



URBAN SCHOOL
FOOD
ALLIANCE

2018 Annual Report

Table of Contents

3	Letter from Our Chairman
4	Who We Are
5	Our Procurement Work & Industry Engagement
7	Advisory Board
8	Careers
9	Activities
10	District Highlights
12	Support
13	Financial Statement



DEAR FRIENDS,

The last year posed tremendous challenges when it comes to school meals. Nutrition standards were loosened by policymakers especially in the areas of dairy, whole grains and sodium.

But despite these hurdles, the Urban School Food Alliance (the Alliance) continued the course.

The Alliance can proudly say that we as an organization did not waver, continuing to provide the highest standards when it comes to students meals. We believe that providing access to fresh, healthy, delicious food to children is key to their health and academic success.

In 2018, we, as the Alliance, even pushed the envelope further by pledging to increase our local food purchase by the 2021-2022 school year. The move will not only stimulate and support the local farmers and businesses, but it will also provide the freshest foods possible to our students.

I hope that you will join me in celebrating the work of the Alliance over the past year, and we look forward to strengthening our capabilities to further serve the students in our districts.



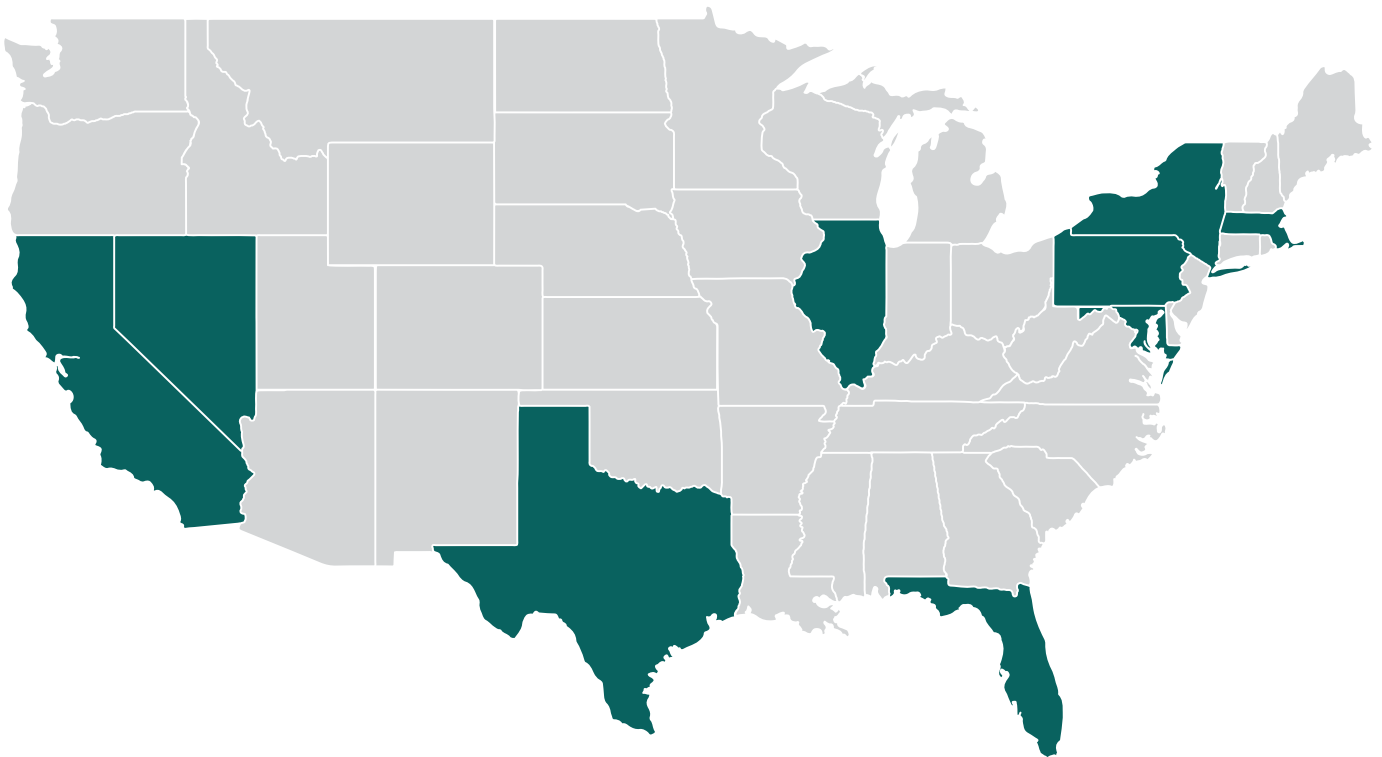
Michael Rosenberger

Executive Director, Food and Child Nutrition Services
Dallas Independent School District
Chairman, Urban School Food Alliance

Who We Are

New York City Department of Education
Los Angeles Unified School District
Chicago Public Schools
Miami-Dade County Public Schools
Dallas Independent School District

Orange County Public Schools
Broward County Public Schools
School District of Philadelphia
Baltimore City Schools
Boston Public Schools
Clark County Public Schools



11
DISTRICTS



5,428
SCHOOLS



3.7M
STUDENTS



631M
MEALS SERVED
ANNUALLY



\$831M
SPENT ON
PROCUREMENT

UPHOLDING NUTRITION STANDARDS

The Urban School Food Alliance encourages lawmakers to continue to support high nutrition standards for school meals to ensure the health and wellness of students and to combat obesity. These regulations include whole grains, lean proteins, fruits and vegetables as well as foods low in sodium, sugar and fat. Despite the easement of the nutrition standards in the fall of 2018 by the Department of Agriculture – especially in the areas of dairy, whole grains and sodium – Alliance members have worked to maintain high nutrition standards.



JOINT PROCUREMENT EFFORTS

The Urban School Food Alliance has created systemic changes in the food service world for healthier, nutritious meals for students through their joint procurement efforts. School food procurement is a multifaceted and complicated process: districts purchase hundreds of different products and there are challenges associated with shifting away from their individual procurement models and into joint purchasing. To drive pioneering change in the complex world of school food procurement, the Alliance will spend the next year building a program that standardizes the multi-source data to aggregate purchasing data by district, vendor, product, food category for further food and supply purchase efficiencies.

Beyond building the organizational infrastructure needed to scale its work, the Alliance proactively works on joint food bids and policies that focus on improving the health and wellness of students with sound environmental practices. The group is in the process of researching the procurement of organic, clean label, rBST-free products, protein-grain rich foods, as well as the inclusion of even healthier, breakfast options for students. Armed with this research, and over the course of the next year, the Alliance aims to procure more than 30 new products that dramatically increase the health and sustainability of school meals.



LOCAL FOOD PROCUREMENT COMMITMENT

Over the years, member districts of the Urban School Food Alliance have seen the effects local procurement has on getting students excited about trying new foods, improving their behaviors and attitudes towards fruits and vegetables, and increasing their knowledge about where their food is grown and sourced. That's why in the fall of 2018, Alliance districts collectively set a goal to increase their local food purchase by at least five percent by the 2021-2022 school year – amounting to a total of \$100 million local procurement annually. The goal aims to work with local food producers to stimulate local economies, while providing the freshest, highest quality foods possible for the health and wellness of students.

INDUSTRY ENGAGEMENT

Members of the Alliance and staff have also been involved in ongoing meetings with the food manufacturing and distribution industry to share their visions for school food and to better understand market trends and capacity. The goal of this "Industry Engagement" effort is to increase student access to more types of healthy food at affordable prices by streamlining the existing school food procurement system. The engagement will especially benefit small to medium-sized school districts that have been challenged by cost constraints to purchase higher quality products.

Advisory Board

In 2018, the Urban School Food Alliance formed an advisory board consisting of a diverse group of leaders and professionals to bring their unique knowledge, skill set and experience in guiding the Alliance and its mission. With the ultimate goal of serving the health and wellness of students, the advisory board meets several times a year in person and via phone conference to provide fresh perspective and technical expertise. It also serves as an independent, unbiased sounding board to assist the Alliance in championing important initiatives.



Mark Izeman
Chairman

New York Regional
Director and Senior
Attorney, Natural
Resources Defense Council



**Kyra Tirana
Barry**
Board Member

Advocate for Women
and Children



Laura Hatch
Board Member

Director, National
Partnerships, Share Our
Strength



Andrew Kaplan
Board Member

Co-Founder and
Director, Yum-o!
VP Culinary Operations,
Rachael Ray



Cecily Upton
Board Member

Co-Founder & VP of
Innovation and Strategic
Partnerships, Food Corps

Careers

HIRING AN EXECUTIVE DIRECTOR

The Urban School Food Alliance started the process of hiring an executive director. The Alliance seeks a business-minded executive director who will work fulltime by leading the development and implementation of a strategic and cohesive procurement initiatives that improve school food items, while containing costs for the participating districts. Additionally, the executive director is expected to deliver organization and partnership development; to expand the Alliance's district membership; and to serve as a respected public voice to amplify the reputation and visibility of the Alliance with key audiences including the philanthropic sector, press and policy leaders. This position will play a critical role in further advancing the Alliance's positioning in the Child Nutrition Reauthorization for the health and sustainability of school meals in large school districts, thus influencing the entire school food program.



Activities



FRESH ATTITUDE WEEK

The Urban School Food Alliance celebrated Fresh Attitude Week for the fourth year from May 7-11 in 2018. In collaboration with the French Department of Agriculture and in partnership with Interfel (French Inter-Branch Association of Fresh Fruits and Vegetables which created Fresh Attitude Week), Fresh Attitude Week has become an annual event in America, along with France and Italy, to highlight and increase consumption of fresh fruits and vegetables in schools.

Fresh Attitude Week celebrations have helped raise the popularity of produce in school meals in the Urban School Food Alliance districts. They have seen consumption increases year after year. Vegetable and fruit consumption increased from 11.5 million servings in 2017 to 12.3 million servings in 2018 during Fresh Attitude Week.

In 2014, the French Ministry of Agriculture, Agrifood and Forestry invited members of the Urban School Food Alliance to visit France to observe how the French government and the fruit and vegetable sector promote food awareness and healthy eating in schools. Over the years, members of the French Ministry of Agriculture have also visited Alliance districts to experience firsthand the school food system in the U.S.

District Highlights

BALTIMORE CITY SCHOOLS

Baltimore City Schools is committed to eliminating ALL polystyrene products in its cafeterias. It not only adopted the Alliance's compostable plate in 2018, but also stopped using other polystyrene products during food service.

BOSTON PUBLIC SCHOOLS

Boston Public Schools rolled out nearly two dozen My Way Cafes in 2018. My Way Cafe provides more fresh meal choices with a welcoming and interactive dining experience to encourage students to try items they've never tasted before. Food service has also been redesigned to reduce food and packaging waste.

BROWARD COUNTY PUBLIC SCHOOLS

Broward County Public Schools hosted its sixth annual Student Food Show. Students from around the county tasted and rated a variety of new menu items for BCPS's dining rooms. The show ensured that the districts serve meals that are not only nutritious, but ones students truly enjoy!

CHICAGO PUBLIC SCHOOLS

Chicago Public Schools (CPS) became the fourth school district in the country to adopt the Good Food Purchasing Policy. The district works closely with vendors to provide a healthy, sustainable, socially responsible and local (whenever possible) food program for CPS students.

DALLAS INDEPENDENT SCHOOL DISTRICT

In 2018, Food Research & Action Center recognized Dallas Independent School District as the seventh large district in the country with best practices to provide breakfast to our students. Studies show that when young people eat breakfast together, the practice becomes part of the school's daily culture for better health and student academic achievement.

NEW YORK DEPARTMENT OF EDUCATION

The New York City Department of Education has been working on redesigning 34 facilities to differentiate elementary, middle schools and high schools dining rooms. Meal participation in secondary schools has doubled as a result of the remodel. All plastic utensils and straws offered with district meals have also been replaced with certified compostable utensils and straws.



LOS ANGELES UNIFIED SCHOOL DISTRICT

Food Research & Action Center (FRAC) has named Los Angeles Unified School District as the number one school breakfast provider in the nation - serving 330,000 breakfasts every day. According to FRAC, “Breakfast after the bell models integrate breakfast into the school day by offering it where students are likely to participate, such as in the classroom.

MIAMI-DADE COUNTY SCHOOLS

Miami-Dade County Schools continues to transform school gardens into edible landscapes, Food Forests. In 2018, the district converted four raised bed gardens for a total of 20 Food Forests throughout the district. The gardens provide a learning lab where students can read, draw, plant and connect with nature, while the classroom curricula incorporate nutrition, health and science lessons. The bounty from the gardens is then served at school cafeterias for students to enjoy.

ORANGE COUNTY PUBLIC SCHOOLS

Orange County Public Schools’ Food and Nutrition Program has been recognized with various awards for its leadership in providing healthy, nutritious and delicious meals to students. Such awards include: District of Excellence by the School Nutrition Association; the Florida Sterling Leadership Award and Sustaining Award; the Orlando Sentinel Culinary Hall of Fame; and the USDA Best Practice Award.

SCHOOL DISTRICT OF PHILADELPHIA

School District of Philadelphia continuously increases its meal participation by providing access to various breakfast options at its schools. Because all kids deserve to start the day right with a healthy breakfast, the district supports programs like Breakfast in the Classroom, Grab-n-Go and second chance breakfast. As a result, the district has more than doubled the number of schools offering an alternative breakfast model.

Support

WITH GRATITUDE

The Urban School Food Alliance deeply appreciates the organizations that help make the Alliance work possible. From financial support to capacity building, sharing of expertise, and ongoing staff support, the Urban School Food Alliance is grateful to funding partners and organizations that have given to further the mission of the Alliance.



A SPECIAL THANKS TO OUR PARTNERS AND DONORS:



Joyce and Irving Goldman
Family Foundation



Financial Statement

ASSETS

FY 2017

FY 2018

Cash and Cash Equivalents	\$ 193,548	\$ 397,081
Accounts Receivable, net	\$ 11,083	\$ 38,000
Pledges Receivable, net	\$ 100,000	\$ 125,000
Prepaid Insurance	\$ 1,819	\$ 1,789
Security Deposit	\$ 800	\$ 800

TOTAL ASSETS

\$ 307,250	\$ 562,670
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LIABILITIES & NET ASSETS

Liabilities

Accounts Payable and Accrued Expenses	\$ 16,706	\$ 14,115
Deferred Revenue	\$ 106,083	\$ 95,000
Other Long Term Liabilities	\$ 800	\$ 800

Total Liabilities

\$ 123,589	\$ 109,915
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Net Assets

Unrestricted Net Assets	\$ 164,575	\$ 402,755
Restricted Net Assets	\$ 19,086	\$ 50,000

Total Liabilities

\$ 183,661	\$ 452,755
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TOTAL LIABILITIES & NET ASSETS

\$ 307,250	\$ 562,670
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