



## 2019 HOW-TO GUIDE

Visit the CHAMPIONS page of the website [www.freshfromfarm.ca](http://www.freshfromfarm.ca) for program information updates.

### KEY DATES

- **Week of September 3<sup>rd</sup>**: toolkits start to be delivered via Canada Post which includes Info Flyers/Order Forms for schools registered by September 1
- **September 27<sup>th</sup>**: deadline to register online for the program
- **October 11-** deadline to enter total orders or make order changes on the website
- **November 4 to December 5-** School deliveries take place Monday to Thursday. *Fresh from the Farm* will advise you 10 days in advance of your scheduled delivery day and 3 hour delivery window.



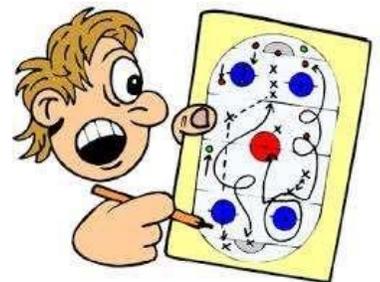
### PLANNING

#### 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](http://www.freshfromfarm.ca/Champions.aspx)
  - Insert program details in school newsletter; see the sample template at [www.freshfromfarm.ca/Champions.aspx](http://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](http://www.freshfromfarm.ca/Educators.aspx)
- Link the school website to [www.freshfromfarm.ca](http://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- or healthy eating or local food themed kick-off event (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!

#### Organization:

- Consult with your school administration early in September to identify a large room required for sorting and distribution on delivery day; many schools use the gym.
- View the video at [www.freshfromfarm.ca/About.aspx](http://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.





On average school sell 120 Vegetable bundles and 65 Apple bundles. But there are schools that have sold over 1,300 bundles in total making over \$10,000 for their school.

Potential fundraising profits based on number of bundles sold:

# of Vegetable Bundles Sold	# of Apple Bundles 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 which can be any combination of vegetable and apple bundles.

## IMPLEMENTATION

### Distribution of the Fresh from the Farm Info Flyer/Order Forms:

- Most schools provide the double sided 1 page information flyer/order form to each student depending on how many groups/classes are involved in the event.
- Additional resources may be downloaded at:  
[www.freshfromfarm.ca/Champions.aspx](http://www.freshfromfarm.ca/Champions.aspx)
- An editable WORD version of both, the Fresh from the Farm Info Flyer and the Student Order Form (SOF) is available to download on the CHAMPIONS page to allow schools to include additional messaging such as an order due date to return the form and payment back to school or other customized information
- Order Forms are returned to the teacher with payments. NOTE: Cheques for product are made payable to the school.
- The school order must be submitted by **October 11<sup>th</sup>** on the website: [www.freshfromfarm.ca](http://www.freshfromfarm.ca) (changes may also be made up until that date).



### Collection of Order Forms:

- Collection of order forms and payment are normally sent to the office for the school champion to collect but check with the school administrator for best option
- Ensure funds collected match the orders sold and follow up on any discrepancies
- The CLASSROOM SUMMARY form can be used to provide a record of all orders for each teacher's class. Many schools find it useful for keeping track of the total school orders of each bundles sold. Download the form at: [www.freshfromfarm.ca/Champions.aspx](http://www.freshfromfarm.ca/Champions.aspx)
- To compile a record of information for order pick-up day:
  - create a spreadsheet or other tracking method
  - make a copy of each student's order form, give the original back to the student (so they can notify their customers of pick up day and keep the copy to mark off as customers arrive to pick up product).

- For ease of payment and pick-up reconciliation there is an optional column on the order form to indicate the form of payment and if product was received by the customer

## FUNDRAISING ACTIVITY

- Students raise funds by selling:
  - Ontario-grown Vegetable bundle at \$14.00 for 14lbs of product that includes freshly packed 5 lb potatoes, 3 lb carrots, 3 lb yellow onions, 3 lb sweet potatoes

**OR**

  - Ontario grown Apple bundle at \$15.00 for 8lb poly bag of freshly packed Empire variety apples

Customers pay by cash or cheque payable to the school. Some schools use Cash on Line type system to collect funds.

- Some schools order additional bundles to donate to student nutrition programs, or community agencies (e.g. local food bank, community food centre) or they promote buy one/donate one .
- Many schools order additional product for last minute purchases on pick up day for those parents that may have missed the information or order deadline.

## COMPILING AND SUBMITTING ORDERS

- School Champion collects all the order forms and compiles totals on the CLASSROOM SUMMARY form to determine the totals of each bundle to enter on the website by October 11
- Login to your school account on [www.freshfromfarm.ca](http://www.freshfromfarm.ca) and submit the orders: Enter total number of vegetable bundles sold and total number of apple bundles sold.
- You will receive a confirmation email to indicate that your order has been submitted successfully. Changes to totals can be made using the same process and you will receive a subsequent email confirming the changes made.

## 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 the importance that orders must be picked up the same day as the delivery or no later than the next day. We do not recommend that product is stored more than 24 hours in the school as the product is perishable and quality issues may arise if left sitting out longer.
- Deliveries will take place from: **November 4-December 5**. One delivery per school will occur on Monday, Tuesday, Wednesday or Thursday. Deliveries will not be made on Friday or the Thursday prior to a Friday PD Day to allow schools sufficient time to distribute product before the weekend.
- *Fresh from the Farm* poly bags will be delivered with the order to pack the vegetable bundle items into.

- Begin to recruit volunteers to receive product from the delivery entrance to sort and pack vegetable items for each vegetable bundle sold.
- The apple bundles arrive ready for pick-up in a perforated poly bag designed for ideal storage in your home refrigerator
- We suggest you recruit: 5-7 volunteers for 100 bundles, 7-10 for 125 bundles, 10+ for 150+ bundles sold
- 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](http://www.freshfromfarm.ca/About.aspx) to experience a 'typical' delivery.

## DELIVERY AND DISTRIBUTION

- Orders will be delivered to the ground of an accessible school door of your choice on your designated day. Schools are responsible to ensure volunteers are available to take product into the school as soon as product is delivered to ensure product quality is maintained.
- Delivery drivers cannot take product into the school due to liability restrictions.
- It is important to wait until the driver has unloaded ALL product before volunteers assist. This ensures that the order quantities can be counted with the driver before they leave.
- If possible, have mobile carts available to ease movement of the bundle items to the staging area
- Vegetables arrive in consumer bags: potatoes in a 5 lb poly/paper bags, carrots in a 3 lb poly bags, onions in a 3 lb mesh bags, sweet potatoes in a 3 lb poly bags. One of each item needs to be packed into a large provided *Fresh from the Farm* poly bag for each vegetable bundle sold. There may be extra individual vegetable items shipped due to rounding up of the master shipping containers.
- As a best practice we recommend that the bagged bundles are stored off the floor on a clean tarp or tables ready for pick-up.
- Apple bundles arrive in a perforated poly bag ready to store in the customers home refrigerator
- Ensure that volunteers know what is to be packed for each vegetable bundle and to keep track of what is being packed. Double check your counts before contacting [contact@freshfromfarm.ca](mailto:contact@freshfromfarm.ca) with order discrepancies.
- Review the PROGRAM POLICIES AND STORAGE GUIDE [www.freshfromfarm.ca/Champions.aspx](http://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 invoice to verify that the product delivered matches the product ordered, and that there are no obvious quality issues.
- Email [contact@freshfromfarm.ca](mailto:contact@freshfromfarm.ca) immediately or within 24 hours should any quantity or quality issues be identified
- Please review **PROGRAM POLICIES** at [www.freshfromfarm.ca/Champions.aspx](http://www.freshfromfarm.ca/Champions.aspx)
- Customers are expected to pick-up the vegetable and apple bundles at the school on pick up day.
- Customer product quality issues should be reported to the school champion immediately to be corrected as soon as possible. No claims will be accepted after 7 days of delivery date.
- If the product is handled properly and stored in the appropriate temperatures after picking up the product it will last a few weeks. Please email [contact@freshfromfarm.ca](mailto:contact@freshfromfarm.ca) with any issues should they arise.

## PAYMENT

Payment by cheque is due on receipt of the invoice which is to be emailed on October 18

The funds collection process is as follows:

- Balance all money collected from sales.
- Remit 60% of the total sales dollars to
- Make cheque payable to: **Ontario Fruit and Vegetable**



### **Growers Association**

- Include the school number on the back of the cheque (available from school administrator).

- Include a copy of the invoice and mail the cheque to:

**Ontario Fruit and Vegetable Growers Association**

**c/o Fresh from the Farm**

**Unit 105, 355 Elmira Rd North, Guelph, ON N1K 1S5**

## 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 standards. 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 wooden pallet and 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 new clean poly bag as supplied by *Fresh from the Farm*. As a result, the product is protected in their packaging and not directly handled during the sorting and re-packing process.
3. On the delivery day, the bundles of produce need to be picked up the same day but no longer than 24 hours after receipt. Fresh root vegetables and apples are perishable and need to be kept away from direct sunlight and any direct sources of heat such as heaters or radiators. The product should also be kept from areas that may experience freezing temperatures while being staged for pick up. Product is not delivered on Fridays to allow schools sufficient time to distribute product to avoid being left sitting over the weekend.
4. Ready to be picked-up bundles should be temporarily stored on a tarp or table to ensure product does not sit on the floor or ground.

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](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.