
Davis Farmers Market Foundation

“Improving Farmer Profitability By Forging
Community Partnerships in Education”

USDA/AMS Farmers Market Promotion Program
October 2006 – March 2008



Project Goal

- Create new market opportunities for farmers' market vendors by partnering with public education institutions



Strategic Objectives

- **University Partnership:** Establish a satellite farmers market on the University of California, Davis (UCD) campus
 - **K-12 Partnership:** Increase use of farmers market products in the Davis Joint Unified School District (DJUSD) schools through marketing, education and professional development for student nutrition services staff
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University Partnership:

UCD East Quad Farmers Market (EQFM)

- Fall 2006 (5 days)
 - Total Sales: \$5,687
 - Avg. per day: \$1,137
 - Per farmer: \$127
- Spring 2007 (5 days)
 - Total Sales: \$14,963
 - Avg. per day: \$2,993
 - Per farmer: \$272
- Fall 2007 (8 days)
 - Total Sales: \$15,916
 - Avg. per day: \$1,990
 - Per farmer: \$233



UCD Chancellor Vanderhoef chats with Davis Farmers Market Manager Randii MacNear at the East Quad Farmers Market on the UCD campus

University Partnership: UCD East Quad Farmers Market (EQFM)

What the farmers say:

- “The EQFM made a bridge between campus and the city farmers’ market, with more people from campus visiting the market than previously.”
- “Warm reception from students and faculty”
- “The market should be a mainstay here on campus



University Partnership

UCD East Quad Farmers Market (EQFM)

What the customers say:

- We never had this in 2002 when I was a student.”
- “It’s great.”
- “It should happen more often for staff...all summer long.”

Average customers per market: 200



UCD East Quad Farmers Market: Partnerships

- UCD Co-sponsors
 - ASUCD Coffee House
 - Sodexo Student Dining Services
 - Cowell Student Health Center
 - Campus & Community Relations
 - Students for Sustainable Agriculture
 - USDA/ARS/Western Human Nutrition Research Center
- In-kind market fees and services sponsored by:
 - Cowell Student Health Center
 - Sodexo Student Dining Services
 - Campus and Community Relations
 - Davis Food COOP



Student interns from UCD Cowell Student Health Center Wellness Committee promote healthy lifestyle choices at East Quad Farmers Market

UCD East Quad Farmers Market: Partnerships Bring Sustainability

- The Cowell Student Health Center Wellness Committee and the Students for Sustainable Agriculture have worked to ensure that the East Quad Farmers Market will remain on campus.



K-12 Partnership

Increase local produce in school district

- Strategies: Marketing, education & professional development for student nutrition services staff
 - Build on programs established by Davis Farm to School Connection, a project of the Davis Farmers Market Foundation
 - During the period of the project, local produce purchases averaged 22% of total produce purchases by the school district
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K-12 Partnership

Marketing Local Produce to Students

- Weekly taste testings introduce students to fresh produce served in school lunch
- Results of tastings are communicated to staff in charge of menu planning and ordering



Farm to school intern from CSUS Nutrition Department offers local produce samples to students at Cesar Chavez Elementary School

K-12 Partnership

Linking to Classroom Education

Farm Visits

- 400 2nd grade students visit local farms and participate in on-farm projects (*Spring 2008*)
- Davis Farm to School Connection intern visits classrooms to present lesson before farm visits



K-12 Partnership

Farmers Market Cooking Connections

- Classroom lesson featuring seasonal recipes using local produce provided to teachers
- Cooking demonstrations at Farmers Market showcase recipes
 - Fall: Sugar Pie Pumpkin Pie
 - Winter: Lemon Curd & citrus tasting
 - Spring: Strawberry jam



*Sugar Pie
Pumpkin Pies at
Fall Festival (left)*

*Lemon Curd &
Citrus Tasting
(below)*



K-12 Partnership Professional Development for Student Nutrition Services Staff



DJUSD Student Nutrition Services staff (bottom row) pose with local chefs, caterers and culinary staff from UCD Dining Services at the Farmers Market Chefs' Walk, Saturday, November 10, 2007

Farmers Market Chefs' Walk, Farm Tours and Cooking Classes

- A model for engaging food service staff in designing new recipes and menus based on seasonal, local produce
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Professional Development for Student Nutrition Services Staff

Farmers Market Chefs' Walk

- Student Nutrition Services staff from DJUSD, culinary staff from UCD Dining Services and local chefs and caterers tour the Saturday Farmers Market, meeting farmers, sharing recipes, cooking techniques and information on preparing specialty vegetables
- Co-sponsors
 - Slow Food Yolo
 - Yolo County Agricultural Marketing Initiative
 - Produce Express
 - Community Alliance for Family Farmers (CAFF) Growers' Collaborative



Student Nutrition Services Director Rafaelita Curva tours market with local chef, Pru Mendez (above) and consults with Annie Main (left), Good Humus Farm (below).

Professional Development for Student Nutrition Services Staff

Farm Tour

- Following the Chefs' Walk (and a seasonal lunch catered by a local chef) the student nutrition services staff visited local farmer, Robert Ramming, at his farm, Pacific Star Gardens



Professional Development for Student Nutrition Services Staff

- Cooking Classes to support “Delicious Meals from Scratch”
- Transforming the school lunch menu through classes that provide student nutrition services staff with the experience to develop recipes using local, seasonal produce



Professional Development for Student Nutrition Services Staff



Cookbook author, Georgeanne Brennan led the monthly cooking lessons to develop new menu items using Farmers Market products

*(Clockwise from above)
Soups from scratch
featured on school lunch
menu; Cookbook author
Georgeanne Brennan
(center) works with staff ;
DJUSD staff with local
chef, Pru Mendez, show-
off new menu items;
learning to cook with fresh
ingredients and flavors.*



New Menu items

What students and parents are saying

- *“I really love the food at the cafeteria. The choices are great and healthy. My daughter also loves the school lunches. She’ll eat things at school that she won’t eat at home. She says they taste better at school”* (parent)
 - *“Wow. Best pasta I’ve had from school. School lunch isn’t supposed to be this good.”* (high school student)
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Sustainability for K-12 Program: Parcel Tax Provides Ongoing Funding

- In November 2007, 73 percent of Davis city residents approved a parcel tax to support K-12 school district programs.
 - This year for the first time, the measure included an innovative proposal to allocate \$70,000 in annual funds to "improve nutrition at schools by providing students with fresh farm produce."
 - A poll of voters prior to the ballot showed very high support for including this item, which is designed to bring healthy, fresh produce into the school lunch program.
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Current and Future Benefits

- University partnerships developed during pilot program lead to ongoing campus farmers market
 - Model developed for engaging K-12 food service staff in designing new menu items using local produce and other farmers market products
 - Parcel tax provides ongoing funding to improve nutrition for students using farm fresh produce
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Program Evaluation

Thanks to the
UC Sustainable Agriculture Research and
Education Project (SAREP)
for project evaluation

See article in the Summer 2008 issue of *Sustainable Agriculture*, “Farmers market project ends, but market is here to stay” for more on this project

<http://www.sarep.ucdavis.edu/newsltr/newsletters.htm>

Davis Farmers Market Foundation

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The Davis Farm to School Connection is a project of the Davis Farmers Market Foundation, a 501 (c)(3) non-profit organization.

The mission of the Davis Farm to School Connection is to create an educational and cultural environment within the schools of the Davis Joint Unified School District that connects food choices with personal health, academic achievement and preservation of the farmland around us.

For more information

www.davisfarmtoschool.org
