fails to meet the deadline for application completion.
- The school does not have the support of its administration.
- OSPI has concerns with the school's administration of another child nutrition program.
- OSPI believes a school cannot properly operate the FFVP *despite previous support from OSPI*.

The total enrollment of all schools selected in Washington State must result in a per-student allocation of \$50 to \$75 per year. Below is an example that determines the number of students that can participate in the program within the required per student allocation range.

\$174,005 July allocation  
\$522,215 October allocation  
\$696,220 Total for School Year  
-\$21,000 Administrative funds retained by OSPI  
\$675,220 Available to participating schools

Range of students that can participate:

\$675,220 / \$50 = 13,504 students

\$675,220 / \$75 = 9,002 students

After the range of students that can participate has been determined, OSPI will determine the per-student dollar amount.

## **Outreach to Low-Income Schools**

OSPI must conduct outreach to the elementary schools with the highest percentage of students certified for free and reduced-price meal benefits and will do all it can to ensure that the FFVP reaches these elementary schools. OSPI will follow these targeting and outreach steps before it selects any schools for participation in the program in order to reach the highest need elementary schools:

- Place all elementary schools in rank order according to free and reduced-price percentages, from high to low. After the neediest schools have been identified, OSPI will calculate the total student enrollment in these schools needed to meet the \$50 to \$75 per student requirement.
- Determine how many schools could participate with the funding provided at the \$50 to \$75 per student allocation.
- Conduct targeted outreach to schools with the highest free and reduced-price enrollment percentages and notify them that if they apply, they will likely be chosen to participate.
- Conduct more general outreach to inform other schools of the FFVP and the opportunity to apply and possibly be funded.
- Review the application process with schools and provide guidance on how to complete the application in the months prior to the application deadline.

As part of outreach efforts, OSPI will assist these high need schools in submitting the application for participation, as needed. Please reference Appendix A for policy memorandum, *Fresh Fruit and Vegetable Program (FFVP) Targeted School Selection and Outreach Process*. It can also be found at:

[www.fns.usda.gov/cnd/governance/Policy-Memos/2010/SP\\_10-2010\\_os.pdf](http://www.fns.usda.gov/cnd/governance/Policy-Memos/2010/SP_10-2010_os.pdf).

## School Applications

OSPI must *solicit* applications from elementary schools representing the highest need within Washington State. Each school that participates in the FFVP must submit an application that includes, at a minimum, the following information:

- The total number of enrolled students and the percentage eligible for free and reduced price meals. OSPI will provide this data based on the previous year's October building data.
- A certification of support for participation in the FFVP signed by the school food service manager, school principal, *and* district superintendent (or equivalent position).
- A program implementation plan that includes efforts to integrate the FFVP with other efforts to promote sound health and nutrition, reduce overweight and obesity, or promote physical activity.

It is recommended that each school include a description of partnership activities undertaken or planned. Schools are encouraged to develop partnerships with one or more entities that will provide non-federal resources, including entities representing the fruit and vegetable industry.

The application process must be conducted by OSPI every year. However, at the discretion of OSPI, schools that are reapplying and are accepted to the program based on their continued high need may be allowed to update their information on file rather than submit a new application package.

# How It Works

Reimbursement for the FFVP is the same as with other Child Nutrition Programs. Schools submit a monthly claim and are reimbursed by OSPI for purchases of fresh fruits and fresh vegetables served free to students during the school day. Within basic requirements, the FFVP gives your school the flexibility to develop your own implementation plan, involve teachers and other school staff, and work through problems to find solutions. Your school decides when, where, and how you want to implement the FFVP, as well as the mix of fresh fruits and vegetables you want to offer your students.

## To be Selected Your School Must:

- Be an elementary school.
- Have a high percentage of students eligible for free and reduced-price meal benefits.
- Make fresh fruits and vegetables available free to all *enrolled* students. If there are groups of children who are receiving meals from the school but are not included in the October building data, then those children are not considered “enrolled.” An example of this could be children participating in Head Start or ECEAP. Part-day kindergarden students are not included in the October building data but are enrolled in the school; they are eligible for the FFVP snacks.
- Provide fresh fruits and vegetables only during the school day (not before or after school or during summer school).
- Widely publicize the availability of free fresh fruits and vegetables within the school.
- Have documented support of the food service manager, principal, and district superintendent.
- Serve free fresh fruits and vegetables outside of the NSLP and SBP meal periods.

## USDA Encourages:

- Every effort to provide fresh fruits and vegetables a minimum of twice per week, as repeated exposure to new foods is a key to acceptance.
- A variety of implementation strategies.
- Complementary nutrition education.

## **As a Participating School You:**

- Receive funds based on an allocation of \$50 to \$75 per student.
- Must operate the NSLP.
- May use no more than 10 percent of your school's total grant for administrative costs.
- May use no more than 30 percent of the grant for direct labor.
- Submit a monthly claim for reimbursement to OSPI.
- Receive reimbursement for the costs of purchasing, preparing, and serving fresh fruits and vegetables to students in your school.

## **To Ensure the FFVP Runs Smoothly, Your School Must:**

- Establish an implementation or operational plan for your school that addresses "who does what and where?" to ensure that all operational guidelines are followed. In addition, your school must develop a monthly budget to track expenditures.
- Pay attention to program logistics, right from the start, to make sure food service and other school staff understand how the FFVP works.
- Establish partnerships on a local level with grocers, local health departments, or extension service. State or national level partnerships can also be very helpful (State Health Department, Dairy Council).
- Incorporate nutrition education into the daily curriculum, preferably during the service of fresh fruits and vegetables.
- Be familiar with the purchasing process for fresh produce and what is available locally, through the Department of Defense's Prime Vendor Program, or through a Farm to School Initiative.
- Be familiar with proper handling and storage of fresh produce to prevent spoilage and loss.
- Be familiar with all Food Safety and Hazard Analysis and Critical Control Point (HACCP) principles for fresh produce.
- Process reports on time, retain records, and comply with all other paperwork and reporting requirements.

## **Best Practices**

- Anticipate the need for staff to prepare and deliver food, and to process reports and other paperwork.
- Coordinate efforts to inform principals, teachers, school staff, students, and parents about the FFVP.
- Respond to reports from custodians about trash and messes.
- Determine the appropriate types of produce to serve and the appropriate portion sizes. Keep in mind that the types of produce, as well as the portion size, depends on the ages and preferences of your students, as well as the ways in which you offer the fresh fruits and vegetables.
- Identify with your stakeholders the best methods for distributing and promoting fresh fruits and vegetables to your students.
- Solicit free nutrition education materials from state, local and federal partners.

# Who Can Receive Fresh Fruits and Vegetables

The FFVP is for all the students who normally attend your school. Any student who is considered a member of the school and who is present during the service of fresh fruits and vegetables may participate.

Children attending a Child Care Center, Head Start program, or an ECEAP located in an FFVP school may also participate if they are considered *enrolled* in the participating school and are in school on the days the program is offered. Enrollment is based upon students being included in the October building data; if students are included, they are considered enrolled in the school. Part-day kindergarden students are considered enrolled in school and eligible to participate in the FFVP, even though they are not included in the October building data.

Free fresh fruits and vegetables are intended for all students enrolled in participating schools and cannot be used as gifts or rewards. You cannot withhold fresh fruits and vegetables as a form of discipline.

The FFVP is *not* intended for adults at the school, with the exception of the teachers and other adults directly responsible for serving the fresh produce to the students.

## Best Practices

Teachers can help monitor and direct the food distribution, and use the opportunity to talk with students about nutrition, health, hygiene and manners. USDA encourages teachers participating in the FFVP snack to include a nutrition education component to enhance their positive role modeling.

# Serving Fresh Fruits and Vegetables

Your school has the flexibility to schedule fresh fruits and vegetables during the school day (and at school activities during the school day) for enrolled students at a participating school.

## The Best Time

Many schools serve fresh fruits and vegetables multiple times during the school day so students have more access to them. Multiple distribution times may be used and may be the best way to maximize participation.

Fresh fruits and vegetables may only be served during the school day (i.e., not before school or during afterschool programs). This provides an opportunity to incorporate a nutrition lesson along with the service of produce.

The FFVP cannot be served during the National School Lunch or Breakfast Programs' reimbursable meal service periods.

The FFVP *cannot* be served as part of the summer school sessions.

## The Best Places

The most successful distribution areas for the FFVP will be places where students can easily consume the fresh fruits and vegetables.

The techniques you use to distribute fresh fruits and vegetables will depend on a number of factors. Consider grade level, maturity of your students, time available to eat the fresh fruits and vegetables, time required for preparation and service of fresh fruits and vegetables, extra clean up, garbage concerns, and staffing issues.

Schools can offer the FFVP to students through a variety of distribution methods.

- Inside classrooms.
- In hallways.
- At kiosks.
- In free vending machines.
- As part of nutrition education activities.

## The Best Practices

Most schools use classrooms or a combination of classrooms and kiosks to deliver fresh fruits and vegetables to students. By offering fresh fruits and vegetables to students in the classroom, there tends to be less disruptive behavior and messes. It also makes the most of classroom learning time. Incorporate the FFVP snack time eating with classroom activities during silent reading or nutrition education (e.g., study the “fruit of the day” in geography, science, or math) to minimize learning interruptions.

Kiosks allow you to offer more choices and provides for easy access. Consider staggering student access to lessen confusion in hallways. Be sure to serve fresh fruits and vegetables in a manner that can be handled easily.

Vending machines may also optimize distribution of fresh fruits and vegetables. Purchase fresh fruits and vegetables that are suitable for vending machine distribution and allow adequate time and staff for restocking.

To help your school’s FFVP run smoothly, develop guidelines to remind students of good manners when they receive and eat their fruit and vegetable snacks, and to dispose of their trash. Setting policies on trash disposal and clean up will improve the fruit and vegetable service.

When you plan your program, try to create serving areas that will encourage students to enjoy eating their snacks, while lessening concerns about the potential for messes.

Providing a nutrition education component while serving fresh fruits and vegetables is the ideal way to introduce and reinforce good eating habits.

# Which Fresh Fruits and Vegetables to Purchase and Serve

The FFVP introduces students to new and different fresh fruits and vegetables, like kiwi, star fruit, pomegranate, rutabaga, and kohlrabi. Fresh fruits and vegetables are good low-calorie, low-fat sources of vitamins, minerals, and fiber. The FFVP shows students that fresh fruits and vegetables are healthy and tasty alternatives to snacks high in fat, sugar, or salt.

The produce you serve should be presented in such a way that it will be easily identified or recognized for what it is. Encourage students to enjoy fresh fruits and vegetables as they are. Students should be able to connect to fruits like juicy ripe peaches and tart crunchy apples (*without dips* or flavor additives); or vegetables like crunchy sweet sugar snap peas, or asparagus.

Slicing whole fresh fruits and vegetables may make them easier for younger students to eat.

## **FFVP Does Not Allow:**

- Processed or preserved fresh fruits and vegetables (i.e., canned, frozen, or dried).
- Snack type fruit products such as fruit strips, fruit drops, and fruit leathers.
- Fruit or vegetables combined with other foods (i.e. pizza and smoothies).
- Fruit that has been injected with flavorings.
- Juice (freshly squeezed and commercial).
- Dip for fruit.
- Trail mix.
- Nuts or nut butters.
- Cottage cheese.
- Most non-food items, except those allowed under administrative/operational costs.
- Carbonated fruit.

## **FFVP Limits:**

- Dips for vegetables. If you choose to serve dip with vegetables, make sure to only offer nonfat or low-fat, yogurt-based or other nonfat or low-fat dips. The amount used should be what is commonly noted as a “serving size” for condiments, as shown on Nutrition Facts Labels: 1 to 2 tablespoons.
- Service of cooked fresh vegetables. *Fresh* (not canned, frozen, dried or otherwise processed) vegetables that are cooked, must be limited to once-a-week and always as part of a nutrition education lesson. The addition of flavorings (salt, oil, butter, cheese) to cooked vegetables is not allowed.

If you have any questions about which fresh fruits and vegetables to purchase for the FFVP, please contact Jennifer Mitchell, FFVP Program Specialist, at 360-725-0410 or [jennifer.mitchell@k12.wa.us](mailto:jennifer.mitchell@k12.wa.us), for guidance and technical assistance *before* making purchases.

## **What Should You Do in Your School?**

Adjust your selection of fresh fruits and vegetables to purchase and serve more of your students’ favorites, but continue efforts to introduce new items.

- Be sure fresh fruits and vegetables are appealing and easy to grab. If necessary, pre-cut them so they are easier, more appetizing, and not as messy for younger students.
- If using dips for vegetables, use a condiment size that provides only enough to encourage students to eat the vegetables.
- Introduce students to different varieties of a fruit (e.g., Bartlett, Bosc, and Seckel pears) or of a vegetable (bell, sweet banana, and poblano peppers).
- Consider pre-cut fresh fruits and vegetables and prepared trays in order to control labor costs and to handle limited storage space.
- Offer whole fruits on days when staff cannot prepare trays of pre-sliced fruits or vegetables.

One goal of the FFVP is to expand the variety of fresh fruits and vegetables students consume. Try sample sizes or tastings along with produce students enjoy when introducing new items and then adjusting orders accordingly. To the extent possible, you should not limit the choices offered. Find innovative and fun ways to encourage students to try different foods.

## How Do Schools Purchase Fresh Fruits and Vegetables?

FFVP schools must follow proper procurement procedures. Produce must always be graded and inspected according to existing local, state and federal guidelines. Finding suitable vendors or suppliers that provide a reliable supply of produce has been a challenge for a number of schools. Many schools purchase fresh fruits and vegetables from food wholesalers or brokers. The vendors deliver shipments of fresh produce directly to the schools.

Local grocery stores and other retailers are not only good suppliers of fresh fruits and vegetables, but also might be valued partners for free nutrition education and promotion activities.

You can support local agricultural producers by buying fresh produce at farmers' markets, orchards, and growers in your community. Remember: produce purchased with FFVP funds is meant to be used in the FFVP only. It cannot be used in the National School Lunch or School Breakfast programs.

The Food, Conservation, and Energy Act of 2008 (P.L. 110-246) amended the National School Lunch Act to allow institutions receiving funds through the Child Nutrition Programs to apply a geographic preference when procuring unprocessed locally grown or locally raised agricultural products (effective October 1, 2008).

- While the legislation permits institutions to apply a geographic preference to purchase locally grown and locally raised agricultural products to the maximum extent practicable and appropriate, it *does not require* institutions to do so.
- States cannot mandate, through law or policy, that institutions apply a geographic preference when conducting these procurements. This decision is left to the discretion of each local institution.
- Geographic preference may *only* be applied to the procurement of unprocessed agricultural products, locally grown, and locally raised.
- Memorandum *SP 08-2010: Geographic Preference for the Procurement of Unprocessed Agricultural Products in the Child Nutrition Programs*, issued November 13, 2009, and *SP 18- 2011, Procurement Geographic Preference Q & As*, issued February 1, 2011, provided additional clarification for the Child Nutrition Programs (Appendix B and C). However, the geographic preference provision applies to the FFVP *only* within the framework and requirements of the FFVP (i.e., produce in the FFVP must be *fresh*).
- Schools in the FFVP can choose to apply a geographic preference in the procurement of *fresh fruits* and vegetables for the program.
- Already sliced and bagged items are permissible (but not frozen or dried).

As with other school meal programs, plan to reduce waste. Follow your local board of health/local public health department guidelines for handling leftovers. If you cannot easily use the leftovers in the FFVP, you may be able to use them in your school meal programs, but only to avoid waste. Plan to use the fresh fruits and vegetables purchased with FFVP funds as part of the FFVP.

## Procurement Procedures

The “Buy American” requirement in the National School Lunch Program (as provided in 7 CFR 210.21(d)) also applies to purchases made with FFVP funds. Produce such as bananas, which are generally not available as a domestic product, may be purchased even though they are not domestic since they are not grown in the USA. Schools needing additional guidance on specific purchases and how an item would be affected by the “Buy American” provision should contact OSPI for assistance. Schools may:

- Order produce through *DoD-Fresh*, the Department of Defense’s Fresh Fruit and Vegetable Program. *DoD-Fresh* uses a large network of suppliers to distribute a wide variety of American-grown fresh produce directly to schools. Deliveries are frequent and on time, and the cost is reasonable.
- Buy produce from your local grocery stores and farmers’ markets, or contact conventional and organic growers, and distributors.
- Support farm-to-school projects by purchasing fresh fruits and vegetables from growers and farmers in your community. Farm to school projects are collaborations between farmers and schools that increase your access to fresh, local farm products, and expand market opportunities for family farms.
- Information on the Farm to School initiative is found at [www.fns.usda.gov/acnd/F2S/Default.htm](http://www.fns.usda.gov/acnd/F2S/Default.htm). The Washington State Farm to School web site is [www.agr.wa.gov/marketing/farmtoschool/](http://www.agr.wa.gov/marketing/farmtoschool/).
- To review current policy on local procurement and geographic preference, reference Appendix B for policy memorandum, *Geographic Preference for the Procurement of Unprocessed Agricultural Products in the Child Nutrition Programs*. It can also be located at:  
[www.fns.usda.gov/cnd/governance/Policy-Memos/2010/SP\\_08\\_CACFP\\_05\\_SFSP\\_06-2010\\_os.pdf](http://www.fns.usda.gov/cnd/governance/Policy-Memos/2010/SP_08_CACFP_05_SFSP_06-2010_os.pdf).

# Nutrition Education in the FFVP

The focus of the FFVP is to bring fresh produce into the school for distribution to students. For too many students, the produce they see in school might be their first exposure to fresh fruits and vegetables, and the only ones they see that day. That is why nutrition education is critical to the program's success. Keep in mind that FFVP grant funds cannot be used for nutrition education.



## What Should You Do in Your School?

- Use free resources and educational materials available to schools from:
  - o USDA's Team Nutrition (e.g., [Fruits & Vegetables Galore: Helping Kids Eat More](#)).
  - o State Fruit and Vegetable Coordinators.
  - o Fruits and Veggies, More Matters.
  - o Other national partners.
- Develop nutrition education activities that fit your students.
- Visit [TeamNutrition.usda.gov](http://TeamNutrition.usda.gov), [ChooseMyPlate.gov](http://ChooseMyPlate.gov), and [www.fns.usda.gov/cnd](http://www.fns.usda.gov/cnd) for more information about the FFVP.
- When possible, but no more than once a week, schedule the serving of cooked fresh vegetables in conjunction with classroom nutrition education activities.
- Adapt lesson plans to include nutrition education.
- Consult with FFVP partners to obtain no cost promotional items such as informational fliers, pamphlets, posters, banners, and buttons.
- Have students create fruit and vegetable posters to decorate classrooms and serving areas.
- Use school address systems and student broadcasts to share educational information about the importance of healthy eating.
- Promote the FFVP on monthly menus that are sent home to households.
- Add a monthly newsletter that addresses nutrition education and the benefits of fresh fruits and vegetables. Include the students by having them create and publish the newsletter.

# Reimbursable Costs

Program costs are divided into two categories: operating and administrative. However, the allowable costs under these categories may be *different* from those in the National School Lunch Program (Appendix D).

*Please keep in mind that most of a school's FFVP funds must go toward purchasing fresh fruits and vegetables. All non-food costs must be carefully reviewed and deemed reasonable, given the extent of program operations (e.g., fresh fruits and vegetables served daily vs. twice a week).*

Prior to purchasing equipment, the school must submit written justification for the purchase and receive approval from OSPI (Appendix E). The justification must explain the need for the additional equipment and why the current equipment is not sufficient.

If other school feeding programs will use the equipment then the cost *must be prorated among all programs using the equipment.*

In addition, labor costs in either the “operating or administrative” category must be minimal. OSPI must, as part of the review process, review these costs and, as appropriate, work with schools reporting high costs in these categories. Volunteer parents, interns, and students can help to reduce labor costs.

## Operating Costs

Operating costs are the costs of running your FFVP service. These are your documented expenses for acquiring, delivering, preparing, and serving fresh fruits and vegetables. They include the FFVP portion of the goods and services your school pays for:

- Buying fruits, vegetables, and low-fat or non-fat dip for vegetables only.
- Buying nonfood items like napkins, paper plates, serving containers, and trash bags.
- Value added services such as pre-cut produce, ready-made produce trays, and delivery charges.
- Salaries and fringe benefits for employees who do such tasks as washing and chopping produce, preparing trays, distributing produce to classrooms, setting up kiosks, restocking vending machines, and cleaning up.

## **Administrative Costs**

Administrative costs are limited to 10 percent of the total FFVP grant. The total FFVP grant is the sum of the first and second period funds. Schools must not exceed this limit.

Administrative costs are the documented expenses you have for planning the program, managing the paperwork, obtaining the equipment you need, and all other aspects of the FFVP that are not related to the preparation and service of fresh fruits and vegetables.

### **Administrative Costs Include the FFVP Share of:**

- Purchasing or leasing equipment such as refrigerators, coolers, portable kiosks, carts, and portable food bars. If these items are not used exclusively for the FFVP, the purchase cost/rental cost must be prorated.
- If large equipment (\$50 or more) is purchased, a justification form must be completed and approved by OSPI prior to the purchase.
- Salaries and fringe benefits for employees who compile and maintain claims for reimbursement and other financial reports, plan and write menus, order produce, track inventory, and coordinate nutrition promotion activities.
- Correctly charging administrative costs and charging the indirect rate can be confusing. When charging an indirect rate, the only labor listed under the administrative section should be from the food service operation (Appendix F).

### **What Should Schools Do to Ensure that the FFVP Runs Smoothly?**

- Prorate costs: only the FFVP portion of expenses can be charged to the FFVP.
- Budget carefully to stay within the 10 percent limit on administrative costs.
- Make sure your expenses are reasonable and support the program's goals. For example, fruit baskets distributed to families, taken home by students during breaks, or given to school personnel are not allowable expenses.
- If you have doubts about whether a specific cost is allowable, please contact Jennifer Mitchell, FFVP Program Specialist, at 360-725-0410 or [jennifer.mitchell@k12.wa.us](mailto:jennifer.mitchell@k12.wa.us), for guidance and technical assistance before you make purchases.

# Paperwork

Participating in the FFVP requires you to follow reporting and record keeping requirements that are similar to those for the National School Lunch Program.

Here are some key points to remember:

- Participate in training provided by OSPI. School staff must be trained on the FFVP requirements and reporting forms annually.
- Complete and submit monthly the *FFVP School District Claim Form*, which itemizes all purchases for the month. Both of these forms are sent to LEAs at the beginning of period one and period two by OSPI.
- You are responsible for ensuring that all claims are correct and appropriate. Include only those costs related to the FFVP on your *FFVP School District Claim Form*. Claims should be filed in a timely manner.
- OSPI follows the Food Nutrition Services (FNS) 30/60/90 day guidance when approving claims (especially late claims).
- Maintain full and accurate FFVP records in your files. Attach all invoices and Time and Effort sheets to the *FFVP School District Claim Form*. Your school must keep these for a period of three years (after the end of the fiscal year to which they pertain). Records must be kept longer if your school has any unresolved audit findings.

## Program Oversight and Monitoring

It is critical that OSPI and the LEAs make every effort to ensure the FFVP is operating properly in participating schools, especially those new to the program. OSPI and the LEAs should:

- Review FFVP claims for reimbursement submitted by participating schools to ensure that expenditures are appropriate prior to providing reimbursement.
- Ensure the majority of funds are used to purchase fresh produce.
- Ensure that equipment purchases are carefully reviewed and prorated if not used 100 percent in the FFVP Program.
- Ensure that labor costs and all other non-food costs are minimal.

- Ensure that FFVP schools are reviewed as part of the Coordinated Review Effort (CRE) process, or other oversight or monitoring activity related to the National School Lunch or School Breakfast Programs.
- Avoid issues early on by making every effort to contact schools not scheduled for oversight activity to ensure that the program is being implemented according to the statute and guidance issued by FNS.

## **Best Practices**

Keep a file that contains:

- Policy memoranda.
- Addendums.
- Contact information for each participating school.
- Invoices.
- Time and effort documentation.
- Monthly claims.
- Purchase order information.
- Vendors/local farmer contact information.

# Encouraging Success

OSPI provides considerable support and encouragement to schools and LEAs in administering the FFVP. Oversight refers to a variety of methods of monitoring your school's ability to successfully manage the program, both during and between reviews. OSPI and LEA oversight includes:

- Budget carefully to stay within the 10 percent limit on administrative costs.
- Keeping in contact about your school's operation of the FFVP.
- Holding training sessions and workshops that include partners and others who can assist you.
- Conducting onsite visits to assist in implementing and running the FFVP.
- Providing technical assistance to answer your questions and concerns.
- Ensuring you received and reviewed the information you need to manage and monitor the FFVP in your school.
- Encouraging your efforts to collaborate with state and local affiliates of the FFVP's national partners.
- Encouraging your promotion of nutrition education as a regular feature in school classrooms.
- Reviewing claim forms.
- Sharing information about your school's program among the FFVP and financial management staff at OSPI.
- Ensuring reports are submitted on time.
- Refer to the Resources section of the OSPI FFVP website at [www.k12.wa.us/childnutrition/programs/FFVP/default.aspx](http://www.k12.wa.us/childnutrition/programs/FFVP/default.aspx) for more ideas.

## FFVP Toolkit

Review the FFVP Toolkit at [www.fns.usda.gov/cnd/FFVP/Toolkit/FFVPtoolkit.htm](http://www.fns.usda.gov/cnd/FFVP/Toolkit/FFVPtoolkit.htm) for more ideas on creating a successful program.

# Partnerships

Outside support, collaboration, and partnerships have been essential elements of FFVP's success. State, local, and private partners have helped schools better manage the FFVP, resolve logistical challenges of the program, and obtain educational materials for promoting nutritious food choices in and out of the classroom. Keep in mind that when partnering with vendors, the relationship should go beyond buying and selling of produce.

## **Collaborate with State and Local Affiliates**

- State Fruit and Vegetable Coordinators (formerly 5-A-Day).
- Produce for Better Health.
- Washington State Department of Agriculture Farm to School Program.

## **Encourage Cooperation and Commitment from Partners**

- Administrators.
- Teachers.
- Food service staff.
- School nurses.
- Custodial staff.
- Parents.
- Parent Teacher Association.
- Student government.

## **Develop New Partnerships**

- State and National affiliates of the American Cancer, Diabetes, Dietetic, and Heart Associations and School Nutrition Association.
- Community health agencies.
- County and state health and agriculture departments.
- Dietitians and dietetic interns.
- Extension agents.
- Hospitals.
- Local grocers and stores.
- Vocational clubs.
- Produce associations/commodity groups.
- Nutrition trade associations.
- Health associations.
- Food distributors.
- Local news media.

# Food Safety in the FFVP

Preventing or reducing the risk of food-borne illness or injury by contaminated fresh fruits and vegetables is a priority in the FFVP.

## Best Practices

Train food service employees who prepare or serve food on how to properly wash and store fresh fruits and vegetables:

- Wash hands using the proper procedure.
- Wash, rinse, sanitize, and air-dry all food-contact surfaces, equipment, and utensils, that will be in contact with produce, including cutting boards, counter tops, knives, and sinks.
- Follow manufacturer's instructions for the proper use of chemicals.
- Wash all raw fresh fruits and vegetables thoroughly before combining with other ingredients, to include:
  - o Unpeeled fresh fruit and vegetables that are served whole or cut into pieces.
  - o Fresh vegetables that are peeled and cut to use in cooking or served ready-to-eat.
- Wash fresh produce vigorously under cold running water or by using chemicals that comply with the most recent FDA Food Code (packaged fresh fruits and vegetables labeled as being previously washed and ready-to-eat are not required to be washed).
- Scrub the surface of firm-skin fruits or vegetables such as apples or potatoes using a clean and sanitized vegetable brush designated for this purpose.
- Remove any damaged or bruised areas.
- Label, date, and refrigerate fresh-cut items.
- Serve cut melons within 7 days if held at 41 °F or below (refer to Appendix G "Date Marking, Ready-to-Eat, and Potentially Hazardous Food").
- Do not serve raw seed sprouts to highly susceptible populations such as preschool-age children.
- Follow state and local public health requirements.
- Reference the new pamphlet from the FNS Food Safety Division, Best Practices: Handling Fresh Produce in Schools, found at: [www.fns.usda.gov/fns/safety/pdf/best\\_practices.pdf](http://www.fns.usda.gov/fns/safety/pdf/best_practices.pdf).

# **Appendix A:**

SP 10-2010

## FFVP Targeted School Selection and Outreach Process



DATE: December 1, 2009

MEMO CODE: SP 10 -2010

SUBJECT: Fresh Fruit and Vegetable Program (FFVP) Targeted School Selection and Outreach Process

TO: Regional Directors  
Special Nutrition Programs  
All Regions

State Directors  
School Nutrition Programs  
All States

It has come to our attention that there is confusion among some States on the process for selecting schools to participate in the FFVP. This memorandum provides clarification on the statutory requirements for selecting schools and reiterates information from the September 29, 2009 FFVP webinar on the targeting and outreach process that States must conduct in order to select schools. School selection and outreach requirements were also addressed in Policy Memos SP #31-2008 and #33-2008.

According to the school eligibility criteria set forth in section 19 of the National School Lunch Act:

- all schools must be elementary schools beginning in school year 2010-2011;
- schools must represent the highest percentage of students certified for free and reduced-price benefits;
- schools must participate in the NSLP; and
- schools must complete an annual application for the FFVP.

Section 19 of the National School Lunch Act requires that schools with the highest free and reduced-price enrollment be given priority for participation in the FFVP. This is the key selection criterion, which ensures that the Program benefits low-income children that generally have fewer opportunities to consume fresh fruits and vegetables on a regular basis. This criterion cannot be waived to give all schools in a state an equal chance to participate in the Program or to provide geographic dispersion.

States must conduct outreach to the elementary schools with the highest percentage of students certified for free and reduced-price benefits and are also responsible for ensuring that the FFVP reaches these elementary schools. States that have a large number of elementary schools at or above 50 percent certified for free and reduced-price benefits than could possibly be funded through the FFVP may choose to target just those schools with the highest need. It is important in performing outreach to potentially eligible schools to keep in

mind that FFVP funding will increase substantially in the next several years and it may be useful for some schools to know about the FFVP even if they may not be able to participate immediately.

States should follow these targeting and outreach steps to reach their high need elementary schools:

1. Order the elementary schools from the highest percentage of certified free and reduced-price enrollment down to 50% free and reduced-price enrollment.
2. Determine how many schools could participate with the funding provided.
3. Conduct targeted outreach to the highest need schools and notify them that if they apply, they will likely be chosen to participate.
4. Conduct more general outreach to inform other schools of the FFVP and the opportunity to apply and possibly be funded.
5. Review the application process with schools and provide guidance on how to complete the application in the months prior to the application deadline.

As part of outreach efforts, the State agency should assist these high need schools in submitting the application for participation. The application review is not competitive but instead is based on the percent of students certified for free and reduced-price benefits. An eligible school should be afforded every opportunity to complete an application to participate in the program.

A State can choose not to select a high need school if the:

- school fails to meet the deadline for application completion;
- school does not have the support of its administration;
- State has concerns with the school's administration of another child nutrition program;  
or
- State believes that a school cannot properly operate the FFVP *despite previous support from the State*.

While we understand that selections have been made for this school year, we want to make clear those currently participating elementary schools that do not reflect a State's highest percentage of need cannot be selected to continue participation in the coming school year. If you have any questions, please contact your regional office.

**Original Signed**

Cynthia Long  
Director  
Child Nutrition Programs

*This page was left intentionally blank.*

## **Appendix B:**

SP 08-2010

### Geographic Preference for the Procurement of Unprocessed Agricultural Products in the Child Nutrition Programs



DATE: November 13, 2009

MEMO CODE: SP 08-2010 CACFP 05-2010 SFSP 06-2010

SUBJECT: Geographic Preference for the Procurement of Unprocessed  
Agricultural Products in the Child Nutrition Programs

TO: Regional Directors  
Special Nutrition Programs  
All Regions

State Agencies  
Child Nutrition Programs  
All States

The purpose of this memorandum is to update the definition of what is considered “unprocessed” for the purposes of applying the optional geographic preference for procurement in the Child Nutrition Programs.

Section 4302 of Public Law 110-246, the Food, Conservation, and Energy Act of 2008, amended section 9(j) of the Richard B. Russell National School Lunch Act (NSLA) to allow institutions receiving funds through the Child Nutrition Programs to apply an optional geographic preference in the procurement of unprocessed locally grown or locally raised agricultural products. This provision applies to operators of all of the Child Nutrition Programs, including the National School Lunch Program, School Breakfast Program, Fresh Fruit and Vegetable Program, Special Milk Program, Child and Adult Care Food Program and Summer Food Service Program, as well as to purchases made for these programs by the Department of Defense Fresh Program. The law also applies to State Agencies making purchases on behalf of local agencies under any of the aforementioned Child Nutrition Programs.

This statutory provision was implemented by policy memorandum SP 30-2008, *Applying Geographic Preferences in Procurements for the Child Nutrition Programs* (July 9, 2008), as well as SP 08-2009 *Procurement Questions* (January 9, 2009) and SP 28-2009 *Procurement Questions* (July 22, 2009). These initial FNS guidance documents specified that the geographic procurement preference option may only be applied to the procurement of unprocessed agricultural products which are locally grown and locally raised and that have not been cooked, seasoned, frozen, canned, or combined with any other products, or have not been chopped, cut, diced or sliced.

After observing the impact of the Agency interpretation of the term “unprocessed” during the past year, we determined that our initial guidance was unnecessarily restrictive and had the potential to prevent participating Child Nutrition Program operators from receiving locally grown or raised products in a usable form. Accordingly, we recently

updated our initial guidance to add that unprocessed agricultural products that have been chopped, cut, sliced, diced or shucked do meet the meaning of the term “unprocessed” as intended by the statute.

At this time, we are further amending the previous guidelines regarding what is to be considered to be “unprocessed locally grown or locally raised agricultural products” when applying the geographic procurement preference option. In our view, for purposes of applying a geographic procurement preference in the Child Nutrition Programs, “unprocessed agricultural products” means only those agricultural products that retain their inherent character. The effects of the following handling and preservation techniques shall **not** be considered as changing an agricultural product into a product of a different inherent character: cooling, refrigerating, freezing; size adjustment through size reduction made by peeling, slicing, dicing, cutting, chopping, shucking, and grinding; drying/dehydration; washing; the application of high water pressure or “cold pasteurization”; packaging (such as placing eggs in cartons) and vacuum packing and bagging (such as placing vegetables in bags); butchering livestock, fish and poultry; and the pasteurization of milk.

We are drafting a proposed rule to address the geographic preference provision. The definition set forth in this memorandum will remain in effect until a final rule becomes effective.

Please disseminate this information to all Child Nutrition Program operators as soon as possible. State agencies should contact the regional offices if they have questions about this memorandum. Regional offices may contact the Child Nutrition Division, School Programs Section, for additional information.

**Original Signed**

Cynthia Long  
Director  
Child Nutrition Division

*This page was left intentionally blank.*

# **Appendix C:**

SP 18-2011

Procurement Geographic  
Preference Q&As



DATE: February 1, 2011

MEMO CODE: SP\_18 - 2011

SUBJECT: Procurement Geographic Preference Q&As

TO: Regional Directors  
Special Nutrition Programs  
All Regions

State Directors  
Child Nutrition Programs  
All States

In light of recent Farm to School efforts to connect schools with local or regional farmers and the need for guidance and technical assistance on the State and local levels, we have created Q&As to further explain the geographic preference option. The purpose of this memorandum is to provide Q&As on the application of the geographic preference option in procurement of unprocessed locally grown or locally raised agricultural products.

We encourage State agencies to share these Q&As with their counterparts at other State Departments (e.g., Department of Agriculture or Department of Health) that are involved in Farm to School activities.

**Original Signed**

Cynthia Long  
Director  
Child Nutrition Division

## **Geographic Preference**

### **Applying Geographic Preference**

**Q1:** The 2008 Farm Bill amended the Richard B. Russell National School Lunch Act (NSLA) to direct the Secretary of Agriculture to encourage institutions operating Child Nutrition Programs to purchase unprocessed locally grown and locally raised agricultural products. Does USDA define the geographic area that is considered to be local?

**A:** No, USDA does not define the geographic area that is considered to be local; the decision is left to the purchasing institution, such as a school food authority (SFA) making the purchase or the State agency (SA) making purchases on behalf of SFAs. In other words, the purchasing institutions, such as SAs, SFAs, child care institutions and Summer Food Service Program (SFSP) sponsors, may specifically identify the geographic area within which unprocessed locally raised and locally grown agricultural products will originate. The purchasing institution must not define local in a manner that unnecessarily restricts free and open competition.

**Q2:** Does the geographic preference option for the procurement of unprocessed agricultural products apply to all Federal Child Nutrition Programs?

**A:** Institutions receiving funds through the Federal Child Nutrition Programs may apply an optional geographic preference in procurement of unprocessed locally grown or locally raised agricultural products, including the National School Lunch Program (NSLP), School Breakfast Program (SBP), Fresh Fruit and Vegetable Program (FFVP), Special Milk Program (SMP), Child and Adult Care Food Program (CACFP) and Summer Food Service Program (SFSP).

**Q3:** Can an SFA issue a solicitation that states, “We will only accept locally grown agricultural products from a State”?

**A:** No, the Federal laws allow institutions receiving funds through the Child Nutrition Programs to apply a geographic preference when procuring locally grown or locally raised agricultural products, as noted in the preamble of the geographic preference rule.

The exclusion of all non-locally grown agricultural products is not a preference but rather a requirement of bidding and therefore is overly restrictive.

**Q4:** An SFA defined “local” as the entire State and issued a Request for Proposal (RFP). Can the SFA give a bidder geographic preference points if the bidder is incorporated outside of the State with its principal place of business outside of the State?

**A:** Yes, geographic preference in a procurement does not preclude a bidder from outside the specified geographic area from competing for, and possibly being awarded, the contract subject to geographic preference. The geographic preference applies to the unprocessed locally grown and locally raised agricultural product; it is irrelevant whether the bidder’s business is incorporated or has a principal place of business in the State.

**Q5:** An SFA wants to issue an Invitation for Bid (IFB). How does an SFA incorporate geographic preference points into an IFB?

**A:** An IFB doesn’t generally include preference points; instead, an SFA determines who is responsive based on the solicitation, and then from the responsive bidders the SFA awards the contract to the bidder with the lowest price. Therefore, it may not be feasible to incorporate “points” into an IFB in the same way as is done with an RFP. However, an SFA could write in the specifications that, for example, an apple must have been picked within one day of delivery or must have been harvested within a certain time period.

Additionally, the solicitation document must clearly outline how all bids will be evaluated, including the application of geographic preference in the scoring criteria. The following is an example of one approach on how to incorporate geographic preference points in an IFB:

Geographic preference points in an IFB would be applied after the SFA determined the three bidders with the lowest price. The three bidders with the lowest price would be given a total of ten geographic preference points if those bidders met the geographic preference. In order to determine the winning bidder, the scoring criteria would clearly state that one point would equal one cent; in other words, ten points would translate into ten cents. If one or more of the

responsive bidders with the lowest price met the geographic preference, ten cents would be taken off of their respective prices and that bidder could potentially win the bid. Note: Deducting ten cents from the prices of responsive bidders that met the geographic preference only applies to determining the winning bidder and would not affect the actual price paid to a bidder.

In the following example, Bidder 2 meets the geographic preference and is given ten points which translates into deducting ten cents from Bidder 2's price. In this example, Bidder 2 still doesn't win the bid because Bidder 1 has a lower price.

|                              | Bidder 1 | Bidder 2        | Bidder 3 |
|------------------------------|----------|-----------------|----------|
| Price                        | \$1.97   | \$2.10          | \$2.03   |
| Meets geographic preference? | No       | Yes (10 points) | No       |
| Price with preference points | \$1.97   | <b>\$2.00</b>   | \$2.03   |

**Q6:** An SFA would like to prescribe geographic preference as a percentage in their solicitation (IFB or RFP). For example, the SFA would like to give a ten percent price preference to bidders offering unprocessed locally grown and locally raised agricultural products. Can an SFA prescribe geographic preference as a percentage in their solicitation?

**A:** Yes, an SFA may prescribe geographic preference in their solicitation in terms of actual percentage (e.g., ten percent price preference). Geographic preference can be prescribed in terms of points or percentages. The solicitation document must clearly outline the scoring criteria and the method in which the criteria will be evaluated.

**Q7:** How many geographic preference points can an SFA assign to geographic preference? What is the maximum price percentage an SFA can assign to geographic preference?

**A:** The Federal regulations do not prescribe the number of preference points or maximum price percentage an SFA can assign to geographic preference. Generally speaking, any price preference (prescribed as points or percentage) impacts free and open competition. However, geographic preference may have a greater or lesser impact on free and open competition depending on the characteristics of the market. The SFA's application of the geographic preference option must leave an appropriate number of qualified firms, given the nature and size of the procurement, to compete for the contract, as it is imperative that the SFA does not unnecessarily restrict free and open competition.

**Q8:** Can SFAs split up large purchases into smaller amounts and thereby fall under the small purchase threshold?

**A:** SFAs cannot intentionally split purchases in order to fall below the Federal, State, or local small purchase threshold in an effort to avoid more rigorous procurement practices. However, there may be some instances in which the characteristics of a product or market support the need to separate selected products from the overall food procurement. For example, milk and bread are commonly procured separately because there are fundamental differences between them and other food products, such as shorter shelf-life, specialized pricing mechanisms, and durability. Similarly, an SFA may find that fresh produce may be considered a separate market given that it shares similar characteristics as bread and milk, and may want to separate this procurement from their overall food procurement.

**Q9:** An SFA would like to conduct a procurement under the small purchase threshold. Can the SFA procure unprocessed locally grown or locally raised agricultural products directly from a local farmer?

**A:** Yes; however, the procurement must be conducted in a manner that maximizes full and open competition. According to the Federal regulations, the SFA can conduct a procurement under the small purchase threshold if the procurement is under \$100,000 in value. States or localities may set a lower small purchase threshold and thereby impose more formal procedures. The SFAs should put the number, quality and type of goods in writing before contacting any potential offerors. When using the small purchase

threshold, we recommend that at least three sources be contacted who are eligible, able and willing to provide the unprocessed locally grown or locally raised agricultural product. Contacting a minimum of three sources ensures that an adequate number of potential offerors will be afforded the opportunity to respond to the solicitation.

**Q10:** An SFA would like to conduct a procurement under the small purchase threshold. Can the SFA procure unprocessed locally grown or locally raised agricultural products directly from a teacher that works for one of the schools in the SFA's school district?

**A:** The procurement must be conducted in a manner that maximizes full and open competition. The Federal regulations prohibit an employee, officer or agent of the grantee or subgrantee (i.e., SA or SFA) to participate in the selection, award or administration of a contract if a conflict of interest, real or apparent, would be involved. A contract award to a teacher in an SFA's school district creates an appearance of impropriety and generates the question of whether or not free and open competition has been circumvented. Therefore, a conflict of interest, real or apparent, may be involved if a teacher that works for one of the schools in the SFA's school district is awarded a contract.

**Q11:** May an SFA give geographic preference to farmers in a neighboring country (i.e., Mexico or Canada) for foreign unprocessed agricultural products when procuring unprocessed locally grown or locally raised agricultural products?

**A:** An SFA must adhere to the Buy American clause which requires SFAs to purchase domestically grown foods to the maximum extent possible. An SFA may purchase foreign goods only if the two rare exceptions to the Buy American provision are met: (1) the product is not produced or manufactured in the U.S. in sufficient and reasonable available quantities of a satisfactory quality; and (2) competitive bids reveal the costs of a U.S. product is significantly higher than the foreign product.

**Q12:** A State regulation requires State governmental entities to give geographic preference to local State farmers and prescribes a method on how geographic preference can be incorporated in the State governmental entities' solicitation. Is an SFA required to follow the State's regulation on geographic preference?

**A:** No. Under the principles of federalism, a State has the right to create a regulation of this nature; however, the application of the State's regulation to the Federal Child Nutrition Programs is an entirely different matter. Please keep in mind that States cannot mandate through law or policy that institutions apply a geographic preference when conducting procurements for the Federal Child Nutrition Programs, because the National School Lunch Act (NSLA) grants this authority directly to the purchasing institution (i.e., SFA or SA making purchases on behalf of the SFA).

**Q13:** Where does an SFA go to obtain help in developing bid sheets that use geographic preference? Does USDA have examples of solicitations that use geographic preference?

**A:** An SFA should start by contacting its SA for assistance in developing bid sheets and for examples of solicitations that use geographic preference. USDA is in the process of creating tools that will assist in this area. USDA has created an online training on procurement, *State Agency Guidance on Procurement*, that can be found at <http://www.nfsmi.org>. Additionally, the USDA Farm to School website (<http://www.fns.usda.gov/cnd/f2s/>) provides information on the procurement requirements, as well as Q&As directly related to local food purchases.

### **Unprocessed Agricultural Product**

**Q14:** Can an SFA apply the geographic preference option in the procurement of ground beef?

**A:** As we stated in our policy memo dated November 13, 2009, we further amended the previous guidelines regarding what is to be considered to be unprocessed locally grown or locally raised agricultural products. In our view, for the purpose of applying a geographic procurement preference in the Child Nutrition Programs, unprocessed agricultural products means only those agricultural products that retain their inherent character. Size adjustment made by grinding does not change an agricultural product into a product of different kind or character. Therefore, an SFA can apply the geographic preference option in the procurement of ground beef if no other items such as additives or preservatives are added to the ground beef.

**Q15:** Can an SFA give geographic preference when procuring a frozen bag of combination local vegetables (e.g., broccoli, cauliflower and carrots) from a bidder?

**A:** Yes, the inherent character of the vegetables is retained and not modified by freezing or combining vegetables in a bag.

**Q16:** Can an SFA give geographic preference when procuring fresh local vegetables in portion sized or single serving bags (e.g., small bags of carrots) from a bidder?

**A:** Yes, the inherent character of the vegetables is retained and not modified by placing vegetables in portion sized or single serving bags.

**Q17:** Can an SFA give geographic preference when procuring canned local vegetables from a bidder?

**A:** No, the inherent character of the vegetables is not retained because the heating process involved in canning changes the agricultural product into a product of a different kind or character.

*This page was left intentionally blank.*

## **Appendix D:**

### Allowable and Unallowable Costs

## Allowable and Unallowable Costs

The following items are commonly asked about for their allowability. It is not an exhaustive list; please contact Jennifer Mitchell, FFVP Program Specialist, at 360-725-0410 or jennifer.mitchell@k12.wa.us for allowability if the item you are searching for is not listed.

| Operating Costs  | Allowable      | Unallowable |
|--|----------------|-------------|
| Fresh fruit and vegetables<br>- Dried<br>- Frozen<br>- Commercially processed with other ingredients   |                | X           |
| Fruit<br>- Fresh, minimally processed without other ingredients  | X              |             |
| Vegetables<br>- Fresh, minimally processed without other ingredients<br>- Cooked (only once/week & offered with nutrition ed)  | X              |             |
| Ingredients used in preparation of weekly cooked vegetable (i.e. herbs, cooking spray to prevent sticking)   | X              |             |
| Nonfat or low fat dip for vegetables (1-2 tbsp)  | X              |             |
| Nonfat or low fat dip for fruit  |                | X           |
| Commercially processed fruit and fruit juice bars  |                | X           |
| Fruit and vegetable juice (any type)   |                | X           |
| Fruit leather  |                | X           |
| Fruit or vegetable pizza   |                | X           |
| Smoothies  |                | X           |
| Small supplies:<br>- Low fat and nonfat dips<br>- Napkins, paper plates, boats, utensils, trash bags<br>bowls, tongs, gloves, markers<br>- Equipment less than \$50 per unit | X              |             |
| Freight and fuel charges   | X              |             |
| Pallet fees  |                | X           |
| Tax on non-food items  | X              |             |
| Labor associated with:<br>- Washing, chopping, packaging of produce<br>- Delivery of produce to classrooms<br>- Set up and sanitation of carts, kiosks, and service bars     | X <sub>a</sub> |             |
| Employer paid fringe benefits:<br>- SS, L&I, medical, dental, retirement<br>- Vacation, sick time, and personal holidays   | X <sub>a</sub> |             |
| Student work study hours   | X              |             |

<sup>a</sup> LEA employees only. LEAs cannot charge for FSMC labor unless specifically noted in the FSMC contract.

| <b>Administrative Costs</b>   | <b>Allowable</b>       | <b>Unallowable</b> |
|---|------------------------|--------------------|
| Equipment purchases $\geq$ \$50 per unit<br>- Portable food bars, kiosks, cookers, garbage bins<br>- Must be purchased prior to December 31 <sup>st</sup> | X <sub>b</sub>         |                    |
| Leased allowable equipment  | X <sub>b</sub>         |                    |
| Blenders  |                        | X                  |
| Slicing or chopping equipment   | X                      |                    |
| Dehydrator  |                        | X                  |
| Promotional activities  |                        | X                  |
| Nutrition education   |                        | X                  |
| Milage to deliver produce from district to school(s)  | X                      |                    |
| Mileage for farmers to visit schools  |                        | X                  |
| Travel costs:<br>- Trainings and meetings<br>- Delivering produce   | X <sub>a &amp; c</sub> |                    |
| Projects<br>- Seeds for students<br>- Items to take home<br>- Student labor for gardens   |                        | X                  |
| Custodial labor (not program code 98)   | X <sub>c</sub>         | X <sub>d</sub>     |
| Business manager labor (not program code 98)  | X <sub>c</sub>         | X <sub>d</sub>     |
| Administrative labor (program code 98):<br>- Planning and writing menu<br>- Ordering produce, receiving produce, tracking inventory<br>- Preparing claims | X <sub>a</sub>         |                    |
| Employer paid fringe benefits (program code 98):<br>- SS, L&l, medical, dental, retirement<br>- Vacation, sick time, and personal holidays                | X <sub>a</sub>         |                    |

Administrative costs exceeding 10% of the total grant will not be reimbursed.

<sup>a</sup> LEA employees only. LEAs cannot charge for FSMC labor unless specifically noted in the FSMC contract.

<sup>b</sup> SPI 1666 must be completed, submitted and approved by OSPI before purchase.

<sup>c</sup> Allowable only when indirect rate is not charged. A Time and Effort slip must be maintained.

<sup>d</sup> Not allowable when an indirect rate is charged.

*This page was left intentionally blank.*

## **Appendix E:**

Form SPI 1666  
FFVP Equipment Justification



**Appendix F:**  
**Charging Indirect Rates**

**Charging Indirect Rates**

Charging the federal unrestricted indirect rate is an allowable cost in the FFVP. LEAs have the option of charging all, a portion, or none of this rate. This indirect rate covers expenses from program codes other than program 98— School Food Services (i.e. payroll would be in program code 98—Districtwide Support).

When completing the **Indirect Labor** portion of the FFVP district claim form under **Administrative Costs**, only charge indirect labor from Program 98—School Food Services. A time and effort form must be maintained for all employees time claimed in this section if paid from more than one funding source.

Do not include indirect labor charges from Program 97—Districtwide Support (i.e. Business Office, Human Resources, etc.) in the **Indirect Labor** portion of the FFVP district claim form under **Administrative Costs**.

|  |                           |              |                |                    |
|--|---------------------------|--------------|----------------|--------------------|
| <b>Administrative Costs:</b> Include equipment, leasing and labor costs <b>not related to preparing and serving</b> of fresh fruits and vegetables; labor includes but is not limited to planning, ordering, writing menus, reporting, billing, tracking, inventory, etc. Total administrative costs are limited to 10 percent of the grant award. |                           |              |                | <b>Total Costs</b> |
| <b>Indirect Labor:</b> Include only Program 98—School Food Services  |                           |              |                |                    |
| <b>Employee Name</b>   | <b>Title</b>              | <b>Hours</b> | <b>Payrate</b> | <b>Gross Pay</b>   |
| Joe Brown  | Food Services Director    | 4            | \$20.00        | \$80.00            |
| Steve Smith  | Asst. Food Serv. Director | 3            | \$15.00        | \$45.00            |
|  |                           |              |                | \$0.00             |
|  |                           |              |                | \$0.00             |
|  |                           |              |                | \$0.00             |
| <b>Total Indirect Labor</b>  |                           |              |                | <b>\$125.00</b>    |

Program 97 expenditures are included in the **Unrestricted Indirect Rate** at the bottom of the claim form. The claim form will automatically calculate the indirect costs.

|   |              |                       |               |
|---|--------------|-----------------------|---------------|
| <b>Unrestricted Indirect Rate:</b>      | <b>13.6%</b> | <b>Indirect Costs</b> | <b>\$0.00</b> |
| <b>Less Adjustment</b>                  |              |                       |               |
| <b>Indirect Costs Net of Adjustment</b> |              |                       | <b>\$0.00</b> |
| <b>Total Administrative Costs</b>       |              |                       | <b>\$0.00</b> |
| <b>Total Claim Costs</b>                |              |                       | <b>\$0.00</b> |

If you have questions regarding indirect costs, please contact Jennifer Mitchell, FFVP Program Specialist, at 360-725-0410 or jennifer.mitchell@k12.wa.us.

## **Appendix G:**

Date Marking Ready-To-Eat,  
Potentially Hazardous Food

# Date Marking Ready-to-Eat, Potentially Hazardous Food

(Sample SOP)

**Purpose:** To ensure appropriate rotation of ready-to-eat food to prevent or reduce foodborne illness from *Listeria monocytogenes*

**Scope:** This procedure applies to foodservice employees who prepares, stores, or serves food.

**Key Words:** Ready-to-Eat Food, Potentially Hazardous Food, Date Marking, Cross-Contamination

**Instructions:**

1. Establish a date marking system and train employees accordingly. The best practice for a date marking system would be to include a label with the product name, the day or date, and time it is prepared or opened. Examples of how to indicate when the food is prepared or opened include:
  - Labeling food with a calendar date, i.e. cut cantaloupe, 5/26/05, 8:00 a.m.,
  - Identifying the day of the week, i.e. cut cantaloupe, Monday, 8:00 a.m., or
  - Using color-coded marks or tags, i.e. cut cantaloupe, blue dot, 8:00 a.m. means “cut on Monday at 8:00 a.m.”.
2. Label ready-to-eat, potentially hazardous foods that are prepared on-site and held for more than 24 hours.
3. Label any processed, ready-to-eat, potentially hazardous foods when opened, if they are to be held for more than 24 hours.
4. Refrigerate all ready-to-eat, potentially hazardous foods at 41° F or below.
5. Serve or discard refrigerated, ready-to-eat, potentially hazardous foods within 7 days.
6. Indicate with a separate label the date prepared, the date frozen, and the date thawed of any refrigerated, ready-to-eat, potentially hazardous foods.
7. Calculate the 7-day time period by counting only the days that the food is under refrigeration. For example:
  - On Monday, 8/1/05, lasagna is cooked, properly cooled, and refrigerated with a label that reads, “Lasagna—Cooked—8/1/05.”
  - On Tuesday, 8/2/05, the lasagna is frozen with a second label that reads, “Frozen—8/2/05.” Two labels now appear on the lasagna. Since the lasagna was held under refrigeration from Monday, 8/1/05—Tuesday, 8/2/05, only 1 day is counted towards the 7-day time period.
  - On Tuesday, 8/16/05, the lasagna is pulled out of the freezer. A third label is placed on the lasagna that reads, “Thawed—8/16/05.” All three labels now appear on the lasagna. The lasagna must be served or discarded within 6 days.
8. Follow State and local public health requirements.

## **Date Marking Ready-to-Eat, Potentially Hazardous Food, continued (Sample SOP)**

**Monitoring:** A designated employee will check refrigerators daily to verify that foods are date marked and that foods exceeding the 7-day time period are not being used or stored.

**Corrective Measure:** Foods that are not date marked or that exceed the 7-day time period will be discarded.

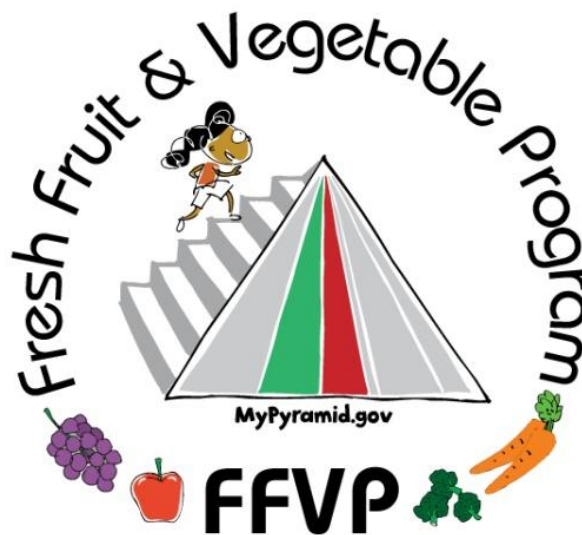
**Verification and Record Keeping:** Foodservice manager will complete the Food Safety Checklist daily.

**Date Implemented: By:**

**Date Reviewed: By:**

**Date Revised: By:**

# Fresh Fruit & Vegetable Program



## Resource Guide



Food and Nutrition Service  
November 2007

The contents of this handbook are based on Section 19 of the National School Lunch Act as updated by the Office of Superintendent of Public Instruction, Child Nutrition Services, June 2011

*This page was left intentionally blank.*

# TABLE OF CONTENTS

## TRAINING MATERIALS

|  |    |
|--|----|
| Fruits and Veggie Nutrition .....                  | 62 |
| The Fruits and Veggies More Matters Campaign ..... | 62 |
| The Dietary Guidelines for Americans, 2010 .....   | 62 |
| Choose My Plate: For Professionals .....           | 63 |
| Choose My Plate: Vegetables .....                  | 63 |
| Choose My Plate: Fruits .....                      | 63 |
| Eat Smart. Play Hard. Lesson Plans .....           | 63 |
| Loving Your Family Discussion Sessions .....       | 64 |
| Harvest of the Month .....                         | 64 |
| Team Nutrition Resources .....                     | 64 |

## EDUCATION MATERIALS

|   |    |
|---|----|
| Centers for Disease Control and Prevention Resources .....                | 65 |
| Loving Your Family Feeding Their Future Handouts .....                    | 65 |
| Menus and Recipes: Eat Smart. Play Hard. Healthy Lifestyles Website ..... | 65 |
| MyPyramid for Kids Coloring Page .....                                    | 66 |
| Give Me 5 A Day! Kids Book, Florida DOH .....                             | 66 |

## RESEARCH RESOURCES

|  |    |
|--|----|
| Consumer Practices and Behaviors .....     | 67 |
| Effective Behavior Change Approaches ..... | 68 |

## OTHER RESOURCES

|  |    |
|--|----|
| Fruits and Veggies More Matters Coordinators ..... | 68 |
| National Fruit and Vegetable Retail Repor .....    | 68 |

# TRAINING MATERIALS

## Fruits and Veggie Nutrition

### The Fruits and Veggies More Matters Campaign



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

This campaign provides a rich source of information on all aspects of fresh fruits and vegetables.

[www.fruitsandveggiesmorematters.org/?page\\_id=115](http://www.fruitsandveggiesmorematters.org/?page_id=115)

Provides nutrition information for some of the most common fresh fruits and vegetables and the sources of key nutrients which may play a role in reducing the risk of certain diseases. The web page stresses the need to aim for variety --- fresh, frozen, canned and 100% juice---all forms count and colors are important.

[www.fruitsandveggiesmorematters.org/?page\\_id=129](http://www.fruitsandveggiesmorematters.org/?page_id=129)

Provides guidelines for storing fresh fruits and vegetables in all forms—fresh, canned, frozen and dried. Also, discusses availability of fresh fruits and vegetables at various times of the year, meal planning and shopping for fresh fruits and vegetables.

[www.fruitsandveggiesmorematters.org/?page\\_id=48](http://www.fruitsandveggiesmorematters.org/?page_id=48)

Provides information on role of fruits and veggies in maintaining a healthy weight and the importance of physical activity.

### The Dietary Guidelines for Americans, 2010

[www.ChooseMyPlate.gov/guidelines/index.html](http://www.ChooseMyPlate.gov/guidelines/index.html)

Provide the primary source of dietary healthy information for policymakers, nutrition educators and health providers.

### Choose My Plate: For Professionals

[www.choosemyplate.gov/professionals/index.html](http://www.choosemyplate.gov/professionals/index.html)

Learn about the new USDA Choose My Plate graphic at this Web site.

## Choose My Plate: Vegetables

[www.choosemyplate.gov/foodgroups/vegetables.html](http://www.choosemyplate.gov/foodgroups/vegetables.html)

Organizes vegetables into five groups based on their nutrient content. A list of vegetables is provided, as well as a photo gallery.

## Choose My Plate: Fruits

[www.choosemyplate.gov/foodgroups/fruits.html](http://www.choosemyplate.gov/foodgroups/fruits.html)

Organizes fruits into five groups based on their nutrient content. A list of fruits is provided, as well as a photo gallery.

## Eat Smart. Play Hard. Lesson Plans

[www.fns.usda.gov/eatsmartplayhardhealthylifestyle](http://www.fns.usda.gov/eatsmartplayhardhealthylifestyle)

Provides interactive, behavior-focused lessons. These plans are ready-to-go, flexible, and easy to use. Just read the entire lesson, gather the materials, and go. Two lessons focusing on fresh fruits and vegetables for kids—“Taste the Colors for ages 3–4 and “Snack Smart” for ages 5–7 and two lessons for adults—“Grab Quick and Easy Snacks” and “Start Smart! Eat Breakfast” are available.



## Loving Your Family, Feeding Their Future Discussion Sessions

[www.nal.usda.gov/fsn/Loving/VegetablesAndFruits.pdf](http://www.nal.usda.gov/fsn/Loving/VegetablesAndFruits.pdf)

Provides interactive, participant-centered and behavior-focused discussion session on fresh fruits and vegetables specifically targeting low-income women.



## Harvest of the Month

[www.harvestofthemonth.com/EdCorner/index.asp](http://www.harvestofthemonth.com/EdCorner/index.asp)

Harvest of the Month is a tool kit and Web site that provides knowledge and skill-based strategies that are standardized, cost-effective, replicable, and convenient. These strategies are designed to motivate and empower children to increase consumption and enjoyment of a variety of colorful fresh fruits and vegetables and to engage in physical activity every day. Educators can access additional tools and resources to help students get even more out of Harvest of the Month.

## Team Nutrition Resources

[teamnutrition.usda.gov/Resources/nibbles.html](http://teamnutrition.usda.gov/Resources/nibbles.html)

Nibbles for Health Leader's Guide and Newsletters were developed for parents of young children (ages 2–5). This kit offers program staff and 41 reproducible newsletters that staff can provide to parents to address many of the challenges they face, including topics on fresh fruits and vegetables, like juice consumption. Developed in 2003, a revised version should be available in early 2008.



# EDUCATIONAL MATERIALS



## Center for Disease Control and Prevention Resources

[www.fruitsandveggiesmorematters.org/?page\\_id=71](http://www.fruitsandveggiesmorematters.org/?page_id=71)

Provides helpful fact sheets including: Your Questions Answered and Test Your Fruit & Veggie IQ.

[www.fruitsandveggiesmatter.gov/publications/index.html](http://www.fruitsandveggiesmatter.gov/publications/index.html)

Provides more good information on how fresh fruits and vegetables affect health—and more tips on getting them into your daily diet. Some topics of interest to WIC staff include: Three Simple Steps to Eating More Fruits & Vegetables, Choose Smart – Choose Healthy (for women), 10 Ways to Help Kids Eat More Fruits & Veggies, Entertain the Fruit & Veggie Way, Fruits & Veggies On the Go, and Save Time and Money. Some materials are available in Spanish.

## Loving Your Family Feeding Their Future Handouts

[http://snap.nal.usda.gov/nal\\_display/index.php?info\\_center=15&tax\\_level=3&tax\\_subject=261&topic\\_id=1941&level3\\_id=6322&level4\\_id=0](http://snap.nal.usda.gov/nal_display/index.php?info_center=15&tax_level=3&tax_subject=261&topic_id=1941&level3_id=6322&level4_id=0)

Provides handouts on fresh fruits and vegetables designed for low-income women with low-literacy skills. Handouts are also available in Spanish and matched with available discussion sessions for educators.

## Menus and Recipes

**Eat Smart. Play Hard. Healthy Lifestyles Web page**

[www.fns.usda.gov/eatsmartplayhardhealthylifestyle/](http://www.fns.usda.gov/eatsmartplayhardhealthylifestyle/)

Designed for parents and caregivers, the web page provides information on fresh fruits and vegetables including quick, easy, and healthy recipes and menus that taste good.

## **MyPyramid for Kids Coloring Page**

[teamnutrition.usda.gov/Resources/mypyramidcoloringpage.html](http://teamnutrition.usda.gov/Resources/mypyramidcoloringpage.html)

Provides a MyPyramid for Kids coloring page.

## **Give Me 5 A Day! Florida Dept. of Health**

[http://www.doh.state.fl.us/Family/ccfp/Nutrition/NutritionEd/give\\_me\\_5\\_eng.pdf#search="give me 5 a day"](http://www.doh.state.fl.us/Family/ccfp/Nutrition/NutritionEd/give_me_5_eng.pdf#search="give me 5 a day")

*Give Me 5 A Day* is a 27-page children's book that emphasizes the importance of eating fruits and veggies. The book is written for preschoolers to 1<sup>st</sup> graders, in both English and Spanish.

# RESEARCH RESOURCES

## Consumer Practices and Behaviors

[www.cdc.gov/nccdphp/dnpa/publications/#MMWR\\_Nutrition](http://www.cdc.gov/nccdphp/dnpa/publications/#MMWR_Nutrition)

CDC. Fruit and Vegetable Consumption among Adults, United States, 2005. MMWR Weekly March 16, 2007/56(10); 213-217.

[www.ers.usda.gov/Publications/AIB792/](http://www.ers.usda.gov/Publications/AIB792/)

Guthrie JF. Understanding Fruit and Vegetable Choices—Research Briefs Agriculture Information Bulletin No. (AIB792). November 2004. This series of research briefs provides information on the economic, social, and behavioral factors influencing consumers' fruit and vegetable choices.

[www.ers.usda.gov/publications/aer833/](http://www.ers.usda.gov/publications/aer833/)

Blisard N, Stewart H, Jolliffe D. Low-Income Households' Expenditures on Fresh fruits and vegetables. Agricultural Economic Report No (AER833) 30 pp, May 2004. This report analyzes fruit and vegetable expenditures by low-income households and higher income households, and compares the sensitivity of both groups' purchases to changes in income.

[www.ers.usda.gov/publications/aib790/](http://www.ers.usda.gov/publications/aib790/)

Reed J, Frazao E, Itskowitz R. How Much Do Americans Pay for Fresh fruits and vegetables? Agriculture Information Bulletin No. (AIB790) 39 pp, July 2004. This analysis uses ACNielsen Homescan data on 1999 household food purchases from all types of retail outlets to estimate an annual retail price per pound and per serving for 69 forms of fruits and 85 forms of vegetables.

[www.ers.usda.gov/publications/aib792/aib792-7/aib792-7.pdf](http://www.ers.usda.gov/publications/aib792/aib792-7/aib792-7.pdf)

Lin B-H. Fruit and Vegetable Consumption, Looking Ahead to 2020. Economic Research Service. Agriculture Information Bulletin Number 792-7, October 2004.

## Effective Behavior Change Approaches

[www.csupomona.edu/~jvgrizzell/best\\_practices/bctheory.html](http://www.csupomona.edu/~jvgrizzell/best_practices/bctheory.html)

Grizzell J. Theories and Models of Human Behavior. This web page reviews elements of behavioral and social science theories and models.

[www.aafp.org/afp/20000301/1409.html](http://www.aafp.org/afp/20000301/1409.html)

Zimmerman GL, Olsen CG, Bosworth DO. A “Stages of Change” Approach to Helping Patients Change Behavior.

[www.cellinteractive.com/ucla/physician\\_ed/stages\\_change.html](http://www.cellinteractive.com/ucla/physician_ed/stages_change.html)

UCLA Center for Human Nutrition. Prochaska and DiClemente’s Stages of Change Model.

## Other Resources

### Fruits and Veggies More Matters Coordinators

[www.fruitsandveggiesmatter.gov/health\\_professionals/coordinator\\_contact.html](http://www.fruitsandveggiesmatter.gov/health_professionals/coordinator_contact.html)

A listing of the national and state contacts for the Fruits and Veggies More Matters Campaign.

### National Fruit and Vegetable Retail Report—AMS, USDA

[www.marketnews.usda.gov/portal/fv](http://www.marketnews.usda.gov/portal/fv)

Provides a snapshot of the week’s retail market trends in pricing and advertising of fresh fruits and vegetables. The survey reports results of more than 200 retailers.

