

# 2010 TASTE WASHINGTON DAY REPORT



Photo by Meegan M. Reid

Bremerton School District  
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Excerpted from the

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September 29, 2010

The WSDA Farm-to-School Program and the Washington School Nutrition Association have partnered with local schools to feature Washington-grown foods in their school meals. From fresh-dug potatoes in potato salad to just-picked lettuces in fresh salads, this state-wide event is a great opportunity for students, teachers, and parents to consider where their food comes from, how it is produced and the benefits of a healthy diet.

Taste Washington Day offers our kids a chance to establish a deeper connection and develop a better understanding of our state's food system, from farm to fork and each step in between. The more opportunities our children have to learn about the people, time, effort and resources necessary to turn a seed into a crop, the more they will appreciate the food on their plates. As the next generation, it will be up to them to continue our state's agricultural heritage and history.

**The valuable and delicious lessons learned through events such as Taste Washington Day will help them carry on our state's proud traditions.**

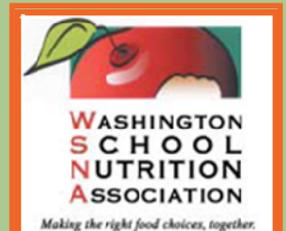
## Taste Washington Day

On September 29<sup>th</sup>, 2010 the WSDA Farm-to-School Program and the Washington School Nutrition Association (WSNA) partnered to sponsor Taste Washington Day, an annual celebration of Washington grown foods served in school meals. Traditionally celebrated in March, WSNA moved the event to September in order to time it with the bountiful harvest season and encourage more local sourcing.

Taste Washington Day has long encouraged school food service professionals to feature and highlight Washington grown foods. With WSDA's additional resources and expertise to make region-specific referrals for farm partners, resolve distribution challenges, and develop cafeteria-based marketing strategies, 2010 Taste Washington Day attracted more participants and boosted the knowledge of farms and schools.

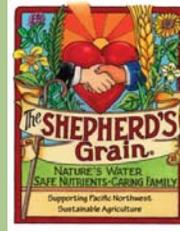
**“Teaming up with you and the Washington State Department of Agriculture’s Farm to School Program helped make this such a successful event! The publicity you provided and the contacts with schools and farms that you were able to make was immeasurable to the success of the event. I hope we can continue the work that we have started.”**

Raeann Ducar,  
Nutrition Services Supervisor, and Co-Coordinator of Taste Washington Day



## Partnering with Washington Business to Bring Innovative Products to School Markets

Shepherd's Grain, in partnership with three regional bakeries and Food Services of America (FSA), developed whole wheat rolls and breadsticks for school lunches. Schools purchased over 15,000 of the premium quality whole wheat and high gluten flour breadsticks. Though the product was developed especially for the event, it was so popular that it's now part of FSA's regular offerings. Bagel Brothers in Olympia was one of the participating bakeries, and they now sell that bread stick in their retail stores on a regular basis.



## Survey responses indicate

**\$17,000** was spent on Washington grown products for that day's lunch, and that schools plan to spend

**\$90,000** more on Washington products during in the following six months.

## Wenatchee School District Local Farm Partners

Enthusiastic School Nutrition Staff from the Wenatchee School District visited Cloudview EcoFarms in Royal City to gain some firsthand experience with this partner farm's operations.



Later, Cloudview farmers Jim Baird and Zack Zink joined Wenatchee SD for lunch on Taste Washington Day to celebrate putting fresh local foods on school menus.



Ken Toevs happens to be not only the owner/operator of T & T Farms in Quincy, he is also a professionally trained chef.

Chef Toevs brought both skill sets to bear when he roasted and served his farm's squash for Wenatchee School District's Taste Washington Day menu.

## Connecting Education to Washington Agriculture

Participating School Nutrition Directors shared feedback on surveys:

"The high school Future Farmers of America (FFA) club members visited each school in the district during lunch and handed out samples of the locally grown produce and talked with the students about the products. They were a very positive representation of agriculture and really helped to make the event a success at each school."



Riverview School District

"One farmer brought eggs in for the kids to incubate then watch hatch. Kids took a bus ride to her farm to see all the animals they raise and experience the wheat fields."



# TASTE WASHINGTON DAY

## October is National Farm to School Month

In last year's session, the U.S. House of Representatives declared October **National Farm to School Month**.

Taste Washington Day is a great opportunity to make farm connections and launch Farm to School Month activities.



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Taste  
Washington  
Day—be a  
part of it  
September  
28, 2011

### Institutional markets promising for growers

Individual farms reported sales as high as

**\$8,250**

and survey respondents reported spending more than

**\$20,000** on Washington grown products for the day's lunch.

Based on survey responses we expect all of the participating farms from 2010 to stay involved and to build upon relationships and supply chain solutions from this year's effort.

**"We are proud to be able to serve our school districts. We are an apple farm and they are the perfect market for our small apples."**

**Eastern Washington Apple Grower**



LaConner School District

### LaConner School District's menu:

- Locally grown russet baked potatoes and ham julienne
- Cheese sauce made with cheese from Golden Glen Creamery
- Green onions, broccoli florets, and other produce from Hedlin Farms and Swanson Brothers Farm
- Jonagold apples from Gordon Skagit Farm
- Chocolate cake with raspberry buttercream, using raspberries from Swanson Brothers



**USDA's Proposed Rules to Update Nutrition Standards for School Breakfast and Lunch Programs** would require schools to offer more fruits, vegetables and whole grains, highlighting orange and red fruits and vegetables, dark leafy greens, and more beans and legumes. Washington state growers produce all of these in quantity, and they are available from local growers for much of the school year.

The farm-to-school team at WSDA helps match local schools to the farms near them that are interested in working with schools to supply them with these and other locally grown produce.

# TASTE WASHINGTON DAY

Enthusiasm was high, with approximately 50 farms and 60 school districts responding to WSDA calls for participation.

## Farms

Alvarez Farms  
 American Produce Express  
 Bellewood Acres  
 Black River Blues  
 Blue Rose Dairy  
 Boistfort Valley Farm  
 Cloudview Ecofarms  
 Dagdagan Produce  
 Dickey Farms  
 Dry Slough Orchard  
 DV Farm  
 Emtman Brothers Farms  
 Full Circle Farm  
 Growing Washington  
 Harvest Jubilee  
 Harvest View Gardens  
 Hedlin Farms  
 Hidden Meadow Ranch  
 Holly Lane Gardens  
 J&W Hutton  
 Little Eorthe Farm  
 Low Gap Produce  
 Lubbe Farms  
 Magaña Farms  
 Mark Applebee Orchard  
 Marshland Orchards  
 Millingwood Organics, LLC  
 Morgan Family Farm  
 Nash's Organic Produce  
 Okanogan Producers Marketing Association  
 Open Gate Farm  
 Oxbow Farm  
 Palouse Grain Growers, Inc.  
 Ralph's Greenhouse  
 Shaw's Fruit and Produce  
 Shepherd's Grain  
 Smithson Ranch  
 Stiebrs Farms, Inc.  
 T & T Farms  
 Tahoma Farms  
 Terra Organics  
 Township 18  
 Viva Farms  
 Wilson Banner Ranch  
 Yaksum Orchard Heirloom Fruit  
 Zepp Farm

## School Districts

Anacortes  
 Arlington Public Schools  
 Auburn  
 Bainbridge Island  
 Battleground  
 Bellingham  
 Bethel  
 Bremerton  
 Cle Elum-Roslyn  
 Concrete  
 Cosmopolis  
 East Valley - Spokane  
 East Valley -Yakima  
 Enumclaw  
 Everett  
 Evergreen  
 Freeman  
 Grapeview  
 Griffin  
 Harrington  
 Highline Public Schools  
 Hockinson  
 Hoquiam  
 Kelso  
 Kent  
 King's Schools  
 Klickitat  
 La Conner  
 Lummi Tribal School  
 Lyle  
 Lynden  
 Mary Walker  
 Mercer Island  
 Meridian  
 Mill A  
 Monroe  
 Mt. Baker  
 Nespelem  
 North Mason  
 Northshore  
 Olympia  
 Onion Creek  
 Orcas Island  
 Pasco  
 Peninsula  
 Port Angeles

Pullman  
 Quilcene  
 Ridgefield  
 Riverview  
 Rochester  
 Rosalia  
 Seattle Public Schools  
 South Kitsap  
 Spokane Public Schools  
 St. Joseph Catholic School  
 Stanwood  
 Stevenson-Carson  
 Sunnyside  
 Toppenish  
 Union Gap  
 Wahluke  
 Wapato  
 Waterville  
 Wenatchee  
 West Valley -Yakima  
 White River  
 Zillah

## Distribution and Production Partners

American Produce Express  
 Bagel Brothers  
 Dagdagan Produce  
 Duck Delivery  
 Food Services of America  
 Okanogan Producers Marketing Association  
 Pacific Coast Fruit Company  
 Rosella's  
 Shaw's Fruit and Produce  
 Sound Produce  
 Terra Organics  
 Waldman's Produce



**TASTE WASHINGTON DAY**