

Selling to Schools

DEPARTMENT OF DEFENSE FRESH FRUITS AND VEGETABLES (DOD FRESH) PROGRAM

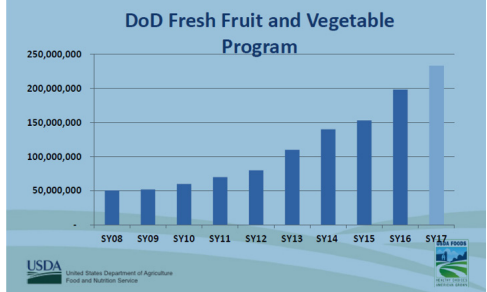
Fresh fruits and vegetables purchased by schools using their USDA Dollars, Planned Assistance Level (PAL).



About the DoD Fresh Fruit and Vegetable Program

- The program allows schools to use USDA Foods entitlement dollars to buy fresh produce. The program is operated by the Defense Logistics Agency (DLA) at the Department of Defense.
- In school year (SY) 1994-1995, the program began as a pilot in eight states; \$3.2 million of produce was delivered to schools. Today, schools in 46 states, the District of Columbia, Puerto Rico, the Virgin Islands, and Guam participate in the program.
- No cap on DoD, currently almost \$200,000,000 per school year, projected to continue the trend up.

DoD Fresh Continues to Increase



ITEM	SY 2015/16	SY 2014/15	SY 2013/14	SY 2012/13
Pounds of Mushrooms	93,319	65,057	51,141	44,863
Value of Mushrooms	\$202,561	\$141,214	\$121,042.13	\$98,184.29

Benefits to Participating in the DoD Fresh Fruit & Vegetable Program

- DoD Fresh distributors can connect growers to school districts and coops.
- DoD Fresh dollars can be used to purchase local agriculture.
- Schools can now legally procure local foods. *Definition of local is locally defined.*



How to Participate in the DoD Fresh Program

- Visit www.fns.usda.gov/fdd/dod-fresh-fruit-and-vegetable-program for more information about the DoD Fresh Program and to sign up in your local community. The DoD Fresh website contains contacts for both state and local levels.
- Reach out to your local distributors to see if they are DoD suppliers.
- If your distributor does contract for DoD.
 - Promote our Harvest of the Month Materials
 - Promote our MushroomsInSchools Resources
 - Promote our Recipes: Feature Thai Meatballs for Sampling and Promoting

Available Resources

The Mushroom Council has a variety of materials available that are specifically designed for School Nutrition. Growers are encouraged to distribute and share these materials with:

- ✓ The State contacts
- ✓ Your school distributors
- ✓ With schools and coops



For additional Mushrooms In Schools resources please visit www.mushroomsinschools.com or contact Katie Preis: kathleen@mushroomcouncil.org

