

FEBRUARY 18, 2021

The Pennsylvania Farm to School Network: Introducing the 2020-2025 Strategic Plan

Kelsey Porter, The Food Trust

Tiffany Edwards-Pierce, PA Department of Health





Introductions





Presentation Outline

Key Topics

- Background Information & History
- Strategic Planning Process
- Strategic Plan Overview
- Ways to Engage



The background of the slide features a close-up photograph of green leaves and a green egg. The leaves are vibrant green with visible veins and serrated edges. The egg is a smooth, light green color. The entire image is overlaid with a semi-transparent green filter. A solid purple horizontal band runs across the middle of the slide, containing the title text in white.

Background Information & History

What is Farm to School?

Procurement

Purchasing local products for use in
child nutrition programs

Experiential Food & Agriculture Education

Farm field trips, cooking in the
classroom

School Gardens

All shapes and sizes

Farm to School at the National Level

The National Farm to School
Network (NFSN)

USDA's Office of Community Food
Systems (OCFS)



Farm to School in Pennsylvania

The Food Trust served as the Mid-Atlantic
Regional Lead for NFSN from 2007-2017

Project PA served as the State Lead during
this time

Shift to state focus in 2017

Core & Supporting Partner structure



Collaborations

Farm to Institution Grower Sessions

Pennsylvania Harvest of the Month & PA Preferred Days

PA Farm to School Grant Program

School Nutrition Association of Pennsylvania's Annual Conference

And others!





Strategic Planning Process

Why create a strategic plan?

Reflect on where we are and where we want to go

Create a path towards a more robust, sustainable structure

Coalesce around more specific goals



Who We Are

Kelsey Porter, The Food Trust

Elaine McDonnell, Project PA

Patrick Andrews, PA Department of
Agriculture

Audrey Hess, PA Department of Education,
Division of Food and Nutrition

Sarah Buranskas, Pittsburgh Food Policy
Council

Tiffany Edwards-Pierce, PA Department of
Health

Christina Kostelecky, Pasa Farming

Tegan Bernstein, Consultant, Roots to
Shoots

Charlene Espenshade, PA Friends of
Agriculture Foundation

Linda Falcone, Penn State Extension

Winnie Richards & Karen Grimm-Thomas,
Office of Child Development and Early
Learning

Nicole Melia & Kelsey Gartner, Great Valley
School District & School Nutrition
Association of Pennsylvania



Strategic Planning Process

Beginning stages: setting up process

Leadership team strategic planning sessions facilitated by NFSN

Draft strategic plan created

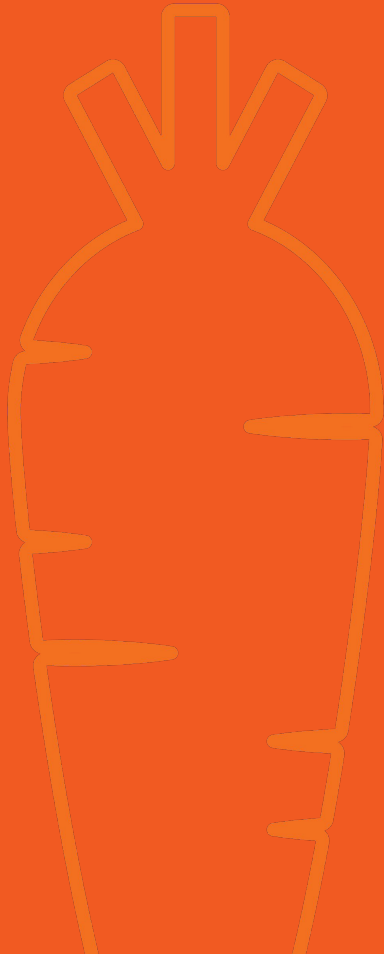
Seeking and incorporating feedback from communities across the state

Final strategic plan created



The background of the slide features a close-up photograph of green leaves and a single green egg, possibly a quail egg, which is partially visible in the upper right quadrant. The entire image is overlaid with a semi-transparent green filter. A solid purple horizontal band runs across the middle of the slide, containing the title text.

Draft Strategic Plan



VISION

Every child in Pennsylvania is meaningfully connected to and nourished by thriving and resilient local community food systems.

MISSION

Leverage and build upon our collective resources and shared vision to cultivate farm to school and farm to early care initiatives that:

- create opportunities for all children across Pennsylvania to grow, learn about, and enjoy eating local foods;
- increase market opportunities for Pennsylvania producers; and
- grow community connections.



Goal 1

Build and activate a strong,
sustainable farm to school
network



Goal 2

Support increased and enhanced farm to school/early childhood education implementation



Goal 3

Strengthen and build
sustainability for statewide
farm to school policy





Ways to Engage



Feedback Structure

Introductory Webinar

Small Group Discussions

Network Launch Webinar



Suggested Next Steps

Review current farm to school resources

Review draft strategic plan

Participate in a small group discussion

Sign up for our newsletter (and be on the lookout for more information)



Small Group Discussion Opportunities

Educators & Administrators

Facilitated by Audrey and Tiffany

March 10 from 3:30-4:30

March 17 from 4:00-5:00

[Sign up](#)

Support Organizations & Community Members

Facilitated by Kelsey and Linda

March 17 from 4:00-5:00

March 31 from 2:00-3:00

[Sign up](#)

Food Service

Facilitated by Elaine and Nicole

March 18 from 2:00-3:00

March 25 from 2:00-3:00

[Sign up](#)

Farmers & Suppliers

Facilitated by Patrick and Sarah

March 25 & 26 from 1-2

[Sign up](#)

*Additional sessions will be scheduled if there is interest



Questions?





Thank You!

kporter@thefoodtrust.org

610-844-2485

Website coming soon!

   @TheFoodTrust

This project has been funded at least in part with Federal funds from the U.S. Department of Agriculture. The contents of this publication do not necessarily reflect the view or policies of the U.S. Department of Agriculture, nor does mention of trade names, commercial products, or organizations imply endorsement by the U.S. Government.

