

Farm to School Event Planning Project Instructions

This assignment is intended to help meet the following Core Competencies for the RD and the School Nutrition Concentration Competency:

CRD 3.5: Coordinate procurement, production, distribution and service of goods and services

CRD 3.6: Develop and evaluate recipes, formulas and menus for acceptability and affordability that accommodate the cultural diversity and health needs of various populations, groups and individuals

CRD 4.1: Participate in management of human resources

CRD 4.10: Develop a plan to provide or develop a product, program or service that includes a budget, staffing needs, equipment and supplies

School Nutrition Competency 1: Plan, develop, implement, manage, and evaluate a promotional/theme event for a school nutrition program

Theme Event Proposal

1. Develop an event proposal, using the document below, for a theme event to celebrate the kick-off week (October 6 – 10) of National Farm to School Month that includes a new recipe, cafeteria promotions, and marketing efforts. Working in a group of 4 students, choose and sign up on Google Drive for one of the following schools:
 - a. Waynesboro Primary School (Grades Pre-K-2nd), ~1,135 students
 - b. SGA Elementary (Grades Pre-K-5th), ~360 students
 - c. Blakeney Elementary School (Grades 3rd-5th), ~810 students
 - d. Burke County Middle School (Grades 6th-8th), ~960 students
 - e. Burke County High School (Grades 9th-12th), ~1,160 students
2. Meet with the Burke County Public School System Nutrition Coordinator to discuss your event proposal. For all the following project components, work with and obtain approval from the Nutrition Coordinator.

Recipe

3. Develop a new recipe that incorporates local seasonal ingredients to include on the menu, taking into consideration the affordability of the recipes, the cultural diversity and health needs of the students and school staff, and the production capability of school nutrition staff to produce the recipe.
 - a. Write the recipe in standardize recipe format (use the table below).
 - i. List the yield of the recipe (i.e. the number of servings per recipe).
 - ii. List the ingredients in the order that they are prepared. **Be very specific in describing the ingredients** (ex. If using apples – note which type of apple, how it is cut, if it is peeled; if using brown sugar – note if it is light or dark, packed or unpacked; etc.).
 - iii. List the volume in standard measures or by the each (i.e. 100 medium apples) for each ingredient. For items listed as teaspoons, tablespoons, or each, also list the cup equivalent in parenthesis (i.e. ½ tsp (.010 c)).
 - iv. List the EP weight for each ingredient. Use the Nutrient Data Laboratory (<http://www.nal.usda.gov/fnic/foodcomp/search/>) to convert volumes and weights.

- v. List the AP weight for each ingredient. Use the Food Buying Guide (<http://www.fns.usda.gov/tn/resources/foodbuyingguide.html>) to identify and calculate the AP:EP ratio. List the AP:EP ratio in the preparation instructions.
 - vi. Calculate the volume and weight per serving for the recipe by adding the volume and weight of all the ingredients and dividing by the number of servings in your recipe.
 - vii. **Round to the 3rd decimal place for all calculations.**
 - viii. Identify **all** ingredients that are available locally.
 - ix. Add the preparation instructions. **Use full sentences and be very specific in describing the instructions** (ex. Core and peel apples; dice to ¼" thick). Include food safety instructions. Include portioning instructions.
 - b. Expand the recipe to meet the needs of your school (use the table below). This will be used in your taste test of the recipe with the students.
 - i. Work with the Nutrition Coordinator or manager to determine the appropriate recipe yield for your school.
 - ii. Calculate and list the factor, the expanded volume, EP weight, and AP weight.
 - c. Prepare your recipe and conduct the taste test of your expanded standardized recipe.
 - d. Work with the manager and/or staff to update and standardize the recipe to be specific to your school.
 - i. Update the yield, ingredients, and quantities as necessary.
 - ii. Include specific utensils and equipment used. Include portioning instructions.
4. Cost your recipe (use the table below).
 - a. Use food prices available on bid or quote at your school district.
 - b. Calculate the cost of food used for both the taste test **and** the updated standardized recipe to be served to the students.
5. Cost any non-food supplies needed to produce your recipe (use the table below).
 - a. Use prices of supplies available on bid or quote at your school district.
 - b. Calculate the costs of supplies used for both the taste test **and** the updated standardized recipe to be served to the students.
6. Analyze your recipe in Nutrikids.
 - a. Enter your expanded recipe into Nutrikids.
 - i. Include the number of portions and portion sizes per recipe, ingredients and quantities, HACCP method, preparation and food safety and sanitation instructions, AP:EP ratios, equipment and portioning utensils to use, and allergens.
 - b. After you have standardized your recipe at the school, update your recipe in Nutrikids to include information learned during the standardization process.
7. Modify the recipe to exclude the top 8 allergens and to meet any specific special needs dietary requirements for students at your school.
8. Work with the school nutrition coordinator and/or manager to order the food and any supplies needed.

Promotional Activities

9. Choose/create at least 2 different types of promotional activities to include in your event.
 - a. Activities should be creative and engaging, age and culturally appropriate, professional, and different from each other. These may include taste tests, games and puzzles, drawings, guest visitors, incentive give-aways (seeds, pencils, stickers, etc.), etc. Refer to your textbook *How to Teach Nutrition to Kids* and visit the Team Nutrition website for promotional ideas: <http://www.fns.usda.gov/team-nutrition-popular-events-idea-booklet>.
 - b. Create a promotion activity document for each of the 2 activities. List/describe the following:
 - i. Dates and length of time for setup and implementation
 - ii. Supplies needed and information about where supplies can be purchased
 - iii. Instructions
 - c. Create or gather support materials for the promotion activities in your event.
 - i. If you incorporate a game, submit the actual game; if you incorporate giveaways, submit the item or a photo of the item and where the item can be purchased.
10. Cost the supplies needed for your promotional activities. Include the cost and unit of measurement, per item cost, quantities needed, the total item cost per promotion activity, and the total promotion cost (use the table below).

Marketing Efforts

11. Develop an age appropriate calendar menu that highlights your recipe to share with students and school staff.
 - a. Use a calendar creator program, such as in Word or Publisher. Use creative, professional, and age appropriate overall theme, background, graphics, color scheme, font type, color, and size (usually not smaller than 10 pt). Keep the theme consistent; coordinate the graphics and font used. Be careful not to 'overdo' the menu. Be sure that the menu is readable both in black and white and in color.
 - b. Include some nutrition education on the menu.
12. Create an age appropriate bulletin board or display for your event.
 - a. This should be at least 4' wide x 3' high, or as appropriate for the space given
13. Develop 2 marketing methods to share information with students, families, and school personnel and 1 marketing method to share with the community about your event.
 - a. This could be a school newsletter article, a creative flyer sent home to students, PA announcements, an in-school TV ad, a website page, marketing posters, newspaper article, a radio or TV PSA, etc.
 - b. Create a marketing document for the method that you include in your event. List/describe the following:
 - i. Dates and length of time for setup and implementation
 - ii. Supplies needed and information about where supplies can be purchased
 - iii. Instructions
 - c. Create or gather support materials for the marketing methods in your event.
 - i. If you incorporate a newsletter, submit the actual newsletter.

- d. Work with the other groups, if needed, to coordinate your community focused marketing methods.
14. Cost the supplies needed for your marketing efforts. Include the cost and unit of measurement, per item cost, quantities needed, the total item cost per marketing method, and the total marketing efforts cost (use the table below).

Staffing

15. Work with the school nutrition manager to develop a detailed daily staffing schedule for the events that occur at the school (use the table below).
- a. Include specific time frames, specific tasks to be completed, individuals involved, specific equipment and supplies needed, duration of tasks, total hours per task for all individuals involved, and total time spent for the day.
16. Work with the school nutrition manager to cost the labor of the school nutrition staff and yourselves used throughout this event (use the table below).
- a. Be conscious of the confidentiality of this information; it may be appropriate just to get a daily total for all individuals involved, rather than wages for specific employees.
 - b. Only cost the time to be spent at the school for implementation of the taste test, promotions, marketing, and recipe preparation, not time spent on planning or travel.

Comprehensive Event Schedule

17. Create a schedule for your event (use the table below).
- a. Include dates and times for each **major** task, very brief description of major tasks, support materials needed, individuals responsible for completing tasks (yourself and school nutrition staff), and total time required to complete tasks. This will be a combination of what you have already accomplished and your plan for implementation on site.
 - b. This schedule is intended to be a broad overview of events, not a list of minute-by-minute specific detailed tasks.

Comprehensive Event Budget

18. Create a comprehensive budget of your event (use the table below).
- a. Include costs (food, supplies, and labor) of the taste test and standardized recipe, promotional activities, and marketing efforts.

Implementation and Coordination

19. Implement your menu and event plan.
- a. Coordinate all aspects of the event – procurement, production, distribution, and service. Help manage and oversee staff involved in the event. All students must help prepare the recipe.
 - b. Take photos as appropriate (at least 10) of your implementation. Obtain school permission before taking photos of students (this requires photo releases of students).
 - c. Share the Menu & Event Planning Project Grading Rubric with the school nutrition coordinator or manager so that he/she can evaluate your performance during the implementation of your event.

Self & Group Collaboration Evaluation

20. Complete the Self & Group Collaboration Evaluation.

Project Evaluation

21. Evaluate all aspects of your event – menu, promotional activities, marketing efforts, employee schedule, budget, implementation, coordination and management.
 - a. Consider what went well, areas for improvement, and things that deviated from your plan (including time and cost).
 - b. Interview the school nutrition director, managers, and employees, as well as school administration, teachers, and/or students to get feedback about the effectiveness of the event.
 - c. Write a summary of your evaluation.
 - i. Summarize your event. Describe deviations from your plan.
 - ii. Summarize interviewee comments about your event. Include specific comments as appropriate to support your summary.
 - iii. Provide your assessment of the overall effectiveness of the event.
 - iv. Identify and discuss strengths and areas that needed improvement.
 - v. Provide several specific suggestions for improvement.

22. Develop a PPT presentation to share with the class summarizing your project.
 - a. Include all the sections listed above.
 - b. Include photos of your implementation.
 - c. Be sure to include enough information on the slides so that someone viewing it on their own can understand what you are trying to convey.
 - d. Use professional format – background, color scheme, font, font size and color, etc.

Self & Group Collaboration Evaluation

23. Complete the Self & Group Collaboration Evaluation.

Project Submission

24. Submit in class (put your project in a 3 ring binder with tabs dividing each section) and to the folio discussion all documents and/or photos of assignment components:
 - a. Grading rubric (in class only)
 - b. Standardized recipe, expanded recipe, updated standardized recipe, Nutrikids recipe and nutrient analysis, updated Nutrikids recipe and nutrient analysis, special needs modified recipe, standardized recipe costing, non-food supplies costing, and district order/s
 - c. 2 promotional activity documents, promotional activity support materials for each activity, and promotional supplies costing
 - d. Calendar menu, photos of your bulletin board, 2 marketing methods documents, marketing support materials for each marketing method, and marketing supplies costing
 - e. Daily staffing schedules and labor costing
 - f. Comprehensive event schedule
 - g. Comprehensive event budget
 - h. Self & Group Evaluation Summary (in class only)
 - i. Event evaluation summary
 - j. PPT presentation of your project (handout in class, actual presentation to folio)
 - k. Photos of your implementation (folio only)
 - l. Self & Group Evaluation Summary (in class only)

Project Proposal

Group Members:

School:

Recipe:

Day of week recipe will be included on menu:

Date of recipe standardization/taste test:

Promotional Activity #1 and Date:

Promotional Activity #2 and Date:

Bulletin Board:

School marketing method #1 and Date:

School marketing method #2 and Date:

Community marketing method and Date:

Standardized recipe

Recipe name: _____

Yield: _____ servings per recipe

Per serving: _____ (volume) _____ (weight)

Ingredient	Volume	EP Weight	AP Weight	Preparation Instructions
Recipe Totals				

Identify local ingredients (asterisk, font color, or highlight cell)

Taste test standardized recipe

Recipe name: _____

Yield: _____ servings per recipe

Per serving: _____ (volume) _____ (weight)

Ingredients	Original Amount			Factor	Expanded Amount			Preparation Instructions
	Volume	EP Weight	AP Weight		Volume	EP Weight	AP Weight	

Identify local ingredients (asterisk, font color, or highlight cell)

Taste test standardized recipe costs (round to the 3rd decimal place)

Ingredients	Bid cost & unit	Cost of unit used in recipe	AP Qty used in recipe (by weight or each)	Cost per recipe	Cost per serving
Total recipe costs					

Identify local ingredients (asterisk, font color, or highlight cell)

Non-food supplies costs (round to the 3rd decimal place)

Supplies	Bid cost & unit	Cost per unit	Qty required	Total cost
Total cost				

Updated standardized recipe

Recipe name: _____

Yield: _____ servings per recipe

Per serving: _____ (volume) _____ (weight)

Ingredients	Original Amount			Factor	Expanded Amount			Preparation Instructions
	Volume	EP Weight	AP Weight		Volume	EP Weight	AP Weight	

Identify local ingredients (asterisk, font color, or highlight cell)

Updated standardized recipe costs (round to the 3rd decimal place)

Ingredients	Bid cost & unit	Cost of unit used in recipe	AP Qty used in recipe (by weight or each)	Cost per recipe	Cost per serving
Total recipe costs					

Identify local ingredients (asterisk, font color, or highlight cell)

Non-food supplies costs (round to the 3rd decimal place)

Supplies	Bid cost & unit	Cost per unit	Qty required	Total cost
Total cost				

Promotion costs (round to the 3rd decimal place)

Supplies	Bid cost & unit	Cost per unit	Qty required	Total cost
Total cost				

Marketing costs (round to the 3rd decimal place)

Supplies	Bid cost & unit	Cost per unit	Qty required	Total cost
Total cost				

Daily Staffing Schedule

Date/Time	Specific Tasks	Individuals Involved	Equipment & Supplies	Duration of Task	Total Time Spent
Total Time Spent					

Labor costs

Employee & Position	Date	Hourly Rate	Total Hours	Total Pay
Total Time Spent				

Comprehensive Event Budget

Event	Costs
Total	

Self & Group Collaboration Evaluation

Use the form *below* to evaluate yourself and the forms on the *next page* to evaluate your teammates.

- (1) Rate the items on the *left-side* using the +, ✓, 0 scale. In the space on the *right-side* provide appropriate feedback—honest *and* helpful. For example, “Nice job on the Web activity; your design skills are extraordinary. Asking for assistance with proofreading will make it even more awesome.”
- (2) **Grade each group member and yourself. Give a percentage score out of 100 (do not divide 100 points by the number of members in your group). Record grades in the shaded boxes.**

Name _____

Self-Evaluation

Directions: Rate yourself on your participation using the scale below.

+ = exceeded expectations ✓ = met expectations 0 = did not meet expectations NA = not applicable

- _____ Demonstrated positive attitude toward others & the task
- _____ Participated fully—contributed productive suggestions.
- _____ Completed tasks on time & in a manner that contributed to overall success of project.
- _____ Worked through disagreements in a professional manner.
- _____ Was present at & arrived on time for ALL work sessions.

Why did you evaluate yourself as you did? How did you contribute to the group effort?

Your Collaboration Percentage  0-100

Note: Rate your teammates using the same +, ✓, 0 system you used to rate yourself on the previous page. Be sure to include specific, honest, professional, and TYPED feedback for everyone. In the gray box, give each group member a percentage score out of 100.

Name _____

- _____ Demonstrated positive attitude toward others & the task
- _____ Participated fully—contributed productive suggestions.
- _____ Completed tasks on time & in a manner that contributed to overall success of project.
- _____ Worked through disagreements in a professional manner.
- _____ Was present at & arrived on time for ALL work sessions.

Feedback:

Collaboration Percentage 0-100

Name _____

- _____ Demonstrated positive attitude toward others & the task
- _____ Participated fully—contributed productive suggestions.
- _____ Completed tasks on time & in a manner that contributed to overall success of project.
- _____ Worked through disagreements in a professional manner.
- _____ Was present at & arrived on time for ALL work sessions.

Feedback:

Collaboration Percentage 0-100

Name _____

- _____ Demonstrated positive attitude toward others & the task
- _____ Participated fully—contributed productive suggestions.
- _____ Completed tasks on time & in a manner that contributed to overall success of project.
- _____ Worked through disagreements in a professional manner.
- _____ Was present at & arrived on time for ALL work sessions.

Feedback:

Collaboration Percentage 0-100

Name _____

- _____ Demonstrated positive attitude toward others & the task
- _____ Participated fully—contributed productive suggestions.
- _____ Completed tasks on time & in a manner that contributed to overall success of project.
- _____ Worked through disagreements in a professional manner.
- _____ Was present at & arrived on time for ALL work sessions.

Feedback:

Collaboration Percentage 0-100

Farm to School Event Planning Project: Recipe, Promotional, Marketing & Staffing Plan Grading Rubric

	Points Possible	Points Earned
Names: _____		
School/Grades: _____		
Project proposal	10	_____
Recipe		
Standardized recipe		
Number of servings per recipe	1	_____
Volume per serving	1	_____
Weight per serving	1	_____
Ingredients listed in order of preparation	2	_____
Ingredients specifically described	2	_____
Volume for each ingredient	3	_____
EP weight for each ingredient	3	_____
AP weight for each ingredient	3	_____
Specific and clear instructions; includes AP:EP ratios, food safety measures, required utensils and equipment, and portioning instructions	8	_____
Taste test standardized recipe		
Factor	1	_____
Expanded volume for each ingredient	3	_____
Expanded EP weight for each ingredient	3	_____
Expanded AP weight for each ingredient	3	_____
Updated standardized recipe		
Number of servings per recipe	1	_____
Volume per serving	1	_____
Weight per serving	1	_____
Ingredients listed in order of preparation	2	_____
Ingredients specifically described	2	_____
Volume for each ingredient	3	_____
EP weight for each ingredient	3	_____
AP weight for each ingredient	3	_____
Specific and clear instructions; includes AP:EP ratios, food safety measures, required utensils and equipment, and portioning instructions	8	_____
Standardized recipe nutrient analysis		
Number of servings per recipe	1	_____
Portion size per serving	1	_____
Ingredients	3	_____
Weight or volume of each ingredient	3	_____
Instructions	2	_____
Correct nutrient analysis	3	_____
Special needs modified recipe	5	_____

Farm to School Event Planning Project: Recipe, Promotional, Marketing & Staffing Plan Grading Rubric

Names: _____	Points Possible	Points Earned
Standardized recipe costs		
Cost and unit of measure for each ingredient; cost per unit for each ingredient	3	_____
Ingredient cost per recipe for each ingredient	3	_____
Ingredient cost per serving for each ingredient	3	_____
Total recipe cost	4	_____
Total per serving cost	2	_____
Non-food supplies costing		
Cost and unit of measure for each supply item; cost per unit for each item	3	_____
Total cost per item	3	_____
Total supplies cost	4	_____
Promotional activities		
2 activities documents	20	_____
2 activity support materials	20	_____
Promotional activities costing		
Cost and unit of measure for each supply item; cost per unit for each item	3	_____
Total cost per item	3	_____
Total supplies cost	4	_____
Marketing efforts		
Calendar menu	10	_____
Bulletin board	20	_____
3 marketing documents	30	_____
3 marketing support materials	30	_____
Marketing efforts costing		
Cost and unit of measure for each supply item; cost per unit for each item	3	_____
Total cost per item	3	_____
Total supplies cost	4	_____
Staffing		
Staffing schedules	10	_____
Labor costing		
Salary per hour per person; hours worked per person	3	_____
Total salary per person	3	_____
Total labor cost	4	_____
Comprehensive event schedule	20	_____
Comprehensive event budget	20	_____
Total	321	_____
Collaboration	%	_____
Self & group collaboration evaluation	5	_____
Final Total	326	_____

Farm to School Event Planning Project: Implementation & Analysis Grading Rubric

Names: _____	Points Possible	Points Earned
Implementation and coordination		
Professionalism	10	_____
Good time management skills	10	_____
Good management and team member skills	10	_____
Project evaluation summary		
Event summary and deviations from your plan	8	_____
Interview comments summary	3	_____
Assessment of effectiveness	3	_____
Strengths and areas for improvement	3	_____
Suggestions for improvement	3	_____
Project presentation		
Standardized recipe	2	_____
Standardized recipe nutrient analysis	2	_____
Special needs modified recipe	2	_____
Standardized recipe costs	2	_____
Non-food supplies costing	2	_____
Promotional activities	2	_____
Promotional activities costing	2	_____
Calendar menu	2	_____
Bulletin board	2	_____
Marketing efforts	2	_____
Marketing efforts costing	2	_____
Staffing schedules	2	_____
Labor costing	2	_____
Comprehensive event schedule	2	_____
Comprehensive event budget	2	_____
Implementation and coordination	2	_____
Project evaluation	2	_____
Professional format	5	_____
Project photos	5	_____
	Total	99
	Collaboration	%
Self & group collaboration evaluation	5	_____
	Final Total	104