














FARM TO SCHOOL

Central Coast, CA

HOW TO GET YOUR FARM STARTED WITH FARM TO SCHOOL

	<p align="center"><u>Make a Plan</u></p> <p>What will you market to schools?</p> <ul style="list-style-type: none"> • schools like items that require little processing like: whole fruits, greens, broccoli, cauliflower, sweet peppers, tomatoes, herbs, etc. • schools are also very interested in unique items that they can plan activities around • if you grow unique items and/or items that require processing, let schools know how they can use it, offer kid-friendly recipe ideas 	  	<p align="center"><u>Contact Farm to School CC</u></p> <p>Email: claire@slowmoneyslo.org</p> <p>Fill out the Farm to School Paperwork & return it to Claire</p> <ul style="list-style-type: none"> • W9 • Vendor Response Form • Product Availability Calendar • Food Safety Checklist <p>If applicable, selling licenses, safety certifications, etc. can also be returned to Claire.</p>
 	<p align="center"><u>Know Your Customer</u></p> <p>Once FTSCC introduces you to districts, ask for a FTS meeting or phone call.</p> <p>Get to know them -</p> <ul style="list-style-type: none"> • what products interest them • what are the FTS activities they run that you would like to participate in • do they prefer email or phone • what lead time do they need for orders • peak buying season is Fall to Spring with smaller Summer food programs 		<p align="center"><u>Prepare Purchase Orders</u></p> <p>Ask schools to give you clear details on their orders including:</p> <ul style="list-style-type: none"> • quantity, delivery location(s) and times, information required on invoices, contact & address where invoices need to be delivered. <p>*Schools often want original, hard copy invoices* Schools pay net 30 days via check*</p>
  	<p align="center"><u>Best Practices</u></p> <p>Communicate as much as possible with schools about their orders - they appreciate updates!</p> <p>Give them as many details as possible: delivery size, product specs (i.e. loose leaf lettuce vs. whole head), recipe ideas.</p> <p>Let them know what YOU need from them - order lead time, reminders, etc.!</p>		<p align="center"><u>Use FTSCC!</u></p> <p>FTSCC is always available for support! Whether you need help:</p> <ul style="list-style-type: none"> • getting a hold of a district • understanding what products schools want • ideas for how to market products to the schools