

Participating States:

- Alabama
- Arkansas
- Colorado
- Florida
- Georgia
- Illinois
- Indiana
- Iowa
- Kentucky
- Louisiana
- Michigan
- Mississippi
- Nebraska
- New York
- Ohio
- Pennsylvania
- South Carolina
- Texas
- Washington, D.C.

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This month MarketMaker is taking the opportunity to introduce you to the Farm to School Network. We encourage this connection by asking you to include Farm to School in your MarketMaker profile. To read more about the program, go to: www.farmtoschool.org



What is Farm to School?

FARM TO SCHOOL PROGRAMS CONNECT SCHOOLS WITH LOCAL FARMS

Schools buy and feature farm fresh foods such as fruits, vegetables, eggs, honey, meat, and beans on their menus; incorporate nutrition education into the curriculum; and provide students experiential learning opportunities through farm visits, gardening and recycling programs. Farmers have access to a new market through schools and participate in programs designed to educate kids about local food and agriculture.

LOCAL FARMERS MAY SELL TO SCHOOLS IN SEVERAL WAYS

Farmers can diversify their markets by supplying to local schools. This is especially important when farmers are dependent on limited commodity or wholesale markets. Schools represent a steady, reliable demand that helps farmers plan their crop planting, harvesting and marketing more effectively.

- Sell directly to schools by establishing a relationship with the food service staff. Take your business materials (price and crop list, business card, etc.) and a sample.
- Sell directly to schools through a Farmers' Market.
- Sell through cooperatives to minimize transportation and administration costs.
- Sell to wholesale distributors.
- Sell to the Department of Defense's Fresh Fruit and Vegetable Program, which delivers local food to schools.

STRUGGLING FAMILY FARMS



While our children are eating unhealthy foods, farmers are losing out on potential markets. The farmer's share of the food dollar has dropped from 41 cents in 1950 to 20 cents in 1999. Farm to School programs are one solution to the crisis facing small farms. Farm to School offers a new market to family farmers, especially urban-edge farmers who bring the added benefit of preserving open space and slowing sprawl. And by showing children that fresh local produce is delicious, Farm to School connections turn on the next generation to locally grown food. Check out the USDA Farm to School link: www.fns.usda.gov/cnd/F2S.

(*Economic Research Service, US Department of Agriculture)

Check "Farm to School" on your MarketMaker profile under "Methods of Sale" to make your business searchable by educational institutions looking for fresh, local foods.

TIME TO CELEBRATE SCHOOL & LOCAL FOOD CONNECTIONS! OCTOBER DESIGNATED AS FIRST NATIONAL FARM TO SCHOOL MONTH

Congress approved a resolution introduced in November 2010 by Representative Rush Holt (NJ) to officially designate October as National Farm to School Month.

To celebrate this first Farm to School Month, schools across the country will be inviting farmers and chefs to visit their schools.



Whether it's planting seeds in science class, dining on local foods in the cafeteria, or a farmer's visit to a classroom, there are plenty of ways to celebrate and get involved.

Learn more about Farm to School Month at: www.farmtoschoolmonth.org

MEET TWO KENTUCKY FARM TO SCHOOL PRODUCERS...

Ayres Family
orchard

Ayres Family Orchard, Owenton, KY

Owen, Franklin, and Jefferson County schools are enjoying the "fruits" of Larry Ayres labors. Ayres supplies almost 800 bushels of fresh apples to school children in these counties.

Ayres' 10-acre orchard is off the beaten path, so he finds it easier to take his product to the consumer—primarily to farmer's markets and, for the past 6 years, to school systems in the area. He's proud to deliver his fresh apples, giving the children "something else to eat other than chicken nuggets and French fries!"

Ayres says that elementary schools appreciate smaller apples such as Galas, Jonathon's, Golden Delicious, and McIntosh because the children don't waste them. Cafeteria supervisors have commented that students eat more apples—even coming back for seconds!

Ayres hand picks each apple, then delivers 100 bushels at a time. He says it's a win-win for everyone. "It's a great market for my produce and a wonderful way to provide children with healthy, flavorful, local foods. If children can learn to like fresh fruits and vegetables, they're going to be healthier for a whole lifetime."



Find Ayres Family Orchard on [MarketMaker](#), [Facebook](#), or on the web at: www.ayresapples.com.

Jackson's
ORCHARD
Come Make A Memory!

Jackson's Orchard, Bowling Green, KY

Bill Jackson, owner of Jackson's Orchard, is no stranger to the Farm to School Network. Bill has been supplying school systems in and around Bowling Green, KY for the past 5 years. This year he hopes to add another school system, bringing the total to eight.

Jackson's enthusiasm about the program is two-fold. Obviously, it helps his business's bottom line by supplying apples and peaches to the schools, but he is also excited to be part of a program that provides school children the access to fresh, local produce.

"I believe very strongly in getting these children to eat an apple or vegetable rather than a candy bar or a Coke," said Jackson. "If we put an apple there and take the candy bar away, they will eat the apple."



Reports from the schools support this theory. Cafeteria managers noted that, when Red Delicious apples were shipped in from faraway states, students dumped them virtually untouched into cafeteria trash cans. Once Jackson's fresh Galas appeared, only cores were found!

Find Jackson's Orchard on [MarketMaker](#), [Facebook](#), or on the web at: www.jacksonorchard.com.



President Obama at Country Corner Farm & Market, Alpha, IL

PRESIDENT OBAMA VISITS MARKETMAKER FARM IN ILLINOIS

How would you respond if you received a call from the White House asking if the President of the United States could visit your farm?

Bruce Curry, owner of Country Corner Farm Market in Alpha, IL, was picking watermelons when that call came. A representative of President Barack Obama called to ask Curry if he would host the President's Town Hall Meeting on the farm on August 17th. This would be the last stop on the President's Economic Rural Tour.

Curry commented, "In the interest of security, we could not say much prior to the event, but it was truly and honor and a privilege to have the President and many other dignitaries as our guests."



President Obama meets farm owner, Bruce Curry

The guest list included about 400 people. Of that, 70 were invited by the White House. Curry and some generous farm friends provided the group with local produce and Curry's "Magic Popcorn". Curry also made sure "some of the best watermelon in the whole world" was available to the President as he used Curry's office to get ready. Afterwards, Curry noted that that there were a couple watermelon seeds on the table, and, says Curry. "I kept those!"

President Obama traveled through the Midwest meeting with Americans in rural communities to talk about what is happening in our country right now. Other stops included Cannon Falls, MN, Decorah, IA, Peosta, IA, and Atkinson, IL before his last stop at Country Corner in Alpha, IL. Click to view [Country Corner Farm Market](#) on MarketMaker.



WANT TO START A DIRECT FARM BUSINESS? CHECK OUT THIS RESOURCE...

If you're looking for information on how to start/manage a direct farm business, check out the Illinois Direct Farm Business link under [Resources/Related Websites](#) on MarketMaker to learn more about selling directly to consumers and educational institutions. It supplies valuable information and will help clarify the important rules and regulations pertaining to direct farm businesses.

Although this guide is directed toward Illinois farmers, much of the information is applicable to producers in any state. Be sure to contact the Department of Agriculture in your state for current rules and regulations.

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BUY 8 listings	SELL 74 listings	SERVICES/EQUIPMENT 9 listings	TRANSPORTATION 0 listing	OTHER 1 listing
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