

From: Bushong, Linda (MDE) **On Behalf Of** Leikert, Howard J (MDE)
Sent: Tuesday, November 08, 2011 3:14 PM
To: MDE-SchoolNutrition
Subject: Tuesday News from MDE 110811

I am getting ready to head off to Traverse City for the School Nutrition Association of Michigan (SNAM) Conference. If you are there and see me wandering around, say "Hi." In the meantime, here is some information for you this week:

- 1) Tracking Student Wellness – In response to a request by a group I was speaking to asking if we track the health of our students, I found an interesting report that I wasn't aware of until last week. It is done by one of the units (Coordinated School Health and Safety Programs) just down the hall in the Michigan Department of Education. It is the Youth Risk Behavior Survey which looks at the different factors that put our students at risk, including nutrition related issues. This link will take you to a main page that will give fact sheets related to a variety of risks including nutrition: www.michigan.gov/yrbs. A detailed sheet with a lot of data can be found at this link:
http://www.michigan.gov/documents/mde/09YRBSDetail_327165_7.pdf. Be patient when looking at this report. The nutrition related content is toward the end. The type of interesting information you will find is that among 9-12 graders, for example, while approximately 28% of those students has had at least one can, bottle, or glass of pop each of the last seven days, only about 13% have had 3 glasses of milk per day.
- 2) Farm to School - As National Farm to School month comes to a close, I wanted to share new information about MI MarketMaker (www.mimarketmaker.msu.edu), which can help schools and other institutional markets connect with Michigan farmers and food suppliers. Attached you will find information about how schools, hospitals and colleges can use this online venue to link to local food! One of our great partners in Farm to School is Colleen Matts. Following is her contact information: Colleen Matts, Farm to School Specialist, matts@msu.edu, 517-432-0310.
- 3) Community Eligibility Option – Just for your information, we ended up with 85 School Food Authorities participating in the Community Eligibility Option. This includes 451 schools and close to 200,000 children that now will be able to eat free breakfast and lunch everyday without any form of stigma. As we collect data, we will let you know the impact on participation and reimbursements. Thank you to all that are participating in this important pilot.
- 4) New Analysts – We have added four new analysts in preparation to complete reviews on a three-year cycle instead of a five-year cycle. Their names are Terri Thelen, Adrienne Davenport, Robin Scheffler, and Nichole Polston. They will all be at the SNAM Conference, along with nearly all of our School Nutrition Programs staff.

For those attending the SNAM Conference, I will see you later this week. For the rest, I hope you have a great week.

Howard Leibert, MBA, SMS

Supervisor
School Nutrition Programs
Michigan Department of Education
517-373-3892
517-373-4022 Fax

Looking for information on local schools? Go to www.michigan.gov/mischooldata.

Contact: Tom Kalchik
kalchikt@msu.edu 517-432-8752

Farm to School and MI MarketMaker work to improve children's school menus

East Lansing, MI (October 31, 2011) - Every child deserves access to nutritious food. With more than 30 million children eating school cafeteria meals daily, it is imperative that we promote healthy, balanced eating habits to help prevent obesity and other health-related disorders in our youth.

Help celebrate the first National Farm to School Month this October by using MI MarketMaker to find local producers of fresh fruits and vegetables. "The Michigan State University Product Center brought MarketMaker into Michigan because it is a powerful tool to help buyers and producers connect with each other," says Tom Kalchik, Associate Director of the MSU Product Center. Use the Search function of MI MarketMaker to find growers of specific crops in a local area, or more general fruit, vegetable, meat, grain or other types of products.

"Farm to school programs are growing strong in Michigan," said Colleen Matts, Farm to Institution Specialist with the C.S. Mott Group for Sustainable Food Systems at MSU. "Schools seek a wider variety of local produce for more of the school year as they begin and expand farm to school programs. MI MarketMaker is an opportunity to connect the dots between farmers and school nutrition and food service directors to get local food to our school children." Along with Florida, Michigan is slated to participate in a USDA Fresh Produce Pilot program starting in 2012 which aims to bring more fresh produce to schools.

Kalchik encourages all school food buyers and farmers interested in selling to local schools to register on MI MarketMaker. The process is easy. Just go to www.mimarketmaker.msu.edu and click on the Register button in the Register Your Business panel. School food buyers need to register by selecting "Buyer" from the dropdown menu, then "Institutional – Education" in the Buyer Type tab. Then complete the rest of the profile, including the information in the Geographic Area tab and Vendor Protocols tab. Remember, the more detail, the more searchable you are and the easier you are to find.

Producers interested in taking advantage of the buy local trend for the school lunch program should also register on MI MarketMaker. If you are already registered user, simply log into your MarketMaker profile and find the "Methods of Sale" area under the type of products you offer. By checking the "Farm to School" box, buyers are able to search for your business as they seek out healthy food purchases for local educational institutions. If you are not registered, go to www.mimarketmaker.msu.edu and click on the Register button in the Register Your Business panel. Select "Farmer" from the dropdown list. Complete your business profile for the crops you produce and the way you produce them (look for the tabs at the top of the profile page for Dairy, Fruits and Nuts, Meat, Vegetables, etc. so you have a complete profile of your farm). In the "Methods of Sales" section, click on the "Farm to School" box. Complete the rest of profile information, remembering that the more detail you provide, the easier it will be for a buyer to find you.

National Farm to School month in October and the USDA pilot program in Michigan for farm to school purchases provide great opportunities to improve the diets of school children and increase economic development in Michigan. MI MarketMaker can help school lunch buyers and growers make these programs successful and bring more fresh, local produce to Michigan children.

For more information about MI MarketMaker, visit www.mimarketmaker.msu.edu or contact Tom Kalchik at kalchikt@msu.edu or 517-432-8752. For more information about Michigan Farm to School, visit www.mifarmtoschool.msu.edu.

###

MARKETMAKER FARM TO SCHOOL

Farmers who have already registered:

- Log onto their MI MarketMaker profile
- Find the “Methods of Sales” in the type of products you offer section
- Check on the “Farm to School” box

Farmers who have not previously registered:

- Go www.mimarketmaker.msu.edu
- Click on “Register Your Business”
- Select “Farmer” from dropdown list
- Complete your business profile for the crops you produce and the way you produce them (look for the tabs at the top of the profile page for Dairy, Fruits and Nuts, Meat, Vegetables, etc. so you have a complete profile of your farm).
- In the “Methods of Sales” section, click on the “Farm to School” box
- Once you have completed your profile, click on Continue at the bottom of the page.
- Additional features include adding photos of your farm and indicate if you are part of one of the groups on MI MarketMaker.
- Complete your General Business Information and the rest of your profile.

School lunch buyers

- Go www.mimarketmaker.msu.edu
- Click on “Register Your Business”
- Select “Buyer” from the dropdown list
- Under Buyer Type, click on the “Institutional – Education” box
- Complete the rest of the profile for Buyer Type
- Click on the Geographic Area tab and indicate your supply area
- Click on the Vendor Protocols tab and indicate any certification and insurance requirements
- Complete the rest of the profile for location (using a correct physical address for mapping purposes), contact information, and other information.

When a business or organization submits a completed profile, it will be reviewed to assure it meets the qualifications of a MarketMaker listing. This prevents inappropriate businesses from being listed. The business or organization will receive a user name and password in one or two business days via the e-mail listed in the profile.