

USDA FOODS

***More Choices For You.
More Options for Them.***

A USDA Foods Guide for
Child Nutrition Professionals



United States Department of Agriculture
Food and Nutrition Service



My name is [XX] and I'm pleased to be with you today to give you an overview of the USDA Foods Program and some of the exciting new things that are going on with USDA Foods and talk about what it all means for you.

Agenda

- USDA Foods and School Nutrition
- The Benefits of Using USDA Foods
- The USDA Foods Communications Initiative



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As you can see from the agenda, we are going to cover a lot in the next **[75 minutes]**. We'll give you some solid program facts and history. We'll also run through some common misperceptions, or myths, about USDA Foods and replace them with the facts. Then we'll talk in greater detail about just what the USDA Foods program has to offer, what's new and how they can benefit you and your school. I'll also leave you with some tips on how to integrate USDA Foods into your school programs and how to get in touch with us if you need more information or have questions later on.

USDA Foods and School Nutrition



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Why do you need to know about USDA Foods?

USDA Foods and School Nutrition



The USDA Foods program supports Federal nutrition assistance programs, including the National School Lunch Program (NSLP).

The NSLP serves over 32 million children each day.



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From USDA's perspective, we want to promote a better understanding of the program and its offerings. It's very important that we clear up common misperceptions about USDA Foods in a way that addresses the realities of the environment that you as child nutrition professionals operate in every day. We know that many of your schools have limited resources, and yet are charged with helping to address large-scale, societal issues facing our nation's children such as hunger, obesity and malnutrition.

By detailing what the USDA Foods program has to offer and highlighting the ongoing changes that keep our foods at the forefront of current nutrition science; we'll shed some light on how USDA Foods can help you overcome some of the challenges that you and your schools face.

USDA Foods has a legacy of supporting School Nutrition



Legislation & Policy 1933 – Present

Continual Program Improvements:

- Administration
- Program Focus
- Nutrition Profile
- Technology Enhancements
- Toolkit Development



To help us plan for the future, it's important to reflect on how we arrived to where we are today. Did you know that USDA Foods has been linked to school nutrition for almost 80 years?

(click) Our program began during the Great Depression in the early 1930's. there was massive unemployment and hunger. Farms suffered from surpluses because people had no money to buy their goods. As a result, crops and livestock ended up having to be destroyed because no one could afford to buy them.

(click) In 1933, the first of many laws was established by Congress with creation of the The Federal Surplus Commodities Corporation, later to be called the Commodity Credit Corporation. This created loans for farms and price support for excess crops and livestock. Because times were financially very difficult, the government allowed for loan payments to be in the form of crops. These crops were donated to newly created domestic and international outlets, including newly emerging school meal programs.

(click) Since then, new legislation continued to be created over the years to continue to bolster support for the school meals program with American agricultural products.

The subsequent laws and policies that were established helped to:

- Improve the Administration of the Food Distribution Program to run more efficiently and equitably
- Improve the Program focus, from a welfare program to a nutrition assistance program
- Improve the Nutrition profile of the foods using cutting edge nutrition science and the guiding principals of the Dietary Guidelines for Americans,
- Improve the Order process by keeping up with technology –*WEBSCM will now allow you to better order foods that you want.*
- And developing marketing tools to help schools promote the healthfulness of the USDA Foods in their meal programs.

USDA Foods Program Basics

FNS

Food and Nutrition Service
Food Distribution Division

Assist in order planning for USDA Foods
Order Fulfillment, Customer service, Policy, Training,
National Processing

AMS

Agricultural Marketing Service

Assist in order planning for USDA Foods
Procurement Poultry, Livestock, F & V
Accounts Payable for all purchases

FSA

Farm Service Agency

Assist in order planning for USDA Foods
Procurement Dairy, Grains, Oil, Nuts



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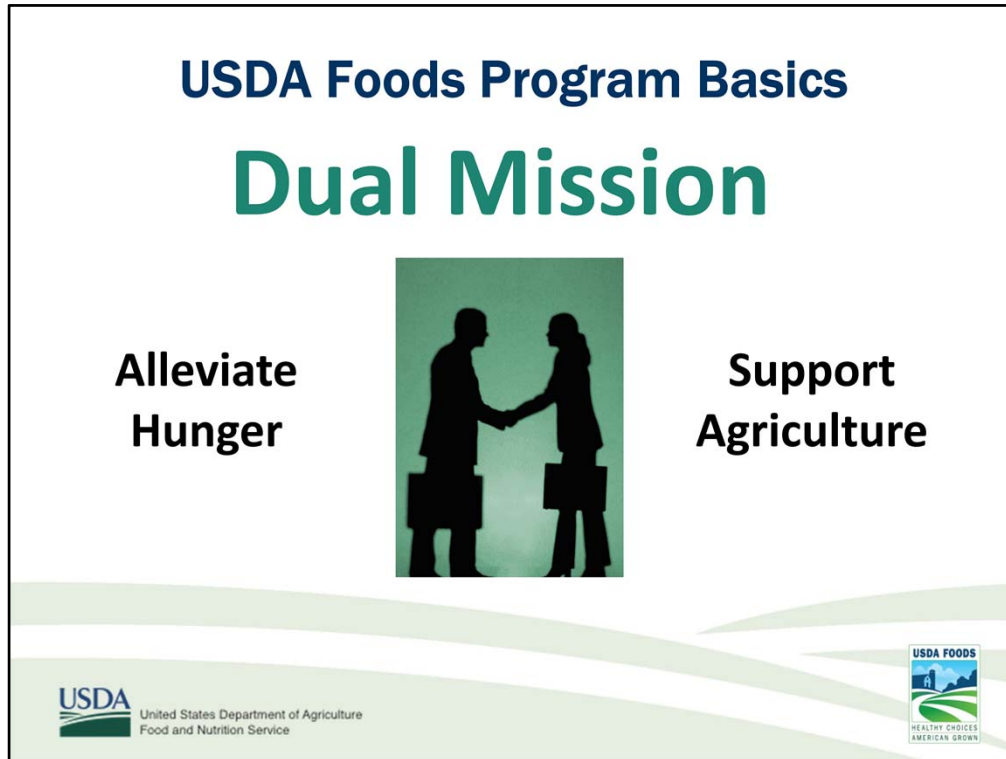
USDA FOODS
HEALTHY CHOICES
AMERICAN GROWN

I wanted to tell you a little bit about some program basics and how our partnerships within USDA play an integral part in supporting our programs. *There are several different agencies which work together to get USDA foods to you,*

First there is Food and Nutrition Service. Our role is to assist with USDA Foods order planning, order fulfillment, provide customer service, policy and training about our program to our state agencies and school districts. We also monitor *the food which goes to your state, your* State's entitlement and *administer* ~~rate~~ the National Processing Agreements with manufacturers who process Bulk USDA Foods for schools.

Next there's the Agricultural Marketing Service. They help us plan our orders but are also our procurement arm for poultry, livestock and seed, and fruits and vegetables. In addition they are responsible for accounts payable for all of our purchases.

Finally, the Farm Service Agency supports our programs through procurement of dairy, grains, oils and nuts and also assists with order planning.



All three agencies work together to accomplish our dual mission. *Each agency's mission is a little different but these missions compliment each other.*

Food and Nutrition services mission is to alleviate hunger and to safeguard the health and well being of the Nation through the administration of nutrition education and domestic food assistance programs in a manner that inspires public confidence.

On the other hand the missions for AMS and FSA is to facilitate the efficient and fair marketing of U.S. agricultural products, and to equitably serve all American farmers, ranchers, and agricultural partners.

The three agencies are able to find balance between our missions to meet all of our stakeholder's needs: to feed children and needy people – and support American Agriculture.

Food Distribution Division

- **Schools and Institutions**

- National School Lunch Program - NSLP
- Child and Adult Care Feeding Program - CACFP
- Summer Food Service Program – SFSP

- **Household Feeding**

- The Emergency Food Assistance Program - TEFAP
- Commodity Supplemental Food Program - CSFP
- Food Distribution Program on Indian Reservations – FDPIR

- **Other**

- Disaster Feeding – DF



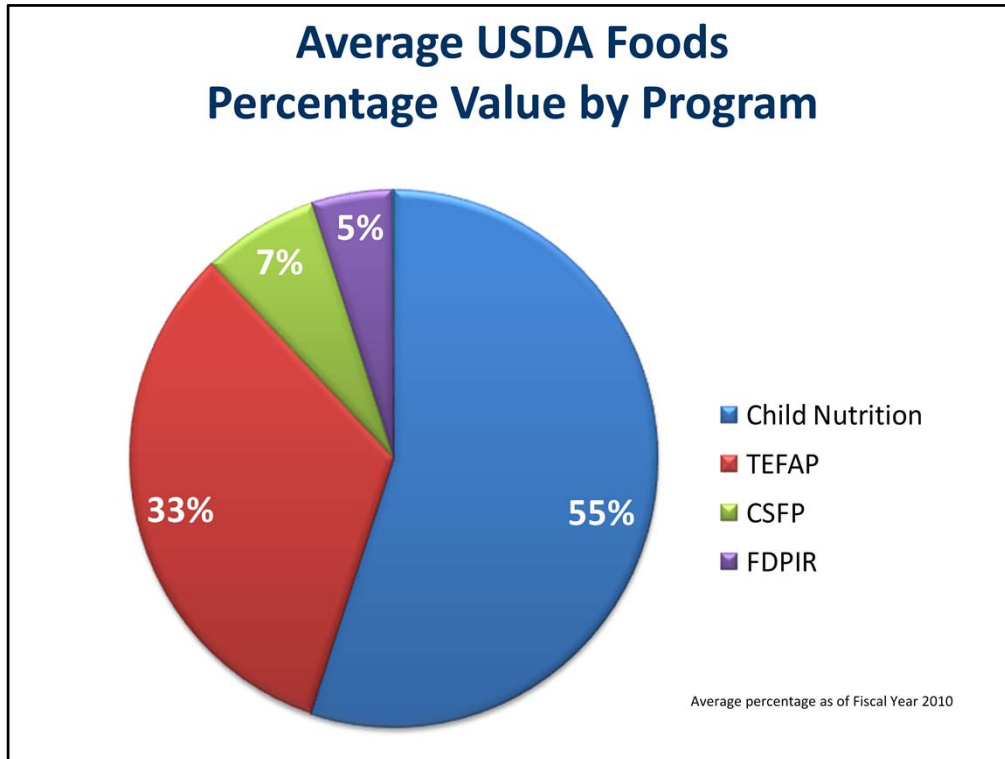
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Food Distribution is not just for schools.

So, to build on the last screen, the mission of Food Distribution is to strengthen the nutrition safety net through USDA Foods distribution and other nutrition assistance for children, low-income families, emergency feeding programs, Indian Reservations, and the elderly. The programs we serve are primarily in two main categories: Schools and Institutions, which includes the National School Lunch Program, and our Household Feeding programs, which includes our two food package programs and The Emergency Food Assistance Program which an important resource to food banks across the country.

Another way USDA Foods can be used is in response to disasters. It's not uncommon for school food authorities to be called on to assist with feeding disaster survivors. USDA Foods can help to supplement the foods that are served in congregate feeding sites that are established by emergency response organizations like the Red Cross or Salvation Army. Sometimes schools are asked to become congregate feeding sites for survivors, since they are usually already set up to do institutional feeding. If a disaster occurs in your area and you are contacted by an emergency response organization to assist, or you'd like to help out, contact your State Distributing Agency and the proper authorities in your district to receive approval.



As you can see by this pie chart, the largest program we support are our Child Nutrition Programs, which is over half of our business. The Emergency Food Assistance Program, or TEFAP, is our largest household distribution program. Food Banks and soup kitchens are the primary recipient agencies for this program. Many of your families whose children qualify for free or reduced meals, also benefit from this program.

How A Food Becomes A USDA Food

- **Grown in the U.S.A. and U.S. Territories**
- **Support "Dietary Guidelines for Americans"**
- **FDD Nutrition Initiatives:**
 - More fruits & vegetables
 - More whole grains
 - Less salt, sugar and fat
- **Meet level of demand**
- **Successful commercial market history**



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So, I'm going to talk a little bit about how a food becomes a USDA Food. We have criterion that each product needs to meet in order for it to be considered to add it to our Foods Available List.

First and foremost, it needs to be a food that is domestically available and supports the Dietary Guidelines for Americans.

Next, it needs to fit into our nutrition priorities:

by increasing our offerings of more fruits and vegetables and whole grains, and products that are low in salt, sugar and fat.

The 3rd criterion, which is critical to increase our ability to purchase, is that it needs to meet a level of demand. State Agencies have constraints on their ability to offer the breadth of products we make available because of this issue. In order for USDA to get competitive bids from industry, we need to purchase product in large quantities. *And the price needs to be at an acceptable level. If the food costs too much we not be able to buy it.*

The last criterion is that the product needs to have a successful commercial market history. If kids don't like it, districts and states won't order it and it will be difficult to do the volume purchases that we need to do to get the competitive pricing. So taste and marketability are very important pieces.

The Benefits of using USDA Foods



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In this next section we will be going over the benefits in using USDA Foods in your meal program.

USDA Foods and School Nutrition



USDA Foods provide approximately 15-20% of the food offered in each school lunch.



Today, on an average school day, more than half of all school children (or 31 million) participate in the NSLP.

As mentioned earlier, USDA administers the National School Lunch Program (NSLP) and USDA Foods make up approximately 15-20% of each school lunch.

The USDA Foods Program provides more nutritious options, choice and convenience than ever before by:

- Continually responding to the needs and tastes of school children.

- Providing healthful foods that kids will want to eat.

- Offering foods that get sent for further processing and contribute to school menu needs.

Healthy Basics



USDA's 100% American Grown Foods:

- Help schools meet meal pattern requirements
- Support the *Dietary Guidelines for Americans*



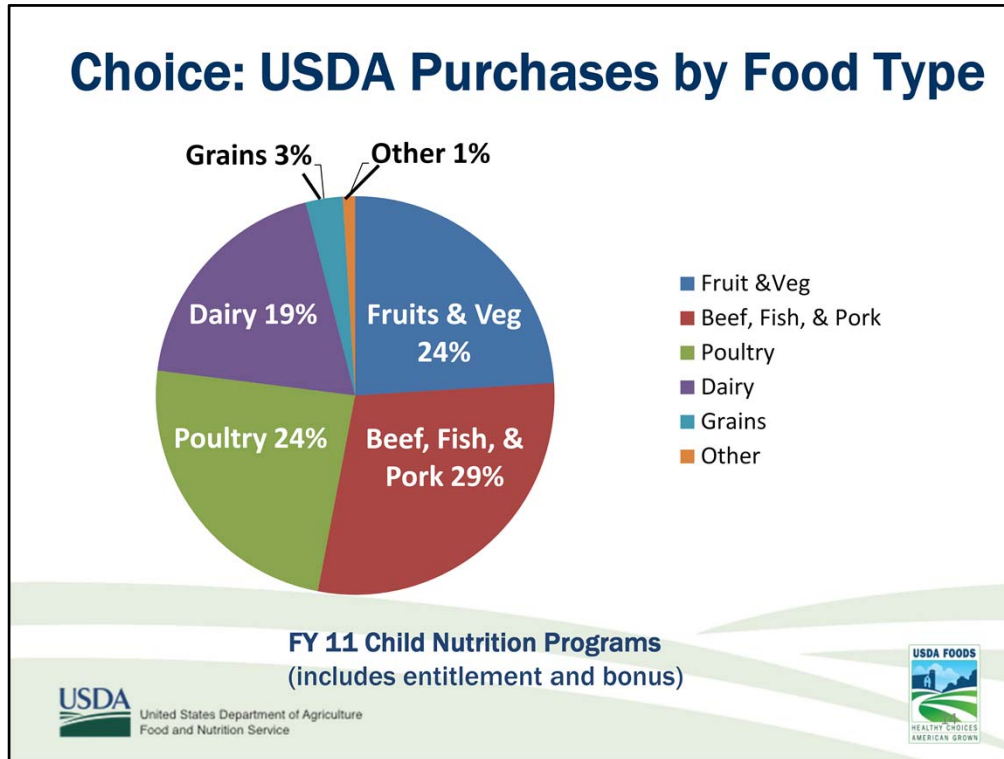
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The USDA Foods program provides healthful food options that help improve the nutritional quality of school meals. USDA purchases only high-quality fruits, vegetables, meat, fish, poultry, dairy and grains from American farmers.

As mentioned a few minutes ago, we've made some changes to the USDA Foods program in recent years are now able to offer more fruits and vegetables, more whole grains, and more food that is lower in sugar, salt and fat than ever before.

These changes help schools meet meal pattern requirements and support the Dietary Guidelines for Americans.



Here is a breakdown of how schools are utilizing USDA Foods in their programs. It's pretty much spread evenly across all product groups:

with Poultry represents about ¼ of the purchases and fruit and vegetables represent another quarter

~~evenly ordered with~~ Beef, fish and pork ~~on the high end~~. Account for about 30%

The difference from 2009 to 2011 is that both grains and Beef, fish and pork have increased.

“Over the years, they [USDA Foods] have become increasingly more nutritious. Improved quality and appeal has lead to greater use of these products by schools.”



Nutrition groups, advocates and schools are starting to take notice the USDA Foods program changes and new offerings. This is a recent quote from the Alliance for a Healthier Generation.

Let USDA Foods Help You!

School Lunch Menu

Monday: Roasted USDA Chicken

Tuesday: Stir-fry with USDA brown rice

Wednesday: Roll-ups with USDA whole-grain tortillas

Thursday: USDA whole-grain pasta and vegetables

Friday: USDA whole-grain rotini topped with USDA's low-sodium tomato sauce with a side of USDA carrots



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Child Nutrition Professionals (CNPs) face many challenges in creating healthy meals for their schools. Budgets, kitchens and processing options for schools are contributing factors to what foods are actually served. But that's not stopping them from finding ways to include healthier options on the menu.

Schools are choosing to use USDA Foods in more healthful ways. Many schools have eliminated fried foods and have opted to convert USDA Foods into lower-fat, lower-sodium menu items that children still find tasty. For example, schools can process USDA bulk chicken into unbreaded, roasted pieces rather than the traditionally fried version.

More and more, USDA's whole-grain products are featured on school menus. Stir-frys using USDA brown rice, roll-ups with USDA whole-grain tortillas and USDA whole-grain pasta and vegetables are popular menu offerings. USDA's whole-grain rotini can be topped with USDA's low-sodium tomato sauce and served with a side of USDA carrots.

These innovative changes are taking place across the country. More and more, the 101,000 schools and institutions that provide school lunch are thinking creatively about how to serve healthful options that kids will enjoy.

Choice and Convenience



- More than 180 nutritious food items are available – fresh, frozen, packaged, canned, dried, and bulk.
- Convenient products to meet your menu planning needs, student taste preferences, school nutrition goals, and local wellness initiatives.
- Many USDA Foods are available for further processing.



We offer more items now than ever before because we know that what schools want are purchasing options. So we have developed a nice mix of further finished items to help districts of all sizes benefit from value added products and bulk product for further processing on a larger scale.

Wholesome Offerings

More Fruits and Vegetables

- Fresh produce
- Dried fruits and nuts
- Canned fruits and vegetables
- Frozen fruits and vegetables



More Whole Grains

- Whole-grain tortillas
- Whole-grain pancakes
- Whole-grain macaroni
- Whole-grain spaghetti
- Whole-grain rotini
- Oats
- Brown rice
- Quick-cook brown rice
- Dry kernel corn for further processing



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USDA purchased more than \$193 million in canned, fresh, frozen and dried fruits and vegetables in School Year 2010, of which over \$71 million was spent on fresh produce. (The \$71 million is comprised of both the Department of Defense Fresh Fruit and Vegetable Program and USDA Foods purchases for the NSLP.)

USDA offers many whole-grain options including brown rice, rolled oats, whole-grain dry kernel corn, whole-wheat flour and whole-grain pancakes, pastas and tortillas.

And even though your entitlement is based on your lunch meal claims, you can use USDA Foods in any part of your program.

Improved Nutritional Quality

Reducing Added Sugars

- Unsweetened applesauce
- Only extra light syrup for canned fruits



Reducing Sodium

- Lower sodium processed cheese
- Low sodium canned vegetables
- No salt added canned corn and tomatoes
- No salt added frozen vegetables
- Reduced sodium chicken fajita strips
- Reduced sodium turkey taco filling
- Researching lower sodium meat products



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We continually review our product line to see how we can make improvements to help you meet your nutritional mandates by reducing added sugars and sodium...

Improved Nutritional Quality

Lower in Fat

- Trans fat-free frozen potatoes
- Fat-free potato wedge
- Eliminated shortening
- Low-fat bakery mix
- Reduced-fat cheese products

Leaner Meats

- 96-97% lean ham
- 95% lean turkey ham
- 95% lean beef patties
- Bone-in roasted chicken with half the fat of battered chicken



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... and lowering fat in all of our product offerings.

Stretch Lunch Budgets



Recent Bonus Offerings:

- Blueberries
- Fruit Mix
- Peaches
- Pears
- Potatoes



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And important reason why many Child Nutrition Professionals like using USDA Foods is that it helps to stretch their meal program budget. The foods that USDA offers are products that can easily fit into many meal programs throughout the country. Because our products have broad appeal and adaptability, we are able to purchase large quantities through our program at really competitive prices. This enables CN professionals to get the best value for their entitlement dollars.

An exceptional opportunity periodically becomes available to schools when bonus foods are offered. These are products that are over an above the regular ordering cycle. The value of bonus is not deducted from your entitlement but you are NOT required to take these or any USDA Foods you can't effectively use within a reasonable amount of time.

Stretch Lunch Budgets

Ingredient	100 svg	Commercial Price/ingredient	USDA Food Value/ + dist costs
Rice, brown, dry	10.6 lbs	\$4.52	\$4.08
Corn, canned	14.2 lbs	\$11.79	\$8.19
Tomatoes, canned, diced	2 #10	\$8.60	\$7.41
Pinto Beans, canned	2 #10	\$7.92	\$5.26
Mini whole wheat tortillas	5 lb	\$19.86	\$15.06
Chicken, Fajita strips,	12.5 lbs	\$75.56	\$27.37
Reduced Fat Cheddar	1.5 lbs	\$3.55	\$ 2.98
Spices	various	\$2.73	\$2.73
Total		\$134.53	\$73.08
Cost per entrée		\$1.35	\$0.74



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A 2011 USDA survey found that the majority of CNPs surveyed agree that USDA Foods help stretch tight budgets and offers one way to stretch limited meal budgets for the 94% of schools participating in the NSLP. This example here is from a recipe we analyzed and we were able to realize a 45% cost savings in this instance. There are some significant savings to be made, but it's critical to do the comparison yourself because each state administers its program differently.

Improved Nutritional Quality

Nutrients/Serving	Commercial	w/USDA Foods
Calories	550	474
Protein	30 g	31.06 g
Carbohydrate	70 g	68.5 g
Total Fat	10 g	9.5 g
Saturated Fat	2.8 g	2.3 g
Cholesterol	52 mg	52 mg
Vitamin A	88.9 RE	137.02 RE
Vitamin C	7.38 mg	9.04 mg
Iron	3.56 mg	3.73 mg
Calcium	112.10 mg	148.78 mg
Sodium	1224.24 mg	731.28 mg
Dietary Fiber	7.76 g	9.3 g



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On the nutrient analysis on this recipe, we substituted commercial products with the lower sodium tomatoes and lower fat cheese that USDA offers. We were able to see a significant reduction in the sodium and a small reduction in fat, due to the small amount of cheese that's in this recipe.

Low sodium canned vegetables are becoming available in the commercial market. But USDA Foods has led the way. We've been successful in getting low sodium canned beans and tomato products the past several school years, but it's not been without some industry resistance. However, we're now getting consistent responses to solicitations.

As you can see, the nutritional profile of the USDA Foods in this recipe comparison is superior in all factors except cholesterol, where there was no change. The rest of the nutrients were improved in some way. If you have the time & resources to do this comparison yourself, we highly encourage you to do it. You'll find similar results.

What makes a school eligible to receive USDA Foods?

- **Participation in the NSLP**
- **Annual Agreement with State Agency**



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There are two requirements for a School Food Authority to be eligible to receive USDA Foods:

1. The first requirement is for the SFA to participate in the National School Lunch Program. Schools that are not on the program cannot receive our foods.
2. The second requirement is that the SFA completes an annual agreement with the State Distributing Agency. Your Distributing agency is administrated out of different offices in different states. Some are housed in the department of education, some are in the department of agriculture, some are administrated out of health and human services and others might be in general services. But all of our State distributing agency contacts are listed on our website.

How much USDA Food is my district entitled to?

- **Based on:**

- ✓ Lunch meal claims submitted in prior year
X
- ✓ Per meal rate published in Federal Register
= State Entitlement
- ✓ State divides entitlement by district meal claims
= **Planned Assistance Level (PAL)**



So, you're probably wondering how much USDA Foods is my district entitled to? That is determined by how many reimbursable lunch claims you submitted last year. Once the State receives your claim they submit it to USDA. At the end of the school year, the numbers are finalized and then a per meal rate is established by Food and Nutrition Service each July. That per meal rate is then multiplied by the lunch meal claims for the prior year for each state. That becomes the state's entitlement for schools. The state then parcels out their entitlement for each district based on the lunches each district claimed in the prior year. This now becomes the district's Planned Assistance Level, or PAL.

Your planned assistance level is a real financial asset. It is not "funny money". Did you know that whatever entitlement you don't use can be transferred to another district? That's like if you were to write another district a check for money you can't use. I don't think you can ever imagine a time that you would do something like that. Especially now in this economic climate.

So, you need to absolutely consider entitlement as real tangible financial resource for your program & use it wisely.

Did you know that States can take your entitlement away if you don't use it? It really belongs to the state. So, the state can give it & the state can take it away. I hope you never put yourself in that situation where the state reaches into your pocket to take back your money.

Another great reason why you need to respect this resource as a financial asset is because you will need to justify and explain this program to your district auditor. You will get an audit and they will know little to nothing about what you do or what USDA Foods means to your program. You will need to explain how USDA Foods fits into your financial picture.

You can find the regulations on entitlement in the electronic code of regulations at:

<http://ecfr.gpoaccess.gov/>
select Browse
then select Title 7 for Agriculture,
then select section 210-299
Then select 250.1 to 250.70 to find 250.13

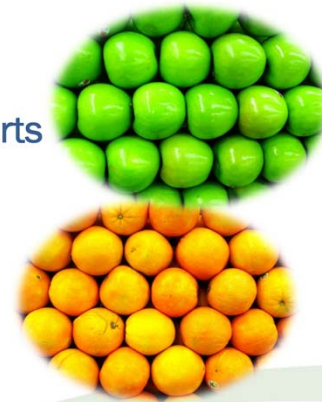
Evaluating how USDA Foods can compliment your nutrition program

Calculate Annual Usage

- Production Records
- Distributor Velocity/Usage Reports

Compare

- Prices: Add in processing, distribution and administrative costs.
- Nutrient profiles



The next issue for you to consider is how you can effectively integrate USDA Foods into your meal program. After talking with hundreds of Service directors from around the country, these are some practical things you can do to see how to fit USDA Foods into your meal program.

- Calculate your annual usage, as you would do when you are preparing a new bid and the recommendation is that you analyze your USDA Foods when you do this activity so you can get the most out of your analysis.
 - You can do this by production record analysis or by requesting usage or velocity reports from your distributor.
- Compare:
 - the cost of your bid pricing to the cost of your USDA Foods, being sure to include the market value, distribution costs and any applicable processing or administrative fees so you can compare apples to apples.
 - Compare nutrient profiles

Evaluating how USDA Foods can compliment your nutrition program

Consider

- your menu plan
- USDA Food Inventory Levels,
- Student acceptability
- Food safety
- Labor costs



Use available resources:

- ACDA Recipient Agency Processing Handbook
- School Nutrition Association Supply Chain Toolkit
- NFSMI: Procurement Training



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•Consider:

- Your menu should drive whatever food you decide to order from USDA and when your entitlement is finished that's when your purchase product should backfill to meet your menu needs... or vice versa.. This should be interchangeable.
- Another important consideration is the USDA Foods inventory levels you have on hand, either in your warehouse or at your distributor or State warehouse. If you already have a lot of ground beef at your contracted distributor that could more than meet your needs for the school year, use your entitlement elsewhere in your business.
- Student Acceptability
- Food safety considerations
- Labor costs

- Use available resources to help you make informed decisions about your program.

Which USDA Food can I order?

http://www.fns.usda.gov/fdd/foods/foods_available.htm

USDA FOODS AVAILABLE FOR SCHOOL YEAR 2012- SCHOOLS and INSTITUTIONS

USDA GROUP (A) PRODUCTS — Section 6 and 32 Type Donated Foods (Meat/Fish/Poultry/Fruits/Vegetables)

Bulk product only for further processing

COMMODITY	WBSCM ID#	PACK SIZE	COMMODITY	WBSCM ID#	PACK SIZE
BEEF PRODUCTS			EGG PRODUCTS		
Beef, Boneless Fresh (A704)	100155	20/2000 lb combo	Eggs, Liquid, Whole, Bulk (A566)	100047	Bulk Tanker
Beef, Boneless, Special Trim, Frozen (A602)	100156	60 lb ctn	Eggs, Frozen, Whole 5# (A568)	100046	6/5 lb ctn
Beef, Bulk, Coarse Ground, Frozen (A594)	100154	60 lb ctn	Eggs, Frozen, Whole 30# (A569)	100045	30 lb ctn
Beef, Canned, 24 Ounce (A721)	100127	24/24 oz cans	POULTRY PRODUCTS		
Beef, Crumbles, Cooked (A717)*	100134	4/10 lb pkg/ctn	Chicken, Canned, Boned (A507)	100877	12/50 oz cans
Beef, Fine Grind, Frozen (A608)	100158	40 lb ctn	Chicken, Cut-up, Frozen (A515)	100098	40 lb ctn
Beef, Irradiated Bulk, Frozen (A579)	110085	40 lb ctn	Chicken, Diced, Frozen (A517)	100101	40 lb ctn
Beef, Irradiated Patties, Frozen (A578)	110082	40 lb ctn	Chicken, Drumsticks, Bulk Chilled (A573)	100115	Bulk Pack
Beef, Patties 95% LFT, Frozen (A580)	100163	40 lb ctn	Chicken, Fajita Strips (A563)*	100117	30 lb ctn
Beef, Patties, Cooked (A706)*	100130	40 lb ctn	Chicken, Leg Quarters, Frozen (A509)	100105	40 lb ctn
Beef, Patties, Frozen, 100% (A626)	100161	40 lb ctn	Chicken, Legs, Bulk Chilled (A518)	100113	Bulk Pack
Beef, Patties, Frozen, VPP (A616)	100160	40 lb ctn	Chicken, Oven Roasted Spcs (A494)	110080	30 lb ctn
Beef, Patties, Lean, Frozen (A627)	100162	40 lb ctn	Chicken, Thighs, Bulk Chilled (A531)	100114	Bulk Pack
FISH PRODUCTS			Chicken, Small Bulk, Chilled (A521)	100100	Bulk Pack
Alaska Pollock, Frozen (A747)	100892	60 lb block	Chicken, Large, Bulk, Chilled (A522)	100103	Bulk Pack
Catfish, Filet Strips (A752)	100201	4/10 lb pkgs	POULTRY PRODUCTS		
Tuna, Pouch 43 (A745)	100196	8/43 oz pouches	Turkey, Bulk, Chilled (A534)	100124	Bulk Pack
PORK PRODUCTS			Turkey, Deli Breast, Frozen (A549)	100121	40 lb container
Ham, Cooked, Water-added, Frozen (A693)	100184	4/10 lb hams/ctn	Turkey, Deli Breast, Smoked, Frozen (A550)	100122	40 lb container
Ham, Cooked, Frozen, Thin Sliced (A726)	100187	8/5 lb pkg/ctn	Turkey Hams, Frozen (A548)*	100126	40 lb ctn
Ham, Cooked, Frozen, Cubed (A727)	100188	8/5 lb pkg/ctn	Turkey Roast, Frozen (A537)	100125	32-48 lb ctn
Pork, Boneless Picnic, Frozen (A632)	100193	60 lb ctn	Turkey, Taco Filling (A565)*	100119	30 lb carton
Pork Leg Roast, Frozen (A672)	100173	32-40 lb ctn	Turkey, Thighs Bulk (A582)	100883	Bulk Pack
Pork, Canned 24 Ounce (A722)	100139	24/24 oz cans	Turkey, Whole, Frozen (A529)	100123	30-60 lb ctn
Pork, Crumbles, Cooked (A720)*	100144	4/10 lb pkg/ctn			



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Each year Food Distribution develops a Foods Available list, which you can find on our website. These are foods that we have confidence in offering to State agencies and school districts. However, State agencies have some constraints on them and can't offer the full breath of our product line. So let's talk about that.

By now you should have heard about the new ordering system which USDA is rolling out. It is called WEBSCM short for Web Based Supply Chain Management. You need to work with your State Distributing Agency to find out about training on how this new ordering system will be implemented in your state.

The important thing to know of WEBSCM is that WEBSCM allows you to request which foods you want rather than just ordering which foods are offered. It is designed to help USDA determine which foods you want the most for your menus.

Which USDA Food can I order?

State Decisions:

- Ordering history
- Product demand
- Questionnaires & surveys
- Nutrition advisory groups
- Informal input from Schools

District Decisions:

- Their menus
- Storage capacity
- Distribution methods
- Fees
- District size
- Buying group/co-op



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State agencies base their decisions on what USDA Foods to offer to school districts on several factors, but the primary factor is if they can build a truck. So, they do this in a variety of ways, which you may have experienced already. Some base it on ordering history. What did schools order last year? Some base it on questionnaires and surveys that they do annually. Some have nutrition advisory groups which help guide them. But the most important factor is the feedback you give to your state agency based on your menu needs.

How can you influence which USDA Foods are offered in your State?

Talk to:

- Your State Agency
- Colleagues



Actively participate in:

- State SNA
- Questionnaires & surveys
- Help to build demand
- Nutrition advisory groups
- Dialog with your State



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How can you influence which USDA Foods are offered in your state? You will not be offered everything on the Foods Available list. Many food service directors tell us that only a fraction of the Foods available list is offered to them and they would like more items made available to them. There are ways for you to exert your influence to increase the USDA Foods that are being offered.

Networking is a very powerful tool. Talk with your State Agency and develop a rapport. Talk with your colleagues around the State. If you can gain enough support to advocate for additional items from the foods available list to be offered to you and your colleagues, then you have more choices available to you. The State's primary concern is having enough orders to build a truck or half truck to meet the minimum order. If you are able to garner support for specific products and communicate that to your state agency, you may have additional items offered to you. And this can be accomplished in several ways. Networking through your State SNA is a very effective network tool to get consensus for additional items. Some State agencies have nutrition advisory groups where input is solicited. Questionnaires and surveys can also be a very effective tool in capturing what products school districts in your state are interested in ordering. But the key is to reach out and start talking to people. Your colleagues and your state agency folks.

USDA Foods Processing

- What's approved in your State?
- Are purchased products available for processing?
- Menu Continuity
- Food Safety
- Labor/Training issues



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USDA Foods Processing is an option for School Nutrition professionals. Basically, it is when school districts order bulk USDA Foods from their State Agency to be sent to approved manufacturers to be made into products for your menu. So, the question is: Should you process or not? The answer to this will vary greatly depending on the USDA Foods supply chain available to you. However, processing has increased exponentially over the years to make up over half of our business. There are lots of good reasons to process, but you have to weigh all the options to see what makes the best business sense for your district.

The most basic considerations are:

Which processors and products has your state approved for processing?

Are any of the products you currently purchase commercially available through processing?

Once you answer these questions, you can begin to drill down to see if it makes sense for your business to process USDA Foods.

Menu Continuity: your customers won't know when you've switched from your purchased product to its processed counterpart. Menu continuity develops a trust between you and your customers. I want you to think about your favorite restaurant & your favorite menu item from that restaurant. What if you went to the restaurant expecting to order that favorite item and they either discontinued the item or changed the recipe to make it taste different? You might be disappointed. Since that was your very favorite item on their menu, how likely would you be to go back again, since they changed it & it's just not the same? You might not go back....

I want you to think about your students and what would happen if they had the same experience in your cafeteria? If you find a good menu item that your customers like, it's probably not a good idea to tinker around with that. They may not want to come back because they might think that just when they find another menu that they like, you might change that up too! They stop trusting you... So, it's a delicate balance that you have to achieve to maintain and increase participation: Keeping the favorites while marketing fresh ideas to build your program.

Food Safety: though food safety will always be a consideration with any food product, raw or cooked, a cooked product is much less volatile. Getting your bulk USDA Foods processed removes one of the critical control points out of the equation for you and your staff. It will prevent your staff from handling raw product.

Labor savings – because most products are converted into finish end items, and although training will always be required for any menu item you serve, fully finished end items usually require less training for staff to learn how to prep, cook and serve, than prepping and cooking a product from the raw state. Especially if it's identical to commercial product you are now purchasing. Your staff will already be familiar with how to prepare and serve the product.

USDA Foods Processing

- **Distribution/Storage**
- **Compare Bid Prices with USDA Food Value**
 - Add in processing
 - distribution
 - administrative costs
- **Consider existing USDA Food Inventory Level**
- **Processing Resources:**
 - Recipient Agency Processing Handbook
 - American Commodity Distribution Association
 - SNA ANC Processing Education Sessions



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Distribution/Storage: Distribution and storage fees are major considerations when you are thinking about processing. Fees vary greatly from State to State. Knowing what fees are associated with receiving USDA Foods should factor into your decision to process or not.

Compare Bid Prices with USDA Food Value: Add in processing, distribution, & administrative costs to make sure you're comparing apples to apples. This is not dissimilar to what you did when you compared direct delivered USDA Foods with your commercially purchased foods.

Consider existing USDA Food Inventory Levels: Here's an example:
If you have 6 months worth of chicken products at a processor it would be reasonable not to have bulk USDA chicken diverted for processing until you clean out your inventory. If you order too much you might end up incurring storage costs which directly impact your plate cost and defeats the whole purpose of finding the best value for your program.

To summarize, if it costs the same or less to process bulk USDA Foods than if you were to purchase the product, then processing is a reasonable consideration for your program. It really is an individual choice depending on the resources available to you.

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To learn more about processing, consider attending education sessions at the School Nutrition Assoc's Annual Conference or the annual conference for the American Commodity Distribution Association. Both links will be provided at the end of this presentation.

What about the DoD Fresh Fruits and Vegetables Program?

Two ways to purchase fresh fruits and vegetables from the Department of Defense:

1. Entitlement
2. Program Money



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The next thing we're going to discuss is another USDA Foods program option: the Department of Defense Fresh Fruits and Vegetables Program... not to be confused with the other Fresh Fruits and Vegetables program run under the National School Lunch Program.

The DoD Fresh Fruits and Vegetables program is an option that is made available to you through your State Distributing Agency. It is for distribution of Fresh Fruits and Vegetables to schools from Prime Vendor contracts administrated through DoD.

There are two ways you can take advantage of this option:

- First way is to allocate some of your Planned Assistance Level for the DoD Program through your SDA.
- The second way is if your SDA allows you to use your program cash to purchase produce from DoD, like a regular vendor.

Most schools are given the first choice, as many already have produce vendors from a competitive bid processes.

The USDA Foods Communications Initiative



United States Department of Agriculture
Food and Nutrition Service



So, we're going to switch gears here to share with you some marketing and promotional tools you can use about USDA Foods to help you market your program.

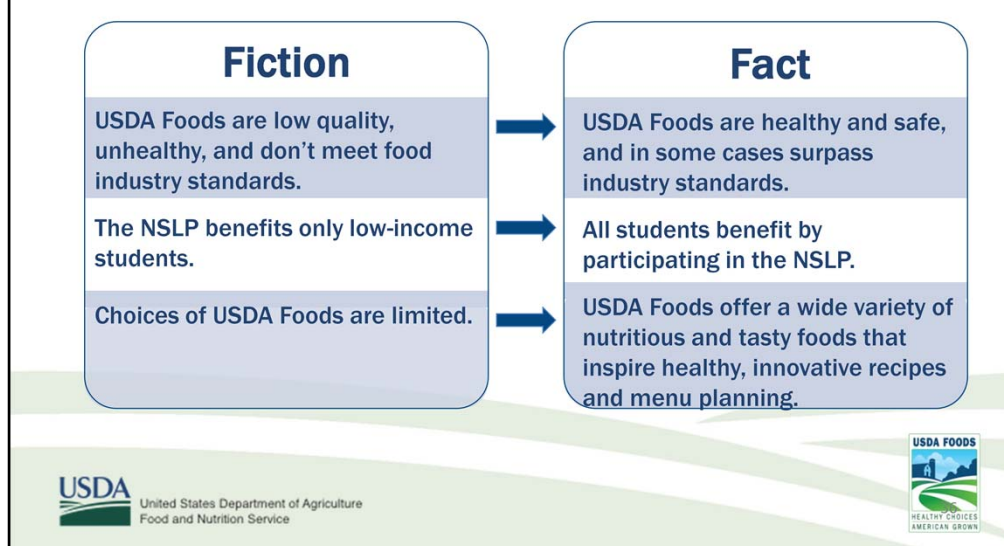
The USDA Foods Communications Initiative

- Despite the many improvements, there are still misperceptions about USDA Foods and the NSLP.
- USDA is taking action to educate the public about USDA Foods and the NSLP and replace fiction with fact.



- Despite the many improvements, there are still misperceptions about USDA Foods and the National School Lunch Program.
- USDA is taking action to educate the public about USDA Foods and the NSLP and replace fiction with fact.

Understanding the Realities of USDA Foods Helps Promote School Lunch



I know you've heard that USDA Foods or Commodities are low in quality, unhealthy and don't meet industry standards. That couldn't be further from the truth. In fact, we have pushed industry the past few years to supply us with products lower sodium, sugar and fat and many times surpass industry standards.

There's another misperception that continues to be spread that the NSLP is just for low income students. That's another myth. All children can benefit from participating in the school meals program.

And there was a time when we didn't have many choices. That's just not true today. USDA offers over 180 foods which represent a wide variety of nutritious and tasty foods to support your menu.

Using USDA Foods to Promote Your Program

HIGHLIGHT
USDA FOODS ON
SCHOOL MENUS

CONDUCT
TASTE TESTS
WITH USDA
FOODS

ENCOURAGE
MORE STUDENTS TO
PARTICIPATE IN
THE NSLP

SUPPORT
NUTRITION
EDUCATION
IN SCHOOL

PROMOTE
SCHOOL LUNCH
FOR STUDENTS



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Food and Nutrition Service



Now that you've heard about what USDA Foods has to offer, Let's look at ways you can use USDA Foods to promote your program.

There are a number of ways promote the nutritional benefits of school meals and the healthy food available through the USDA Foods program such as:

- Sharing innovative recipe ideas with colleagues
- Meeting with your school administrator to discuss how to make nutrition a priority in your school.
- Discussing healthy eating and importance of the NSLP with administrators and teachers at a staff meeting.
- Planning events such as taste tests at assemblies or health fairs at your school;
- Including messages in school newsletters and websites, or on the back of lunch menus;
- Teaching your students about the importance of nutrition using USDA Foods; and
- Partnering with teachers in your school to develop nutrition education lesson plans.

USDA Foods Toolkit Resources

You are here: Home > FD Programs > USDA Foods > Toolkit

USDA Food Facts

USDA Foods Toolkit

The USDA Foods Toolkit is a collection of valuable resources to assist School Nutrition Professionals and educate students, school staff, and the community about the healthy and nutritious contributions that USDA Foods provide to school meal programs.



- **NEW** How USDA Foods Supports Regulatory Requirements
- **NEW** USDA Foods Denver Public Schools Culinary Demonstration Recipes - SNA ANC 2012
- **NEW** USDA Foods Banner Kit
- Food Buying Guide Calculator for Child Nutrition Programs
- New Video: USDA Foods and Today's School Lunch with Companion Guide
- USDA Foods: Healthy Choices for Our Schools
- Communicating with School Administrators about USDA Foods: Presentation and Talking Points
- USDA Foods Overview
- USDA Foods Program Identifier Style Guide
- USDA Foods Metro Nashville Public Schools Culinary Demonstration Recipes - ANC 2011



USDA Foods continues to grow our toolkit to help you promote your program. Here's a screen shot of the website to give you an idea of some of the great resources available to you.

- There is a really good video that's perfect to show at PTA meetings, back to school events, even principal and staff meetings.
- There is a power point USDA has developed for FS directors to show to their school boards & principals, along with talking points, to help you grow the partnerships in your district.
- We have recipes from culinary demonstrations we've done with school districts around the country.

Just to name a few.

Please bookmark this website as a favorite so you can have these resources at your fingertips.

**Contact us to learn more and
encourage others to do the same!**

www.fns.usda.gov/USDAFoods

Additional resources:

www.schoolnutrition.org

www.commodityfoods.org



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Food and Nutrition Service



[Customize slide with presenter's contact information.]

I'd like to encourage you to visit the USDA Foods website for more information on the program and its offerings. You'll also find resources to help you place your orders as well as menus and tips to help you plan healthy, delicious meals for your students.

My information is also included in case you have follow-up questions.

Thank you for your time today.

Responding to a Food Recall

What is a food recall?

A food recall occurs when action is taken to remove a food from the market because it is:

- Unsafe
- Adulterated
- Mislabeled



This set of slide should be placed before the slides on the USDA communication initiative as you will want to leave the participants on a high note.

USDA wants to make sure that the foods that you receive are both safe and healthy.

Occasionally we find that a USDA food is involved in a recall because there is a problem with a particular food.

Read through the slide

Responding to a Food Recall

Both commercially purchased and USDA foods may be subject to a recall

Two federal agencies are responsible for making recalls—

- **Food Safety Inspection Service (FSIS)**
(meat, poultry, and egg products)
- **Food and Drug Administration (FDA)**
(other foods including fruits, vegetables and dairy products)



Read the slide

Levels of Recalls

Class	Definition	Examples
Class I	A health hazard situation where there is a reasonable probability that eating the food will cause serious, adverse health consequences, or death.	E. coli O157:H7 in ground beef; Salmonella in peanut butter; Food with an undeclared allergen
Class II	A health hazard situation where there is a remote probability of adverse health consequences from eating the food.	Product containing a foreign material
Class III	A situation where eating the food will not cause adverse health consequences.	Minor labeling problems, such as improper format or undeclared ingredients that are not allergens


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 Food and Nutrition Service



Recalls are categorized according to severity and the likelihood that a food will:

- Have a reasonable probability of causing harm—a serious health consequence or death (Class 1)
- Have a remote probability of adverse health consequences (Class 2)
- Not cause adverse health consequences (Class 3)

How Do I Find Out About A Recall of USDA Foods?

Rapid Alert System

- Notice to States is in WEBSCM System
- Also rapid notice through State Emergency Notification System (SENS)

SENS allows your State Distributing Agency to notify you by phone, email, or text message



FNS uses the Rapid Alert System (RAS) in the Web-Based Supply Chain Management (WBSCM) system to notify SDAs rapidly about recalls involving USDA Foods.

When USDA Foods are recalled, FNS develops a notification message for SDAs in WBSCM that is delivered through the RAS. The notification message includes specific product identification information to help SDAs track the food.

In addition, FNS established the USDA State Emergency Notification System (SENS) for the SDAs to use when communicating to the RAs about recalls that affect USDA Foods. SENS is designed to provide a rapid notice between the SDA and the RAs.

The USDA SENS allows SDAs to notify RAs rapidly through phone, email, text message, or BlackBerry PIN about recalls and other food safety emergencies. This system can be used only by SDAs to send notifications about USDA Foods to RAs.

SDA participation is voluntary; features in the system can be customized for each SDA. SDAs can modify FNS messages to meet the needs of their specific situation.

How Do I Find Out About A Recall of USDA Foods?

Or you can sign up for the USDA Food Safety Alerts Email Notice System

<https://www.envoyprofiles.com/USDA-ALERTS>



United States Department of Agriculture
Food and Nutrition Service



You can also be proactive--

USDA/FNS USDA FOODS ALERT SYSTEM Email Notification for Potential USDA Foods - Food Safety Events

FNS has made arrangements to allow users to self register for email notifications for potential USDA Foods food safety events.

Please click on the following link to self-register for email alerts of potential food issues from the USDA. This service is provided free of charge and can be individually customized.

<https://www.envoyprofiles.com/USDA-ALERTS>

How Do I Find Out About Other Recalls?

- Media
- USDA may also post announcements through WEBSCM or SENS
- Be proactive: Sign up for food safety alerts from FSIS and FDA

www.FoodSafety.gov/recalls



The media these days are very quick to report information about recalls

To communicate recall information about a **commercial** food (i.e., non-USDA Foods), FNS **may**:

Send an email to FNS Regional Office food safety contacts with information to send to SDA contacts.

Post an announcement in the recalls forum on the WBSCM homepage.

Post an announcement to the FNS Food Safety website at

www.fns.usda.gov/fns/food_safety.

Use social media, such as Twitter and USDA Blogs.

Send an email to GovDelivery subscribers.

To be sure that you get the information as quickly as possible you can sign-up for food safety recall alerts from FSIS and FDA through www.FoodSafety.gov/recalls.

What Do I Do About a Recall?

If this is a USDA Food—the notice will tell you what to do with the product

If this is a commercial food—the alert from FSIS or FDA will tell you what to do with the product.

Your state distributing agency may also provide guidance.



If there is a USDA recall you will receive information from the State agency or from the USDA Alert System on what to do with the product. They will ask you how much product you have on hand. They may ask you to separate the product from other foods. The product may eventually be destroyed but don't do anything until you hear from the state. They will tell you what to do.

If this is a commercial food the state may or may not be involved in providing information to you.

If you sign up for the food safety alert system referenced in the previous slide, the alert from FSIS or FDA will tell you what to do with the food.

Reporting Complaints

It is important to report problems with your USDA Foods

Helps USDA to respond to food safety concerns and improve product quality

Be specific about problems—handout lists information needed (page 11 of Responding to A Food Recall)



Look in your participants manual to see what types of data you need to report to your State Distributing agency if you have a problem with a USDA Food.

Go to page XXX (Use the information in the box on page 11 of the Responding to Food Recall document)

Walk the participants through the list

For More Information

Responding to a Food Recall: *Procedures for Recalls of USDA Foods*

<http://www.nfsmi.org/foodrecall>



United States Department of Agriculture
Food and Nutrition Service



NFSMI has just updated the procedures on recalls of USDA Foods. It is called—Responding to a Food Recall and it is available on the NFSMI website at <http://www.nfsmi.org/foodrecall>

So what do you do if you have a recall? What do you do if you have some emergency related to a problem with your food.

It is always good to start thinking about how you need to react to a situation before it happens—later in the week we will be using a checklist to properly manage an emergency situation.