



Public Health Association of BC



March 19, 2008

# Farm to School Salad Bar: A Request For Proposals

## An Invitation

“For the first time ever children may not live as long as their parents”. This was a conclusion of BC’s Select Standing Committee on Health when exploring childhood obesity<sup>1</sup>. The problem? Sedentary lifestyles and poor food choices. The solution? Encourage children to exercise more and to make healthier food choices!

However, we know that changing a child’s behaviour is more complex than simply telling them to do so. Behaviour is influenced by a number of factors – from income, knowledge and skills, to having adequate time to eat and having access to a sustainable supply of healthy foods. We need to get at the root of the issues – the factors that strongly influence food choices.

The Farm To School Salad Bar Initiative aims to do just that. This program funded by the British Columbia Healthy Living Alliance (BCHLA), and managed by the Public Health Association of British Columbia (PHABC) aims to prevent childhood obesity by increasing access to fresh, locally-grown, nutritious, safe and culturally appropriate foods on school premises.

The idea is refreshingly simple! A relationship is developed between a school and a local farm. Foods are grown and harvested to fill a salad bar twice per week in participating schools. Children, parents, school staff, farmers – whole communities - benefit from a program that broadens knowledge and experiences growing, harvesting, preparing and tasting fresh local greens.

The PHABC, in partnership with provincial, regional and local groups, will pilot the Farm to School Salad Bar initiative within 12 schools in the Northern and Interior health regions. **All 12 pilots must be planned, implemented and evaluated by June 30, 2009.** We invite you to participate! This is your opportunity to submit a proposal for a one-time grant to a maximum of \$20,000 (or \$35,000 for schools with high needs) to launch and sustain a Farm to School Salad Bar in your community. **The deadline for submission of proposals is April 30, 2008.**

Even if you decide not to submit a proposal, become a part of the Farm to School Network. Let us know what is happening in your community to increase access to local farm fresh foods! Share ideas, people and resources. Together we can make a difference. Contact Joanne Bays, Project Manager, Farm to School Salad Bar Initiative via Phone: (250) 961-9933 or Email: [bays@telus.net](mailto:bays@telus.net).

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<sup>1</sup> Select Standing Committee on Health, A Strategy for Combating Childhood Obesity and Physical Inactivity in British Columbia, November 2006.

# Farm to School Salad Bar

## Background

Farm to school is not a new idea – it is a best practice operating in communities across the continent. One of the first programs was developed in Santa Monica, California (<http://www.cde.ca.gov/ls/nu/he/farmtoschool.asp>). Their program sought to connect schools with local farms with the objectives of serving healthy meals in school cafeterias, improving student nutrition, providing health and nutrition education opportunities, and supporting local small farmers. In Canada similar programs have emerged, such as Toronto Food Share's Salad Bar program: ([http://www.foodshare.net/toolbox\\_salad01.htm](http://www.foodshare.net/toolbox_salad01.htm)).

The concept gained momentum in BC in the spring of 2006, when Northern Health brought Debbie Field, CEO of Toronto Food Share to Prince George to speak about the Toronto model. The idea inspired everyone in the audience – from policy makers to farmers. Northern Health then contracted the services of Lori Nikkel, Coordinator of the Toronto program to craft a proposal for a BC program. Paired up with Quesnel's School Meal Coordinator Michelle Lessard, the two set out to assess and to ready six schools for a BC program. The proposal underwent several iterations over the next few months as it was submitted to various funding agencies.

In the fall of 2008, the concept caught the attention of the Public Health Association of BC (PHABC), a member of the BC Healthy Living Alliance (BCHLA). The PHABC sought to support a program that utilized a health promotion approach to increase access to fresh vegetables and fruit for food insecure families. By January of 2008, BCHLA had committed funding to the PHABC to design, develop and implement a Farm to School Salad Bar pilot project.

The goal of Farm to School Salad Bar is to *increase access to fresh, locally-grown, nutritious, safe, and culturally appropriate foods on school premises.*

The objectives are:

- ✓ To increase fruit and vegetable consumption amongst participating school children;
- ✓ To increase student knowledge about the local food system, local foods, food and culture, and nutrition;
- ✓ To enhance student skills in the areas of food production, processing, and handling;
- ✓ To strengthen health, farm, school, and aboriginal partnerships;
- ✓ To strengthen the capacity of the local food system; and
- ✓ To create a sustainable best practice model that has potential to be replicated elsewhere

Over the next 18 months, the PHABC plans to work with an advisory committee comprised of provincial, local and regional partners in order to:

- ✓ Identify and select 12 schools to pilot the program;
- ✓ Provide funds for each participating school to prepare, develop, implement, evaluate and sustain their pilot;
- ✓ Develop a website, a BC Farm to School Resource Guide, and other materials to promote the program to support its replication elsewhere; and
- ✓ Conduct a rigorous evaluation of the program.

# Farm to School Salad Bar Guidelines For Applicants

## What will be considered?

A Farm to School Salad Bar Pilot Site Selection Committee has been formed and will assess proposals. The committee is made up of representatives from health, agriculture and education sectors. They will determine the extent to which the proposed program:

- ✓ Addresses the goal and objectives stated on page 2;
- ✓ Reaches the target audience (children in grades K – 12);
- ✓ Ensures fresh, locally grown, nutritious, safe, and culturally appropriate foods are provided in the salad bar;
- ✓ Ensures the salad bar is offered minimally 2 times per week over a 26 week period before the end of the 2008/09 school year;
- ✓ Supports at least one local farm;
- ✓ Is environmentally friendly by focusing on the reuse of materials, reduction of waste, recycling, and composting;
- ✓ Shows promise for financial self-sufficiency; and
- ✓ Ensures equitable access to all children in the school, regardless of means.

Eligible Farm to School Salad Bar programs must support **IMAGINE**<sup>2</sup> Principles:

- ✓ **I**nvests upstream with view towards sustainability (they should focus on environment and policy change in order to make the healthy choice easy. They should have the capacity to continue when the funds are exhausted);
- ✓ **M**ultiple strategies are applied (for example the program will have an educational or experiential learning component, it will also have a promotional component etc.);
- ✓ **A**ddresses the determinants of health (the underlying reasons children have difficulty making the healthy food choice – such as income, skills, knowledge, time, loss of local food and food sources);
- ✓ **G**rassroots driven (students, parents, farmers – those experiencing the day to day realities of food insecurity must be involved);
- ✓ **I**nter-sectoral collaboration (minimally the program should strengthen school, farm, health, aboriginal and community relationships);
- ✓ **N**urtures healthy food policy (establishes and/or contributes to healthy food policy in the schools and/or the surrounding community);
- ✓ **E**videnced informed practice (includes an evaluation plan from which plans for to further the program and related activities can be made).

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<sup>2</sup> IMAGINE is an acronym developed by the Northern Health Authority that encapsulates health promotion principles.

# Farm to School Salad Bar Guidelines For Applicants

## Who May apply?

Because strengthening relationships between schools and local farms, or local food production programs (such as a community garden or a community shared agriculture program) is an integral aspect of this initiative, the PHABC will only consider proposals from **two or more** parties representing these two sectors. One partner should identify themselves as the **lead applicant** (the organization holding overall responsibility for the funds and accountability to the PHABC). The other partner should identify themselves as the **co-applicant** (an organization providing primary support to the lead).

The **lead applicant** is usually the champion of the project within the school that will offer the salad bar program. This person is typically the principal or the vice principal. He or she must be designated to sign the contract on behalf of the School District.

Funding is limited to elementary, middle or secondary schools - on reserve or off, and in an urban or rural community located within the Northern and Interior health regions. Private and public schools may apply.

The **co-applicant** is usually a champion of food security or sustainable food system activity in the community. Co-applicants may include:

- ✓ Community food security leads from within the Northern or Interior Health Authorities (community nutritionists, community developers, health promoters);
- ✓ Community food security leads from local non profit organizations that have a proven track record in building capacity to address food, nutrition and food system concerns; or
- ✓ The farmer, or food producer who plans to supply the salad bar with fresh, locally grown, nutritious, safe, culturally appropriate foods.

## Amount

The PHABC will provide a one-time grant to successful applicants from communities within the Northern and Interior health regions. It is anticipated that **eight** \$20,000 grants and **four** \$35,000 grants will be awarded. The larger sum will only be awarded to applicants who can clearly demonstrate one or more of the following:

- ✓ That there are significant health disparities within the school population;
- ✓ That students face significant challenges that limit access to fresh local foods;
- ✓ That more than 700 students per meal service will participate in the salad program creating a situation where additional funds are required to establish, operate, evaluate and sustain the program in the same capacity as a school serving a smaller number of students.

# Farm to School Salad Bar Guidelines For Applicants

## Timeline

Grant applications will be accepted up until **April 30, 2008**. Successful applicants will be announced publicly by May 15, 2008.

## Suitability

### The funds can be used for:

- ✓ Major kitchen equipment such as refrigerators, dishwashers, freezers, sinks, etc.;
- ✓ Salad bar units including, inserts, serving utensils, sneeze guard, rails, etc.;
- ✓ Minor kitchen equipment such as food warmers, food processors, soup pots, dishes cutlery, storage bins, cutting boards, knives, soap and towel dispensers, etc.;
- ✓ The costs to modify the school space for food service up to a maximum of \$3,000;
- ✓ Food costs for the initial start up week up to a maximum of \$3 per child registered in the school;
- ✓ Communications and/or promotional materials;
- ✓ Minor equipment and material costs for the initial production of the food such as seed, soil, lumber, garden tools, composting unit, green house materials, etc.;
- ✓ Honorariums to support initial overall coordination of the project, coordination of the food preparation and service component of the program, communications and promotion of the initiative (within the school and the broader community). A maximum of \$2,400 is available for honorariums.

### The funds cannot be used for:

- ✓ Ongoing food costs – participants must pay for the meals. Experience has demonstrated that a school salad bar can generate funds!
- ✓ Ongoing costs to pay the people responsible for coordination, food production, processing, preparation, education, etc. Such costs must be recovered from the program itself or provided through other sources;
- ✓ To support programs in schools outside of the Northern and Interior health regions;
- ✓ Post secondary institutions; and
- ✓ Preschools, community centres, or child care centres.

# Farm to School Salad Bar GRANT APPLICATION

Please ensure the following grant application form is complete and then send it, along with any letters of support, you wish to submit.

**Katherine Whitworth**  
**Office Manager**  
**Public Health Association of British Columbia**  
**#219 - 2187 Oak Bay Avenue**  
**Victoria, BC V8R 1G1**  
**Email [staff@phabc.org](mailto:staff@phabc.org)**  
**Fax: 250-595-8622**

The application form may be mailed, sent electronically and/or faxed. **All applications must be received no later than 4:30 pm on April 30, 2008.**

Further questions or inquiries may be directed to Joanne Bays, email [bays@telus.net](mailto:bays@telus.net), or phone 250-961-9933.

*Please note that successful applicants will be required to fully support the evaluation processes and to provide a final report summarizing the extent to which the program achieved stated goals and objectives.*

# Farm to School Salad Bar GRANT APPLICATION

## Cover Sheet

Date:

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### Lead Applicant

(Tab and type in each box that requires information)

|                               |             |
|-------------------------------|-------------|
| Name:                         |             |
| Email:                        |             |
| Phone:                        | Fax:        |
| Address:                      |             |
| City: _____, British Columbia | Postal Code |

### Co-Applicant

|                               |             |
|-------------------------------|-------------|
| Name:                         |             |
| Email:                        |             |
| Phone:                        | Fax:        |
| Address:                      |             |
| City: _____, British Columbia | Postal Code |

### Program Information

|                               |             |
|-------------------------------|-------------|
| Name of School:               |             |
| Name of Contact:              |             |
| Email:                        |             |
| Phone:                        | Fax:        |
| Address:                      |             |
| City: _____, British Columbia | Postal Code |

|   |             |
|---|-------------|
| Name of farm(s), community garden, or other local food program that will produce foods for the salad bar: |             |
| Address:  |             |
| City: _____, British Columbia   | Postal Code |

|                                    |    |                     |    |
|------------------------------------|----|---------------------|----|
| Total Amount Requested From PHABC: | \$ | Total Program Cost: | \$ |
|------------------------------------|----|---------------------|----|

If the amount requested from PHABC is in excess of \$20,000, please tell us about your schools special needs. (Check all of the factors below that apply and provide a brief explanation)

Significant health disparities.

Significant challenges limiting access to fresh local foods.

School will be serving more than 700 students per day.

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# **Farm to School Salad Bar GRANT APPLICATION**

## **Program Description**

**1. Describe your Farm to School Salad Bar action plan in 50 words or less:**

**2. Dates the salad bar will commence and end operations in the 2008/2009 school year.**

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**3. How many times per week the salad bar will be served?**

**4. Estimated number of children in the school?**

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**5. Estimated number of children who will participate in the program?**

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**6. Demographic to be served: (briefly describe the student population – ages, grades, numbers participating in school meal programs, etc...)**

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## Questions For The Applicants

On a separate sheet, briefly (point form is fine) address each of the following:

**1) Describe the school where this program will be implemented.**

(What is the vision for the school? What health promotion programs exist in the school? What other food or meal programs operate in the school? How will the farm to salad bar program compliment these programs?)

**2) Describe the farm(s) and/or community garden that will be producing foods for the salad bar.**

(Identify the farm, and other sources you plan to use to acquire local foods for your program. Describe the arrangements you have made to provide foods for your program.)

**3) How will this program strengthen partnerships?**

(Have you included school staff, farmers, parents, students, aboriginal people, and community, and public health representatives in your program? How will these sectors be involved? Have these sectors worked together before?)

**4) Describe the educational components of this program**

(How will the program improve student knowledge about the local food system, local foods, food and culture, and nutrition? How will the program enhance student skills in food production, processing and handling?)

**5) Describe your work plan - include specific actions to achieve the objectives, and timelines.**

**6) How will you ensure all children have equitable access to the program?**

**7) What measures will your program take to ensure it is environmentally friendly?**

**8) How will you measure or determine the success of your program – including how the school and the community benefitted from the program?**

**9) How will the program be financially sustained beyond the 08/09 school year?**

# Farm to School Salad Bar GRANT APPLICATION

## Budget

| Item  | Amount available from other sources (include cash or in kind contributions such as school staff time, volunteer hours, kitchen space and equipment, computers, office supplies, food transport, etc.) | Amount requested from PHABC  |
|---|---|------------------------------|
| <b>Salaries</b>   |   | Not Eligible For PHABC Funds |
| <b>Honorariums</b><br>Not to exceed \$2,400.  |   | \$                           |
| <b>Equipment /Supplies</b><br>(refrigerator, freezer, dishwasher, sink, salad bar unit, plates, bowls, cutlery, seed, green house supplies, composting supplies, root cellar supplies etc.) |   | \$                           |
| <b>Space modification costs</b><br>Not to exceed \$3,000  |   | \$                           |
| <b>Promotional/Educational Supplies</b>   |   | \$                           |
| <b>Food for initial start up week</b><br>Not to exceed \$3.00/child participating on the program  |   | \$                           |
| <b>Food for 25 weeks following the initial start up</b>   |   | Not eligible for PHABC funds |
| <b>Evaluation</b>   |   |                              |
| <b>Other</b>  |   |                              |