



Farm to School Manitoba Healthy Choice Fundraiser

Annual Report
2017-2018

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OVERVIEW

In its eighth year, Farm to School Manitoba Healthy Choice Fundraiser (Farm to School Manitoba) is a program that brings local Manitoba vegetables to schools and licensed daycares in the form of a fundraiser. Providing competitive returns in the fundraiser market, schools and daycare centres are providing nutritious Manitoba vegetables to their families within their communities. The fundraiser is available strictly to Manitoba schools (K-12) and licensed daycare centres. The fundraising program has worked at forming positive connections with these schools and daycare centres making their experience with Farm to School positive and forming relationships that have resulted in loyal fundraising groups returning each year.

THE PARTNERS

This program was developed and functions through a collaboration of three major partners: the Manitoba Association of Home Economists (MAHE), Peak of the Market, and the Government of Manitoba.

STAKEHOLDERS

An advisory group serves as an important 'sounding board' for this program. Each member has served as a valuable connection for the growth of the program over this past year. Manitoba Association of Parent Councils, Manitoba Child Care Association, Food Matters Manitoba, Child Nutrition Council of Manitoba, Manitoba Healthy Food in Schools, Frontier School Division and Nutrition for Early Learning and Childcare continue to support Farm to School's program.

PROMOTIONAL EVENTS

Farm to School Manitoba March and April 2017

All past 2016 participants and community partners/stakeholders were emailed with an announcement regarding the 2017 fall fundraising period. This was completed by the 2016-2017 program coordinator.

Manitoba Association of Parent Council (MAPC) May 5 & 6, 2017

Manitoba Association of Parent Council (MAPC) held their annual conference supporting parental involvement in education throughout Manitoba. Farm to School Manitoba attended the tradeshow exhibit where multiple parent council leaders were able to learn more about numerous programs and fundraisers available to schools across Manitoba. Farm to School Manitoba had a display booth and was handing out program information sheets that weekend.

Manitoba Child Care Association May 25-27, 2017

Manitoba Child Care Association held a Marketplace event at their annual conference. Farm to School Manitoba attended by setting up a booth and many daycare directors and staff gathered information to take back to their centres.

Farm to School Manitoba Annual Program Kick-Off September 22, 2017

Farm to School kicked off its 8th season September 22nd at the Farm and Food Discovery Centre in Glenlea, Manitoba. The event was supported by MAHE, Peak of the Market, Manitoba Agriculture and Manitoba Health, Seniors and Active Living.

Activities of the day included the announcement of the proclamation of “Local Veggie Day” by the Province of Manitoba which took place earlier in the month on September 13, 2018. As well, attendees were provided speeches by program partners and given the opportunity to tour the Farm and Food Discovery Centre premises.

Speakers at the event included representatives from Government of Manitoba, Peak of the Market, Farm to School Manitoba, MAHE and Winnipeg Harvest along with the MLA of Dawson Trails and the Mayor of Ritchot.

Attendees and invitees included community members, community partners, government representatives and local media.

Manitoba Farm Women’s Conference November 2017

The annual Manitoba Farm Women’s Conference was held in Brandon, Manitoba. The aim of the conference is to provide farm and rural women from around the province with an opportunity to expand knowledge, inform and communicate ideas in the area agriculture. Farm to School Manitoba had a program display booth at the conference for promotion.

MAHE Provincial Conference November 19, 2017

The MAHE Provincial Conference was held in Brandon, Manitoba and had voting members as well as members of the board of directors present. Farm to School Manitoba was presented to members by past MAHE liaison, Debora Durnin-Richards. A Farm to School Manitoba program display booth was present at the conference to promote the program and answer any questions that delegates may have had.

Frontier School Division School Committee Conference, February 2018

The Frontier School Division held its annual conference for school committee members in Winnipeg, Manitoba. This two-day conference allows delegates to participate in workshops and engage in discussions/feedback to the Frontier School Board. Farm to School Manitoba had a program display booth on both days of this conference for promotion of the program to the attendees.

PROGRAM PARTICIPANT AND COMMUNITY PARTNER ENGAGEMENT

Farm to School Fundraising Coordinator Satisfaction Survey, September-December, 2017

For the first time, a participant satisfaction survey was sent out by Peak of the Market to the main point of contact for each school or licensed daycare that submitted an order. This survey was shared electronically at the end of the 2017 fundraising period to each coordinator individually. Please refer to **Appendix A** for survey.

School Visits of Delivery Day: Program Observation, December 2017

The Farm to School Manitoba program coordinator had the opportunity to observe the vegetable delivery process at the Isaac Brock School located in Winnipeg. This was a valuable experience to gain a better understanding about the program process, to receive informal feedback from the school's fundraising coordinator, and to take photos for social media content. This school has participated in the Farm to School Manitoba program for multiple years so the fundraising coordinator and volunteers were able to share great insight about their experience with the program.

Northern Healthy Foods Initiative Partner Programming Meeting, January 2018

Farm to School Manitoba participated in a teleconference meeting with northern community stakeholders to discuss the program and request feedback and recommendations to assist in promoting increased participation by schools and daycares in northern Manitoba communities. Stakeholders included representation from Frontier School Division, Northern Association of Community Councils, Four Arrows Regional Health Authority, Bayline Regional Roundtable and Food Matters Manitoba. Following this teleconference, Farm to School Manitoba provided electronic copies of program information and marketing brochures to key contacts on the call who shared the resources through their large-scale communication channels.

The Dairy Farmers of Manitoba, January 2018

The Farm to School Manitoba program coordinator met with a main nutrition program manager with the Dairy of Farmers of Manitoba to discuss potential collaborative support that the programs can offer one another, given the shared message about the consumption of healthy, local foods. As a result, the Farm to School Manitoba program brochure is featured and distributed to all teachers and school program coordinators who participate in programming through the Dairy Farmers of Manitoba.

Tribal Diabetes Coordinator Meeting Presentation, February 2018

In an effort to gain further promotional reach for Farm to School Manitoba, the program coordinator attended a Tribal Diabetes Coordinator Meeting through the First Nations and Inuit Health Branch. The attendees at this meeting provide support to the Aboriginal Diabetes Initiative workers who work directly with schools and daycares in the 63 First Nations communities in Manitoba. A presentation about the Farm to School Manitoba program was provided and program brochures distributed.

Manitoba Healthy Food in Schools, February/March 2018

The Farm to School Manitoba program coordinator met with the program manager of the Manitoba Healthy Food in Schools Initiative (MHFIS) to discuss potential collaborative support that the programs can offer one another, given the shared message about the consumption of healthy foods among school-age children. The Farm to School Manitoba program is advertised as a healthy option for school fundraising on the MHFIS website while program information and updates are regularly shared on MHFIS-distributed e-newsletters.

ADDITIONAL PROMOTION

Farm to School Manitoba operates social media accounts, including Facebook, Twitter and Instagram. The following types of content were shared approximately 1-3 times weekly on these platforms:

- Program updates
- Program photos taken at special events, delivery observation, conferences and workshops
- Program photos submitted by program users for the Farm to School photo contest
- Program results – survey “Feedback Wednesdays,” stats related to sales/donations
- Recipe ideas
- Vegetable information – nutrition, storage, preparation
- Shared posts from collaborating partners and community organizations
- Locally-relevant community content

Peak of the Market carries out Farm to School promotion year round using various media, which results in added promotional value for Farm to School Manitoba:

1. The home page on www.PeakMarket.com has a feature box dedicated to Farm to School which links the public to www.FarmToSchool.ca.
2. The mobile sign in front of the Peak of the Market building advertises the Farm to School fundraiser during September and October of every year.
3. Peak of the Market sends out an email announcing Farm to School’s annual launch to their Manitoba Recipe Subscribers every year.

In 2017, Peak of the Market established an in-house coordinator role for the Farm to School program across all four provinces. With this new coordinator, Peak of the Market has been able to increase promotional efforts for Farm to School across western and central Canada, including the province of Manitoba. The coordinator maintains Farm to School social media accounts and is maintaining high levels of activity and promoting follower engagement. Most importantly, the Farm to School coordinator at Peak of the Market is responsible for organizing the newly established photo contest, managing the Farm to School e-newsletters and program update emails, as well as sending out the program participation satisfaction survey at the end of the fundraising period.

MAHE, the administering agency for the Manitoba program, promotes Farm to School Manitoba through multiple avenues:

1. Social media accounts
2. E-newsletters with program information or special events/announcements sent to MAHE members with the intent to encourage member engagement and distribution among networks
3. In-person program sharing at conferences, workshops and expos across Manitoba where MAHE is a featured or presenting organization

With respect to Farm to School Manitoba’s websites, Peak of the Market uses www.FarmToSchool.ca as the landing page for the Farm to School program across Alberta, Saskatchewan Manitoba and Northern Ontario. For those interested in the Farm to School program in Manitoba, they can either be directed from the multi-province site or go directly to www.FarmtoSchoolManitoba.ca for more information related to the program as it operates in Manitoba.

THE RESULTS

Participants

A total of 291 groups registered for the fall 2017 Farm to School Manitoba fundraising period. Of this total, 269 groups (92.4%) submitted orders, 209 of which were schools and 60 that were licensed daycares. The total number of groups that ordered in 2017 is a 13.8% decline from the previous year.

Bundle Orders

The program includes two types of vegetable bundles available for sale. The following describes the cost and contents of each type of bundle:

- Bundle A: \$11.00 each – 2 lbs carrots, 2 lbs cooking onions, 5 lbs red potatoes
- Bundle B: \$22.00 each – 3 lbs carrots, 3 lbs cooking onions, 10 lbs red potatoes, 1 lb parsnips, 1 head of green cabbage

The total number of bundles ordered through the Farm to School Manitoba program in 2017 was 40,955 which is a 9.0% decrease from the previous year (45,575 bundles were ordered in 2016). Of this total, 5,421 bundles of vegetables were donated to food banks in Manitoba. The following is a breakdown of the bundle orders for the 2017 fundraising period:

- 21,488 orders of Bundle A (193,392 lbs of vegetables)
- 14,046 orders of Bundle B (280,920 lbs vegetables)
- 3,293 orders of Bundle A for donation to food banks (29,637 lbs vegetables)
- 2,128 orders of Bundle B for donation to food banks (42,560 lbs vegetables)

Pounds of Vegetables

The total amount of vegetables ordered in the 2017 fundraising period equalled approximately 546,509 lbs. Of this total, approximately 72,197 lbs of the vegetables were donated to food banks in Manitoba.

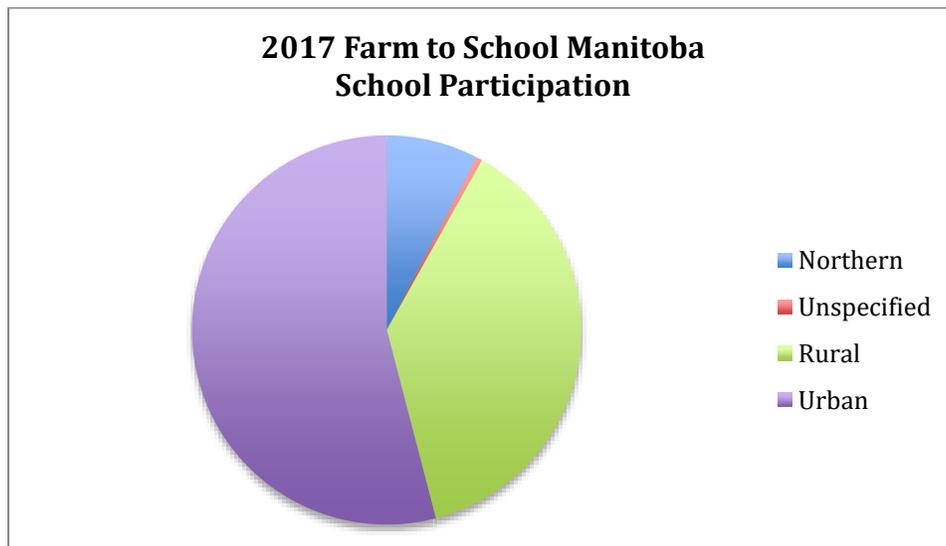
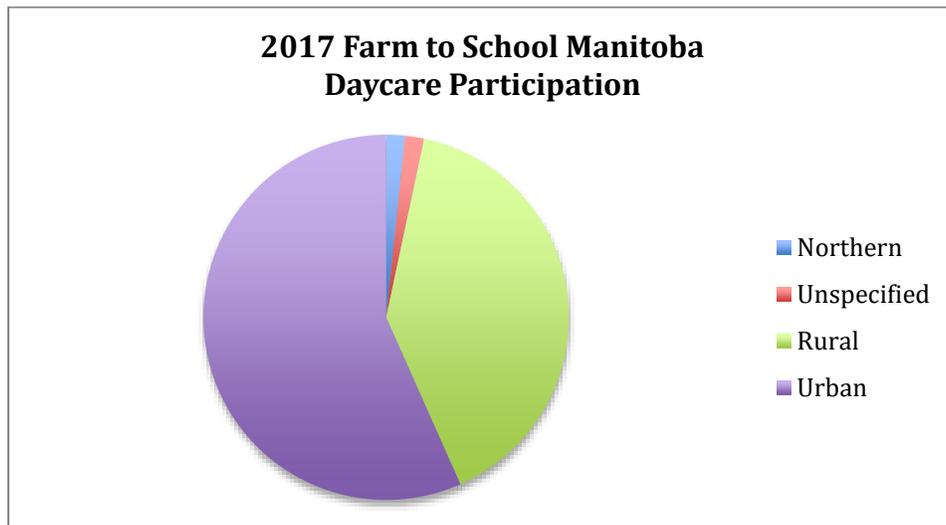
School and Daycare Fundraising Profits

All fundraising groups retain 50% of all the money collected from the sales of the vegetable bundles. For the 2017 fundraising period, the total dollars retained by participating Manitoba schools and licensed daycares was \$326,600, combined. This is a 9.1% decrease from the previous year (\$360,865 was retained in 2016).

Participation Throughout the Province

The pie charts below illustrate the distribution of participating schools and daycares among different geographical locations in Manitoba. Of the 209 participating schools in 2017, 113 (54.1%) were located in urban Manitoba, 79 (37.8%) were from rural areas, 16 (7.6%) were from Northern Manitoba, and one (0.5%) participant was unspecified in the final data. Of the 60 participating licensed daycares, 34 (56.7%) were located in urban Manitoba, 24 (40.0%) were from rural areas, one (1.7%) was from Northern Manitoba, and one (1.7%) participant was unspecified in the final data.

Geographic regions were determined based on the Manitoba School Divisions and Districts as per the Government of Manitoba Department of Education and Training.



Participant Satisfaction

A total of 121 (44.8%) coordinators participated in the coordinator satisfaction survey. Overall, participants completing the survey were generally satisfied with the program, with 79% (n=96) indicating that they were very satisfied or extremely satisfied with Farm to School Manitoba. Nearly 82% (n=99) indicated that it would be very likely or extremely likely that they would participate in the initiative again in 2018. Additionally, 85% (n=78) of those surveyed indicated that program coordinators were either “very quick” or “extremely responsive” to their questions and concerns. When asked to identify strengths of Farm to School, participants discussed the healthy, local produce provided by the program, profits retained by the school/daycare and that the program is easy to coordinate as facilitators to participation.

FINANCIAL STATEMENT

The project has run successfully over this past year with financial contribution from the Province of Manitoba through the department of Health, Seniors and Active Living. In 2015, the Province of Manitoba confirmed support of Farm to School for five consecutive years for \$25,000 each program term.

The program is administered by MAHE through a hired program coordinator who is responsible for preparing and managing the program’s annual budget, participating in strategic planning and program evaluation with the partner group, and following through with new initiatives and recommendations. The key project management activities to which the funding is allocated include promotion of the program at in-person events and via online outlets, development and maintenance of Manitoba website content, coordinating the annual kick-off events including the proclamation of Local Veggie Day, and planning and leading stakeholder and partner meetings as appropriate.

Peak of the Market provides in-kind financial contributions that exceed the total revenue of the program. These additional costs are associated with program promotion, order placement and delivery.

Please refer to **Appendix B** for the 2017-2018 financial budget. There is a surplus of \$3493.66 in the 2017 fiscal year from the provincial funding. Due to turnover in the program coordinator role during the 2017-2018 program year, some of the proposed activities outlined in the prepared work plan were not carried through, including those planned for the previous surplus funds from 2016-2017 program year. The surplus funds will be spent on initiatives related to program evaluation and promotional opportunities for the 2018-2019 year.

PROGRAM GOALS ESTABLISHED FOR 2018-2019

The following goals have been developed by the Farm to School Manitoba Program Coordinator to address the interests and recommendations put forth by program partners both informally and formally over the 2017-2018 fiscal year:

- Increase overall program participation by 10% to 296 Manitoba schools and licensed daycares in the 2018 fundraising period

- Increase number of total bundle sales by 10% to 45,051 bundles in the 2018 fundraising period
- Increase number of bundle donations to Manitoba Association of Food Banks by 10% to 5,963 bundles in the 2018 fundraising period
- Increase total participation by Northern schools and licensed daycares by 10% to 19 in the 2018 fundraising period

PROGRAM OPPORTUNITIES AND RECOMMENDATIONS FOR 2018-2019

The following opportunities and recommendations have been compiled by the Farm to School Manitoba Program Coordinator based on ideas, feedback and suggestions put forth by program partners and community stakeholders both informally and formally over the 2017-2018 fiscal year.

- Annual Kick-Off Event:
 - Collaborate with Manitoba Agriculture for the Fall 2018 Farm to School Manitoba fundraising kick-off event to occur as one of the activities promoted during Farm and Food Awareness Week
 - Collaborate with food and nutrition organizations in Manitoba to assist with event promotion to encourage increased attendance by community members
 - Proclamation of Local Veggie Day to coincide with Farm and Food Awareness Week; promote media coverage and community interest
- Carry on with formal program evaluation with Health In Common:
 - Inclusion of data collected to the end of the 2018 fundraising year to capture up-to-date program performance indicators
 - Identify program successes and potential areas for improvement
 - Identify where additional resources and funding may be needed for improved program promotion and delivery
- Continue to build more connections and maintain current connections with northern and remote communities in Manitoba through teleconference presentations, email communications and connecting with healthcare professionals and program managers in these communities
- Collaborate and develop cross-promotional opportunities with key organizations in the community who work with Farm to School Manitoba's target audience
- Continue building connections with Farm to Cafeteria Canada:
 - Showcase Farm to School Manitoba at a national level through attendance at 2019 national conference to present program evaluation results through poster display
- Complete updates to Farm to School Manitoba website to provide more program support and nutrition education resources for participant reference and engagement: Fundraising Coordinator Toolkit, Teacher Education Resource Library:
 - Best Practices recommendations for newly registered Fundraising Coordinators to reference for their own fundraiser
 - Lesson plans that incorporate local agriculture, healthy eating, hands-on food skills
 - Fundraising promotion ideas for schools and daycares to implement

FINAL NOTES

The structure of this report is in keeping with past annual reports compiled by previous program coordinators for Farm to School Manitoba. Opportunities and recommendations for future fundraising periods are based on past and ongoing feedback from schools, licensed daycares, community stakeholders and input from the program partners. This report is complete and accurate to the best knowledge of the current program coordinator, Melodie Ho.

APPENDICES

Appendix A: Farm to School Coordinator Program Satisfaction Survey

The following questions made up the Farm to School Coordinator Satisfaction Survey that was distributed to all fundraising coordinators following completion of their vegetable delivery in 2017.

Farm to School Coordinator Satisfaction Survey

1. Contact Name
2. School or Daycare Name
3. Overall how satisfied are you with the 2017 Farm to School Fundraiser?
 - a. Star ranking 1 = Dissatisfied, 5 = Extremely Satisfied
 - b. has room for notes/comments
4. How likely are you to participate in the Farm to School Fundraiser in 2018?
 - a. Star ranking 1 = Extremely Unlikely, 5 = Extremely Likely
 - b. has room for notes/comments
5. How likely would you recommend the Farm to School Fundraiser to other Schools/Licensed Daycares?
 - a. Star ranking 1 = Extremely Unlikely, 5 = Extremely Likely
 - b. has room for notes/comments
6. How responsive have our Coordinators been to your questions or concerns about the program?
 - a. Star ranking 1 = Not at all, 5 = Extremely Responsive
 - b. or N/A-I have not had any concerns/questions
 - c. has room for notes/comments
7. Please tell us in your own words why you chose to participate in this fundraiser?
8. Please tell us in your own words what you like most about the Farm2School Fundraiser.
9. Please tell us in your own words what you dislike most about the Farm2School Fundraiser
10. Did you participate in our #Farmt2School Photo Contest?
 - a. Yes
 - b. No
 - c. What Contest? Please email me more information

Appendix B: Farm to School Manitoba Program Coordinator Budget, 2017-2018 program year

2017-2018 Farm to School Budget vs Actual (Last Updated June 5, 2018)

Income	Budget	Actual	Difference	In-Kind
MHSAL \$25,000 (project coordination)	\$ 25,000.00	\$ 25,000.00		
Peak of the Market				\$ 400,088.33
2016 - 2017 Surplus Funds	\$ 2,426.04	\$ 2,426.04		
2017-2018 Program Budget Availability	\$ 27,426.04			
Expenses	Budget	Actual	Difference	In-Kind
PROJECT MANAGEMENT				
Northern Initiatives (2016-2017 Surplus Funds): Revision of brochures to customize for northern communities; program evaluation	\$ 2,426.04	\$ 182.13	\$ 2,243.91	
Program Coordinator: To lead, promote, plan, implement, report on and coordinate all aspects (except ordering and delivery) of the project	\$ 15,000.00	\$ 15,000.00	\$ -	
Program Operations				
A) Promotion and communication in communities: via Advisory Committee Manitoba Home Ec Teachers, Food Matters Manitoba, Child Nutrition Council of Manitoba and Registered Dietitians (125 people x 2 hrs each x \$40/hr)				
B) Peak of the Market Labour Costs (program, sales/shipping /transportation coordinators, senior management)				\$ 89,500
D) Credit Card Processing Fees				\$ 7,128.24
E) Program Photo Contest				\$ 300.00
Vegetables & Delivery				\$ 303,160.09
A) Cost of vegetables				\$ 212,056.49
B) Cost of delivery				\$ 91,103.60
Promotional Costs				

Printing and Advertising:	\$ 2,000.00	\$ 2,095.25	-\$ 95.25	
Postage:	\$ 700.00	\$ -	\$ 700.00	
Public Relations: FoodMatters Growing Local, Parent Council AGM,MHETA SAGE, Share & Learn Healthy Together Now, MAHE Conference, supplies Incl. television appearances/daycare events.	\$ 500.00	\$ 131.25	\$ 368.75	
National/International Farm to School Representation: National Farm to Cafeteria Conference, in person or stakeholder representation of F2S Manitoba	\$ 1,800.00	\$ 1,523.76	\$ 276.24	
Reusable Farm to School Bags. PEAK secured 100,000 bags in 2014				\$ -
Distribution (via Dept of Education) Distribution of fundraising and promotion materials				\$ -
CONTRACT ADMINISTRATION				
Office Expenses: Printing (non-advertising), office supplies, phone/long distance, mileage, parking	\$ 400.00	\$ 225.54	\$ 174.46	
MAHE Admin Support (phone and email service, finance and banking administration (4hrs/mth)	\$ 1,500.00	\$ 1,500.00	\$ -	
MAHE Administration Fee (Hiring, recruiting, leading Executive Coordinator, media, PR, networking, promotion of project by members)	\$ 2,000.00	\$ 2,000.00	\$ -	
Accounting Review: Annual review required by the Province in the contract.	\$ 600.00	\$ 600.00	\$ -	
Web Design Costs: Updating & maintaining website (\$65/hr + taxes for updates and yearly fee), Web Graphics	\$ 500.00	\$ 674.45	-\$ 174.45	
TOTAL	\$ 27,426.04	\$ 23,932.38	\$ 3,493.66	\$703,248.42