

# BOSTON PUBLIC SCHOOLS

BETTER BITE BY BITE: LOCAL FOOD INITIATIVE

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### ► EXPLANATION OF IDEA

- Two-year grant secured for three-part program to institutionalize procurement of local food for Boston school students: procurement, training, marketing.
- “Local” defined: food grown/raised/produced (dairy) in New England, includes all foods -- produce, meat/poultry, grain, dairy, etc.
- Partnered with experienced colleagues to speed progress:
  - UMass Amherst for procurement and culinary knowledge
  - Leading school districts in local procurement from farms, e.g. Minneapolis, Austin

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### ► TACTICS / IMPLEMENTATION

- Engaged produce vendor and aggregator farmer; established product sourcing knowledge; initiated purchasing
- Conducted spring and fall local food days at all 125 district schools, including those with vended meals
- Secured culinary staff engagement through real-time video training.

### ► IMPACT / SUCCESSES

- Increase in purchases of local fresh food up 3% in fall, over 8% baseline spend
- Established local tracking system through produce vendor
- Applied learning from students focus groups for language and graphic content for marketing communication about local, fresh

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Salad bar, with selective local items



Fresh peaches ready for Distribution



Marketing supports all school local food event