



Farm to School Manitoba Healthy Choice Fundraiser

Annual Report
2018-2019

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OVERVIEW

In its ninth 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

Key organizations in the community are active supporters and collaborators with Farm to School Manitoba. Each organization has served as a valuable connection for the growth and success of the program since its inception. 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 the Farm to School program through their own marketing efforts, providing promotional opportunities for the program, and providing feedback in program development and evaluation initiatives as able.

AMENDMENT TO PROGRAM COORDINATOR CONTRACT

At the discretion of the MAHE program liaison, a subcontractor was solicited to share the role and responsibilities of the program coordinator during the period of September 2018 - March 2019 due to personal circumstances. An amendment to the original program coordinator contract was completed and agreed upon by all parties.

PROMOTIONAL EVENTS

Farm to School Manitoba March and April 2018

All past 2017 participants and community partners/stakeholders were emailed with an announcement regarding the open registration for the 2018 fall fundraising period. The new updated program flyer was also circulated with the announcement for sharing.

Manitoba Association of Parent Councils (MAPC), May 6, 2018

Manitoba Association of Parent Councils (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. This was completed by the program coordinator from Peak of the Market.

North End Community BBQ and Resource Fair, May 23, 2018

The program coordinator of Farm to School Manitoba hosted a display booth at a community resource fair hosted at St. John's High School. The program was invited to attend by MAPC. There were many attendees from the north end communities that included school division personnel, families, students, community programs and local media. Farm to School Manitoba had the opportunity to speak with many community members about the benefits of the program and to pass out program flyers.

Manitoba Child Care Association, May 24-25, 2018

Manitoba Child Care Association held a Marketplace event at their annual conference. Farm to School Manitoba was unable to attend as a vendor, however, promotional materials and a display was set up by the program coordinator of a collaborating organization, Nutrition for Early Learning and Childcare.

Collicutt School Orientation Day, September 4, 2018

Farm to School Manitoba participated in Collicutt School's Orientation Day Event for both parents and students in September to kick off their 2018/2019 school year. Collicutt School has been a loyal participant of Farm to School Manitoba. A booth was set up in the middle of the school's foyer with flyers, healthy recipes and business cards available to all attendees.

Farm to School Manitoba Annual Program Kick-Off, September 19, 2018

Farm to School Manitoba kicked off its 9th season in September at Technical Vocational High School (Tec Voc) in Winnipeg, Manitoba. The event was a collaborative effort by Tec Voc, MAHE, Peak of the Market, Manitoba Agriculture and Manitoba Health, Seniors and Active Living. Event planning and promotions was supported by SPARKER Strategy Group.

Activities of the day included the official proclamation of "Local Veggie Day" on September 19th by the Province of Manitoba's Minister of Agriculture, the Honourable Ralph Eichler. As well,

speakers representing Peak of the Market, MAHE, and Manitoba Association of Foods Banks shared words with attendees. Foods using local ingredients were prepared by the Culinary Arts program students at Tec Voc, headed by their instructor, Livia Gloux. Food and beverage samples were served throughout the event. As well, Tec Voc launched their annual Farm to School Manitoba fundraiser that day and offered door prize contests and a local-themed lunch open to students and the public.

Attendees and invitees included Tec Voc students, program partners, community members, community partners, government representatives and local media.

Home Economics MHETA PD/SAGE Day, October 19, 2018

Farm to school Manitoba attended the annual home economics MHETA PD/ SAGE Day in Selkirk, MB. The one-day event attracted home economics teachers from across the province and was filled with presentations and hands-on workshops. There were a number of programs and organizations present at the event. Farm to School had a display table with program flyers, business cards and a large vegetable bundle that was offered as a door prize. Farm to School was able to connect with participating schools as well as enlighten those who were unfamiliar with the program.

Manitoba Healthy Food in Schools, Food Matters Manitoba and Child Nutrition Council of Manitoba Cooking Workshops, October and November, 2018

Farm to School Manitoba provided program flyers and donated vegetable bundles as display items and door prizes for the “Plan, Cook & Create” cooking workshops held for those who participate in school meal or snack programs. Farm to School was promoted to delegates by the MHFIS and CNCM program coordinators on each workshop day.

First Nations and Inuit Health Branch Diabetes Conference, November 14, 2018

In an effort to gain northern and rural promotional reach for Farm to School Manitoba, the program coordinator attended the annual Diabetes Conference hosted by the First Nations and Inuit Health Branch. The attendees at this meeting were Aboriginal Diabetes Initiative workers who connect directly with schools and daycares in the 63 First Nations communities in Manitoba. Farm to School Manitoba had a display table for the event among other program exhibitors.

Frontier School Division School Committee Conference, February 2019

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 with the Frontier School Board. Farm to School Manitoba had a display booth with program flyers and a vegetable bundle as a door prize at the conference for promotion of the program to the attendees.

First Nations Health and Social Secretariat of Manitoba Chronic Disease Workshop,
February 27 – 28, 2019

Farm to School Manitoba attended a Chronic Disease Workshop for Community Health Representatives in February. In attendance were individuals from the 63 First Nation Communities and Tribal Councils of Manitoba. At the workshop, Farm to School had a display booth, provided program flyers and auctioned a door prize that included a large vegetable bundle, diabetes recipe books, measuring spoons and kitchen utensils on both days of the workshop.

Manitoba Healthy Food in Schools, Food Matters Manitoba and Child Nutrition Council of Manitoba Cooking Workshops, February and March, 2019

Farm to School Manitoba provided program flyers and donated vegetable bundles as display items and door prizes for the “Plan, Cook & Create” cooking workshops held for those who participate in school meal or snack programs. Farm to School was promoted to delegates by the MHFIS and CNCM program coordinators on each workshop day.

Great Big Crunch Nutrition Month Promotion Contest, March 20, 2019

Farm to School in collaboration with partner organizations (Manitoba Healthy Food in Schools; Nutrition for Early Learning and Child Care; Dairy Farmers of Manitoba, Child Nutrition Council of Manitoba and Northern Regional Health Authority) held a contest for schools and licensed daycares to win a chance to host a Great Big Crunch event at their facility. Contestants were required to share about any healthy eating initiatives that their school/daycare takes part in. Representatives from the collaborating organizations attended and hosted events at both Clifton School and S.P.L.A.S.H. Child Care Inc. located in Winnipeg. Carrots were provided by Farm to School Manitoba and partner organizations and were distributed to all students and staff to take part in a “synchronized crunch” by biting their carrots all at the same time.

A promotional poster, letter and resource package was created and distributed to teachers and child care facilitators throughout Manitoba via email blasts, promotional posts on social media and excerpts in both Nutrition for Early Learning and Child Care’s newsletter and Ag in the Classroom’s monthly newsletter. The contest winners and events were also promoted via social media outlets by Farm to School Manitoba and partnering organizations.

PROGRAM PARTICIPANT AND COMMUNITY PARTNER ENGAGEMENT

School Visit with a Returning Program Coordinator, École Van Belleghem May 2018

The Farm to School Manitoba coordinator scheduled a lunch visit with a returning fundraising coordinator to learn more about program participation and to seek feedback to guide program evaluation efforts. The fundraising coordinator, who had hosted multiple fundraisers for the school, along with a few parent volunteers, hosted Farm to School Manitoba at their school over the lunch hour. Feedback surrounding the promotion of the program at the school, operations of the fundraiser, and how the funds have been used over the years were discussed among the group. Recommendations for program improvement were also collected and have been noted

by program partners: delivery window, hearing more about “success stories,” and payment methods.

Farm to School Participant/Stakeholder Survey, September 2018 – January 2019

For the first time, a participant/stakeholder evaluation survey was developed and sent out to individuals who participated in the program for the 2018 fundraising period. The survey was created by Health in Common, a partnering organization that is facilitating formal program evaluation for Farm to School Manitoba Program. The survey was shared electronically from October 2018 to January 2019. Refer to **Appendix B** for a copy of the survey.

Delivery Day Visits: Program Observation and Online Promotions, October – December 2018

The Farm to School Manitoba program coordinator scheduled school and daycare visits with fundraising coordinators to attend their vegetable delivery day and bundling activities. This was completed to gain a better understanding about the program process, to receive informal feedback from fundraising coordinators, to learn about use of raised funds, and to take photos for social media content. Seven different visits took place throughout Winnipeg and surrounding areas. Photos, videos and feedback were collected and shared across all Farm to School Manitoba online media platforms.

Manitoba Associations of Home Economists AGM and Conference, October 27, 2018

The MAHE Annual Conference was held in Winnipeg, Manitoba and had voting members as well as members of the board of directors present. The Farm to School Manitoba program coordinator was invited to share a presentation with delegates on program performance, updates and evaluation efforts. Vegetable bundles were also provided as door prizes for the attendees.

Farm and Fair Lunch, November 28, 2018

Farm to School Manitoba was invited to attend the Farm and Fair Luncheon event at Technical Vocational High School (Tec Voc) in November 2018. There were representatives from local organizations present at the event and their official designation of Fair Trade Certification. The lunch included foods that were locally grown/produced, including the vegetables which were donated by Peak of the Market.

National Farm to School Calendar, Farm to Cafeteria Canada, March 22, 2019

Farm to School Manitoba collaborated with provincial leads across Canada to be featured in a national Farm to School calendar resource created by Farm to Cafeteria Canada. This calendar is meant to share creative programs and ideas across Canada to promote and engage classrooms to partake in initiatives that promote local agriculture.

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
- 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 display 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. The Farm to School coordinator at Peak of the Market is responsible for organizing the photo contest, managing the Farm to School Manitoba e-newsletters, program update emails, as well as sending out the program participation satisfaction survey at the end of the fundraising period. Due to the program evaluation carried out for the 2018-2019 year, the Farm to School coordinator utilized the participant survey provided by Health In Common for data collection purposes.

Manitoba Association of Home Economists, 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.

PROGRAM EVALUATION

Program Evaluation Meeting #1, August 1, 2018

Participation in the Farm to School Manitoba program by schools and licensed daycares continues to decline. For this reason, Farm to School Manitoba, in collaboration with Manitoba government partners, has pursued formal program evaluation. An evaluation committee was created with representatives from the program partners as well as community stakeholders. The meeting was hosted by Health In Common, a non-profit organization that provides program planning and evaluation services for organizations. The first meeting was to review draft data collection tools, including an Interviewer Guide, a Stakeholder Survey and the program evaluation framework. During the meeting, the program evaluation committee also developed a list of key stakeholders that would be contacted in the fall for interviews.

Program Evaluation Meeting #2, March 6, 2019

A second program evaluation meeting was hosted by Health In Common to gather feedback from committee members and to review the final evaluation report. A brief summary of the main findings was shared. The report was refined and recommendations were included from the committee members present.

THE RESULTS

Participants

A total of 277 groups registered for the fall 2018 Farm to School Manitoba fundraising period. Of this total, 256 groups (92.4%) submitted orders, 202 of which were schools and 54 that were licensed daycares. The total number of groups that ordered in 2018 is a 4.8% 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: \$12.00 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 2018 was 39,366 which is a 3.9% decrease from the previous year (40,955 bundles were ordered in 2017). Of this total, 5,483 bundles of vegetables were donated to food banks in Manitoba. The following is a breakdown of the bundle orders for the 2018 fundraising period:

- 20,520 orders of Bundle A (184,680 lbs of vegetables)
- 13,363 orders of Bundle B (267,260 lbs vegetables)
- 3,335 orders of Bundle A for donation to food banks (30,015 lbs vegetables)
- 2,148 orders of Bundle B for donation to food banks (42,960 lbs vegetables)

Pounds of Vegetables

The total amount of vegetables ordered in the 2018 fundraising period equalled approximately 524,915 lbs. Of this total, approximately 72,975 lbs of the vegetables were donated to food banks in Manitoba.

School and Daycare Fundraising Profits

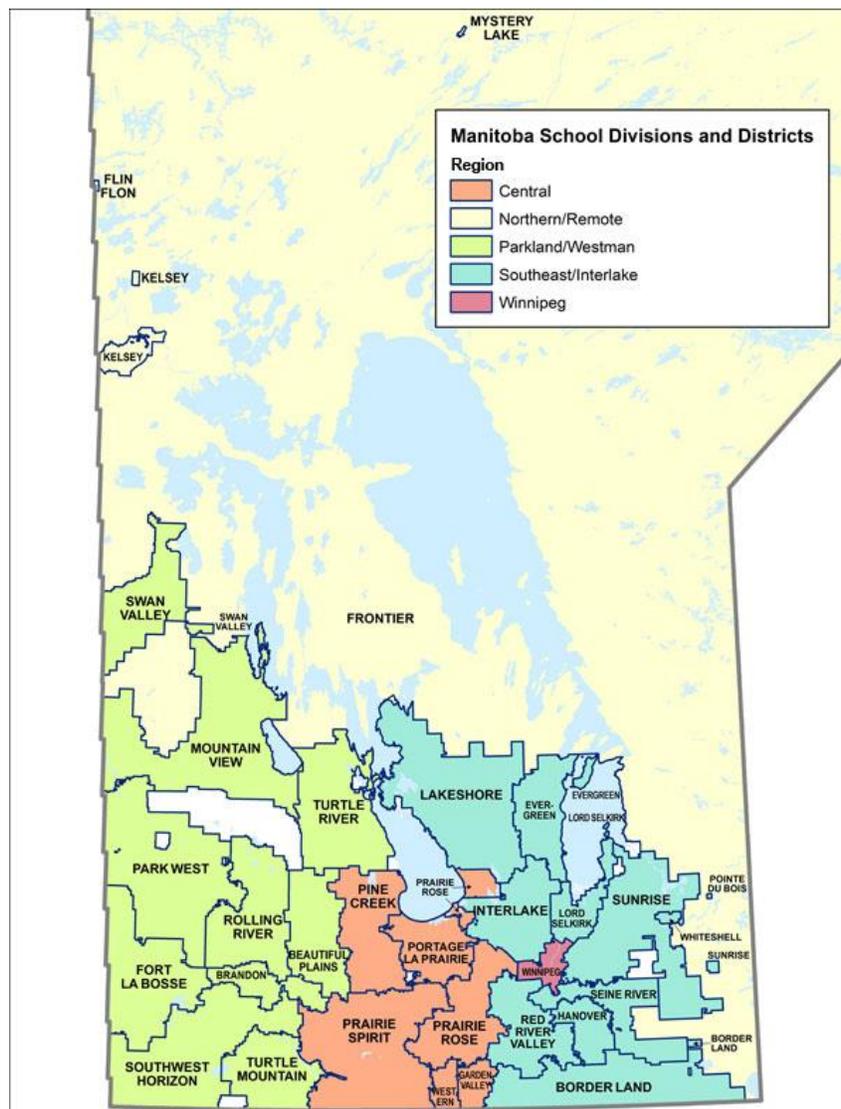
All fundraising groups retain 50% of all the money collected from the sales of the vegetable bundles. For the 2018 fundraising period, the total dollars retained by participating Manitoba schools and licensed daycares was \$313,751, combined. This is a 3.9% decrease from the previous year (\$326,600 was retained in 2017).

Participation Throughout the Province

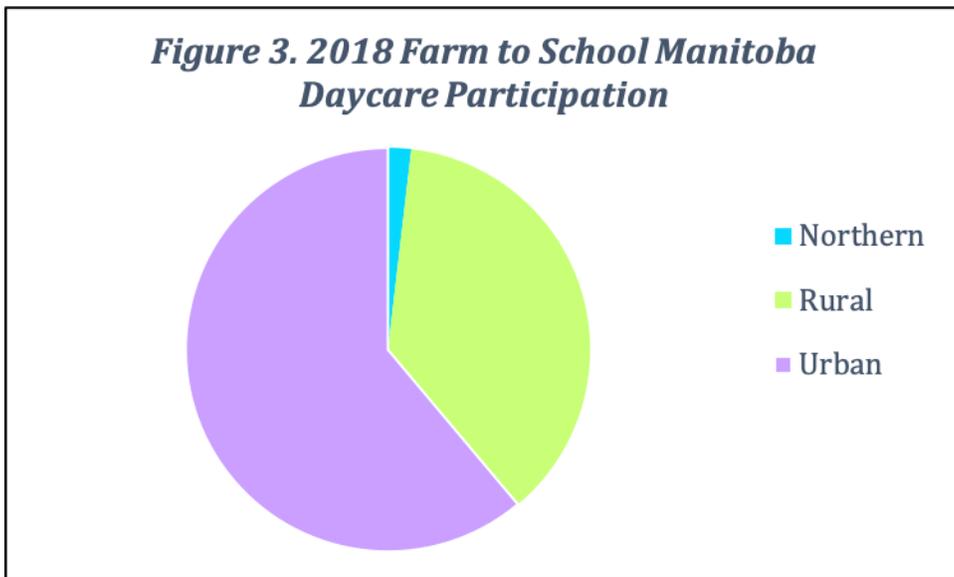
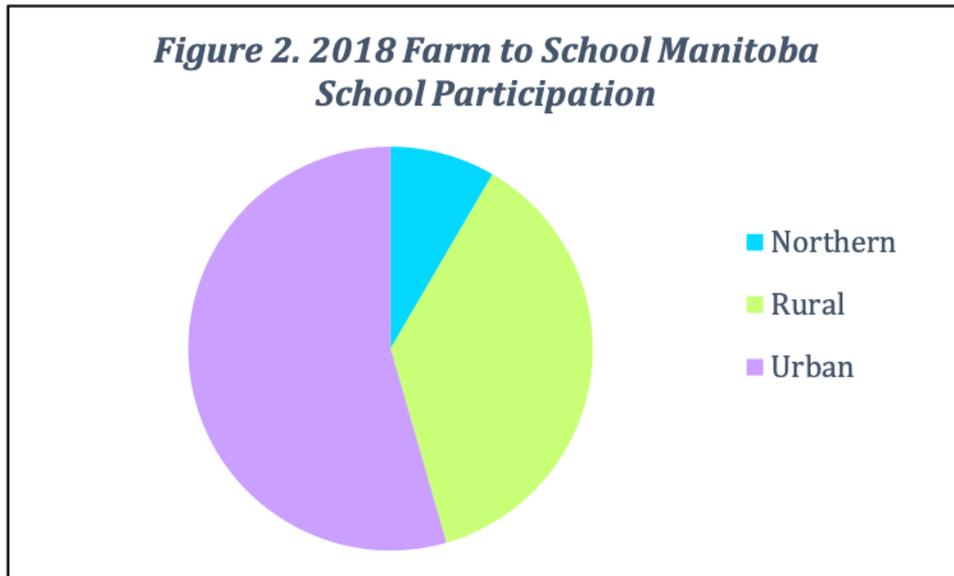
The following information pertains to the distribution of participating schools and daycares among different geographical locations in Manitoba. Geographic regions were determined based on the Manitoba School Divisions and Districts as per the Government of Manitoba Department of Education and Training. Schools and daycares were categorized based on the following:

- Urban participants are those located within the City of Winnipeg and City of Brandon limits
- Rural participants are those located outside of Winnipeg and Brandon city limits but are not part of the Frontier School Division
- Northern participants are those located within the Frontier School Division boundaries as illustrated in yellow in Figure 1.

Figure 1. Manitoba School Divisions and Districts



Of the 202 participating schools in 2018, 110 (54.5%) were located in urban Manitoba, 75 (37.1%) were from rural areas, 17 (8.4%) were from Northern Manitoba. Of the 54 participating licensed daycares, 33 (61.1%) were located in urban Manitoba, 20 (37.0%) were from rural areas, 1 (1.9%) was from Northern Manitoba. See Figure 2 and 3 for a visual representation of the distribution of schools and daycares among the defined geographic regions: urban, rural and northern.



Participant Stakeholder Evaluation Survey

A participant/stakeholder evaluation survey was sent out to individuals who participated in Farm to School Manitoba for the 2018 fundraising year. The survey was shared electronically from October 2018 to January 2019. The survey included questions that are grouped into 4 distinct sections: awareness; satisfaction; program participation; and knowledge, attitudes and skills. For a list of questions, refer to **Appendix B** for a copy of the complete survey.

A total of 49 individuals completed the online survey. 79.6% (n=39) individuals identified themselves as being a fundraising coordinator or administrator in respect to organizing the fundraiser at their facility.

In terms of satisfaction, 73.5% (n=36) individuals indicated that they agreed or strongly agreed that the program's coordinators were responsive to any questions and concerns put forward. 83.6% (n=41) agreed or strongly agreed that the vegetables received were of high quality and that the bundle options provided a variety of useful vegetables most commonly utilized.

Of the 49 individuals who completed the survey, 81.6% (n=40) agreed or strongly agreed that the two vegetable bundle options offer strong value for the cost. Overall, 81.6% (n=40) of participants who completed the survey agreed or strongly agreed with being generally satisfied with the fundraising program.

When asked to rank reasons for choosing to participate in the fundraiser, the top three responses were: receiving 50% of profit returns, donating vegetables to local food banks, and supporting local farmers. When asked about any barriers associated with the program, survey responders reported that the time required to organize vegetable bundles as well as challenges in receiving the vegetable delivery as the top two reasons.

FINANCIAL STATEMENT

The project has run successfully over this past year with financial contribution from the Province of Manitoba through the Ministry of Health, Seniors and Active Living. In 2018, the Province of Manitoba confirmed support of Farm to School Manitoba for an additional year with a grant of \$25,000.

The program is administered by Manitoba Association of Home Economists through a hired contract program coordinator who is responsible for preparing and managing the program's annual budget, participating in strategic planning and program evaluation with partnering groups, 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 content for the Manitoba website, 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 C** for the 2018/2019 financial budget. Heading into the 2018/2019 fiscal year, Farm to School Manitoba had a surplus of \$3,493.66 accumulated from provincial funding from the previous two years. The surplus funds were largely attributed to the transition between coordinators in the program year of 2017/2018. A request to use these surplus funds was put forth by the program to the government partners. Approved initiatives and projects that were successfully completed are listed below:

Of the \$3,493.66 surplus, \$1,863.08 was used as per last year's approval to:

1. Promote/increase community awareness of the Farm to School Manitoba Program by developing and implementing a public relations and media strategy for the fall 2018 program kick-off event;
2. Formal program evaluation and promotion expenses. Collaboration with Health In Common to carry our formal program evaluation. School and licensed daycare visits for community engagement and online promotional opportunities

The remaining \$1,630.58 was requested to be utilized in the following ways:

1. Create new resource tool for program participants
 - With input from community stakeholders, it was determined that an effective way to market the appeal and ease of the Farm to School Manitoba Fundraiser Program to schools and licensed daycares is by creating easy-to-follow, electronic versions of flyers and helpful resources
 - o A newly developed resource was created to help anyone participating in the Farm to School Manitoba Program learn how to properly prepare, cook and store vegetables. It also highlights the health benefits of the bundle vegetables. The resource was created to serve as a document that would be relevant year-round and to all program participants.
2. Farm to Cafeteria Canada conference registration in Victoria, BC, May 15-17, 2019
 - The goal of attending this conference is to build stronger relationships with coordinators across the country and to learn best practices surrounding program promotion and expansion of the Farm to School Healthy Choice Fundraiser Program in Manitoba. The program coordinator will be attending the conference and presenting about Farm to School Manitoba during a program-sharing workshop for conference attendees.

Accounting for all of the above projects, it is estimated that there will be \$444.85 remaining from the 2018 fiscal year. A request has been submitted to the government partners to direct surplus funds towards human resources – coordinator hours. It is anticipated that the new website and additional promotional events added to the 2019-2020 work plan, will require more time and effort in order to effectively expand and grow the program further.

PROGRAM GOALS ESTABLISHED FOR 2019-2020

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 2018-2019 fiscal year:

- Increase overall program participation by 10% to 282 Manitoba schools and licensed daycares in the 2019 fundraising period
- Increase number of total bundle sales by 10% to 43,303 bundles in the 2019 fundraising period
- Increase number of bundle donations to Manitoba Association of Food Banks by 10% to 6,031 bundles in the 2019 fundraising period
- Increase total participation by Northern schools and licensed daycares by 10% to 20 in the 2019 fundraising period

PROGRAM OPPORTUNITIES AND RECOMMENDATIONS FOR 2019-2020

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 2018-2019 fiscal year.

- Annual Kick-Off Event:
 - Event held to encourage school and daycare participation in the 2019 fundraising period as well as engage those already enrolled in the program
 - Collaborate with Manitoba Agriculture for the Fall 2019 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
 - Invite mainstream media to the kick-off event in order to reach/ inform more Manitobans of the Farm to School Manitoba Healthy Choice Fundraiser
 - Coordinate with schools to secure a band program to attend and perform at the kick-off event
- Carry out recommendations identified in formal program evaluation:
 - 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 connections and maintain current relationships with northern and remote communities in Manitoba through in-person attendance at conferences, expos, workshops, as well as, through social media webpages, specifically Facebook

- Collaborate and develop cross-promotional opportunities with key organizations in the community who work with Farm to School Manitoba's target audience
- Continue to promote Farm to School Manitoba at the national level:
 - Build and maintain regular communication with Farm to Cafeteria Canada through email correspondence, social media, participation in Farm to School Month
 - Participate in developing national Farm to School resources to assist schools with carrying out creative ideas to promote and engage their classrooms in initiatives that promote local agriculture
- Renew and improve the current Farm to School Manitoba website to make navigating through the different sections and sub-sections of the webpage easier on a computer screen and on all mobile devices
 - Include resources that provide clear and concise steps in regards to the fundraising process by updating the Fundraiser Coordinator Toolkit and incorporating a Teacher Education Resource Library
 - Provide a wider variety of nutrition education resources such as lesson plans that focus on healthy eating and hands-on food skills
- Develop a Facebook page that will encourage program participants to join and share their experience with the Farm to School Manitoba Fundraiser, start discussions and seek tips and strategies from fellow members

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 Interim program coordinator, Symone Moodoo.

APPENDICES

Appendix A: Farm to School Coordinator Phone Interview

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.

Awareness

1. Describe your involvement with the Farm to School program.
2. How long have you been participating in Farm to School?
3. How did you find out about Farm to School?
 - a. *Prompt: Have you visited the Farm to School website?*
 - b. *Prompt: Did you hear about it from other schools or daycares?*
 - c. *Prompt: Do you follow Farm to School social media accounts, including Facebook and Twitter?*
4. The mission of the Farm to School Program is “to provide a healthy choice fundraiser to schools and licensed daycares.” Does this statement reflect what Farm to School does?

Opportunities for Collaboration and Community Building

5. Can you provide examples of how Farm to School Fundraising dollars have been used in your school/daycare?
6. Are there other examples of how Farm to School fundraising dollars or vegetable donations have been used in the community, outside of the school/day care?
 - a. *Prompt: Broader community initiatives could include purchasing equipment, playground improvements, initiatives such as public awareness campaigns or grocery programs or donations to low income families, food banks or soup kitchens.*
7. Can you provide examples of learning opportunities in your school/day care that promote healthy eating?
 - a. *Prompt: Are the opportunities related to Farm to School?*
 - b. *Prompt: Think about conferences, presentations, classes, workshops, curriculum/lessons, etc. Learning opportunities can be for administrators, teachers and children.*
8. Does your school/day care use vegetables from Farm to School?
 - a. *Prompt: For example, using Farm to School vegetables to prepare meals in the cafeteria, healthy snacks, culinary arts programs, school activities, etc.*
9. Does your school/daycare partner with community-based organizations to promote healthy eating?

- a. *Prompt: Examples could include Food Matters Manitoba, Child Nutrition Council of Manitoba, Winnipeg Harvest, Northern Healthy Foods Initiative, Healthy Food in Schools, Dairy Farmers NUTON (Milk Council), Manitoba Nutrition for Early Learning and Childcare, etc.*

Strengths and Barriers

10. What other fundraising initiatives are you involved with, outside of Farm to School?
11. Why do you participate in the Farm to School Fundraiser over other fundraising initiatives in Manitoba? What does Farm to School do well?
12. What are some barriers to participating in the Farm to School Fundraiser?
 - a. *Prompt: From the perspective of a school/daycare, is there anything that makes participating in Farm to School challenging?*
13. What changes would you recommend to improve the Farm to School program?

Appendix B – Participant Survey

Awareness

1. What province are you from?

- Alberta
- Saskatchewan
- Manitoba
- Ontario

2. Are you involved in organizing farm to school, either as a coordinator or administrator?

- Yes
- No

3. If yes to #2, are you:

- School or Daycare staff
- Student
- Parent Volunteer

4. How long have you been involved with the Farm to School Fundraiser?

- 0 to 1 year
- 2 to 3 years
- 3 to 5 years
- 5+ years

5. How did you find out about the Farm to School Fundraiser? (check all that apply)

- Manitoba Association of Home Economists
- Manitoba Association of Parent Council
- Farm to School Website
- Farm to School Twitter
- Farm to School Facebook
- Through local school/daycare
- From a friend, co-worker or colleague
- Peak of the Market
- Other, please specify: _____

6. How do you stay up to date with Farm to School? (check all that apply)

- Farm to School Website
- Farm to School Facebook
- Farm to School Twitter
- Email List/E-newsletter
- Local school/day care
- Manitoba Association of Home Economists Events and Social Media Accounts
- Peak of the Market website and social media accounts
- Other, please specify: _____

7. Do you access healthy eating and nutrition resources through Farm to School social media? (e.g. healthy recipes, nutrition information, news articles, etc.)

- Yes
- No

If no, why not?

Satisfaction

8. Please indicate how strongly you agree with the following statements:

		Strongly Agree	Agree	Disagree	Strongly Disagree	N/A
a)	Farm to School Coordinators are responsive to my questions and concerns.					
b)	The vegetables I receive from Farm to School are high quality.					
c)	The two bundle options provide a variety of vegetables that I use regularly.					
d)	The vegetable bundles offer strong value for the cost					
e)	Overall, I am satisfied with the Farm to School Fundraiser.					
f)	I would recommend the Farm to School Fundraiser to other Daycares/Schools in Manitoba.					

If “Disagree” or “Strongly Disagree” to question (e), why?

I am more likely to try new recipes	<input type="checkbox"/>					
I am more confident comparing costs when purchasing vegetables.	<input type="checkbox"/>					

14. Do you have any suggestions for improving the Farm to School program?

15. What are the first three digits of your postal code? (optional)

Appendix C: Farm to School Manitoba Program Coordinator Budget, 2018/2019 program year

2018-2019 Farm to School Manitoba Budget vs Actual (Updated May 2018)					
Income	Budget	Actual	Difference	In-Kind	
MHSAL \$25,000 (project coordination)	\$ 25,000.00	\$ 25,000.00			
MBAGRICULTURE					
Department of Education					
Peak of the Market				\$ 73,014.33	
2017-2018 Annual Program Budget	\$ 25,000.00				
Expenses	Budget	Actual	Difference	In-Kind	
Project Management					
Program Coordinator To lead, promote, plan, implement, report on and coordinate all aspects (except ordering and delivery) of the Farm to School Manitoba program	\$ 15,000.00	\$ 15,000.00	\$ -		
Invoices:					
April-March 2019 Invoices (12 x 1250)					
Promotion and communication in communities: via Advisory Committee, Manitoba Home Ec Teachers, Food Matters Manitoba, Child Nutrition Council of Manitoba, Nutrition for Early Learning and Childcare, and Registered Dietitians (125 people x 2 hrs each x \$40/hr)				\$ 29,225.00	
Peak of the Market, Farm to School employees/labour				\$ 89,500.00	
A) National program coordinator					
B) Order and delivery coordinator					
Project Evaluation					
A) Health in Common: overseeing program evaluation process, data collection and analysis, task delegation					
B) MB Agriculture: STEP student assistance with carrying out aspects of program evaluation					
Vegetables & Delivery					
A) Cost of vegetables (2017 Costs as per Peak: \$212056.49 + credit card cost \$7128.24 + \$300 photo contest)				\$219,484.73	
B) Cost of delivery (Based on PEAK info 2017)				91103.6	
Total Expenses				\$ 400,088.33	
Money Collected				\$ 327,074.00	
TOTAL IN-KIND CONTRIBUTIONS (based on 2017 data)				\$ 73,014.33	
Promotional Costs					
Printing and Advertising: flyers, posters, displays	\$ 1,500.00	\$ 1,224.51	\$ 275.49		
Invoices:					
Aug (23.91), Sept 2018 (7.69-0.17, 5.39-0.12), Oct 2018 (27.12-60), Oct 2018 Bell Media (825.00-12.50), Nov 2018 (54.24-1.20), March 2019 (149.31, 24.34, 57.45, 218.79, 145.86)					
Postage: Sending promotional materials to different community partners/groups	\$ 200.00	\$ 23.07	\$ 176.93		
Invoices:					
April 2018 MAPC mail flyers for conference (15.18)					
May 2018 MCCA mail flyers to NELC RD (7.89)					
Public Relations: Conference/workshop/expo attendance for program promotion, presentations, special events (SAGE, MAPC (5100), MCCA (5475), CANCA, MAFRC, NHFL, NELC events), Special Events: 2018 Farm to School Manitoba kick-off and agriculture awareness celebration, materials, PR work (see also surplus budget below)	\$ 1,200.00	\$ 1,217.70	\$ 17.70		
Invoices:					
MAPC May 2018 AGM attendance by Peak (100.00)					
May 2018 Table top display items (28.88)					
MCCA Conference May 2, 2019 (475.00)					
Chronic Disease Workshop - Cookbooks (60.84 - 1.45)					
Chronic Disease Workshop - kitchen utensils (107.29 - 2.37)					
MAPC May 2019 Conference fee (100.00)					
GBC - Cookies (190.00)					
GBC Carrots/kiplutensils - (59.52 - 59.42)(34.31 - 33.85)(9.94 - 9.72)(19.81 - 19.37)10.49+26.66					
National/International Farm to School Manitoba Representation: National Farm to Cafeteria Canada Conference in Victoria, BC Spring 2019	\$ 1,500.00	\$ 1,504.87	\$ 4.87		
Invoices:					
April 2018 F2C Conference expenses (190.78)					
2019 Conference expenses (1360.09-30.82--1329.27)					
Distribution (via Dept of Education) Distribution of fundraising and promotion materials				\$ -	
Contract Administration					
Office Expenses: Printing (non-advertising), office supplies, phoning long distance, mileage, parking	\$ 600.00	\$ 555.52	\$ 44.48		
Invoices:					
April 2018 Taste the Pulses Travel (170.40), May 2018 Nutrition Workshop Travel (62.40), July 2018 partner meeting (55.54), Oct 2018 mileage (76.00-74.19), Nov 2018 mileage (23.20--22.65), Dec 2018 mileage (\$94.40-92.15) March 2019 (78.19)					
MAHE Admin Support (phone and email service, finance and banking administration (4hrs/mbt))	\$ 1,500.00	\$ 1,500.00	\$ -		
MAHE Administration Fee	\$ 2,000.00	\$ 2,000.00	\$ -		
Accounting Review: Annual review required by the Province in the contract.	\$ 600.00	\$ 600.00	\$ -		
Invoices:					
Web Design Costs: Updating & maintaining website (\$65/hr + taxes for updates and yearly fee), Web Graphics	\$ 900.00	\$ 532.96	\$ 367.04		
Invoices:					
6P annual fee Oct 2018 (\$45.96)--50%GST = 532.96					
TOTAL	\$ 25,000.00	\$ 24,158.63	\$841.37	\$1,229,489.99	
SURPLUS FUNDS					
2017-2018 Surplus Funds: to be used towards program evaluation and Fall 2018 annual kick-off celebration, \$3493.66					
Expenses	Budget	Actual	Difference	In-Kind	
Program Evaluation: focus group expenses, success story gathering expenses, participant reimbursements	\$ 493.66	\$ 98.61	\$ 395.05		
Invoices:					
May 2018 Ecole Van Belleghem visit (44.33)					
March 2019 evaluation meeting (54.28)					
Participant Resource Design	\$ 1,500.00	\$ 1,972.82	\$ 472.82		
March 2019 6P invoice (1,972.82)					
2018 Fall Kick-Off celebration expenses	\$ 1,500.00	\$ 1,818.75	\$ 318.75		
Invoices:					
Tec Voc School (256.25, 1050.00)					
Sparker Strategy (525)--500 + 50%GST = 512.50					
TOTAL	\$ 3,493.66	\$ 3,890.18	-\$ 396.52		
Remaining funds				\$444.85	