



FRESH FROM THE FARM, HEALTHY FUNDRAISING FOR ONTARIO SCHOOLS
2018 HOW-TO GUIDE

Visit the CHAMPIONS page of the website www.freshfromfarm.ca for program information updates.

KEY DATES

- **August 27th week** – toolkit to arrive via Canada Post (Fresh from the Farm Info Flyers/Student Order Forms)
- **September 4-** Students can begin to fundraise.
- **October 15-** Deadline for orders/changes
- **November 5-December 6-** School deliveries to take place

Fresh from the Farm Administrator will contact you **10 days in advance** of your delivery day.



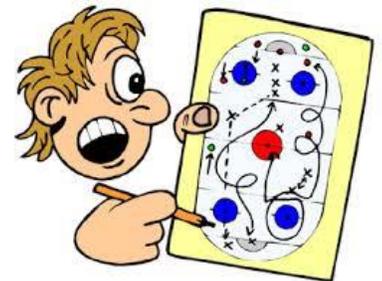
PLANNING

Promotion:

- Send *Fresh from the Farm* Info Flyer/Student Order Forms, home with students and/or email a digital version to parents. Digital resources (Fresh from the Farm logo; 8 1/2 x 11 poster template; Fresh from the Farm Info Flyer/Student Order Forms) are available at www.freshfromfarm.ca/Champions.aspx
 - Insert program details in school newsletter; see the sample template at www.freshfromfarm.ca/Champions.aspx
 - Advise school staff of key dates and share the link to source *Fresh from the Farm* educational resources www.freshfromfarm.ca/Educators.aspx
 - Link the school website to www.freshfromfarm.ca.
- Display program details on the media screen in front of your school.
 - Create some buzz in the school by involving staff in a fruit-and-vegetable-themed skit as a kick-off during spirit week (e.g., how seeds transition to the plate; the benefits of fruit and vegetables for growth, the life of an apple, etc.). This is where creativity comes in!

Organizing:

- Consult with your school early in September to identify a large room required for sorting and distribution on delivery day; most schools use the gym.
- View the video at www.freshfromfarm.ca/About.aspx to experience a *Fresh from the Farm* delivery.
- Begin to think about recruiting and organizing volunteers for the delivery day- a great way for students to collect volunteer hours.





To provide some insight as to what to expect, last year, the average school sold 120 bundle 'A' and 65 bundle 'B'.

Examples of fundraising profits are presented below.

# OF BUNDLE 'A' (vegetables) SOLD	# OF BUNDLE 'B' (apples) SOLD	TOTAL REVENUE COLLECTED	SCHOOL PROFIT @40%
100 @ \$14.00	50 @ \$15.00	\$2150.00	\$860.00
250	100	\$5000.00	\$2000.00
400	150	\$7850.00	\$3140.00

NOTE: There is NO delivery fee, however, there is a minimum school order of 40 bundles (a total of both bundles, A and B; for instance, 20 bundle A and 20 bundle B= 40 total bundles).

IMPLEMENTATION

- Distribution of Fresh from the Farm Info Flyer/Student Order Forms:
 - Most schools provide 1 resource for each student - although it will depend on how many groups/classes are involved in the event.
 - Additional resources may be downloaded at www.freshfromfarm.ca/Champions.aspx
 - There is a WORD version of both, the Fresh from the Farm Info Flyer and the Student Order Form on the CHAMPIONS page. A WORD version is available, as some schools choose to include additional messaging, ie, due date to return the form.
 - SOFs are returned to the teacher with payments. NOTE: Cheques are made payable to the school.
 - The school order must be submitted by **October 15th** to www.freshfromfarm.ca (changes may be made up until that date).

- Collection of Student Order Forms:
 - Collection of order forms and payment are normally sent to the office on a daily or weekly basis.
 - Orders are reconciled with the funds – either by the teacher, administrative staff or the school champion.



- The CLASSROOM SUMMARY FORM provides a record of all orders for each teacher’s class; it’s optional, but many schools find it useful for calculating the total school order of bundles ‘A’ and ‘B’. Download the form at: www.freshfromfarm.ca/Champions.aspx
- To compile a record of information for order pick-up day:
 - create an Excel Sheet, or,
 - make a copy of each student’s order form, give the original back to the student (so they can notify their customers) and keep the copy to reconcile as customers arrive.
 - For ease of pick-up reconciliation there is an optional column on the student order form (left-hand side) to indicate if the customer has ‘picked up’ or was ‘emailed’ a reminder.
 - This year we have also included a student contact phone/email, based on feedback from schools. The inclusion of the student contact information is strictly optional, however, it may be useful in reconciling orders/pick-up of orders.

FUNDRAISING

- Students raise funds by selling:
 - Ontario-grown bundle ‘A’: \$14.00, includes 5 lb white potatoes, 3 lb carrots, 3 lb yellow onions, 3 lb sweet potatoes;
 - Ontario grown bundle ‘B’: \$15.00, an 8 lb box of Empire apples.
- Customers pay by cash or cheque, payable to the school.
- Some schools order additional bundles to donate to student nutrition programs, or community agencies (e.g. local food bank, community food centre).
- Many schools order additional product for last minute purchases.

COMPILING AND SUBMITTING ORDERS

- Compile all the CLASSROOM SUMMARY totals.
- Login to www.freshfromfarm.ca and Submit Orders: total number of each, bundle ‘A’ and bundle ‘B’.
- Edit Profile to provide important delivery information that will assist our driver. For example, the school receiving area can:
 - Accept skids?
 - Accept trailers?
 - Has a receiving dock?
- A confirmation email will indicate that your order has been submitted successfully.

PRE-DELIVERY DAY

- **Delivery date** notification will be emailed **10 days in advance** of the actual delivery day with a delivery window: 8 am – 11 am; 11 am – 1 pm; 1 pm – 4 pm.
- Confirm that the necessary school space will be made available for drop-off, sorting, and pick-up.

- Advise parents of the delivery date and stress that orders must be picked up the same day as the delivery. We do not recommend that product is stored overnight in the school.
- Deliveries will take place from: **November 5-December 6**; one order per school, no Friday deliveries, to alleviate produce in storage over the weekend.
- *Fresh from the Farm* plastic bags will be delivered with the order.
- Begin to recruit volunteers to receive product from the delivery entrance, sort and pack vegetable bundles (bundle 'A'); bundle 'B' apples arrive boxed/bagged and ready for pick-up.
- We suggest you recruit: 5-7 volunteers for 100 bundles, 7-10 for 125 bundles, 10+ for 150+ bundles.
- Volunteers should expect to spend 2-4 hours packing bundles.
- Suggest to your team of volunteers to view the video at www.freshfromfarm.ca/About.aspx to experience a 'typical' delivery.

DELIVERY AND DISTRIBUTION

- Orders will be delivered to the receiving dock; if there is no dock, then through a designated double-door entrance.
- Drivers will not transport product to the designated store room. Due to the tight delivery schedule, a quick drop-off is necessary to ensure a timely arrival at the next school.
- Vegetables arrive in market-ready bags; potatoes in a 5 lb plastic bag, carrots in a 3 lb plastic bag, onions in a 3 lb mesh bag, sweet potatoes in a 3 lb plastic bag. One of each is bundled into a large *Fresh from the Farm* plastic bag.
- As a best practice we recommend that the bagged bundles are stored on a tarp or table top, ready for pick-up.
- Apples arrive cushion-packed in a flat box or poly bag.
- If possible, have mobile carts available for volunteers to transport multiple orders to cars.
- It's important to wait until the driver has unloaded ALL product before volunteers assist. This ensures that the order is reconciled by number of bundles ordered and any discrepancies can be identified effectively.
- Review the PROGRAM POLICIES AND STORAGE GUIDE www.freshfromfarm.ca/Champions.aspx to be familiar with how to handle issues around product quality or quantity of delivered product.
- Both driver and school champion should sign-off on the delivery to verify that the product delivered matches the product ordered, and that there are no obvious quality issues.
- Email contact@freshfromfarm.ca within 48 hrs should any quantity or quality issues be identified; please review PROGRAM POLICIES at www.freshfromfarm.ca/Champions.aspx
- Ensure a sufficient supply of *Fresh from the Farm* bags (for Bundle 'A') have been provided with the order.
- If possible, include a 'Local Farmers Map' in each bundle to support your local farmers' businesses.



- Find recipe ideas for potatoes, carrots, onions, apples and sweet potatoes at www.freshfromfarm.ca/Recipes.aspx
- Parents pick-up fruit and vegetable bundles at the school. We discourage students carrying orders home, as the weight of bundle 'A' is 14 lbs. and the apple boxes are large and bulky.
- Any product quality issues should be reported to the school champion within 7 days of pick-up; please email contact@freshfromfarm.ca with details.

PAYMENT

Payment is due on receipt of the invoice; invoice to be emailed on October 18, or shortly after.

The funds collection process is as follows:

- Bank all money collected from sales.
- Remit 60% of the total revenue.
- Make cheque payable to:
Dietitians of Canada.
- Include the school number on the back of the cheque (available from school administrator).
- Include a copy of the invoice and mail with the cheque to:

Dietitians of Canada
c/o Fresh from the Farm
480 University Ave, Suite #604,
Toronto, ON M5G 1V2



SAFE FOOD HANDLING

All of the commodities, including the apples, potatoes, onions, carrots, and sweet potatoes offered for sale through *Fresh from the Farm* are considered low risk with respect to handling and storage. *Fresh from the Farm* is committed to minimizing those food safety risks through the following steps and recommendations:

1. All suppliers to the *Fresh from the Farm* program must be certified to either the National food safety program for fruit and vegetables, CanadaGAP, or another Global Food Safety Initiative (GFSI) recognized food safety and quality standard. This is the same criteria that many retailers, processors and food service companies require. Proof must be demonstrated prior to becoming a *Fresh from the Farm* supplier.
2. All of the Ontario produce that is shipped to the schools arrives on a skid, and is already packed in a market ready container (e.g. individually bagged or boxed). For the orders, volunteers at each school sort and re-pack the vegetables into a single use plastic bag as supplied by *Fresh from the Farm*. As part of this process, the produce is not removed from their original containers. As a result, the produce is not directly

handled during the sorting and re-packing process. Ultimately, it would be similar to a consumer purchasing a bag of carrots or potatoes at a retail grocery store, and then combining them in a single bag to bring home.

3. On the delivery day, the bundles of produce are picked-up and taken home by the end of that day. Therefore, the school is considered a place of temporary storage, and risks due to temperature, humidity, and pests would be very low to almost non-existent. To avoid bundles of produce being stored at a school over a weekend, *Fresh from the Farm* will not make any deliveries on a Friday.
4. Ready to be picked-up bundles should be temporarily stored on a tarp or table.

Information related to best practices for safe food handling is available in the Ministry of Health and Long-Term Care's Provincial Food Handler Training Manual, *Food Safety: A Guide for Ontario's Food Handlers* http://www.health.gov.on.ca/en/pro/programs/publichealth/enviro/docs/training_manual.pdf
We encourage you to share this resource link with the *Fresh from the Farm* volunteers at your school.

FOR FURTHER INFORMATION

- Email: contact@freshfromfarm.ca

