














# FARM TO SCHOOL

Central Coast, CA

## HOW TO GET YOUR FARM STARTED WITH FARM TO SCHOOL

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