

Farm to School & School Gardens

House Committee on Agriculture and Natural Resources
February 21, 2013

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NATIONAL

FARM TO SCHOOL MONTH

Oregon Harvest for Schools

1. School Food Services trained on how to **procure** and prepare produce
2. **Promotional and Educational**
 1. Posters
 2. Supplemental Educational Activities
 3. Family Newsletter
 4. Producer profile templates*
 5. Spanish versions*



THE OREGON
BLUEBERRY
GROWN FOR SCHOOLS

THE PALE, POWDER-LIKE PROTECTIVE COATING ON THE SKIN OF BLUEBERRIES IS CALLED "**bloom.**"

NATIVE AMERICANS ONCE CALLED BLUEBERRIES "STAR BERRIES" BECAUSE THE FIVE POINTS OF BLUEBERRY BLOSSOMS MAKE A STAR SHAPE.

NUTRIENTS FOUND IN BLUEBERRIES:
~ANTIOXIDANTS: BLUEBERRIES CONTAIN MORE ANTIOXIDANTS THAN MANY OTHER FRUITS OR VEGETABLES AND MAY HELP PREVENT DAMAGE CAUSED BY CANCER, HEART DISEASE, AND ALZHEIMER'S.
~FIBER
~VITAMIN C



Blueberry plants are native to North America!



Oregon's blueberry harvest runs from July to September.



Blueberries help brain cells communicate more efficiently!



OREGON
HARVEST
SCHOOLS

Expanding to the Whole Plate

Potential Future toolkits:

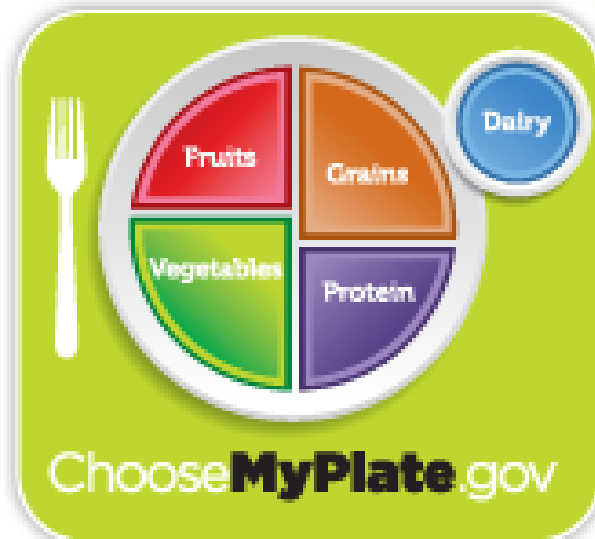
1. Beef
2. Seafood (Trawl)
3. Dairy Products



OREGON
RAISED
for
SCHOOLS

Opportunities:

1. Eggs
2. Grains



FoodCorps Service Sites

1. Union
County
2. Tillamook
County
3. Multnomah
County
4. Marion
County
5. Benton
County



Boat to School



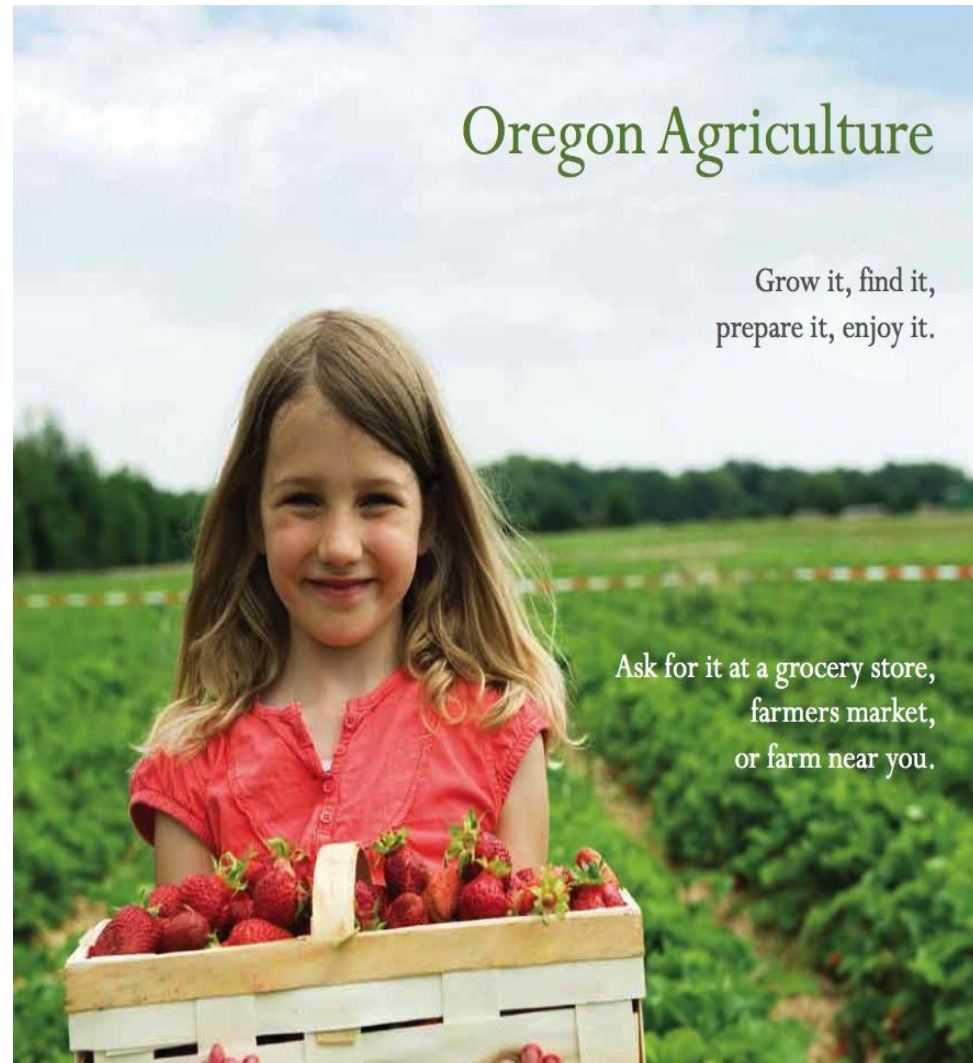
Celebrate Oregon Agriculture: Multi-platform media campaign

Campaign:

1. TV segments on KATU 2
2. Promotional vignettes
3. *edible*Portland
4. Websites

Impact: (July-December)

- 88% of households
- 5+ times in 7 months
- 10 million gross impressions





On location sample – Farm to School 10/5/12