

October 2012

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Farm to School Network

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Participating States:

Alabama
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Colorado
District of Columbia
Florida
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Illinois
Indiana
Iowa
Kentucky
Louisiana
Michigan
Mississippi
Nebraska
New York
Ohio
Pennsylvania
South Carolina
Texas
Wyoming

This month is the second annual National Farm to School Month. MarketMaker encourages this connection by asking you to include Farm to School in your MarketMaker profile. To read more about the program, go to: www.farmtoschool.org

What is Farm to School?



Farm to school initiatives involve connecting schools with local farms by bringing fresh, nutritious foods from local farms into school cafeterias and by offering students experiential learning opportunities through farm visits, food and nutrition educational activities, and an incorporated nutrition education curriculum.

Farmers have access to a new market through schools and can participate in programs to help students understand where their food comes from and how food choices affect their health, environment, and community.

HOW DO LOCAL FARMERS SELL TO SCHOOLS?

Farmers can diversify their markets by supplying to local schools. This is especially important when farmers are dependent on limited commodity or wholesale markets. Schools represent a steady, reliable demand that helps farmers plan their crop planting, harvesting and marketing more effectively.

- Sell directly to schools by establishing a relationship with the food service staff. Take your business materials (price and crop list, business card, etc.) and a sample.
- Sell directly to schools through a Farmers' Market.
- Sell through cooperatives to minimize transportation and administration costs.
- Sell to wholesale distributors.
- Sell to the Department of Defense's Fresh Fruit and Vegetable Program, which delivers local food to schools.

WHY IS THIS IMPORTANT?

Our children are eating unhealthy foods. Our farmers are losing out on potential markets. The Farm to School initiative helps support local farmers and keep food dollars in local economies. It also helps create a generation of informed food consumers.

Check out the USDA Farm to School link:
www.fns.usda.gov/cnd/F2S.



TIME TO CELEBRATE SCHOOL & LOCAL FOOD CONNECTIONS! OCTOBER IS SECOND NATIONAL FARM TO SCHOOL MONTH

Congress approved a resolution introduced in November 2010 by Representative Rush Holt (NJ) to officially designate October as National Farm to School Month.

School menus will feature products from local farmers, ranchers, fishermen, and processors; students will visit farms, plant seeds, and become acquainted with where



their food comes from; teachers will integrate food and nutrition into their curriculum; farmers will visit classrooms to help educate students on local foods.

There are plenty of ways to celebrate and become involved. Learn more about Farm to School Month at:

www.farmtoschoolmonth.org

Check “Farm to School” on your MarketMaker profile under “Methods of Sale” to make your business searchable by educational institutions looking for fresh, local foods.

USDA Sets New Standards for Meals in America’s Schools

In January, new standards for school meals were unveiled. These raise the standards set 15 years ago and will result in healthier meals for students across America. These are a component of the Healthy, Hunger-Free Kids Act championed by First Lady Michelle Obama.

Recommendations from a panel of experts assembled by the Institute of Medicine were used to construct these standards. They will be phased in over a three-year period which started this school year (2012-2013).

The new standards make the same kinds of changes that many parents are already making at home, including:

- Ensuring students are offered both fruits and vegetables every day of the week;
- Substantially increasing offerings of whole grain-rich foods;
- Offering only fat-free or low-fat milk varieties;
- Limiting calories based on the age of children being served to ensure proper portion size; and
- Increasing the focus on reducing the amounts of saturated fat, trans fats and sodium.



HEALTHY CHILDREN, HEALTHY FARMS, HEALTHY COMMUNITIES

The National Farm to School Network envisions a nation in which Farm to School programs are an essential component of strong and just local and regional food systems, ensuring the health of all school children, farms, environment, economy and communities.

**NEW STANDARDS + FARM TO SCHOOL =
INCREASED MARKETS & SALES**

MarketMaker News and Updates...

ATTENTION FARMERS/RANCHERS!

Raise livestock? Now's the time to update your profile.

Check out the new breeds of livestock in the following categories:

- Beef
- Goat
- Lamb/Sheep
- Pork
- Veal



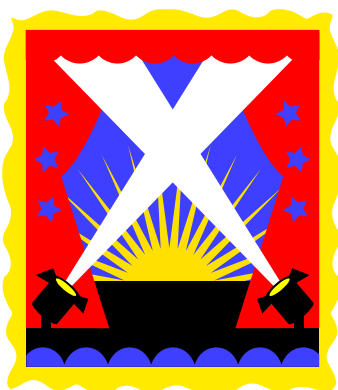
ATTENTION SOYBEAN FARMERS!

Raise soybeans? Please review your profile. The **soybean** category has expanded into:

- **High Protein**
- **Edible**—Clear or Buff Hilum, Large Seeded (Edamame), Small Seeded, and Soy Nut



Since the September newsletter, 66 new businesses have registered on MarketMaker. Check them out at: <http://foodmarketmaker.com/whatsnew.php>



See YOUR Business "In the Spotlight!"

Here at MarketMaker headquarters, we're always on the lookout for businesses to feature in our **Spotlight** section.

If you've found MarketMaker helpful for selling and/or finding products because of the Buy & Sell Forum; made a connection with another business; made a sale because someone found your profile...we want to know!

We'd like to hear your story and put your business "in the spotlight!"

Email your experiences to marketmaker@illinois.edu

MarketPlace Buy & Sell Forum

Post your ad for products and/or services you have to sell or want to buy. The Buy & Sell Forum is available to you at no cost. See detailed ads on our website at: www.foodmarketmaker.com/main/marketplace.



BUY 9 listings	SELL 110 listings	SERVICES/EQUIPMENT 2 listings	TRANSPORTATION 1 listing	OTHER 1 listing
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