Producer Worksheet:
GETTING TO KNOW YOUR LOCAL SCHOOL MARKET.

Worksheet Objective: Use the USDA Farm to School Census data to identify current local food-purchasing practices in schools and districts around the state.

Directions:

- Use your mobile device or computer to access the USDA Farm to School Census Website.
- Navigate to "Find nearby school food authorities (SFAs)" at the bottom of the page and search by location.
- Use the information to answer the following questions:

How much money is spent on local foods in your state?

What percent of its budget is the average district spending on local?

What are the most frequently purchased types of foods?

What are the top five products that schools in your local district are purchasing locally?

Do you produce any of these products? Which ones?

Where are they getting these products?

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Supplemental questions to explore for your district:

Are there any schools with salad bars or "à la carte" and flexible meal purchases?

What percent of food is from scratch?

Does the district expect its local purchases to increase, decrease, or remain the same?

This is a tool to help guide you through two considerations when deciding whether school food service is a marketplace for your products. It will provide information related to the various ways your company can sell food products to schools.

How do you make your products available to schools?