



Boston Public Schools

# Produce Procurement

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Anneliese Tanner, Executive Director  
Food & Nutritional Services

**49,000**  
students

**Universal  
Meals**

**535** staff  
serving at  
**125**  
locations

Serving  
**48,000**  
meals  
each day

**92**  
Self Prep  
Sites

**33**  
Satellites

**37%**  
of students eat  
breakfast

**54%**  
students eat lunch



## How we do produce procurement:

- Invitation for Bid vs. Request for Proposals
  - quality, variety, delivery needs
- USDA DOD Fresh + one main distributor + one local distributor
  - Entitlement first
  - Varieties, Local
  - Consolidated production or warehouse
  - Good Food Purchasing Program



## Why fresh produce?

- Priorities & values
- Health
- Educational opportunity
  - Nutrition
  - Where food comes from
- Flexibility & variety
- Supporting local economy
- Participation: color, flavor, similar to quick service

| Rank | Item Name   | Vendor              | Total Spend   | % Total Spend |
|------|---|---------------------|---------------|---------------|
| 1    | Vegetable: Lettuce, Spring Mix                      | FreshPoint/DoD      | \$ 108,464.05 | 1.04%         |
| 2    | Vegetable: Yucca, Fries, steak cut                  | Ace Endico          | \$ 100,022.77 | 0.96%         |
| 3    | Mixed Mini Peppers, 10oz [FFVP]                     | FreshPoint          | \$ 79,320.80  | 0.76%         |
| 4    | Vegetable: Tomato, Red Grape                        | FreshPoint/DoD      | \$ 78,637.90  | 0.75%         |
| 5    | Medley Grape Tomatoes, 10oz [FFVP]                  | FreshPoint          | \$ 67,707.50  | 0.65%         |
| 6    | Vegetable: Plantain, Ripe, sliced                   | Ace Endico          | \$ 64,454.18  | 0.62%         |
| 7    | <b>Vegetable: Carrot stick, NE Grown</b>            | FreshPoint          | \$ 56,020.50  | 0.54%         |
| 8    | Vegetable: Mashed Potatoes, 6/4 lb.                 | Ace Endico          | \$ 46,089.68  | 0.44%         |
| 9    | Vegetable: Celery sticks, DoD                       | DoD                 | \$ 40,245.45  | 0.39%         |
| 10   | Vegetable: Lettuce, Romaine, Chopped                | FreshPoint/DoD      | \$ 39,847.65  | 0.38%         |
| 11   | Vegetable: Cucumber, DoD                            | DoD                 | \$ 29,289.97  | 0.28%         |
| 12   | Vegetable: Peas, Sugar Snap, Stringless, Manns      | FreshPoint          | \$ 22,788.00  | 0.22%         |
| 13   | Vegetable: Local, Butternut Squash                  | Joe Czajkowski Farm | \$ 22,320.00  | 0.21%         |
| 14   | Vegetable: Cucumber, Select                         | FreshPoint          | \$ 21,382.80  | 0.20%         |
| 15   | Vegetable: Celery, Fresh                            | FreshPoint          | \$ 20,724.00  | 0.20%         |
| 16   | Zucchini, Slices [FFVP]                             | FreshPoint          | \$ 20,236.00  | 0.19%         |
| 17   | <b>Vegetable: Pepper, Green Bell, Med, NE Grown</b> | FreshPoint          | \$ 19,296.00  | 0.18%         |
| 18   | Mixed Mini Peppers, 2oz [FFVP]                      | FreshPoint          | \$ 19,070.40  | 0.18%         |
| 19   | Vegetable: Tomato, Vine Ripe                        | FreshPoint/DoD      | \$ 18,094.22  | 0.17%         |
| 20   | <b>Vegetable: Cabbage, "Cole Slaw", NE Grown</b>    | FreshPoint/DoD      | \$ 17,898.90  | 0.17%         |

## Menu strategy: Velocity Reports by Type

|                        |        |                    |        |
|------------------------|--------|--------------------|--------|
| vegetable              | canned | \$5,102.47         | 8.65%  |
|                        | dried  | \$2,213.97         | 3.75%  |
|                        | fresh  | \$37,528.93        | 63.64% |
|                        | frozen | \$14,128.85        | 23.96% |
| <b>vegetable Total</b> |        | <b>\$58,974.22</b> |        |

| Rank | Item Name                           | Vendor            | Total Spend          | % Total Spend |
|------|-------------------------------------|-------------------|----------------------|---------------|
| 1    | Fruit: Mandarin, Clementine         | FreshPoint/DoD    | \$ 289,059.50        | 2.77%         |
| 2    | <b>Fruit: Apple, Weekly Special</b> | <b>FreshPoint</b> | <b>\$ 216,394.50</b> | <b>2.07%</b>  |
| 3    | Fruit: Orange, Naval                | FreshPoint/DoD    | \$ 151,751.10        | 1.45%         |
| 4    | Fruit: Grape, Red Seedless, Large   | FreshPoint        | \$ 132,880.00        | 1.27%         |
| 5    | Fruit: Pear, DoD                    | DoD               | \$ 112,161.90        | 1.07%         |
| 6    | Fruit: Banana, Petite               | FreshPoint        | \$ 111,168.00        | 1.06%         |
| 7    | Fruit: Pear, Green                  | FreshPoint        | \$ 86,544.00         | 0.83%         |
| 8    | Fruit: Cara Cara Orange             | FreshPoint        | \$ 78,249.50         | 0.75%         |
| 9    | Plums, Black [FFVP]                 | FreshPoint        | \$ 33,348.75         | 0.32%         |
| 10   | Mango slices [FFVP]                 | FreshPoint        | \$ 31,608.95         | 0.30%         |
| 11   | Clementines [FFVP]                  | FreshPoint        | \$ 31,343.10         | 0.30%         |
| 12   | Fruit: Pear, D'anjou                | FreshPoint        | \$ 30,086.00         | 0.29%         |
| 13   | Pear, Bosc [FFVP]                   | FreshPoint        | \$ 29,555.40         | 0.28%         |
| 14   | Pear, Bartlett [FFVP]               | FreshPoint        | \$ 29,425.00         | 0.28%         |
| 15   | Strawberries with hull [FFVP]       | FreshPoint        | \$ 27,511.00         | 0.26%         |
| 16   | Mangoes [FFVP]                      | FreshPoint        | \$ 25,512.00         | 0.24%         |
| 17   | Apples, Local EMP/MAC [FFVP]        | FreshPoint        | \$ 24,600.00         | 0.24%         |
| 18   | Fruit: Plum, Black                  | FreshPoint        | \$ 18,369.00         | 0.18%         |
| 19   | <b>Fruit: Apple, Slices</b>         | <b>FreshPoint</b> | <b>\$ 17,043.00</b>  | <b>0.16%</b>  |
| 20   | Papaya, Maradol [FFVP]              | FreshPoint        | \$ 15,960.00         | 0.15%         |

## Menu strategy: Velocity Reports by Type

|                    |        |                    |     |
|--------------------|--------|--------------------|-----|
| fruit              | canned | \$23,073.34        | 27% |
|                    | dried  | \$1,063.18         | 1%  |
|                    | fresh  | \$1,994.12         | 2%  |
|                    | fresh  | \$60,509.81        | 70% |
|                    | frozen | \$340.33           | 0%  |
| <b>fruit Total</b> |        | <b>\$86,980.78</b> |     |



## Menu strategy: Local vs. Not

- One product at a time
- Highest volume
- Vegetable sub-groups
- Seasonality
- Domestic Availability
- Culturally Diverse



## How to make fresh & local produce work

- Salad bars & themes
  - All produce on the bar
- Food processors
- Breakfast
- USDA DOD Fresh
- Fresh Fruit & Vegetable Program
- Frozen local
- Harvest of the Month
- Connect growers & distributors





## What makes a good distributor?

- Consistent product quality control
- Ability to source the volume and product requested in season
- Willingness to work with small farm and aggregate
- **Relationship - Communication**
  - Treated as valued customer
  - Helps to plan
  - Candid about limitations
    - price
    - limited stock
    - saying what they can do even when its not 100% of the ask
  - Suggests new items



# Prioritizing Produce in Schools: A Collaborative Approach

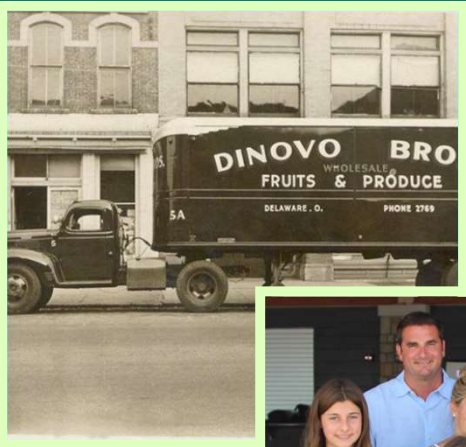
Alex DiNovo  
President – DNO Produce

**DNO**  
PRODUCE

exclusive provider of

**FRESHEALTH**

# Why it Matters



## We Have a Problem

- Diet & lifestyle determines quality of life
- Healthy is Happy!
- Diet related diseases = \$\$\$
- Preventative vs reactionary

## Collaborative Solution

- School programs = consistent / reliable partner
- Building healthy habits starts young
- Influence behavior, remove uncertainty
- Establish a positive relationship with fresh fruits and vegetables

# DOD Fresh

\$500MM in  
SY 21/22

Emphasis on  
local  
produce

Consistent  
Deliveries

Funding  
flexibility

## USDA's DoD Fresh Program

- AMS Section 4 & 11 Funds
- Administered by the DLA Subsistence Branch
- Buying power through large, long-term contracts
- Easily transferred from existing entitlement
- US #1 or better product
- “Well oiled machine” – reporting, auditing, complaint resolution

# FFVP

## USDA's Fresh Fruit & Vegetable Program

\$252.6M  
in FY 24

\$50-\$75  
/student/y  
ear

Promote  
Nutrition  
Education

Fresh or  
Minimally  
Processed

- Introduce children to fresh produce
- Elementary schools – highest % free and reduced prioritized
- Serve outside of NSLP & SBP
- Exposure to a wide variety of produce
- Single serving sizes for students, improving efficiency distribution for participating teachers
- Allow for factors other than price to determine award when Soliciting bids

# The Vendor's Role

## Help With Menu Planning

**MARCH**

**THIS MONTH'S THEME: NATIONAL NUTRITION MONTH**

As you know, eating a variety of fruits and veggies is super duper important! Fruits and veggies are packed with vitamins, minerals, and other nutrients that our bodies need to grow and function properly. So remember to eat a rainbow of fruits and veggies every day!

It's time to test out your fruit and veggie knowledge for National Nutrition Month! Can you name a fruit or vegetable for every color in the rainbow? For example, red for apples!



| MON | TUE | WED | THU | FRI |
|-----|-----|-----|-----|-----|
| 27  | 28  | 1   | 2   | 3   |
| 6   | 7   | 8   | 9   | 10  |
| 13  | 14  | 15  | 16  | 17  |
| 20  | 21  | 22  | 23  | 24  |
| 27  | 28  | 29  | 30  | 31  |

**THIS MONTH'S SPECIALTY OPTIONS**

- Grape Tomato Medley 2 oz
- Rainbow Cauliflower, 2 oz
- Blueberries, 2oz
- Turnip Wedges 2.5oz
- Kumquat, 2oz
- Broccoli & Tomato, 2.5oz
- Honeydew Chunks, 2oz
- Mini Sweet Peppers 2.5oz
- Cantaloupe & Watermelon, 2oz
- Watermelon Radish Coins, 2oz

*Special Events: National School Breakfast Week (March 6-10), Happy St. Patrick's Day (March 17)*

Monthly Curated FFVP Calendar



- Choose items at peak quality, for a lower price – produce paradox
- Plan offerings ~ 6 weeks in advance
- Collaborate with school nutrition directors
- Balancing variety and budget for menus

# The Vendor's Role

Offer Unique Items

Unique flavors, colors, and textures



Pairing items with holidays & seasonal themes

# The Vendor's Role

## Provide Support

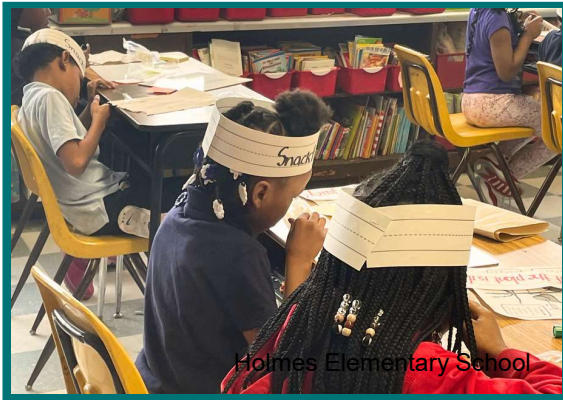


- Provide Education/Marketing Materials
- Education tailored to different grades
- Communication is Key!
- Get kids excited to try new produce!
- Newsletters, social media, videos, etc.
- Holidays, colors, etc.
- Hold your vendor accountable!



# Fresh Ideas

## SnackTime Explorers Toolkit



- First-of-its-kind toolkit, designed to supplement FFVP
- Creates multisensory learning experiences for students
- Easy-to-follow weekly lessons covering Food Education Standards
- Offering teachers an accessible framework to utilize FFVP effectively in their classrooms

# Follow Us!



@DNOProduce



DNO Produce



DNO Produce



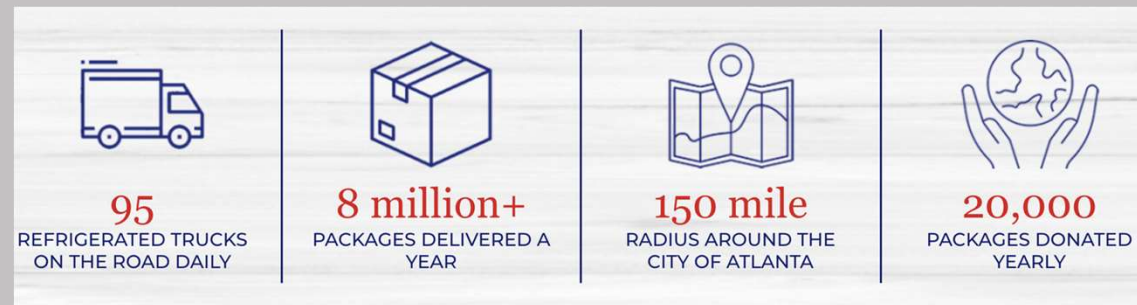
Check out our links!

# Produce Procurement

Katie Whitehurst, Owner  
Atlanta, GA



At Royal, our mission is to nourish our communities by delivering fresh ingredients, valued partnerships, and unparalleled customer service



- Family owned and operated since 1994
- All 5 second-generation owners are involved in day-to-day
- Three facilities, all located on the same street
- +120,000 sq feet of processing
- +60,000 sq feet of cold storage
- Customer base includes white table cloth restaurants, fast casual and family dining, hospitals, hotels, stadiums, military bases, airports, colleges and universities, and K-12!

# We're in this Together

Find a Distributor that is truly a Partner

Look for distributors that are willing to put "boots on the ground"

Would a Speciality Distributor work better for your district

Broadliner vs Produce Distributor



| Georgia's FARM TO SCHOOL   |   |  | Harvest of the Month 2022-2023 Calendar |  |  | GEORGIA GROWN |  |  |
|--|---|--|---|--|--|---------------|--|--|
| <b>JULY</b><br>Peaches<br>                                  | <b>AUGUST</b><br>Watermelon<br>  | <b>SEPTEMBER</b><br>Apples<br>                                      |   |  |  |               |  |  |
| <b>OCTOBER</b><br>Squash<br>(SWEET POTATOS, PUMPKIN)<br>   | <b>NOVEMBER</b><br>Sweet Potatoes<br>                                   | <b>DECEMBER</b><br>Lettuce<br>                                     |   |  |  |               |  |  |
| <b>JANUARY</b><br>Spinach<br>(COLLARD GREENS, TURNIP)<br> | <b>FEBRUARY</b><br>Cauliflower<br>(CABBAGE, BROCCOLI, CAULIFLOWER)<br> | <b>MARCH</b><br>Most Vegetables<br>(CARROTS, BEETS, RADISHES)<br> |   |  |  |               |  |  |
| <b>APRIL</b><br>Strawberries<br>                          | <b>MAY</b><br>Blueberries<br>  | <b>JUNE</b><br>Tomatoes<br>                                       |   |  |  |               |  |  |

Georgia's Harvest of the Month campaign highlights items sourced locally and offers the opportunity to educate students about nutrition and agriculture. Visit [georgiagrown.com](http://georgiagrown.com) for resources and information. THIS INSTITUTION IS AN EQUAL OPPORTUNITY PROVIDER.



## School Programs We Service:

NSLP (School Lunch Program)  
SBP (School Breakfast Program)  
SSO (Seamless Summer Options)  
FFVP (Fresh Fruit & Vegetable Program)  
USDA DoD Fresh

Harvest of the Month (GA)  
Local Foods for Schools (GA)

# A Vendor's Role

Maximize your relationship!

Delivery Schedule

Marketing

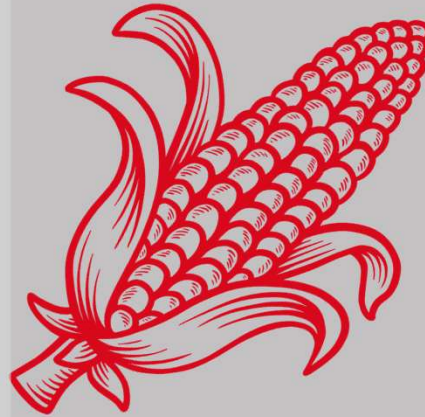
Local Program

Menu Planning

New Items

Food Costs

Shelf Life



The Vendor's role is to think outside of the  
box!

What are restaurants trying? Other local districts? What is something that hasn't been done before? What is trending?

What is popular on social media?

**PROBLEM SOLVING!**

Over-communicate market conditions

Create a credit policy that works for ALL- including partial case  
credit

Ask for pictures to send to grower/shippers

# Weekly Communications


| December 18th 2023   |  | THE LOCAL LIST |   |  |            |
|--|--|----------------|---|--|------------|
|  |  | FRUIT          |   |  |            |
|   | <b>APPLE ROME</b><br>Farm: Nix Fruit Company<br>Hendersonville, NC   | #7260          |    | <b>TANGERINES</b><br>Farm: Nobel;<br>Winter Haven, FL  | #6764      |
|   | <b>APPLE CIDER</b><br>Farm: Nix Fruit Company<br>Hendersonville, NC  | #3903          |    | <b>TOMATO (CHERRY, GRAPE, ROUND)</b><br>Farm: Flavor Mt. Sunrise;<br>GA, TN, SC  |            |
|   | <b>GRAPEFRUIT</b><br>Farm: Dundee Citrus, Peace River Packing;<br>Dundee, FL Fort Meade, FL  | #2620          |    | <b>WATERMELON</b><br>Farm: GulfShore Produce;<br>FL, Meyers, FL  | #4410      |
|   | <b>SATSUMA/MANDARIN</b><br>Farm: Genuine GA;<br>Tifton, GA   | #3924          | <b>VEGETABLES</b>   |  |            |
|    | <b>CORN YELLOW</b><br>Farm: Pioneer Growers,<br>Bainbridge, GA   | #1626          |    | <b>JALAPENO PEPPER</b><br>Farm: Bedner Growers, Green Pepper<br>Farms, Thomas Produce;<br>Lake Worth, GA, Vero Beach, FL   |            |
|    | <b>GREEN TIPPED BEANS</b><br>Farm: Pero Farms, FL  | #1307          |    | <b>GREEN PEPPERS</b> #9085,5521, 5525,5526<br>Farm: Southern Valley, Green Pepper<br>Farms, Bedner Growers, Thomas<br>Produce;<br>Norman Park, GA, Lake Worth, FL, Vero<br>Beach, FL |            |
|    | <b>CABBAGE GREEN ARED</b> #1605,1602<br>Farm: Baker Farms, Thomas Produce;<br>Norman Park, GA, Vero Beach, FL, Lake<br>Worth, FL               | #1605,1602     |    | <b>PEPPER VEGGIE SWEET</b><br>Farm: Pero Farms, FL   | #3778      |
|    | <b>CHARD SWISS RAINBOW</b><br>Farm: Baker Farms;<br>Norman Park, GA  | #8028          |    | <b>RED BEETS</b><br>Farm: Baker Farms,<br>Norman Park, GA  | #3008      |
|   | <b>COLLARDS</b><br>Farm: Baker Farms;<br>Norman Park, GA   | #3015          |   | <b>SWEET POTATOES</b><br>Farm: Scott Farms;<br>Lucama, NC  | #5541,6938 |
|  | <b>CUCUMBERS</b> #1651,7612<br>Farm: Southern Valley, Thomas Produce,<br>Bedner Growers;<br>Norman Park, GA, Vero Beach, FL, Lake<br>Worth, FL | #1651,7612     |  | <b>SWEET JUMBO POTATOES</b><br>Farm: Happy Dirt;<br>Durham, NC   | #7935      |
|  | <b>EGGPLANT</b><br>Farm: Southern Valley;<br>Norman Park, GA   | #2200          |  | <b>BUTTERNUT SQUASH</b><br>Farm: Dewitt Farms;<br>Morven, GA   | #6423      |
|  | <b>OYSTER MUSHROOM</b> #4610<br>Farm: Qihe Mushroom Farm;<br>Newnan, GA  | #4610          |  | <b>YELLOW SQUASH</b> #6421<br>Farm: Southern Valley, Bedner Growers,<br>Thomas Produce;<br>Norman Park, GA, Lake Worth, FL, Vero<br>Beach, FL  | #6421      |
|  | <b>SHIITAKE MUSHROOM</b> #4635<br>Farm: Qihe Mushroom Farm;<br>Newnan, GA  | #4635          |  | <b>ZUCCHINI SQUASH; FANCY</b> #6425,6510<br>Farm: Southern Valley, Bedner Growers,<br>Thomas Produce;<br>Norman Park, GA, Lake Worth, FL, Vero<br>Beach, FL                          | #6425,6510 |
|  | <b>TRUMPET ROYALE</b> #4656<br>Farm: Qihe Mushroom Farm;<br>Newnan, GA   | #4656          |   |  |            |

DEC. 2023 - JAN. 2024

## MARKET ALERT

### Tomato, Corn, Asparagus, & Pepper Constraints






**TOMATOES**  
The damaging effects of a very active hurricane season in Mexico are just now being realized. Romas, rounds, and grape tomatoes are in very short supply. Cool wet weather throughout the growing regions in Florida has drastically reduced yields and negatively impacted quality which compounds the situation. Expect much higher pricing and lower quality through December and well into January.

**ASPARAGUS**  
Extremely low supplies coming out of Peru and Mexico continue due to the cooler wet weather. The holiday demand has also caused this market to be extremely volatile with sharply elevated pricing. Peruvian production has been fairly low all season because of the effects of El Nino and is decreasing further now due to seasonality. Expect supplies to be very limited for the next 3-4 weeks especially Jumbo and Large.

**CORN**  
Florida has been getting hit by nonstop rain and cold temperatures all week. The cold is preventing the corn from sizing up and the rain has prevented anyone from getting into the fields to harvest, and now supplies are extremely tight across the board. Yellow is very scarce and white corn will be substituted as needed until conditions improve. Due to a corn shortage, we may substitute yellow, white, or bi-color corn over the next few weeks based on availability.

**PEPPERS**  
Red and Yellow peppers are in short supply during a high demand period. The Coacchella crops are winding down and fall hurricanes in the Mexican growing region of Nogales have low yields. Continued rains and cooler weather look to impact the harvests through the holiday and into mid-January. Supplies from Florida are moderate but are also challenged by cooler wet weather.

If you have questions or need further information please contact your Royal sales representative




18 December, 2023 |

**VEGETABLES**  
**ASPARAGUS**  
Due to the cooler weather in Mexico and the effects of El Nino in Peru supply remains very limited and the market is extreme. Larger sizes are the most limited. Expect these market conditions to last through the next three to four weeks.

**VEGETABLES**  
**AVOCADOS**  
Supply remains steady and the market is lower. #2 product is currently peaking.

**VEGETABLES**  
**GREEN BEANS**  
Supply remains tight and the market is extreme due to the persistent rain and cooler temperatures in Florida affecting both growing and harvesting operations.

**BERRIES**  
**BLACKBERRIES, BLUE, AND RASPBERRIES**  
Blackberries: Supply is tightening up again due to the cooler weather in Mexico. Expect the market to be elevated through December. Blueberries: Peru is entering a planting gap. Mexican supply is reduced due to the cooler temperatures, and Chile is a week or two behind schedule. Supply is tightening up. Raspberries: Supply is limited due to the cool temperatures in Mexico. Some volume is coming in from Baja but not enough to meet demand.

**VEGETABLES**  
**CORN**  
Supply is tight and pricing is elevated as the heavy rains and cooler temperatures in Florida have affected growth and harvesting operations. Expect the market to be volatile this week.

**BERRIES**  
**STRAWBERRIES**  
Due to inclement weather both California and Mexico are struggling to produce enough to meet demand. Florida started their season last week however the cooler than usual temperatures along with heavy rainfall have lead to a very slow start. All around, supply is tight and the market is elevated.

**VEGETABLES**  
**BROCCOLI, CAULIFLOWER**  
Yuma is continuing to ramp up production and Mexico and Santa Maria are going strong. Quality is great and the market is lower.

**VEGETABLES**  
**CELERY**  
Supply has tightened up this week and the market is elevated, however quality remains good. Yuma is expected to start at the end of the month.

**HERBS**  
**CILANTRO, PARSLEY, GREEN ONION**  
Green Onions: The market remains steady as production continues to improve over the last few weeks. Cilantro & Parsley: Supply and quality coming out of Yuma is excellent.

**CITRUS**  
**LEMONS, LIMES, ORANGES**  
Lemons: Supply out of California and Arizona remains steady. Limes: Volume has improved and the market has come off. Availability on larger sizes has improved as well. Oranges: Supply is steady out of Florida with larger sizes currently peaking. Quality is excellent.

**FRUIT**  
**PINEAPPLE**  
Supply is starting to very slowly improve as Mexico starts in a light way. The market remains elevated.

# Monthly & Quarterly Menus

**PUMPKINS**  
SMALL #8092, MEDIUM #5595 & LARGE #8094  
HEIRLOOM PUMPKIN BIN \*6791

**PIE PUMPKINS**  
ORANGE #6787

**MINI PUMPKINS**  
WHITE BOO MINI #1450  
ORANGE MINI #8086

**NOVELTY PUMPKINS**  
CINDERELLA #5610

**WINTER SQUASH**  
BUTTERNUT #6423  
ACORN #6420  
SPAGHETTI #6422  
KABOCHA #6465  
DELICATA #6460

**GOURDS**  
MIXED BOX #8087

**DECORATIVE**  
INDIAN CORN #8090  
HAY BALE #8057  
CORN STALKS #8567

**BEVERAGE**  
APPLE CIDER \*LOCAL #3903



## MARCH FFVP MENU 2022

**February 28 - March 4**

Pacific Rose Apples:  
100ct- \$51.50

Parsnip:  
20#- \$29.45  
IW 50/2oz- \$44.65

Florida Grapesfruit:  
35ct- \$36.00  
IW 50/4oz- \$45.00

Blood Oranges:  
40ct- \$24.50  
IW 50/2oz- \$47.65

**March 7 - 11**

Kiku Apples:  
100ct- \$55.00  
IW 100/2oz- \$96.95

Cantaloupe/ Lime Mix:  
IW 50/2oz- \$47.00

Pepino Melon:  
12-16ct- \$37.50

Watermelon Radish:  
25#- \$31.00  
IW 50/2oz- \$51.00

**March 14 - 18**

Jazz Apples:  
100ct- \$55.00  
IW 100/2oz- \$96.95

Brussel Sprouts:  
Bulk 4/5#- \$38.00  
IW 50/2oz- \$47.25

Bosc Pears:  
100ct- \$42.75

Carnival Cauliflower:  
6ct- \$27.95  
IW 50/2oz- \$89.75

**March 21 - March 25**

Kanzi Apples:  
100ct- \$55.00  
IW 100/2oz- \$96.95

Jicama:  
35#- \$40.00  
IW 50/2oz- \$47.95

Kiwi:  
90ct- \$44.00  
IW 50/2oz- \$51.25

Green Beans:  
2/5# Trays- \$27.95  
IW 50/2oz- \$48.50



## FALL Menu

| PRODUCT                | ITEM CODE | PACKSIZE        | AVAILABLE THRU |
|------------------------|-----------|-----------------|----------------|
|                        |           |                 | DDO            |
| APPLE CIDER            | 3903      | 4/2 GALLONS     | NO             |
| APPLES FUJI            | 1072      | 125-138 CT      | YES            |
| APPLES GALA            | 1076      | 125-138 CT      | YES            |
| APPLES GOLD            | 1006      | 125-138 CT      | YES            |
| APPLES GRANNY          | 1013      | 125-138 CT      | YES            |
| APPLES RED             | 1005      | 125-138 CT      | YES            |
| APPLES ROMIE           | 7260      | 125-138 CT      | YES            |
| BEANS GREEN            | 1307      | 2/5# BAGS       | YES            |
| BLETS RED              | 1308      | 5#, 25#         | NO             |
| CABBAGE GREEN          | 1605      | 40#             | NO             |
| CABBAGE RED            | 1602      | 40#             | NO             |
| CABBAGE SLAW MIX       | 9019      | 4/5# BAGS       | YES            |
| CANTALOUPE             | 3609      | 12 CT           | NO             |
| CORN                   | 1626      | 48 CT           | NO             |
| CUCUMBERS              | 1651      | 5#              | YES            |
| EGGPLANT               | 2200      | 5#, 25#         | NO             |
| EGGS                   | 8509      | 1 OZ. 15 DZ     | NO             |
| GREENS                 | 9169      | 5/8# BAGS       | YES            |
| COLLARDS CHOPPED       |           |                 |                |
| GREENS KALE CHOPPED    | 9115      | 2/5# BAGS       | NO             |
| LETTUCE GA GOURMET     | 4367      | 24 HEADS/7#     | NO             |
| LETTUCE HYDRO BIRM     | 4316      | 12 HEADS/5#     | NO             |
| ORANGES                | 5219      | 125-138 CT      | YES            |
| PEAS                   | 9504      | 8#              | NO             |
| PEPPERS GREEN          | 5526      | 5#, 25#         | YES            |
| PEPPERS JALAPENO       | 5486      | 1#, 10#         | NO             |
| POTATOES SWEET         | 5541      | 90 CT           | YES            |
| PUMPKINS               | VARIOUS   | VARIOUS         | NO             |
| SQUASH BUTTERNUT DICED | 9549      | 4/5# BAGS       | YES            |
| SQUASH SPAGHETTI       | 6422      | 5#, 45#         | NO             |
| SQUASH YELLOW SLICED   | 9758      | 5#              | YES            |
| SQUASH ZUCCHINI SLICED | 9759      | 5#              | YES            |
| STRAWBERRIES           | 6635      | 8/1# CLANSHELLS | NO             |
| TANGERINES             | 6764      | 120-150 CT      | YES            |
| TOMATOES 2 LAYER       | 6765      | 20#             | YES            |
| TOMATOES CHERRY        | 6718      | 12 PINTS        | YES            |
| TOMATOES GRAPE         | 4105      | 12 PINTS        | YES            |
| TOMATOES ROMA          | 6731      | 5#, 25#         | YES            |
| WATERMELON             | 4410      | 15#             | YES            |



# Local Program

| Month    | Choice 1   | Choice 2  | Pre order Needed? | If so, by when?   | Farm Bio  |
|----------|--|---|-------------------|---|---|
| NOVEMBER | Butternut Squash cubed ; available through DOD     | Sweet Potatoes  | Yes               | 10 days out (if ordering through DOD, estimated usage)                                | Southern Valley                                   |
| FEBRUARY | Strawberries for St. Valentine's Day - Flats and # | Green Peppers - 20# case or 5# bags; available DOD and commercial | Yes               | Strawberries pre-order 2 weeks prior delivery week needed, no pre-order on pepper     | Pepper-Goodson Farms Berries-Wish Farms, Naturipe |
| APRIL    | Corn on the Cobb (shucked)                         | Carrots as back up  | Yes               | Minimally two weeks; order before going out on Spring Break for delivery upon return. | Pioneer, Wilkinson Cooper                         |


- Use your distributor as your resource!
- Create menus that highlight local & peak of season!
  - Use summer break as a time to get organized for next SY
    - Sit down with your distributor to make a calendar or menu
- Look at what has worked in the past!
- Get to know your farmers!
  - Work together to make a plan specific to your district
  - Have estimated usage or actual usages for planting purposes
- Know your food safety requirements!
  - COI, 3rd Party Audit, GIP/GAP
- Always make a back up plan and be flexible!
- Set requirements for % local in your bid or RFP!

## How is local defined?

States that boarder (AL, FL, NC, SC, TN)

Mileage to distributor or school

Only in-state



## Partners in Produce

STONE CREEK HYDROPONICS

From their 6-bay greenhouse on 26 acres near Hartwell, Georgia, Stone Creek Hydroponics' produces premium hydroponically grown lettuces, lettuce mixes, and watercress; all grown in water (hydroponics) without dirt, weeds, rocks, fertilizers and pesticides that typically accompany traditional farming methods. This innovative growing method results in safer, healthier, and more beautiful produce that can be locally delivered within hours – fresh and ready eat! Committed to sustainable agriculture practices SCH is audited annually and complies with food safety initiatives and Good Agriculture Practices (GAP) required of PRO\*ACT suppliers.

# Fresh-Cuts

## Benefits!

- Labor Savor: time better spent
- Easy Prep Options: affordable options
- Local Options: a win for you & the farmer
- Food Safety: find someone you trust
- Culinary Inspiration: help with Speed-Scratch
- Consistent Quality and 100% yield



JULIENNE



HALFMOON



DICED



WEDGE



SHREDDED



SLICED

**ROYAL**  
— FRESH CUTS —  
**SCHOOL PACKS**

| ITEM # | DESCRIPTION                       | ITEM # | DESCRIPTION                          |
|--------|-----------------------------------|--------|--------------------------------------|
| 3720   | IW APPLE, CAMEO 50/4 OZ           | 6568   | IW BEET, RED STICKS 100/2 OZ         |
| 6976   | IW APPLE, CAMEO SLICED 100/2 OZ   | 3713   | IW BROCCOLI, FLORETS 50/2 OZ         |
| 3719   | IW APPLE, CRIMSON 2 OZ            | 3949   | IW BRUSSEL SPROUTS, HALVED 100/2 OZ  |
| 3404   | IW APPLE, CRIMSON DELIGHT 50/4 OZ | 3768   | IW BRUSSEL SPROUTS, HALVED 50/4 OZ   |
| 9460   | IW APPLE, EMPIRE 50/4 OZ          | 3766   | IW BRUSSEL SPROUTS, HALVED 50/4 OZ   |
| 9080   | IW APPLE, ENVY 100/2 OZ           | 3899   | IW CABBAGE, MIZ GREEN/RED 50/2 OZ    |
| 3143   | IW APPLE, ENVY 50/4 OZ            | 9285   | IW CARROT, BABY 100/2 OZ             |
| 6603   | IW APPLE, GREEN SLICES 100/2 OZ   | 3836   | IW CARROT, BABY 50/4 OZ              |
| 2629   | IW APPLE, GREEN SLICES 50/2OZ     | 3715   | IW CARROT, BABY RAINBOW 50/4 OZ      |
| 7650   | IW APPLES, GRINS 100/2 OZ         | 9496   | IW CARROT, COINS 100/2 OZ            |
| 3821   | IW APPLE, GRINS 50/ (1/2 CUP)     | 3784   | IW CARROT, COINS 50/2 OZ             |
| 3992   | IW APPLE, HONEYCRISP 100/2OZ      | 3694   | IW CARROT, CRINKLE CUT 100/2 OZ      |
| 3762   | IW APPLE, HONEYCRISP 50/4 OZ      | 3301   | IW CARROT, CRINKLE CUT 50/4 OZ       |
| 3849   | IW APPLE, KANZI SLICED 50/2 OZ    | 6579   | IW CARROT, MULTI COLOR 100/2 OZ      |
| 7855   | IW APPLE, KANZI SLICED 50/4 OZ    | 3548   | IW CARROT, RAINBOW COINS 100/2 OZ    |
| 3556   | IW APPLE, LADY ALICE 50/4OZ       | 3689   | IW CARROT, RAINBOW COINS 50/2 OZ     |
| 6564   | IW APPLE, MACINTOSH 50/4 OZ       | 2682   | IW CARROTS, GEORGIA 100/2 OZ         |
| 3568   | IW APPLE, MIX RED & GREEN DICE    | 3648   | IW CAULIFLOWER, FLORETS 50/2 OZ      |
| 3855   | IW APPLE, MIX RED & GREEN 50/2 OZ | 3566   | IW CAULIFLOWER, FLORETS GA 50/4 OZ   |
| 3555   | IW APPLE, OPAL 50/4 OZ            | 6898   | IW CAULIFLOWER, PURPLE 50/2 OZ       |
| 3946   | IW APPLE, OPAL SLICES 100/2 OZ    | 1593   | IW CAULIFLOWER, PURPLE 50/4 OZ       |
| 3691   | IW APPLE, PINK LADY 50/4 OZ       | 3802   | IW CAULIFLOWER, PURPLE/WHITE 50/2 OZ |
| 2233   | IW APPLE, SPARTAN 100/2 OZ        | 3712   | IW CELERY, BITES 50/2 OZ             |
| 3409   | IW ASPARGUS, 50/2 OZ              | 2198   | IW CUCUMBER, EURO 50/2 OZ            |
| 7673   | IW BEANS, GREEN 100/2 OZ          | 6975   | IW CUCUMBER, PICKLING SLICED 50/2 OZ |
| 4203   | IW BEANS, GREEN 50/2 OZ           | 3741   | IW CUCUMBER, PICKLING SLICED 100/2OZ |
| 3551   | IW BEANS, GREEN 50/4 OZ           | 6594   | IW CUCUMBER, SLICED 100/2OZ          |
| 3848   | IW BEET, RED SLICED 50/2 OZ       | 3553   | IW CUCUMBER, SLICED 50/2 OZ          |
| 3807   | IW BEET, RED STICKS 50/4 OZ       | 2523   | IW FRUIT, CANTALOUPE 50/2 OZ         |

ASK FOR SAMPLES!

TRY NEW CUTS & SIZES!

CREATE BLENDS, MIXES, & MEDLEYS!

**\*\*FOOD SAFETY\*\***  
#1 rule: If you wouldn't serve it to your child, find a manager or supervisor!

How to find a Fresh-Cut facility?  
In-House, Food Hubs, Food Banks, Local Processors

## Your RFP/Bid and Distributor Considerations

### What are distributors looking at?

- Delivery Requirements
  - Are after-hour key drops an option?
  - Central Kitchen
  - Warehouse
  - What are the requirements following a school break?
- Pricing Structure
  - USDA Terminal Market Report
  - Cost Plus
- Price Escalation Options
- Geographic location and number of schools
- Partnership

The cheapest option isn't always the best option!

- Bid calculated on a point system rather than just price based
  - Local Program
  - FFVP
  - Delivery Schedule
  - Customer Service
  - Experience
  - Food Safety
  - Menu Options
  - Ordering Options (web, fax, phone, app)
  - Reporting Services
  - Quality



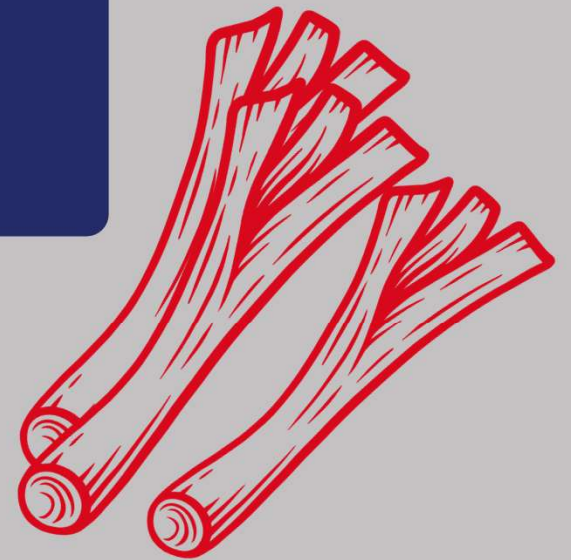
Thank you!



**ROYAL**

CELEBRATING 30 YEARS

ATLANTA . GEORGIA





# How your produce distributor can help source and promote fruits and veggies in K-12 Schools

Jaynelle Nash, Senior Director of Sales Strategy,  
1/4/2024

BEFORE STARTING THE PROCESS OF IDENTIFYING A NEW DISTRIBUTOR, THINK ABOUT WHAT YOU REALLY NEED AND WANT IN A VENDOR AND UPDATE YOUR REQUEST FOR PROPOSAL TO REFLECT THAT.

## WHAT TO CONSIDER FOR YOUR RFI AND RFP

Are bidding  
vendors  
qualified?

- Do they use Good Agricultural Practice (GAP) farms?
- Do they have Hazzard Analysis Critical Control Point (HACCP) plans? Are they Safe Quality Food Certified (SQF)?
- Are they in good standing with the Perishable Agricultural Commodities Act (PACA)?
- Are they inspected by an organic certification entity so they can provide USDA Organic produce if needed?
- Do they have written references?



## WHAT TO CONSIDER FOR YOUR RFI AND RFP

How do you  
want to interact  
with your  
vendor?

Do you want to call, email, or enter your order in an online ordering platform?

Would you like to have more than one order entry option?

Does their website have in-depth product information?

Do you want a dedicated account manager who can help you with menu planning, identifying specifications, and navigating seasonal changes?

Can the prospective vendor accommodate these?





## WHAT TO CONSIDER FOR YOUR RFI AND RFP

What are your local farm relationship options?

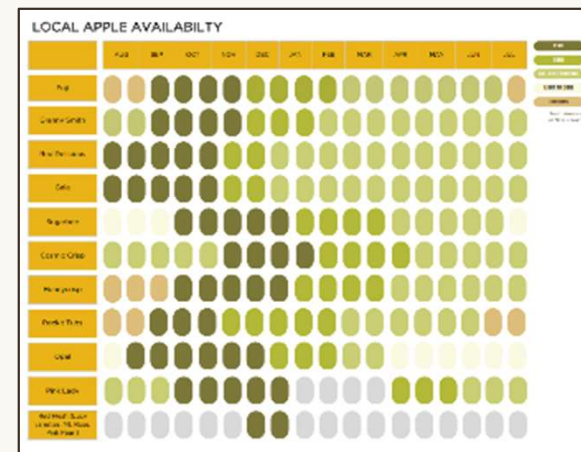
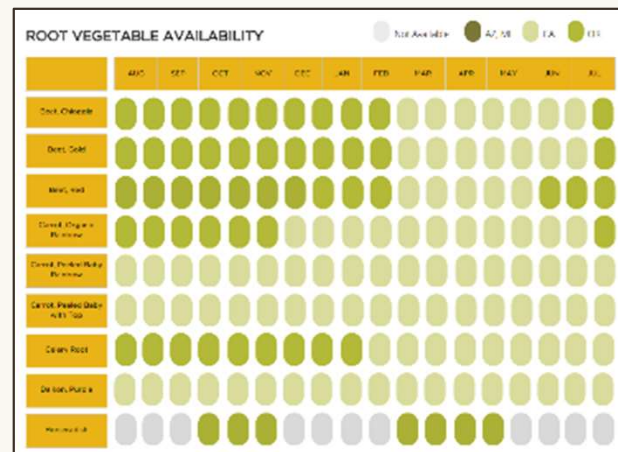
- Does the vendor have independent farm relationships in your region?
- Can they work as liaisons with local farms to help you develop programs that meet your goals?
- Many school districts have pre-existing relationships with regional farms but need logistics assistance. Can the vendor pick up and deliver the produce you have already contracted to be grown for the district?
- What if your direct farm partner usually delivers to you and they have an unexpected gap? Can your distributor quickly react to emergencies and bail you out?



# WHAT TO CONSIDER FOR YOUR RFP

Do you need to plan Fresh Fruit and Veggie Recommendations with a dedicated specialist who understands your needs?

- Can your partner provide you with a seasonal availability calendar?
- Can the vendor identify and explain the benefits of various pack sizes and specification options that might be right for your application?
- Can your partner prepare you for supply challenges, and what should you expect?



## WHAT TO CONSIDER FOR YOUR RFP

Harvest of the  
Month Ideas-  
What options  
can your  
vendor provide  
locally?

- Persimmons
- Diced root veggies and squash such as beets, turnips, rutabaga, parsnips, and butternuts.
- Asparagus
- Strawberries and Blueberries
- Sweet Mini Peppers
- Brussels
- Snow Peas
- Tangerines
- Baby peeled rainbow carrots



## WHAT TO CONSIDER FOR YOUR RFP

Will you need  
labor-saving  
produce?  
Exciting/Kid-  
friendly  
options?

- Can the vendor process produce in-house?
- How many and what kind of items do they process?
- What are their minimums and lead times for special processing?
- Does the vendor carry or have access to unique varieties?
  - To engage students, some districts utilize unusual produce varieties like jicama sticks, gold kiwis, baby bananas, pomegranate arils, and carnival cauliflower florets.

# WHAT TO CONSIDER FOR YOUR RFI AND RFP

Emergencies are a time when the best vendor partnerships shine.

- Coverage for a direct farm partner that is unable to deliver.
- Fresh, made-to-order lunches, fresh wraps, grab-and-go salads, and fresh snack box meals during labor shutdowns.
- Weekly take-home meal boxes and lunch boxes for the week during extended shutdowns.
- Rotating menus of ready-to-go snacks and produce a family can easily prepare.



**PACIFIC COAST**

**SEATTLE PUBLIC SCHOOLS**

### Sweet Potato Fries with Shallot Dip

**Ingredients from Box:**

- Sweet Potato Chunks
- Shallot

**Additional Ingredients:**

- Mayonnaise
- Fresh Chives
- Olive Oil
- Salt
- Pepper

**Preparation:**

1. Preheat oven to 400°F.
2. Toss sweet potato fries in olive oil, salt, and pepper.
3. Bake for 20-25 minutes until fries are crispy and tender.
4. Meanwhile, chop shallots and mix with mayonnaise.
5. Serve with shallot dip.

Recipe provided by Pacific Coast Fruit Company  
WWW.PACIFICCOAST.COM | 509.467.0001 | 10000 PACIFIC COAST BLVD



FRESH PRODUCE FROM *Farm to Family*

# WHAT TO CONSIDER FOR YOUR RFP

- School district employee meetings.
- Provide an opportunity for district employees to try varieties of fresh produce and prepared dishes.

Do you need your vendor to support special events?



# WHAT TO CONSIDER FOR YOUR RFP

Do you need your vendor to support special events?

- Warehouse Tours for all ages
- Can help familiarize students with varieties of fresh fruit and how fresh produce gets to markets.
- Tastings can expose students to unusual and unfamiliar varieties of produce they would not otherwise have an



creers in



# WHAT TO CONSIDER FOR YOUR RFP

Do you need your vendor to support special events?

- Student presentations tailored to the class curriculum and topics of interest.
- Presentations for 5 Food Science classes at a local middle school.
- 135 - 7<sup>th</sup> & 8<sup>th</sup>-grade students
- Sampled local fruits
- Discussed, Sourcing & Production, Organics & C Health & Safety, Careers







WHATEVER YOUR NEEDS ARE, YOUR PRODUCE  
DISTRIBUTOR IS YOUR PARTNER IN HELPING  
YOU REACH YOUR GOALS.  
THANK YOU!