

EVALUATING A POTENTIAL INSTITUTIONAL CUSTOMER

(FARMER'S INITIAL INTERVIEW OF FOOD SERVICE DIRECTOR)

For assistance, contact the Mass. Farm to School Project, info@massfarmtoschool.org 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 so, how many lunches per day? _____

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?

(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** (such as pears, plums, cranberries, cranraisins, apples, peeled butternut squash, whole or diced onions, green peppers, leeks, zucchini, broccoli, chard, spinach, cauliflower, green beans, carrot coins or sticks, cabbage, coleslaw mix, potatoes, lettuce, apple cider, milk, cream, butter, cheese, ice cream, eggs, maple syrup, honey, applesauce, jams, mushrooms, potato chips)?

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
- Other

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

10. **What are your procurement procedures and how long will it take for your payment to be received?**

11. **Would you like help finding promotional or educational materials related to providing local foods?** Posters? Menu blurbs? Recipes? Info about farm tours? The Mass. Farm to School Project can help you.

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