

EVALUATING A POTENTIAL INSTITUTIONAL CUSTOMER (FARMER'S INITIAL INTERVIEW OF FOOD SERVICE DIRECTOR)

For assistance, contact the Mass. Farm to School Project, mafarmtoschool@gmail.com or 413-253-3844

Name of School or School District _____

Name of Food Service Director _____

Address _____

Phone _____ Fax _____

Email _____

Name(s) of others who might be involved in ordering, menu plans, promotion, and etc. _____

of Lunches served per day _____ # of Breakfasts served per day _____

of Schools or feeding sites _____ # of sites where cooking occurs _____

Summer Feeding program? Y/N If yes, how many meals per day and how many weeks?

1. There are many reasons why a school district or a food service manager decides to buy locally grown foods. What might be your school's main reason or reasons for offering locally grown foods?

2. Here are some ways that schools approach including local foods in their meals. Which of these might be of interest to you?

- Buy all locally grown foods whenever available
- Start your local foods program during Mass. Harvest for Students Week
- Highlight all locally grown foods on your printed menus
- Buy only one or two local products each month
- Incorporate seasonal availability of local foods into your menu planning
- First serve locally grown foods on a limited basis, such as at only one school
- Don't really know yet

3. What would be a typical order for fresh produce in mid-September?

(You're not trying to find out what they pay for individual items, just a sense of "size")

- Please express either in overall dollar amount or volume: _____
- Is that monthly or weekly? _____
- Major items: _____

continued

4. What fruits or vegetables do you purchase unprocessed and prepare?

What fruits or vegetables do you purchase partially processed?

5. Do you currently have a salad bar, pasta bar, taco bar, etc. where raw products are used?

6. Are there other processed or unprocessed local products in which you would be interested, if they could be found?

7. How many locations do you have fresh food delivered to? How many times per week and at what times?

8. How do you prefer to place orders? How often do you order (specific day)?

- Telephone
- Fax
- E-mail
- Online

9. When would you like to start buying local products?

10. What are your procurement procedures and how long will it take for payment to be received? Is there paperwork I need to do to become a vendor? Does the municipality require liability insurance of its food vendors?

Would you like promotional or educational materials related to providing local foods? The Mass. Farm to School Project can help you 413-253-3844 or mafarmtoschool@gmail.com. Promotional materials are also available from the Mass. Dept. of Agricultural Resources 617-626-1759 or www.mass.gov/agr/markets.