



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

Karen Ross, Secretary

**2016
Specialty Crop Block Grant Program – Farm Bill**

**FINAL PERFORMANCE REPORTS
FOR PROJECTS ENDING ON OR BEFORE SEPTEMBER 30, 2017**

USDA, AMS Specialty Crop Agreement No.:
16-SCBGP-CA-0035

**State of California
Department of Food and Agriculture
Office of Grants Administration
1220 N Street, Suite 120
Sacramento, CA 95814
Phone: (916) 657-3231
Fax: (916) 653-0206**



California Department of Food and Agriculture
2016 Specialty Crop Block Grant Program –Farm Bill
Annual Report
CFDA # 10.170

**FINAL PERFORMANCE REPORT
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Project 10 Center for Ecoliteracy

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USDA PROJECT NO.: 10	PROJECT TITLE: California Food for California Kids: Promoting California Grown Fruits and Vegetables in Summer Meals		
GRANT RECIPIENT: Center for Ecoliteracy	GRANT AGREEMENT NO.: SCB16010	DATE SUBMITTED: December 2017	
RECIPIENT CONTACT: Alexa Norstad	TELEPHONE: (510) 845-4595	EMAIL: alexa@ecoliteracy.org	

PROJECT IMPACT AND FINDINGS

Purpose: The Center for Ecoliteracy (CEL) promoted the quality and availability of California-grown fruits and vegetables in Summer Food Service Programs (SFSP) served by California public school districts through a multi-channel marketing campaign in three California regions (Contra Costa, Sacramento, and San Diego).

Activities completed: CEL developed, designed, and conducted the campaign; produced advertising for three marketing channels (online and social media, outdoor including public transit ads and banners for sites, and radio); created a summer meals locator website (summermeals.org); conducted a public relations campaign; participated in local events; designed, distributed, and coordinated promotional materials; encouraged districts to include more specialty crops in menu planning; and measured impacts of these activities through an array of quantitative and qualitative data collection methods including digital analytics, earned and paid media calculations, procurement records, key informant interviews, and participant surveys.

Outcomes and indicators: Awareness rates increased in all three regions as evidenced by the 35 million impressions generated by the promotional campaign. Overall participation increased 1.4% with regional rates mixed: 6.0% increase in San Diego and 4.6% decreases in Sacramento and Contra Costa. Sales rates (measured by weight for nine select specialty crops at lead districts in each region) were mixed, with significant increases of 47.5% in Sacramento and 53.7% in Contra Costa and a decrease of 16.2% in San Diego.

Key findings: Key findings include: (a) school sites are trusted sources of information for underserved populations in summer; (b) early engagement with food service directors has a significant impact on procurement; (c) a strategic mix of marketing channels can effectively boost awareness and should combine with community-level communications efforts to have the most direct impact; (d) increases in promotion alone do not overcome external factors, such as anxiety about immigration issues, trust in public agencies, stigma associated with free meal programs, proximity to summer feeding sites, and child care considerations.

Target population: CEL partners with school districts with high free and reduced-price populations. The summer meals promotion was conducted in English and Spanish and focused on channels reaching local, underserved communities.

BENEFICIARIES

Number of project beneficiaries:.....1,581,036



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ACTIVITIES PERFORMED

- 1) Objective: Increase awareness of quality and availability of California-grown fruits and vegetables in summer meals programs served by California Thursdays Network school districts in three regional clusters (Contra Costa County, Sacramento region, and San Diego County).
 - a) Developed and designed marketing and advertising campaigns tailored to three regional markets featuring nine select specialty crops and leveraging the California Thursdays and California-grown brands.
 - b) Facilitated planning with participating California Thursdays Network school districts, both individually and in regional clusters, and encouraged and supported integration of promotional campaign with other local and regional SFSP efforts and community partnerships.
 - c) Produced digital and physical artwork and copy for three advertising channels: (1) online (Facebook and social media banner ads), (2) outdoor (metropolitan transit, including exterior, interior, and shelter ads), and (3) radio (created Spanish-language ads). Creative elements and advertising channels were individually tailored to each region.
 - d) Produced, distributed, and encouraged the use of coordinated on-site promotional materials, such as posters and banners, aligned with advertising campaigns.
 - e) Recruited Spanish-language spokesperson for San Diego region and coordinated broadcast; recruited Spanish-language talent for radio advertising.
 - f) Conducted campaigns through contracting and purchase of advertising space and radio airtime.
 - g) Conducted public relations campaign seeking earned media coverage in broadcast, print, and digital outlets.
 - h) Supported and attended local promotional events at Summer Feeding Sites associated with participating school districts, such as summer meals kick-off and spike events, including working with community partners and targeted local outreach.
 - i) Collected and analyzed quantitative impact through number of impressions, digital traffic, and social media likes, shares, and re-posts, and qualitative impact through surveys of participating school food service directors and key informant interviews at SFSP sites.

- 2) Objective: Increase participation in summer meals programs served by California Thursdays Network school districts in three regional clusters.
 - a) Established baseline participation data, based on number of summer meals served, for all 25 participating school districts in the three regional clusters and their SFSP sites for summer 2016.
 - b) Conducted the marketing campaign outlined in Objective 1.
 - c) Collected participation data from all participating school districts and their SFSP sites for summer 2017.

- 3) Objective: Increase sales of California-grown fruits and vegetables in summer meals programs served by California Thursdays Network school districts in three regional clusters.
 - a) Established baseline procurement data, based on weight, of nine select specialty crops featured in summer meals (avocado, carrot, cucumber, grapes, melon, peach, squash, strawberry, and tomato) at a lead district in each of the three regional clusters (Mt. Diablo Unified School District (USD) for Contra Costa County; Natomas USD for Sacramento region; and San Diego USD for San Diego County) for Summer 2016.



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- b) Facilitated the use of kid-tested recipes, such as the California Thursdays recipes, that incorporate California-grown fruits and vegetables in summer meals menu planning in all participating school districts. Featured recipes incorporated 50% or more specialty crops.
 - c) Encouraged participating school districts to include some or all of the nine select specialty crops in summer meals menu planning.
 - d) Conducted the marketing campaign outlined in Objective 1.
 - e) Collected procurement data of the nine select specialty crops at the three lead districts for summer 2017.
- 4) Objective: Provide administrative support, compliance, reporting, and assessment for the program.
- a) Ensured proper staffing, budget, tracking mechanisms, project management and contractual processes.
 - b) Engaged necessary sub-contractors.
 - c) Conducted program assessment and provided final report.

OBJECTIVES

#	Objective	Completed?	
		Yes	No*
1	Increase awareness of quality and availability of California-grown fruits and vegetables in summer meals programs served by California Thursdays Network school districts in three regional clusters.	☑	
2	Increase participation in summer meals programs served by California Thursdays Network school districts in three regional clusters.	☑	
3	Increase sales of California-grown fruits and vegetables in summer meals programs served by California Thursdays Network school districts in three regional clusters.	☑	
4	Provide administrative support, compliance, reporting, and assessment for the program.	☑	



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ACCOMPLISHMENTS

Accomplishment/Impact	Relevance to Objective, Outcome, and/or Indicator
<p>The CEL completed an integrated marketing campaign to promote California fruits and vegetables in three geographic regions (Contra Costa, Sacramento, and San Diego), five marketing strategies (Outdoor ads on transit systems, banners at summer meals sites, online ads, radio ads, and earned media), and two languages (English and Spanish), supporting 25 school districts.</p> <p>Developing and implementing such a complex, integrated, multi-channel promotional program required a significant amount of management and coordination among CEL staff, external contractors, and school district representatives. Placement of outdoor ads in each transit system (buses – exterior and interior – and bus shelters in Contra Costa and Sacramento and light rail – interior and shelters – in San Diego) followed extensive demographic research, assessments of system routes and rates, and interviews with school districts. Summer meals site banners required printing and shipping for 351 sites. Geo-located online ads required separate demographic research on target audiences and the creation of digital analytic framework. Radio advertising purchases and radio spot production in Spanish required both marketing and multi-cultural expertise. Public relations efforts and earned media resources were extended to all 25 school districts. Event support efforts were extended to all 25 school districts and CEL attended eight summer meal events, where CEL conducted specialty-crop recipe taste tests and key informant interviews. Lastly, budget optimization and negotiation in multiple channels was critical to reaching target audiences while staying on budget.</p> <p>Impact on grant program beneficiaries from this well-coordinated and integrated multi-channel promotional campaign are evident in the outcomes and indicators described in detail below.</p>	<p>This comprehensive accomplishment assisted in the fulfillment of project Objectives 1, 2, and 3.</p> <p>The integrated and coordinated promotional efforts increased access and awareness of California-grown fruits and vegetables that were made available through the Summer Meals Program (Objective 1 and Outcome 3). Relevant indicators of success include the 35,891,520 aggregate impressions generated through paid and earned media and unique online visits.</p> <p>Participation in summer meals programs was supported by the call to action in the promotional campaigns as well as through planning and coordination with participating school districts and local community partners on local promotional events and outreach (Objective 2 and Outcome 2). Relevant indicators of success include the 2,393,956 aggregate summer meals served by the 25 participating school districts.</p> <p>The program was designed to increase servings (and therefore sales) of California-grown fruits and vegetables through the marketing and planning efforts with participating school districts, with a particular emphasis on nine select specialty crops served in summer meals: avocado, carrot, cucumber, grapes, melon, peach, squash, strawberry, and tomato (Objective 3 and Outcome 1). Relevant indicators of success include the 76,443 aggregate pounds of nine select specialty crops procured by the three lead school districts that provided detailed procurement data as part of program.</p>



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Accomplishment/Impact	Relevance to Objective, Outcome, and/or Indicator
<p>CEL Creative Director led the creative direction of the integrated promotional campaign that elevated the healthy benefits of California fruits and vegetables in summer meals, raised the stature of summer meals programs, and promoted access to summer meals sites at participating school districts. The creative design, copy, and tone was integrated across all channels, platforms, collateral, and at participating local summer meals sites (as reflected by banner ads and promotional flyers) to present a unified promotional campaign. See Attachment 1.</p> <p>Qualitative responses from school districts, summer meal participants, community partners, and statewide and national stakeholders were overwhelmingly positive about the design of the campaign.</p>	<p>This accomplishment assisted in the fulfillment of project Objectives 1, 2, and 3 by contributing the captivating and compelling nature of the campaign, in particular the “starring role” of California-grown fruits and vegetables as the preeminent visual image, which helped to increased awareness of and desire for California specialty crops, participation in summer meals programs featuring California specialty crops, and increased sales of California specialty crops.</p>
<p>CEL Deputy Director led the creation of a new website that provided locations of summer meals sites featuring California fruits and vegetables. After conducting a survey of existing websites showing these locations, CEL determined that an attractive, user-friendly website needed to be created to provide parents with up-to-date information about summer meals sites serving food prepared by the 25 participating districts. It further enhanced the impact of the promotional campaign by providing a clear and concise call to action in the advertising. CEL coordinated closely with the California Department of Education (CDE) to collect, manage, and update key information (notably, location and timing of service) about individual participating summer meals sites.</p> <p>The summermeals.org website allowed users to enter a zip code, address, or local landmark to find a participating summer meals site near them. The location service contributed to the impact of the program by providing essential information to the public. Digital analytics for the website also informed program assessment.</p>	<p>This accomplishment assisted in the fulfillment of project Objectives 1, 2, and 3 by contributing to increased access and awareness of California-grown fruits and vegetables that were made available at participating sites, contributing to increased participation through the call to action in the ads, and contributing to increased serving – and therefore sales – of California-grown fruits and vegetables for these meals</p>



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Accomplishment/Impact	Relevance to Objective, Outcome, and/or Indicator
<p>CEL exceeded its marketing campaign goal as measured by total number of impressions, impacting its outreach to beneficiaries. The goal of three million impressions was eclipsed 10-fold as the program resulted in 35,891,520 total estimated impressions. The increase was partly due to strategic changes to advertising placements including real-time monitoring of the online advertising. In regards to the outdoor advertising campaign, instead of producing and buying 31 bus side ads as originally intended, CEL’s team increased the number of smaller bus-tail ads and the number of ads on bus and light-rail train shelters, resulting in 347 physical ads within the same budget and lower cost ratio per ad with significantly more impressions throughout each region. In regards to online advertising, CEL monitored the 127 online ads to optimize performance and maximize placement, allowing CEL to shift ad expenditures to higher-performing outlets and run A-B tests to maximize use of most effective copy. In regards to radio advertising, the quality and purpose of the campaign influenced radio stations in Sacramento and San Diego Counties, which aired 1,818 ads and posted 12 times on their Facebook pages.</p> <p>CEL made strategic adjustments that were responsive to feedback and the reality of circumstances, which furthered program objectives and optimized its budget as evidenced by the significant increase in impressions.</p>	<p>This accomplishment assisted in the fulfillment of project Objective 1 and Outcome 3 by contributing to increased access and awareness of California-grown fruits and vegetables that were made available through the Summer Meals Promotion program. Key indicators include 34,310,484 aggregate media impressions (all paid and earned media) plus 1,581,036 direct impressions as determined by total participation in the three regions (Contra Costa: 477,627; Sacramento: 335,293; San Diego: 768,116) for a total of 35,891,520.</p>



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Accomplishment/Impact	Relevance to Objective, Outcome, and/or Indicator																
<p>CEL exceeded its goals for increased sales of nine select California specialty crops in two of the three regions, as determined by the procurement (in weight) of the two lead districts for those regional clusters. Mt. Diablo USD increased its procurement of the nine specialty crops by 47.5% and Natomas USD increased its procurement of the nine specialty crops by 53.7%. These noteworthy increases are in contrast to the third lead district, San Diego USD, which reported a 16.2% decrease in procurement. The distinction illuminates two programmatic impacts. First, while all three districts participated in menu-planning sessions with CEL, the timing of those sessions worked more effectively for Mt. Diablo and Natomas due to their size. San Diego, which is larger and plans further out, had already set their summer meals menus (although they appreciated the new Cucumber and Melon Salad recipe enough to add it to the upcoming school year menu). Second, a key staff member in San Diego and a point of contact for the California Thursdays Network departed prior to the summer and the district was unable to replace that position immediately.</p> <p>Impact on sales of California-grown fruits and vegetables is clearly dependent on menu planning. CEL engagement and resources have proven to successfully support school districts in increasing procurement of California specialty crops in summer meals.</p>	<p>This accomplishment assisted in the fulfillment of project Objective 3 and Outcome 1 by contributing to increased sales of California-grown fruits and vegetables that were served in the summer meals program. Key indicators include the following procurement data made available by the three lead districts (procurement by weight, with aggregate of nine specialty crops purchased, converted to pounds):</p> <table border="1" data-bbox="857 709 1511 995"> <thead> <tr> <th>Regional Lead School District</th> <th>Summer 2016</th> <th>Summer 2017</th> <th>Change</th> </tr> </thead> <tbody> <tr> <td>Mt. Diablo USD</td> <td>6,202</td> <td>9,145</td> <td>47.5%</td> </tr> <tr> <td>Natomas USD</td> <td>11,030</td> <td>16,957</td> <td>53.7%</td> </tr> <tr> <td>San Diego USD</td> <td>60,101</td> <td>50,341</td> <td>-16.2%</td> </tr> </tbody> </table>	Regional Lead School District	Summer 2016	Summer 2017	Change	Mt. Diablo USD	6,202	9,145	47.5%	Natomas USD	11,030	16,957	53.7%	San Diego USD	60,101	50,341	-16.2%
Regional Lead School District	Summer 2016	Summer 2017	Change														
Mt. Diablo USD	6,202	9,145	47.5%														
Natomas USD	11,030	16,957	53.7%														
San Diego USD	60,101	50,341	-16.2%														



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CHALLENGES

Challenge	Corrective Action
<p>CEL faced a significant challenge regarding the collection of procurement data for the nine selected specialty crops. The data came in a wide variety of formats and units (including weight, volume, and cost). At the outset, cost (dollars) was considered as the principal unit of measure, however CEL recognized that cost was a fluctuating unit and would not provide the means to compare any change in procurement accurately across years. CEL needed to establish a consistent unit of measurement.</p>	<p>To measure procurement data in a consistent and comparable unit, CEL used weight measurements where available (i.e., “lbs.”), and converted data received as dollars or volumes to weight. This determination added complexities as not all distributors used consistent packaging volumes or measures to track their sales, necessitating that CEL work with each data set individually. Although this added additional time and complexity to the effort, it led to results that could be compared and, therefore, further clarify statewide, regional, and local impacts.</p>
<p>CEL discovered that web resources providing the location of summer meals sites were difficult to find and read, particularly for parents for whom English is a second language. Recognizing the challenges associated with the public knowing where to go for their meals, CEL decided to expand its program scope of work to create and manage a bi-lingual website designed for mobile devices as well as computers that provided summer meals site locations featuring California fruits and vegetables.</p> <p>Once built, the website was dependent upon receiving accurate and timely data through the CDE. Timeliness became a challenge as the Summer Meals Promotion program began as data was needed by the last week of May and CDE had not yet published any data at that time. Additionally, districts opened sites at different times throughout the summer meals period, further increasing the challenges to providing accurate and timely information.</p>	<p>CEL developed a new, bilingual, web-based Summer Meals Promotion program finder tool that would appear prominently when users visited summermeals.org. Users were able to type in their zip codes or other anonymous information to receive a listing of summer meals locations (including dates and times) serving meals featuring California specialty crops.</p> <p>When timeliness of data became a new challenge, CEL took corrective action by contacting all of the participating school districts directly for their location data in order to be prepared for the Summer Meals Promotions launch. If the data was not available through the state agency, CEL used the district source data and cross-checked the information against each data delivery from the state agency. This process was successful, but it required much more time than was anticipated for CEL staff and district partners.</p>



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Challenge	Corrective Action
<p>The context of the socio-political environment in 2017 created strong headwinds to increasing participation, particularly among immigrant and underserved populations (a target audience for summer meals service). Anecdotal evidence suggests that this challenge was widespread and encountered at summer meals sites throughout the state. An additional contributing factor restraining growth in participation was the aggregate 5% decrease in total meal sites among the 25 participating school districts.</p> <p>Despite these challenges, aggregate participation (measured by number of meals served) for the 25 participating school districts rose 1.4% to 2,393,956 meals. The San Diego regional cluster of 13 participating school districts saw an aggregate increase in participation of 6.0%, while the Contra Costa regional cluster of six participating school districts and the Sacramento regional cluster of six participating school districts both saw an aggregate decrease in participation of 4.6%.</p>	<p>CEL intentionally created copy for the bi-lingual promotional campaign designed to address the concerns of immigrant and underserved populations interacting with a public program. The attractive and healthful vision of California fruits and vegetables that was so visually prominent in the advertising and marketing contributed to a positive and appealing campaign. CEL also supported participating school district staff in planning for and addressing the socio-political environment.</p>

LESSONS LEARNED

CEL’s decision to host two in-person Summer Meals Promotion program planning sessions to orient the school districts and gain their feedback was not in the original scope of work and yet was exceptionally valuable. Significantly more communal wisdom, clarity, and consensus was achieved from the two days of conversations. The meetings provided a sense of community and unity of purpose to participating districts. The collective will and common agenda led to increased district engagement in the program and improved the outcomes. For example, the meetings allowed for facilitation of kid-tested recipes that incorporate more California fruits and vegetables. San Diego USD liked the new Cucumber and Melon Salad summer recipe so much, they incorporated it into their academic school year menu. This unintended positive outcome will result in increases in specialty crop sales for an extended number of months. It also underscores the value of investments in new recipes and working with participating school districts on menu planning.

Additionally, the Summer Meals Promotion program planning sessions were elemental in shaping the marketing and communications strategies. District feedback clarified and strengthened the development and design of the various elements of the multi-channel promotional campaign for each of the three regional markets.

CEL recognized that its robust assessment efforts, including collecting data from participating districts as well as communications metrics and digital analytics, would not provide direct information from the youth and caregivers who visit summer feeding sites and consume the meals. It was determined that surveying summer meals consumers about their choices would be cumbersome, labor intensive, and potentially counter-



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productive in the context of a socio-political environment where underserved and immigrant communities may have been wary of questioning at publicly-subsidized program sites. Likewise, a focus group process to better understand consumer behaviors would have been prohibitively expensive and time consuming. Nonetheless, consumer feedback was deemed essential to better assess this pilot marketing program.

To better understand consumer behaviors, CEL decided to conduct on-site key informant interviews (bilingual) at a select number of summer meals kick off events, spike events, and summer meals feeding sites. CEL developed key informant interview protocols and the resulting data has proven to be extremely valuable in the assessment process, informing the planning for future marketing efforts. Among the most valuable findings are the extent to which schools are seen as trusted sources of information and that investments in promotional materials and communications through the schools have a significant impact on participation from those interviewed (relative to more expensive investments in radio advertisements, for example). The most economical and effective outreach is to send out well-designed and comprehensive Summer Meals Promotion flyers to all parents and hang banners on school grounds in May. In addition to influencing future marketing channels and efforts, CEL intends to expand the on-site key stakeholder interview process for future Summer Meals Promotion campaigns.

Overall, the promotional campaign was hugely successful in raising awareness – as demonstrated by the ten-fold increase of 35 million impressions compared to its goal of three million impressions – and effectively and efficiently used funds and resources. Given the magnitude of a three-region effort and its multi-channel strategy, CEL recognized the need to remain nimble and adjust its strategies, tactics, and resource allocations to generate the greatest impact. As described above, the summermeals.org site locator emerged as a significant campaign improvement, strengthening its call to action. Maximizing advertising placements (e.g., buying 347 smaller transit system ads rather than 31 larger ads and adjusting online ad placements based on digital analytics) requires more capacity and management and results in better outcomes.

CEL ran three simultaneous regional programs under this grant. Each objective was achieved in one or more region. However, each region experienced its own unique set of challenges and successes. This grant provided the opportunity to learn from a variety of program circumstances.

Procurement staffing in participating school districts had a large impact on the amount of California fruits and vegetables purchased during this grant period compared to the baseline of the previous year. In particular, the one regional lead district that reported negative growth in sales had lost their full-time local procurement staff position and had not replaced the position during this grant period. In one district reporting a significant increase in sales, the buyer had been a prominent leader in sourcing California fruits and vegetables. The third district's procurement officer changed their produce distributor and by doing so, increased their procurement of California fruits and vegetables. Success will come from strong procurement departments and from assistance through peer-to-peer networks where innovators can share best practices.

A corollary lesson is that large school districts require more lead time to adapt purchasing practices and make changes to new purchasing targets. Although CEL began working with all of the lead school districts at the same time in the first phase of the grant period, San Diego – the largest district – had already placed most of their summer meals produce orders. Two-way discussion about menu development and recipes needed to occur more than six months prior and be finalized in January, especially considering the size of San Diego and its loss of a dedicated procurement officer. In contrast, smaller school districts were nimble and able to



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incorporate menu changes closer to the Summer Meals Promotions program, showing significant increases in purchasing California fruits and vegetables (Natomas +47% and Mt. Diablo +57% versus San Diego -16%).

Timing also played an important factor in promoting the locations of summer meals sites. School districts varied in their summer schedules, but generally had programs starting in early summer, approximately one week after school let out. CEL began working with the CDE to obtain the data set in April, but the first data deliveries had not arrived by June. CEL reached out to each individual school district to manually capture and enter the data, but still lagged behind the opening weeks of the program. CEL saw highest use of its website locator in the first few weeks, and assumed that families in need of summer meals spent May and early June locating their meal site and setting up their routines. In the future, providing parents with location information as early in May as possible would increase the participation levels.

Other challenges, such as reductions in numbers of summer meals sites, fluctuating numbers of days of meals served compared to the prior year baseline, lack of access to sites under construction, and extreme summer heat contributed to variations between baseline and post data sets.

CONTINUATION AND DISSEMINATION OF RESULTS

Promoting California fruits and vegetables is at the core of CEL’s California Food for California Kids® initiative and the California Thursdays® program. Collectively, the 71 school districts in the California Thursdays Network serve over 311 million meals per year. Every year, CEL invests in its infrastructure to provide support and services to the Network that advance their marketing, procurement practices, preparation and serving of, professional development, and education surrounding California fruits and vegetables.

Since its inception in 1995, CEL has made its resources available free online, broadly disseminated best practices from the field, and provided additional expertise, materials, and enhanced communications platforms to its collaborators, such as the California Thursdays Network. Lessons learned, recipes featuring California fruits and vegetables, and marketing materials resulting from this Summer Meals Promotion have already been disseminated to CEL’s Network and to visitors of its websites. CEL also presented its Summer Meals Promotion design, plans, and preliminary outcomes to the California State Board of Food and Agriculture, further increasing its statewide influence. In 2018, CEL plans to expand the California Thursdays network with an additional 14 new school districts, disseminate best practices to new collaborators, and increase peer-to-peer exchanges among new and veteran members. These efforts demonstrate and ensure the sustainability and positive impacts of the California Food for California Kids initiative.

OUTCOME(S) AND INDICATOR(S)/SUB-INDICATOR(S)

OUTCOME MEASURE(S)

- Outcome 1:** Enhance the competitiveness of specialty crops through increased sales
- Outcome 2:** Enhance the competitiveness of specialty crops through increased consumption
- Outcome 3:** Enhance the competitiveness of specialty crops through increased access and awareness



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OUTCOME INDICATOR(S)

Outcome 1: Enhance the competitiveness of specialty crop through increased sales.

- Indicator 1: Sales increased from 2016 baseline to 110 percent and by 10 percent as result of marketing and/or promotion activities.

The following fruits and vegetables were tracked by lead school districts in each region: avocado, carrot, cucumber, grape, melon, peach, squash, strawberry, and tomato.

Result:

CEL converted procurement data into a uniform measure of weight (pounds) to determine and compare changes in specialty crop sales.

Sales increased in Natomas USD by 47%.

Sales increased in Mt. Diablo USD by 54%.

Sales decreased in San Diego USD by -16%.

Outcome 2: Enhance the competitiveness of specialty crops through increased consumption.

- Indicator 1: Of the 41,272 children and youth reached,
 - a. 41,272 gained knowledge about eating more specialty crops.

Consumption was measured by participation (as determined by number of meals served) at summer meals sites at all 25 California Thursdays Network school districts.

Result:

Participation data collected from the three regional clusters showed a larger impact than had been anticipated, resulting in a total of 1,581,036 children and youth reached and gaining knowledge about eating more specialty crops.

Outcome 3: Enhance the competitiveness of specialty crops through increased access and awareness.

- Indicator 1: Of the 3 million consumers or wholesale buyers reached,
 - a. Three million gained knowledge on how to access/produce/prepare/preserve specialty crops.

Result:

The aggregate number of impressions from all earned media, print, and broadcasting channels, and unique visits and click-throughs for all online advertising channels resulted in 34,310,484 impressions. Banners were exhibited at all sites as participants picked up their meal, adding 1,581,036 impressions to participants plus impressions to surrounding family members for a total of 35,891,520 impressions. Based on industry standards regarding marketing impressions and participant counts viewing banners, CEL estimates that at least four million people gained knowledge on how to access specialty crops in their regional Summer Meals Promotion program.

DATA COLLECTION

CEL's evaluation strategy included a mixed methodology (employing both quantitative and qualitative approaches) in order to evaluate the projects' demonstrable effect on Outcomes 1, 2, and 3.



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For increases in sales and consumption, a time-series design which measured procurement and participation at baseline and post-project intervals was employed. For increases in access and awareness, CEL triangulated data from web analytics, earned media measures, paid advertising metrics, key informant interviews, and participant surveys to measure increases in access and awareness due to the summer campaign efforts.

Therefore, data sources for the overall evaluation included publicly available databases, survey and interview responses, observation notes, web analytics reports, participation data, and earned media and paid advertising data. The specific methodologies employed for each of the three outcome measures are explained below.

☑ Outcome 1: Enhance the competitiveness of specialty crop through increased sales.

During the first phase of the grant period, CEL worked with the lead districts in each of the three regional clusters – Mt. Diablo USD in Contra Costa County, Natomas USD in the Sacramento region, and San Diego USD in San Diego County – to establish baseline procurement data of select specialty crops served in their 2016 Summer Feeding Service Program from a list that includes: avocado, carrot, cucumber, grape, melon, peach, squash, strawberry, and tomato.

At the conclusion of the 2017 Summer Meals Promotions programs period, CEL worked with the three lead districts to collect procurement data for the same nine specialty crops.

To measure and analyze procurement data in a consistent and comparable unit for this time-series design, CEL used weight measurements (i.e., pounds) and converted data received in dollars or volumes to weight.

CEL conducted interviews with districts to capture self-reported data of several participating districts in addition to the lead districts for each region. These districts did not have the capacity to carefully track each of the nine specialty crops for this grant.

☑ Outcome 2: Enhance the competitiveness of specialty crops through increased consumption.

Increased consumption was measured by participation data at participating summer meals sites. Each site was responsible for tracking the number of meals served and reporting it to the school districts.

During the first phase of the grant period, CEL collected 2016 summer meals participation data for all 25 California Thursdays Network school districts in the three regional clusters (Contra Costa, Sacramento, and San Diego counties) and established baseline numbers for each region.

At the conclusion of the 2017 Summer Meals Promotions program period, CEL collected summer meals participation data for all California Thursdays Network school districts in the same three regional clusters.

For this time-series design, CEL compared the participation data sets for the quantifiable responses. In addition, CEL conducted surveys with 16 participating districts.



CALIFORNIA DEPARTMENT OF FOOD & AGRICULTURE
SPECIALTY CROP BLOCK GRANT PROGRAM
FINAL PERFORMANCE REPORT

☑ Outcome 3: Enhance the competitiveness of specialty crops through increased access and awareness.

At the conclusion of the 2017 Summer Meals Promotions program period, CEL collected earned media and paid advertising data. CEL also collected web analytics data. CEL triangulated these reported data with data from 44 unstructured interviews conducted at Summer Meals Promotions-supported events and at feeding sights, to gain insights into how representative the web analytic, earned media, and paid advertising numbers were.

The total number of impressions for the paid advertising for the campaign was found to be 34,310,484.

The total number of impressions for the earned media in print circulation for the campaign was 875,430. This number does not include television and radio impressions; thus, the numbers of total earned media impressions are likely much higher.

Web analytics recorded 12,997 visitors to the summermeals.org website.

Participation numbers at meal sites (Outcome 2=1,581,036) were used to determine the base number of impressions at meal sites displaying large banners. It is unknown how many family members or caregivers accompanied eligible children picking up meals.

Based on interview data, CEL found that approximately 50% of the people interviewed at feeding sites had seen the advertising campaign, primarily in the form of bus shelters and bus tails.

Triangulated data from the above web analytic, paid advertising, earned media, physical banners, and interview data provide an estimate of at least four million people that were exposed to the campaign, thereby enabling them to gain an increase in their access to and awareness of California fruits and vegetables being offered in each regional summer meals program.

CEL is reporting 35,891,520 total number of impressions as its quantifiable result for this outcome measure.

FEDERAL PROJECT EXPENDITURES

EXPENDITURES



CALIFORNIA DEPARTMENT OF FOOD & AGRICULTURE
SPECIALTY CROP BLOCK GRANT PROGRAM
FINAL PERFORMANCE REPORT

Cost Category	Amount Approved in Budget	Actual Federal Expenditures (Federal Funds ONLY)
Personnel	\$88,771.42	\$88,771.42
Fringe Benefits	\$22,035.58	\$22,035.58
Travel	\$0.00	\$0.00
Equipment	\$0.00	\$0.00
Supplies	\$0.00	\$0.00
Contractual	\$72,000.00	\$72,000.00
Other	\$129,371.00	\$129,371.00
Direct Costs Sub-Total	\$312,178.00	\$312,178.00
Indirect Costs	\$6,198.00	\$6,198.00
Total Federal Costs	\$318,376.00	\$318,376.00

PROGRAM INCOME

Source/Nature (i.e., registration fees)	Amount Approved in Budget	Actual Amount Earned
N/A	\$0.00	\$0.00
	\$0.00	\$0.00
	\$0.00	\$0.00
Total Program Income Earned	\$0.00	\$0.00

ADDITIONAL INFORMATION

See Attachment 1

California Food for California Kids: Promoting California Grown Fruits and Vegetables in Summer Meals

Center for Ecoliteracy

Marketing

Traditional
Advertising









**Fresh California
Fruits & Vegetables
in summer meals
for all kids. Now.**

No cost. No paperwork.
For locations: summermeals.org

CALIFORNIA FOOD
2020 CALIFORNIA FOOD
California Food for California Kids is an
initiative of the Center for Ecoliteracy
CENTER FOR
ECOLITERACY



For Information call 676-7500 WWW.CCCTA.ORG



A Service of CCCTA

Marketing Online Advertising



California Food For California Kids

Sponsored · 🌐

👍 Like Page

Get the kids out of the house for a little exercise and a tasty, nutritious meal.



CALIFORNIA FOOD FOR CALIFORNIA KIDS

Fresh No-Cost Meals for Kids this Summer

Sacramento area kids ages 18 and under get freshly prepared meals featuring California fruits and vegetables. No charge. No paperwork. Just great food!

SUMMERMEALS.ORG

Learn More



Center for Ecoliteracy

Sponsored · 🌐

👍 Like Page

Quando termine la escuela...¿Qué tal una comida de verano?



CALIFORNIA FOOD FOR CALIFORNIA KIDS

Comidas frescas para niños sin costo este verano

Los niños de Vista de 18 años de edad o menos reciben comidas recién hechas que siempre incluyen frutas y verduras de California. Sin costo. Sin papeleo. ¡Simplemente comida sabrosa!

SUMMERMEALS.ORG

Learn More

Ad ID: 21



Sponsored  California Food For California Kids

Where Can You Find No-Cost Meals For Kids?

Right here in San Diego! Featuring California-grown fruits and vegetables. For everyone 18 and under. No paperwork. See locations.

Ad ID: 41



Sponsored  California Food For California Kids

Comidas sin costo para niños en Sacramento

Hechas con frutas y verduras de California. Para todos los niños y jóvenes de 18 años de edad o menos. Sin papeleo. Encuentre un lugar cerca de usted.

Marketing

Radio
Advertising





Menu Planning Support

Recipes

CALIFORNIA FOOD FOR CALIFORNIA KIDS®



SUMMER MEALS RECIPES

2017

FEATURED SUMMER CROPS

AVOCADO
CARROTS
CUCUMBER
GRAPES
MELON
PEACH
SQUASH
STRAWBERRIES
TOMATO

California Food for California Kids® is an initiative of the Center for Ecoliteracy  CENTER FOR
ECOLITERACY



SUMMER SNAP PEA AND PEACH SALAD

MEAL PLAN CONTRIBUTION: 1/2 FRUIT / VEGETABLE COMBINED

SERVING SIZE: 3/4 CUP

50 Servings

INGREDIENT	INSTRUCTION	VOLUME
PEACHES, WHOLE FRESH		7 LBS, 8 OZ
SUGAR, SNAP PEAS		2 LBS, 12 OZ
LIME JUICE		3/8 CUP
BALSAMIC VINEGAR		1/4 CUP
CHILE FLAKES		1 TBSP
VEGETABLE OIL		3/4 CUP
HONEY		3/8 CUP
SALT		2 TSP

Slice peaches into 1/2" pieces. Discard snap pea stems and cut peas in half. Combine peaches and peas in a large container.

Whisk together lime juice, oil, vinegar, chile flakes, honey, and salt into a medium size bowl to make the dressing.

Pour the dressing over the peaches and peas and mix until the peaches are well coated. Serve chilled.



CUCUMBER MELON SALAD

YIELD 5 CUPS

1/2	HONEYDEW MELON, CUT INTO 1-INCH CUBES	3	TABLESPOONS FRESH LIME JUICE
4	CUCUMBERS, SLICED INTO 1/4-INCH THICK WHEELS	1	TEASPOON POPPY SEEDS
		1	TEASPOON HONEY
2-3	MINT SPRIGS, ROUGHLY CHOPPED	3	TABLESPOONS VEGETABLE OIL BLEND
			SALT TO TASTE

Combine the melon, the cucumber, and the mint together in a large bowl or hotel pan.

Combine the lime juice, poppy seeds, honey, and salt in another mixing bowl.

Slowly add the oil to the lime juice mixture, whisking to combine and emulsify.

Add the vinaigrette to the fruit and mix together. Add salt to taste.

Serve.



For more family-sized recipes, download our *California Tastes Amazing* cookbook at www.ecoliteracy.org/california-tastes-amazing.

Event Support

Promotional Resources

The Nutrition Services Department in our district is preparing tasty summer meals featuring

Fresh California Fruits & Vegetables

Bring your children for a freshly prepared summer meal!

There is no cost. No need to sign up. And no paperwork.

The summer meals program is for all children ages 18 and under.

Find a summer meals location that is convenient for your family: summermeals.org



CALIFORNIA FOOD FOR CALIFORNIA KIDS

California Food for California Kids is an initiative of the Center for Ecoliteracy



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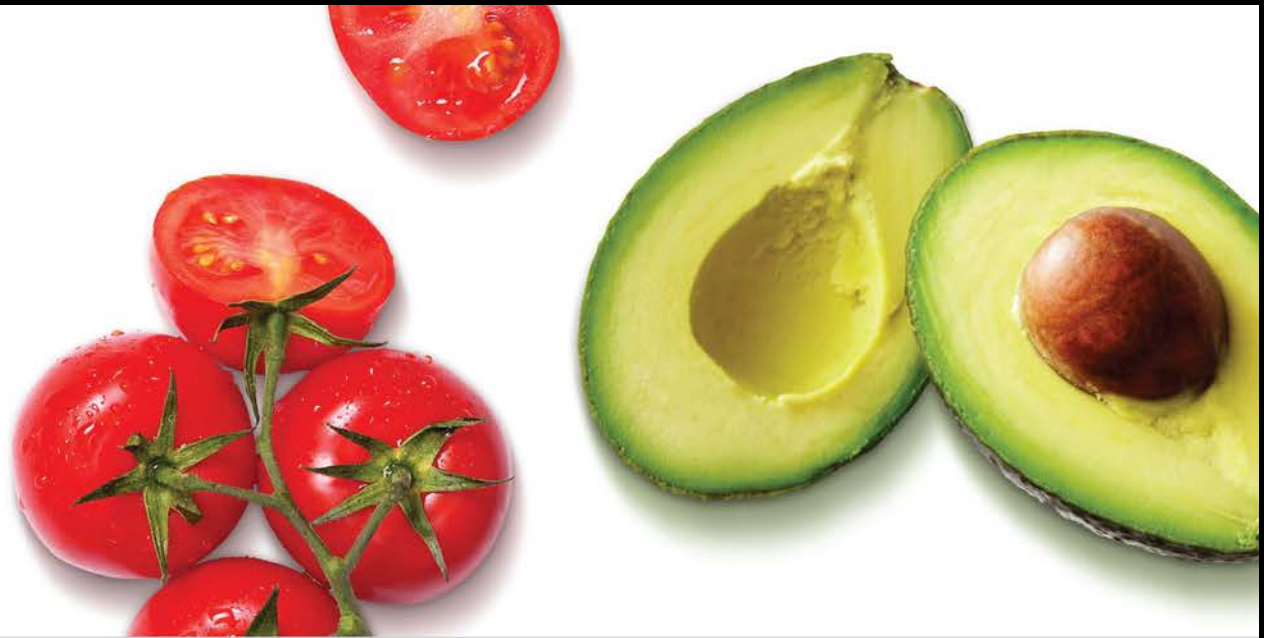


Fresh California Fruits & Vegetables in summer meals for all kids. Now.

No cost. No paperwork.
For locations: summermeals.org

**CALIFORNIA FOOD
FOR CALIFORNIA KIDS®**

California Food for California Kids® is an
initiative of the Center for Ecoliteracy



¡Frutas y verduras frescas de California en comidas para sus niños!

Este verano. Sin costo. Sin papeleo.
Encuentre un lugar cerca de usted.
summermeals.org

**CALIFORNIA FOOD
FOR CALIFORNIA KIDS®**

California Food for California Kids®
es una iniciativa del Center for Ecoliteracy.



Event Support

Taste Tests







Call to Action

Website



Fresh California Fruits & Vegetables in summer meals for all kids. Now.

No cost. No paperwork. No need to sign up.

Find fresh, healthy summer meals closest to you.

ENTER ADDRESS, CITY, OR ZIP CODE



About Summer Meals

During the summer months, no-cost meals are available for everyone ages 18 and under.

California Food for California Kids®



¡Frutas y verduras frescas de California en comidas para sus niños!

Sin costo. Sin papeleo. Sin necesidad de inscribirse.

Buscar las comidas frescas y saludables más cercanas a usted este verano

ESCRIBA DIRECCIÓN, CIUDAD O CÓDIGO POSTAL



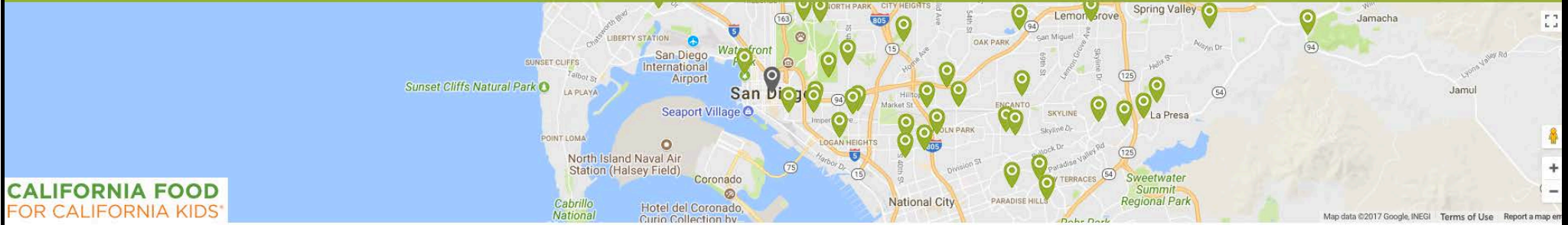
Información sobre las comidas de verano

Durante los meses de verano, todos los niños de 18 años de edad o menos pueden recibir comidas sin costo.

California Food for California Kids®

Buscar las comidas frescas y saludables más cercanas a usted este verano

SAN DIEGO



CALIFORNIA FOOD FOR CALIFORNIA KIDS®

SAN DIEGO UNIFIED SCHOOL DISTRICT
CENTRAL LIBRARY
330 PARK BLVD., San Diego **0.9 mi**

858-627-7340 Dirección

EMPIEZA
JUN
19

Horario sujeto a cambios.

DESAYUNO	ALMUERZO 12:00 PM - 1:00 PM	BOCADILLO	CENA
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MENOS INFORMACIÓN