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Summer 2020 AFT/FINYS NYS Farm to School Addendum Survey

In 2018, the State of New York launched the 30% NYS Initiative to provide up to a 19-cent per-lunch-meal increase in reimbursement to SFAs that achieve 30% spending of lunch food costs on New York grown foods. After year two of this program, this survey is being conducted by American Farmland Trust/[Farm to Institution New York State \(FINYS\)](#) to help the State of New York, the New York School Nutrition Association, and other FINYS partners better understand the needs, challenges and spending habits of New York State School Food Authorities on New York grown foods served to students during breakfast and lunch.

Your participation in this survey will help FINYS and the State of New York shape policies and provide programming that will help all SFAs increase their ability to buy New York grown food and achieve 30%. Findings from this survey will be released in an addendum to the [Growing Opportunities report](#) during the fall of 2020.

On behalf of American Farmland Trust/FINYS, the New York State Department of Education, New York State Department of Agriculture and Markets, and the New York School Nutrition Association, thank you for taking the time to complete this survey. We hope the information you provide will help us to help you purchase and serve more healthy, fresh New York grown food to improve student health while supporting New York farms!

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Instructions

Please complete a separate survey for each SFA you have been contacted about by opening a new browser window. Please only complete one survey per SFA.

In this survey, you will be asked to provide information about your food costs, breakfast and lunch costs, and your current spending on New York Food Products. With this information on hand before beginning the survey, this 30-question survey will take between 20 and 30 minutes to complete.

Please answer each question to the best of your ability. All information will be kept confidential and responses will only be shared in aggregate.

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**Question 1 is a required question*

1. Are you primarily or directly responsible for the purchasing of food for a School Food Authority in NY?
 - Yes
 - I oversee purchasing for multiple SFAs (*note: please complete a separate survey for each SFA that you manage by opening a new browser window for each survey*)
 - No **SKIP TO QUESTION 74 ON PAGE 44**

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Please select the SFA you are filling out this survey for from the drop-down lists below.

2. SFA beginning with A-M (drop down list populated with survey sample)
3. SFA beginning with N-Z(drop down list populated with survey sample)

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4. What was your Average Daily Participation rate **for breakfast** during the 2019/20 school year **between September and March**?

5. What was your Average Daily Participation rate **for lunch** during the 2019/20 school year **between September and March**?

PAGE 6

Please carefully read the following New York State Education Department definition of a “New York Food Product”.

A “New York Food Product” is defined as:

- A food item that is grown, harvested, or produced by a New York State farm; or
- A food item processed inside or outside NYS comprising over 51% agricultural raw materials grown, harvested, or produced by a New York State farm, by weight or volume.

In order to qualify as a New York Food Product, SFAs must have documentation from the vendor indicating the New York origin of the product, or a product formulation statement that proves that 51% of agricultural raw materials were grown, harvested or produced by a New York State farm.

**Question 6 is a required question*

6. Please confirm you have read and understand the above definition. This term will be used throughout the survey to ask about your spending habits:

- I understand this term and can identify New York Food Products that I purchase for my SFA
7. Since the creation of the 30% NYS Initiative in 2018, SFAs that spend at least 30% of total lunch food costs on New York Food Products are eligible for an increase in State reimbursement of up to 19 cents per lunch meal applied during the following year. Please complete the following statement:
- I am aware of this program and actively working to achieve/have achieved 30%
 - I am aware of this program and am not currently working on achieving 30% but plan to in the future
 - I am aware of this program, but likely **will not** work to achieve 30% in the future
 - I am aware of this program but do not know enough to decide whether to participate or not
 - I am unaware of this program

**Question 8 is a required question*

8. Do you intentionally purchase New York Food Products to serve to your students?
- Yes **SKIP TO QUESTION 10 ON PAGE 8**
 - No, but we incidentally purchase New York Food Products **SKIP TO QUESTION 10 ON PAGE 8**
 - No, we do not purchase **any** New York Food Products **SKIP TO QUESTION 55 ON PAGE 33**
 - I'm not sure

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**Question 9 is a required question*

9. Please choose the following statement that best describes your SFA:
- I don't identify or track the New York Food Products that my SFA purchases **but I could because my SFA probably buys them**
 - I don't identify or track the New York Food Products that I purchase and **my SFA probably doesn't buy them SKIP TO QUESTION 55 ON PAGE 33**
 - I am not responsible for this level of detail in my SFA's purchasing **SKIP TO QUESTION 74 ON PAGE 44**

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10. Who else contributes to the decisions to procure New York Food Products for your SFA? (please check all that apply)
- Food Service Management Company
 - Regional BOCES
 - Business Officials
 - School Board members
 - Food Service Staff
 - Farm to School Coordinator
 - Students



- Community Members/Parents
- Other: (please specify)

11. To purchase New York Food Products, I work with a Farm to School Coordinator who is employed by: (please check all that apply)

- A school district
- BOCES
- A non-profit organization
- My county Cornell Cooperative Extension office
- Another county Cornell Cooperative Extension office
- I don't work with a Farm to School coordinator, but would like to
- I don't work with a Farm to School coordinator
- I'm not sure what a Farm to School coordinator is
- Other: (please specify)

12. During the 2019/20 school year, I purchased more **by value** of the following New York Food Products than in the previous year: (please check all that apply)

- Apples
- New York Arepas
- Asparagus
- Beans
- Beef (ground)
- Beef (Hot Dogs)
- Beef (Patties)
- Beets
- Blackberries
- Bread
- Broccoli
- Brussel sprouts
- Cabbage
- Carrots
- Cauliflower
- Celery
- Cheese
- Chicken
- Corn
- Cucumbers
- Eggs
- New York Egg Rolls
- Fish
- Garlic
- Grains
- Grapes (whole)

- New York Grape Juice
- Herbs
- Honey
- Kale
- Leafy greens
- Maple syrup
- McCains French Fries
- Milk (fluid)
- Melons
- Motts Apple Sauce
- Onions
- Other protein
- Peaches
- Pears
- Peas
- Peppers
- Plums
- Pork products
- Potatoes
- Raspberries
- Rhubarb
- Spinach
- Squash
- Strawberries
- Tomatoes
- Yogurt
- Processed products
- Other, or if you selected 'processed products', please list:

13. Looking forward, I anticipate my spending in dollars on New York Food Products will:

- Increase
- Decrease
- Stay the same

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**Question 14 is a required question*

14. Do you plan to report to the State Education Department that your SFA spent 30% of your lunch food costs on New York Food Products **during the 2019/20 school year?**

- Yes
- I'm not sure yet but that is our goal
- No, I am intentionally working towards 30% but am not ready to apply this year. **SKIP TO QUESTION 25 ON PAGE 16**

- No, I am not currently intentionally working towards achieving 30% purchasing of New York Food Products. **SKIP TO QUESTION 40 ON PAGE 25**

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This next set of questions will ask about your SFA's spending habits on New York Food Products during the 2019/20 school year. Please note: answers will be kept anonymous and will only be reported in aggregate.

During the 2019/20 school year:

**Question 15 is a required question*

15. Approximately how much did you spend on (round to the nearest dollar):

Total food costs **for all school meals**:

Total **lunch** food costs:

Total **lunch food costs** spent on **New York Food Products**:

**Question 16 is a required question*

16. Please estimate **the percentage** of your total food costs spent on **breakfast**:

17. How confident are you that this answer reflects *actual* spending (1-5)?

Not Confident (1)



(2)



Somewhat Confident (3)



(4)



Very Confident (5)



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**Question 18 is a required question*

18. Did you serve New York Food Products (including New York produced fluid milk) **during school breakfast**?

- Yes
 No **SKIP TO QUESTION 22 ON PAGE 13**

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19. Indicate the New York Food Products you serve during breakfast (please check all that apply)

- Apples
 Bacon
 Cheese sticks
 Eggs
 Fluid milk
 Granola
 NY Grape Juice

- Potatoes
- Sausage
- Yogurt
- Other: (please specify)

**Question 20 is a required question*

20. Please estimate the DOLLAR VALUE your SFA spent on New York Food Products served during school breakfast:

**Question 21 is a required question*

21. Please estimate the percentage of that dollar value that is spent on fluid milk: **UPON COMPLETION, SKIP TO QUESTION 23 ON PAGE 14**

PAGE 13

22. Please complete the following statement:

- My SFA never served New York Food Products during breakfast
- My SFA used to serve New York Food Products during breakfast but shifted them to lunch to qualify for the 30% Initiative
- Other: (please specify)

PAGE 14

23. Which other school meals do you serve? (please choose all that apply)

- Snack
- Supper
- Weekend
- Holiday
- Summer
- None of the above **SKIP TO QUESTION 64 ON PAGE 38**

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24. Do you serve New York Food Products during any of the following school meals? (please choose all that apply) *Responses will auto-populate from the previous question.* **UPON COMPLETION, SKIP TO QUESTION 64 ON PAGE 38**

- (Snack)
- (Supper)
- (Weekend)
- (Holiday)

(Summer)

PAGE 16

This next set of questions will ask about your SFA's spending habits on New York Food Products during the 2019/20 school year. Please note: answers will be kept anonymous and will only be reported in aggregate.

For the 2019/20 school year:

**Question 25 is a required question*

25. Please provide your total food cost for **all school meals**:

**Question 26 is a required question*

26. Please estimate the % of food costs spent foods served during **breakfast**:

Please estimate the % of your food costs spent on food served during **lunch**:

Please estimate the % of **lunch food costs** spent on **New York Food Products**:

27. How confident are you that the estimates you provided reflect *actual* spending (1-5)

Not Confident (1)	(2)	Somewhat Confident (3)	(4)	Very Confident (5)
☆	☆	☆	☆	☆

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28. The pandemic impacted my ability to achieve 30% spending on New York Food Products (NYFPs) for lunch during the 2019/20 school year in the following ways: (please check all that apply)

- No impact, My SFA wouldn't have achieved 30% this year no matter what
- The pandemic reduced the amount of time I could dedicate to purchasing NYFPs
- The way we changed meal service was incompatible with serving NYFPs to students
- My SFA **switched to SSO** and then couldn't buy enough NYFPs to get to 30%
- My SFA **switched to SFSP** and though we were on track, we hadn't yet achieved 30%
- My SFA **stopped serving meals** and though we were on track, we hadn't yet achieved 30%
- Other: (please specify)

**Question 29 is a required question*

29. With the right support, I feel optimistic that my SFA will achieve 30% spending of our lunch costs on New York Food Products in ___ years (please estimate to the best of your ability):

- 1 year (by the end of the 2021 school year) **SKIP TO QUESTION 31 ON PAGE 19**
- 2 years (by the end of the 2022 school year) **SKIP TO QUESTION 31 ON PAGE 19**
- 3 years **SKIP TO QUESTION 31 ON PAGE 19**
- 4 years **SKIP TO QUESTION 31 ON PAGE 19**
- 5 years **SKIP TO QUESTION 31 ON PAGE 19**
- 6+ **SKIP TO QUESTION 31 ON PAGE 19**
- I don't think we will ever achieve 30%

PAGE 18

30. Why not?

PAGE 19

**Question 31 is a required question*

31. Did you serve New York Food Products (including New York produced fluid milk) **during school breakfast?**

- Yes
- No **SKIP TO QUESTION 35 ON PAGE 21**

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32. Please indicate the New York Food Products you served during breakfast (please check all that apply)

- Apples
- Bacon
- Cheese sticks
- Eggs
- Fluid milk
- Granola
- NY Grape Juice
- Potatoes
- Sausage
- Yogurt
- Other: (please specify)

**Question 33 is a required question*

33. Please estimate the DOLLAR VALUE spent on New York Food Products served during breakfast:

**Question 34 is a required question*

34. Please estimate the **% of the dollar value** spent on New York Food Products served at breakfast that is spent on New York produced fluid milk: **UPON COMPLETION, SKIP TO QUESTION 36 ON PAGE 22**

PAGE 21

35. Please complete the following statement:

- My SFA never served New York Food Products during breakfast
- My SFA used to serve New York Food Products during breakfast but shifted them to lunch to qualify for the 30% Initiative
- Other: (please specify)

PAGE 22

36. Imagine the following scenario:

- The threshold to qualify for the 30% Initiative remains at 30% of lunch food costs
- Your SFA can count purchases of NYFP served at lunch **and** breakfast towards achieving the 30% threshold

Under this scenario, when would your SFA qualify for the 30% NYS Initiative?

- Right now, without extra effort
- In 1 year (by the end of the 2021 school year)
- In 2 years (by the end of the 2022 school year)
- In 3 years
- In 4 years
- In 5 years
- In 6+ years
- I don't think we will ever achieve 30%

37. Please explain your response.

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38. Which other school meals do you serve? (please choose all that apply)

- Snack
- Supper
- Weekend
- Holiday
- Summer
- None of the above **SKIP TO QUESTION 64 ON PAGE 38**

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39. Do you serve New York Food Products during any of the following school meals? (please choose all that apply) *Responses will auto-populate from the previous question.* **UPON COMPLETION, SKIP TO QUESTION 64 ON PAGE 38**

- (Snack)
- (Supper)
- (Weekend)
- (Holiday)
- (Summer)

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40. Please explain why you are not working toward achieving 30% spending of your lunch costs on New York Food Products.

**Question 41 is a required question*

41. With the Right Support, it is possible that my SFA could achieve 30% spending of our lunch costs on New York Food Products in _____ years (please estimate to the best of your ability):

- 1 year (by the end of the 2021 school year) **SKIP TO QUESTION 43 ON PAGE 27**
- 2 years (by the end of the 2022 school year) **SKIP TO QUESTION 43 ON PAGE 27**
- 3 years **SKIP TO QUESTION 43 ON PAGE 27**
- 4 years **SKIP TO QUESTION 43 ON PAGE 27**
- 5 years **SKIP TO QUESTION 43 ON PAGE 27**
- 6+ years **SKIP TO QUESTION 43 ON PAGE 27**
- I don't think we will ever achieve 30%

PAGE 26

42. Why not?

PAGE 27

This next set of questions will ask about your SFA's spending habits on New York Food Products during the 2019/20 school year. Please note: all answers will be kept anonymous and will only be reported in aggregate.

For the 2019/20 school year:

**Question 43 is a required question*

43. Please provide your total food cost for **all school meals**:

**Question 44 is a required question*

44. Please estimate the % of food costs spent foods served during **breakfast**:

Please estimate the % of your food costs spent on food served during **lunch**:

Please estimate the % of **lunch food costs** spent on **New York Food Products**:

45. How confident are you that the estimates you provided reflect *actual* spending (1-5)

Not Confident (1)	(2)	Somewhat Confident (3)	(4)	Very Confident (5)
☆	☆	☆	☆	☆

**Question 46 is a required question*

46. Did you serve New York Food Products (including New York produced fluid milk) **during school breakfast?**

- Yes
- No **SKIP TO QUESTION 50 ON PAGE 29**

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47. Please check the New York Food Products you serve during breakfast (please check all that apply)

- Apples
- Bacon
- Cheese sticks
- Eggs
- Fluid milk
- Granola
- NY Grape Juice
- Potatoes
- Sausage
- Yogurt
- Other: (please specify)

**Question 48 is a required question*

48. Please estimate the DOLLAR VALUE spent on New York Food Products served at breakfast:

**Question 49 is a required question*

49. Please estimate the **% of the dollar value** spent on New York Food Products served at breakfast that is spent on fluid milk: **UPON COMPLETION, SKIP TO QUESTION 51 ON PAGE 30**

PAGE 29

50. Please complete the following statement:

- My SFA never served New York Food Products during breakfast
- My SFA used to serve New York Food Products during breakfast but shifted them to lunch to qualify for the 30% Initiative
- Other: (please specify)

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51. Imagine the following scenario:

- The threshold to qualify for the 30% Initiative remains at 30% of lunch food costs
- Your SFA can count purchases of NYFP served at lunch **and** breakfast towards achieving the 30% threshold

Under this scenario, when would your SFA qualify for the 30% NYS Initiative?

- Right now, without extra effort
- In 1 year (by the end of the 2021 school year)
- In 2 years (by the end of the 2022 school year)
- In 3 years
- In 4 years
- In 5 years
- In 6+ years
- I don't think we will ever achieve 30%

52. Please explain your response:

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53. Which other school meals do you serve? (please choose all that apply)

- Snack
- Supper
- Weekend
- Holiday
- Summer

PAGE 32

54. Do you serve New York Food Products during any of the following school meals? (please choose all that apply) *Responses will auto-populate from the previous question.* **UPON COMPLETION, SKIP TO QUESTION 64 ON PAGE 38**

- (Snack)
- (Supper)
- (Weekend)
- (Holiday)
- (Summer)

PAGE 33

55. Has your SFA attempted to purchase New York Food Products in the past?

- Yes
- No
- I'm not sure

56. Please explain why your SFA does not currently intentionally purchase New York Food Products:

57. Looking forward, I anticipate my spending in dollars on New York Food Products will:

- Increase
- Stay the same

**Question 58 is a required question*

58. Farm to School coordinators provide support to help schools buy local food by connecting them with farmers, and helping them to navigate the procurement process, track local purchases, prepare bids, plan local menus and more.

Do you think working with a Farm to School Coordinator would help your SFA purchase more New York Food Products?

- Yes **SKIP TO QUESTION 60 ON PAGE 35**
- No **SKIP TO QUESTION 60 ON PAGE 35**
- I'm not sure **SKIP TO QUESTION 60 ON PAGE 35**
- I already work with a Farm to School coordinator

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59. I work with a Farm to School Coordinator who is employed by:

- A school district
- BOCES
- A non-profit organization
- My county Cornell Cooperative Extension office
- Another county Cornell Cooperative Extension office
- Other: (please specify)

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**Question 60 is a required question*

60. With the Right Support, it is possible that my SFA could achieve 30% spending of our lunch costs on New York Food Products in ___ years (please estimate to the best of your ability):

- 1 year (by the end of the 2021 school year) **SKIP TO QUESTION 62 ON PAGE 37**
- 2 years (by the end of the 2022 school year) **SKIP TO QUESTION 62 ON PAGE 37**
- 3 years **SKIP TO QUESTION 62 ON PAGE 37**
- 4 years **SKIP TO QUESTION 62 ON PAGE 37**
- 5 years **SKIP TO QUESTION 62 ON PAGE 37**
- 6+ years **SKIP TO QUESTION 62 ON PAGE 37**
- I don't think we will ever achieve 30%\

PAGE 36

61. Why not?:

PAGE 37

62. Imagine the following scenario:

- The threshold to qualify for the 30% Initiative remains at 30% of lunch food costs
- Your SFA can count purchases of NYFP served at lunch **and** breakfast towards achieving the 30% threshold

Under this scenario, when would your SFA qualify for the 30% NYS Initiative?

- Right now, without extra effort
- In 1 year (by the end of the 2021 school year)
- In 2 years (by the end of the 2022 school year)
- In 3 years
- In 4 years
- In 5 years
- In 6+ years
- I don't think we will ever achieve 30%

63. Please explain your response:

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The following questions ask you about your procurement methods and experience making informal purchases. According to federal procurement law, SFAs are eligible to make small and micro-purchases when their procurement falls below certain price thresholds which can be set at the federal, state, and local levels. SFAs must follow the most restrictive of these thresholds. Informal purchases can be important procurement tools to increase Farm to School purchases since they are less time consuming than formal bids and give more flexibility to SFAS to award contracts to higher cost bidders.

64. I use the following procurement methods to buy New York Food Products (please choose all that apply):

- Micro-Purchase
- Small Purchase
- Formal Bids
- I employ a Geographic Preference Tool
- I'm not sure
- Other: (please specify)

65. Is your **local** small purchase threshold lower than the state's small purchase threshold?

- Yes
- No
- I don't know what the State of New York's small purchase threshold is

66. Please provide the dollar amount of your local small purchase threshold:

67. If your local small purchase threshold were higher, would it increase your ability to buy New York Food Products and reach 30%?

- Yes
- No
- I'm not sure

68. If the state small purchase threshold for local food purchases was raised to the federal threshold of \$250,000 would that help you buy more New York Food Products and reach 30%?

- Yes
- No
- I'm not sure

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The following questions ask about barriers you faced in purchasing New York Food Products **BEFORE THE PANDEMIC**, and how these barriers have impacted your ability to achieve 30%.

**Question 69 is a required question*

69. Which of the following challenges, if any, prevent you from being able to purchase any New York Food Products (NYFPs), or more than you currently purchase? *Please select all that apply.*

- Procurement Limitations (listed below)**
- Cost of NYFPs are too high

- Restrictions/limitations due to food service management contact
- NY producers or distributors who could provide New York Food Products aren't bidding
- Unsure how to prepare a bid to purchase New York Food Products
- Purchasing partner (such as BOCES) is unwilling to include geographic preference or language to prefer New York Food Products in bid
- Vendors cannot provide the necessary documentation to affirm product sourcing
- Regulatory Challenges (listed below)**
- NYFP suppliers are not least cost bidders
- Federal **purchasing** regulations conflict with purchase of NYFPs
- Federal **nutrition** regulations conflict with purchase of NYFPs
- Local** Small Purchase Threshold is too low to provide enough flexibility to purchase NYFPs
- State** Small Purchase Threshold is too low to provide enough flexibility to purchase NYFPs
- State Agency procurement requirements are too stringent
- State Agency documentation requirements are too stringent
- State waiver system to make small purchases above \$20,000 is too complicated
- Supply Chain Limitations (listed below)**
- Current vendors sell little/no NYFPs
- Primary vendor's sourcing is unreliable
- Unable to purchase New York Produced Fluid Milk
- Current distributors are unable to provide minimally processed or precut NYS produce
- There aren't enough shelf stable New York Food Products available during cold weather months
- Farmers lack proper food safety certifications to work with our distributors
- NYFPs don't meet school quality standards or other specs
- Internal SFA Limitations (listed below)**
- Budgetary limitations
- Lack of administrative time to collect documentation to ensure New York sourcing of purchases
- Unable to track NYFPs separately from other purchases
- Do not have enough cold storage available to store farm fresh ingredients
- Lack of kitchen equipment/tools to prepare fresh produce, raw meat, etc.
- Lack of staff **training** to prepare fresh produce, raw meat, etc.
- Lack of staff **time** to prepare fresh produce, raw meat, etc.
- Unsure how to plan menus using New York ingredients
- Pushback from within schools/district/administration
- Challenges Buying Directly from New York Farms (listed below)**
- I wouldn't know where to start
- Delivery prices** local farmers charge are too high
- Product prices** local farmers charge are too high

Unclear program requirements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Separating lunch from other meals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other: (please specify)

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72. At this point, do you have new concerns about your ability to make Farm to School purchases and achieve 30% in the future given the challenges presented by COVID-19? Please explain:

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73. We are looking to hear from those who are directly involved in the purchasing of food for a NYS School Food Authority. Please help us collect accurate data by sharing the contact information for the individual who oversees your SFA's purchasing. Thank you!

Name

SFA Name

City/Town

County

Contact Email Address

Contact Phone Number

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You're finished! Thank you so much for taking the time to complete this survey. Your responses are invaluable and will help inform future policy discussions regarding this program.

If you have any questions or concerns about this survey, please contact nypolicy@farmland.org.