Start to build relationships with nutrition directors and school community members by searching for schools in your area. The Wisconsin Farm to School food service directory lists Wisconsin schools engaged in farm to school activities or interested in purchasing local food. Additionally, you can search for schools in your area at dpi.wi.gov/directories. The USDA Farm to School Census results will provide you with more details about a school district’s local food purchasing practices and interest: www.fns.usda.gov/farmtoschool/census#. The organizations listed in the “Additional resources” section at the end of this toolkit may be able to help you identify and reach out to schools.

Wisconsin Farm to School food service directory

There is a separate Wisconsin Farm to School directory that lists farms interested in selling to schools. This directory is available to school food service directors to help identify local farm partners. To add your farm to this directory, complete the short survey at go.wisc.edu/tjydvs.

Meet with the school nutrition director

When you are ready, schedule a face-to-face meeting with the school nutrition director. Like you, nutrition directors are typically busy people who will appreciate your flexibility with meeting times. In general, many directors are available to meet early in the afternoon, following lunch. While it is appropriate to approach a school nutrition director any time of year, they usually make purchasing decisions for the following school year in late winter or early spring.

Bring these materials to your meeting with the school nutrition director:

1. Business card
2. Farm business questionnaire (page 9)
3. Product availability and pricing form (page 9)
4. Copies of any certifications or licenses (if applicable)
5. Copy of your food safety plan (if applicable)
Toolkit for Producers

Portage County students work with a chef

Ask your nutrition director to complete the **school nutrition director survey** prior to your meeting. This tool will provide you with essential information about the school's meal program and needs, and help guide your discussion.

---

**School nutrition director survey**

Once you and the school nutrition director have decided to work together, be sure to discuss important details such as:

- Ordering schedule
- Post-harvest handling
- Delivery
- Packaging requirements
- Payment terms

This will clarify expectations and minimize unexpected surprises. For instance, if the nutrition director is accustomed to receiving cases of apples with exact counts packed in trays, he or she may have concerns about bruising or running short of product if you deliver bulk boxes with approximate counts. Discussing expectations ahead of time will help prevent these miscommunications and allow time for planning. Use the **school nutrition director meeting checklist** to ensure you and the school nutrition director cover all the important details and cultivate a good working relationship.

---

**School nutrition director meeting checklist**

When buying and selling food, school nutrition directors usually think in terms of number of servings, while producers tend to think in pounds. The **pounds to servings calculator** created by the Oklahoma Department of Agriculture, Food & Forestry Farm to School Program can bridge this communication gap. This tool will tell you:

1) the number of servings a pound of produce will yield, and

2) the cost per serving, based on your price per pound.
The calculator takes waste into account. The weight of whole heads of broccoli, for instance, is translated into usable servings. On average, school nutrition programs can spend twelve to eighteen cents of their $1.00 per meal on fruits and vegetables. Use this calculator as a quick reference to see if you can price your product within this budget and assess which of your crops you can profitably offer to schools.

**Pounds to servings calculator**

The **pecks to pounds** tool from the Maryland Department of Agriculture converts commonly used farm measurements—such as bushels and crates—into approximate net weight for a variety of fruits and vegetables.

**Pecks to pounds**

It’s a good idea to create a written agreement with the school nutrition director. This agreement should include terms of ordering, delivery and payment. The **sample purchasing agreement** can provide a starting point and can be modified to fit your needs. We have also provided a **sample invoice** that can be used as a template.

**Sample purchasing agreement**

**Sample invoice**

Farm to school works best when strong relationships are developed. Be sure to check in with food service directors after they have used your products. This will create opportunities to discuss successes and areas for improvement.
Wisconsin Farm to School
2013 School Food Service Directory

Welcome to the 2013 Wisconsin Farm to School Food Service Directory. This Directory is a tool to help farmers better connect with schools in their area who are interested in purchasing local products for schools meals. This Directory lists school districts, schools and educational facilities that have either previously purchased or are interested in purchasing locally grown products for their school nutrition programs. The following information was collected through the 2013 Wisconsin Farm to School Food Service Director Survey, which was sent to the Wisconsin Department of Public Instruction list of School Food Authorities (SFAs) participating in the National School Lunch Program (NSLP). There are 831 SFAs in Wisconsin, and 285 surveys were returned, for a 34% response rate. 70% of respondents represented school districts, and 30% represented individual schools. Individual SFAs were offered the opportunity to opt into this Directory. As a Wisconsin producer, this Directory can serve as your guide to locate local schools that may be interested in purchasing your product. Please see the Wisconsin Farm to School Toolkit for Producers for more information on Wisconsin Farm to School and how to best develop relationships with Wisconsin schools. The toolkit is available online at www.cias.wisc.edu/toolkits.

If you are a school or school district and would like to be included in this directory, please complete the survey located here. FSD's, please visit the WI Farm to School Producer Directory, to find a list of WI farmers interested in working with schools. To join the Producer Directory, fill out the survey here.

Why Farm to School?
Farm to school encourages healthy lifestyles in children and helps support local economies. In Wisconsin, farm to school programs connect schools with locally and regionally grown and produced products. Farm to school offers producers the opportunity for a new market to sell product, promotion opportunities by selling their product through schools, and the opportunity to serve as an educator by visiting schools or bringing students onto the farm for field trips. Did you know that in Wisconsin:

• At least 76 schools or districts identify as having a farm to school program
• At least 189 schools or districts purchased local food in the 2011-2012 school year
• 93 percent of respondents are continue or expanding their local purchasing and/or farm to school program
• An estimated total of $600,000 of local food was purchased by respondents in the 2011-2012 school year
This directory is organized by geographic region. Schools are listed by district or school name, followed by the name and contact information for a staff person who works with school food programs. School addresses and counties are also listed.

1. West Region Pg 3
Includes Barron, Buffalo, Burnett, Chippewa, Clark, Dunn, Eau Claire, Jackson, La Crosse, Monroe, Pepin, Pierce, Polk, Rusk, Saint Croix, Sawyer, Trempealeau & Washburn Counties

2. North Region Pg 5
Includes Ashland, Bayfield, Douglas, Florence, Forest, Iron, Langlade, Lincoln, Oneida, Price, Taylor & Vilas Counties

3. Central Region Pg 6
Includes Adams, Juneau, Marathon, Marquette, Portage, & Wood Counties

4. East Region Pg 7
Includes Brown, Calumet, Door, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Outagamie, Shawano, Sheboygan, Waupaca, Waushara & Winnebago Counties

5. Southeast Region Pg 13
Includes Dodge, Jefferson, Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington & Waukesha Counties

6. South Region Pg 10
Includes Columbia, Crawford, Dane, Grant, Green, Iowa, Lafayette, Richland, Rock, Sauk & Vernon Counties
West Region

Includes Barron, Buffalo, Burnett, Chippewa, Clark, Dunn, Eau Claire, Jackson, La Crosse, Monroe, Pepin, Pierce, Polk, Rusk, Saint Croix, Sawyer, Trempealeau & Washburn Counties

Abbotsford School District
Food Service Director, Frankie Soto
510 W Hemlock Street
Abbotsford, 54405
Clark County
fsoto@abbotsford.k12.wi.us // 715-223-6715

Clayton School District
Head Cook, Diane Swiontek
236 Polk Ave. West
Clayton, 54004
Polk County
swiontekd@claytonsd.k12.wi.us // 715-948-2163

Black River Falls School District
Food Service Director, Connie Seiber
301 North Fourth Street
Black River Falls, 54615
Jackson County
connie.seiber@brf.org // 715-284-4357

Colby School District
Food Service Director, Laurie Hesgard
505 West Spence Street
Colby, 54421
Clark County
lhesgard@colby.k12.wi.us // 715-223-2338

Bruce School District
Food Service Director, Mark Zimmer
104 West Washington Ave.
Bruce, 54819
Rusk County
mz@bruce.k12.wi.us // 715-868-2585

Cottonwood Group Home School District
Food Service Director, Glenn Stevermer
773 Mains Crossing Ave
Amery, 54001
Polk County
stevergs55@hotmail.com // 715-268-7997
cottonwoodgrouphome.com

Chippewa Falls School District
Food Service Director, Susan Lang
1130 Miles St
Chippewa Falls, 54729
Chippewa County
langsr@chipfalls.k12.wi.us // 715-726-2790
http://cfsd.chipfalls.k12.wi.us/

Frederic School District
Food Service Director, Judy Shafer
1437 Clam Falls Drive
Frederic, 54837
Polk County
shaferj@frederic.k12.wi.us // 715-327-8146

Cochrane-Fountain City School District
Food Service Director, Barb LaDuke
S2770 Hwy 35
Fountain City, 54629
Buffalo County
bladuke@cfk12.wi.us // 608-687-4391 ext 208
Gale-Ettrick-Trempealeau School District
Food Service Director, Cheryl Stoner
17511 North Main Street
Galesville, 54630
Trempealeau County
cherylstoner@getschools.k12.wi.us // 608-582-2291 ext 1030

Greenwood School District
Food Service Director, Jeri Haase
700 E. Division St.
Greenwood, 54437
Clark County

Hudson School District
Nutrition Services Coordinator, Peggy Eller
1401 Vine St.
Hudson, 54016
St. Croix County
ellerpl@staff.hudson.k12.wi.us // 717-377-3717

Menomonie Area School District
Food Service Director, Judi Smith
1715 5th Street West
Menomonie, 54751
Dunn County
judith_smith@msd.k12.wi.us // 715-232-2794
sdmaonline.com

Mt. Calvary - Grace Lutheran School District
Cook, Susan Asp
1614 Park Avenue
La Crosse, 54601
La Crosse County
mcgkitchen@mcglutheran.org // 608-784-8223

Onalaska School District
School Nutrition Director, Kerry Johnson
705 8th Avenue North
Onalaska, 54650
La Crosse County
johke@webmail.onalaska.k12.wi.us // 608-783-6251

River Falls School District
Food Service Director, Sherry Bruggeman
818 Cemetery Road
River Falls, 54022
Pierce County
sherry.bruggeman@rfsd.k12.wi.us // 715-425-1830
ext 1134

Tomah Area School District
Director of Food Service, Jesse Bender
901 Lincoln
Tomah, 54660
Monroe County
jessebender@tomah.k12.wi.us // 608-374-7363
North Region
Includes Ashland, Bayfield, Douglas, Florence, Forest, Iron, Langlade, Lincoln, Oneida, Price, Taylor & Vilas Counties

Antigo School District
Food Service Director, Terry Hilger
120 South Dorr Street
Antigo, 54409
Langlade County
thilger@antigo.k12.wi.us // 715-623-7611 ext 2173

Elcho School District
Food Service Director, Charlie Ferrigno
North 11268 Antigo Street
Elcho, 54428
Langlade County
cferrigno@elchoschool.org // 715-275-3225

Gilman School District
Head Cook, Linda Disher
325 North 5th street
Gilman, 54433
Taylor County
ldisher@gilman.k12.wi.us // 715-447-8776 ext 105

Mellen School District
Head Cook, Caryn Rieb
420 South Main
Mellen, 54546
Ashland County
crieb@mellendiggers.org // 715-274-3601 x197

Maps School District
Administrator, Pam Hohman
2519 Hwy K
Merrill, 54452
Lincoln County
Pamhohman@yahoo.com // 715-536-6855

White Lake School District
Food Service Director, Susan Hawley
405 Bissell Street
White Lake, 54491
Langlade County
shawley@whitelake.k12.wi.us // 715-882-2361
Central Region
Includes Adams, Juneau, Marathon, Marquette, Portage, & Wood Counties

D.C. Everest Area School District
Nutrition Service Supervisor, Christine Welsh
6300 Alderson Street
Schofield, 54476
Marathon County
cwelsh@dce.k12.wi.us

Marshfield School District
Food Service Director, Stacey Weichelt
1010 E. 4th Street
Marshfield, 54449
Wood County
weichelts@marshfield.k12.wi.us // 715-387-1101

Montello School District
Food Service Director, Joyce Gaulke
222 Forest Lane
Montello, 53949
Marquette County
jgaulke@montello.k12.wi.us // 608-297-2126
www.montello.k12.wi.us

Nekoosa School District
Coordinator, Connie Henke
500 South Section
Nekoosa, 54457
Wood County
connie_henke@nekoosa.k12.wi.us // 715-886-8035

Pittsville School District
Director of Food Service, Joe Dostal
5459 Elementary Ave
Pittsville, 54466
Wood County
dostajos@pittsville.k12.wi.us // 715-884-2517

Portage School District
Food Service Director, Holly Denman
305 East Slifer
Portage, 53901
Portage County
denmanh@portage.k12.wi.us // 608-742-4867

Stratford School District
Head Cook, Theresa Schwabe
522 Third Ave
Stratford, 54484
Marathon County
tschwabe@stratford.k12.wi.us // 715-687-3535

Westfield School District
Food Service Director, Joyce Gaulke
N7046 Cty Rd M
Westfield, 53964
Marquette County
gaulkej@westfield.k12.wi.us // 608-296-2141
www.westfield.k12.wi.us
**East Region**

*Includes Brown, Calumet, Door, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Outagamie, Shawano, Sheboygan, Waupaca, Waushara & Winnebago Counties*

---

**Ashwaubenon School District**
Child Nutrition Coordinator, Elizabeth Farah
1055 Griffiths Lane
Green Bay, 54304
Brown County
bfarah@ashwaubenon.k12.wi.us // 920-492-2900

---

**Bowler School District**
Head Cook, Vicky Jolitz
500 South Almon Street
Bowler, 54416
Shawano County
vickyjolitz@bowler.k12.wi.us // 715-793-4101 x 5313

---

**Chilton Catholic School District**
Food Service Manager, Bev Wittmus
60 E Washington St.
Chilton, 53014
Calumet County
bwittmus@mail2school.com // 920-849-2034

---

**Clintonville School District**
Food Service Director, Karleen Brei
45 West Green Tree Road
Clintonville, 54929
Waupaca County
kbrei@clintonville.k12.wi.us // 715-823-7215 x 2265
www.clintonville.k12.wi.us

---

**Freedom Area School District**
Food Service Director, Gregory Weis
N4021 County Rd E
Freedom, 54130
Outagamie County
gweis@freedomschools.k12.wi.us // 920-788-7950

---

**Gibraltar School District**
School Nutrition Specialist, Carla Marr
3924 Highway 42
Fish Creek, 54212
Door County
cmarr@gibraltar.k12.wi.uw // 920-868-3284
www.gibra.tar.k12.wi.us

---

**Grace School District**
Food Service Manager, Ellen Moran
2020 Hillside Lane
Green Bay, 54302
Brown County
emoran@gracesystem.org // 920-468-5026

---

**Hortonville School District**
Food Service Director, Julie Manthe
246 North Olk Street
Hortonville, 54944
Outagamie County
juliomanthe@hasd.org // 920-779-7904
www.hasd.org

---
Howards Grove School District
Food Service Manager, Becky Schlegel
403 Audubon Rd
Howards Grove, 53083
Sheboygan County
bschlegel@hgsd.k12.wi.us // 920-565-4459

Kiel Area School District
Food Service Director, Corrine Schneider
210 Raider Heights
Kiel, 53042
Manitowoc County
cschneider@kiel.k12.wi.us // 920-894-5183
www.kiel.k12.wi.us

Menasha School District
Director of Dining Service, Susan Malesa
974 Ninth Street
Menasha, 54952
Winnebago County
malesas@mjsd.k12.wi.us // 920-967-21963

Mishicot School District
Food Service Director, Hilary Baker
660 Washington St.
Mishicot, 54228
Manitowoc County
hbaker@mishicot.k12.wi.us // 920-755-3305

Omro School District
Food Service Director, Rose Ann Boushele
455 Fox Trail
Omro, 54963
Winnebago County
rbous@omro.k12.wi.us // 920-303-2314

Oneida Nation School District
Food Service Manager, Jesse Padron
PO Box 365
Oneida, 54155
Outagamie County
jpadron@oneidanation.org // 920-869-4454

Plainfield Tri County School District
Food Service Manager, Julie Kirmse
409 South West Street
Plainfield, 54966
Waushara County
juliekirmse@tcpenguin.net // 715-335-6366

Private School District
Food Service Director, Jodi Danen
100 S. Huron St.
De Pere, 54115
Brown County
jdanen@stmarydepere.org // 920-337-1104

Pulaski Community School District
Food Service Director, Caitlin Matthiesen
143 W Green Bay Street
Pulaski, 54162
Brown County
cmatthiesen@pulaskischools.org // 920-822-6065

Sevastopol School District
Manager, Chris Brauer
4550 Highway 57
Sturgeon Bay, 54235
Door County
cbrauer1@sevastopol.k12.wi.us // 920-743-6282

Seymour Community School District
Supervisor, Tami Kimball
10 Circle Drive
Seymour, 54165
Outagamie County
tkimball@seymour.k12.wi.us // 920-833-7380
Sheboygan Falls School District
Food Service Director, Amy Lawrenz
220 Amherst Ave
Sheboygan Falls, 53085
Sheboygan County
alawrenz@sheboyganfalls.k12.wi.us // 920-467-7880 ext. 4134

Southern Door School District
Director, John Swanson
2073 County Trunk DK
Brussels, 54204
Door County
sdc@aviands.com // 920-825-7333 ext. 485

St. Joseph School District
Food Service Manager, Bobbie Springstroh
2626 N Oneida Street
Appleton, 54911

bspringstroh@acesxavier.k12.wi.us // 920-730-8849

St. Mary's Springs Academy School District
Food Service Coordinator, Mary Karrmann
255 County Road
Fond du Lac, 54937
Fond du Lac County
mkarrmann@smsacademy.org // 920-322-8075
www.smsacademy.org

Trinity Lutheran School District
Hot Lunch Coordinator, Brenda Voight
601 E National Avenue
Brillion, 54110
Calumet County
b.voight@trinitybrillion.org // 920-756-3738
www.trinitybrillion.org

Unified De Pere School District
Food Service Director, Deb Pockl
700 Swan Road
De Pere, 54115
Brown County
dpockl@depere.k12.wi.us // 920-983-9164

Wautoma Area School District
Nutrition Director, Carrie Spees
514 South Cambridge
Wautoma, 54982
Waushara County
speesc@wautoma.k12.wi.us // 920-787-3354
www.wautomasd.org

West De Pere School District
Nutrition Service Coordinator, Kaitlin Tauriainen
400 Reid Street
De Pere, 54115
Brown County
ktauriainen@wdpsd.com // 920-337-1393

Winnecone School District
Food Service Director, Diane Agrell
233 South 3rd Ave.
Winneconne, 54986
Winnebago County
agrelld@w-csd.org // 920-582-5810

Wrightstown School District
Director of Food Service, Jennifer Tilot
600 High Street
Wrightstown, 54180
Brown County
tilot@wrightstown.k12.wi.us // 920-532-0525
South Region
Includes Columbia, Crawford, Dane, Grant, Green, Iowa, Lafayette, Richland, Rock, Sauk & Vernon Counties

Benton School District
Food Service Director, Thomas Bottoms
41 Alma Street
Benton, 53803
Lafayette County
tobottoms@benton.k12.wi.us // 608-759-4002 ext.308

Cambridge School District School District
Cook, Kristin Evenson
802 W. Water Street
Cambridge, 53523
Dane County
kevenson@cambridge.k12.wi.us // 608-423-9727

Columbus School District
Food Service Director, Brenda Maier
200 W School Street
Columbus, 53925
Columbia County
bmaier@columbus.k12.wi.us // 920-623-5954
www.columbus.k12.wi.us

Fall River School District
Food Service Mgr, Gloria Lubenau
150 Bradley
Fall River, 53932
Columbia County
glubenau@fallriver.k12.wi.us // 920-484-3333 ext 272

Hillsboro School District
Food Service Director, Carolyn Kannenberg
777 School Road
Hillsboro, 54634
Vernon County
Carolyn.Kannenberg@hillsboro.k12.wi.us // 608-489-2221

Kickapoo School District
Food Service Supervisor, Tina Nelson
S 6520 State Hwy 131
Viola, 54664
Vernon County
tnelson@kickapoo.k12.wi.us // 608-627-0116

Marshall Public Schools
School Nutrition Manager, Gina Kulka
623 Madison Street
Marshall, 53559
Dane County
gkulka@marshallschools.org // 608-655-4403

Department of Health Services - Mendota Mental Health Institute School District
Food Service Administrator, Claire Nagel
301 Troy Dr
Madison, 53704
Dane County
claire.nagel@dhs.wi.gov // 608-301-1100

Mineral Point Unified School District
Coordinator Food Service, Cindy Roalfs
705 Ross Street
Mineral Point, 53565
Iowa County
cindy.roalfs@mp.k12.wi.us // 608-987-0739
Monona Grove School District
Food Service Coordinator, Dee Matthys
5301 Monona Drive
Monona, 53516
Dane County
dolores.matthys@mgschools.net // 608-221-7660
ext 318

Mount Horeb Area School District
Food Service Director, Michelle Denk
421 W Garfield Street
Mount Horeb, 53572
Dane County
denk.michelle@mhasd.k12.wi.us // 608-437-2400
www.mhasd.k12.wi.us

North Crawford School District
Food Service Director, Kay Teague
47050 County Road X
Soldiers Grove, 54655
Crawford County
kteague@ncrawford.k12.wi.us

Oregon School District
Food Service Director, Robyn Wood
123 E Grove St
Oregon, 53575
Dane County
rsw@oregonsd.net // 608-835-4036

Parkview School District
Student Nutrition Cordinator, Nancy Carlson
106 W Church Street
Orfordville, 53576
Rock County
ncarlson@email.par kview.k12.wi.us // 608-879-9924 x6123

Potosi School District
Food Service Director, Bernie Emler
128 Hwy 61 N.
Potosi, 53820
Grant County
gemlrb@potosisd.k12.wi.us // 608-763-2161
ext 136

Prairie Du Chien School District
Food Service Director, Donna Heilmann
1901 E. Wells St.
Prairie du Chien, 53821
Crawford County
heido@pdc.k12.wi.us // 608-326-3760

Richland School District
Food Service Director, Nellie Tyl
1996 Hwy 14W
Richland Center, 53581
Richland County
ntyl@richland.k12.wi.us // 608-647-6063

Rio School District
Food Service Director, Rachel Mason
411 Church Street
Rio, 53960
Columbia County
mason@rio.k12.wi.us // (920)992-3141 ext 188

St. Aloysius School District
Principal, John Brennan
608 Oak st.
Sauk city, 53583
Sauk County
jbrennan@straphael.org // 608-643-6868

St. Mary School District
Food Service Director, Linda Raimer
315 W. Cook St.
Portage, 53901
Columbia County
lrainer@straphael.org // 608-742-4998
St. Mary’s, Richland Center School District
Food Service Director, Debbi Zorea
155 W 5th St.
Richland Center, 53581
Richland County
debbi.zorea@stmarysrc.com // 608-647-4470

Sun Prairie/Madison Diocese School District
Food Service Director, Susan Young
219 Columbus St
Sun Prairie, 53590
Dane County
susan.young@straphael.org // 608-837-8508

Waunakee School District
Food Services Manager, Carrie Karls
114 E. Third Street
Waunakee, 53597
Dane County
ckarls@stjb.org // 608-849-5325

Wauzeka-Steuben School District
Food Service Director, Monica Krachey
301 E Main St
Wauzeka, 53826
Crawford County
krachmon@wauzeka.k12.wi.us // 608-875-5311

Wisconsin Dells School District
Food Service Director, Greg Heller
520 Race Street
Wisconsin Dells, 53965
Columbia County
gheller@sdwd.k12.wi.us // 608-253-1461
Southeast Region
*Includes Dodge, Jefferson, Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington & Waukesha Counties*

**Fort Atkinson School District**  
Student Nutrition Director, Barb Waara  
925 Lexington Blvd  
Fort Atkinson, 53548  
Jefferson County  
waarab@fortschools.org // 920-563-7811

**Hustisford School District**  
Food Service Director, Cindy Fitzsimmons  
845 So. Lake Street  
Hustisford, 53034  
Dodge County  
fitzsimmonsc@hustisford.k12.wi.us // 920-349-3261

**Grafton School District**  
Director of Nutrition Services, Linda Binder  
1900 Washington Street  
Grafton, 53024  
Ozaukee County  
l binder@grafton.k12.wi.us // 262-376-5405

**Jefferson School District**  
Food Service Director, Rebecca Blyth  
206 S. Taft Ave.  
Jefferson, 53549  
Jefferson County  
blythr@jefferson.k12.wi.us // 920-675-1035  
www.jefferson.k12.wi.us

**Greendale School District**  
Food Service Coordinator, Cindy Kacmarcik  
6801 Southway  
Greendale, 53129  
Milwaukee County  
cindy.kacmarcik@greendale.k12.wi.us // 414-423-0110 x 4314

**Lomira School District**  
School Nutrition Director, Janie Maier  
1030 4th St.  
Lomira, 53048  
Dodge County  
jmaier@lomira.k12.wi.us // 920-269-4396 x118

**Hamilton School District**  
Manager of Food Services, Kira Cerroni  
W220N6151 Town Line Rd  
Sussex, 53089  
Waukesha County  
kira.cerroni@gmail.com // 262-246-1809

**Lumin School District**  
Administrative Assistant, Mary Ernst  
8242 N. Granville Road  
Milwaukee, 53224  
Milwaukee County  
ernst@luminschools.org // 414-354-5126  
www.luminschools.org

**Hartford Jt.1 School District**  
Food Service Director, Jill Piontek  
1100 Cedar Street  
Hartford, 53027  
Washington County  
piontek@hartfordjt1.k12.wi.us // 262-673-8048

**Milwaukee School District**  
Food Service Manager, Steve Steidl  
801 W. Lincoln Avenue  
Milwaukee, 53215  
Milwaukee County  
steidls@archmil.org // 414-645-4378 X241
**New Berlin School District**
Food Service Director, Cindy Jensen
433 S Sunnyslope Road
New Berlin, 53151
Waukesha County
Cindy.jensen@nbexcellence.org // 262-789-6209

**St Albert School District**
Principal, Julia Hutchinson
1913 W.Becher
Milwaukee, 53215
Milwaukee County
hutchada@gmail.com // 414-645-5450

**Palmyra-Eagle Area School District**
Food Service Director, Annette Kozlowski
123 Burr Oak Street
Palmyra, 53156
Jefferson County
akozlowski@palmyra.k12.wi.us // 262-495-7101
ext. 2414 www.palmyra.k12.wi.us

**Swallow School District**
Food Service Director, Debbie Noyes
W299 N5614 Highway E
Hartland, 53029
Waukesha County
noyesd@swallow.k12.wi.us // 262-367-2000
ext. 2414

**Port Washington School District**
Food Service Director, Clark Blachly
424 W Jackson St
Port Washington, 53074
Ozaukee County
clark.blachly@pwssd.k12.wi.us // 262-268-5541

**Waupun School District**
Food Service Director, Janelle Krause
801 E Lincoln St
Waupun, 53963
Dodge County
j krause@waupun.k12.wi.us // 920-324-5591 ext. 2879

**Racine School District**
Food Service Director, Dolly Maluska
1220-Mound Ave
Racine, 53404
Racine County
dmaluska@21stprepschool.org // 262-598-0026 ext. 1934
School Nutrition Director Survey

School District: [Insert School District]
Contact Name: [Insert Contact Name]
Address: [Insert Address]
City/State/Zip: [Insert City/State/Zip]
Phone: [Insert Phone]
Email: [Insert Email]
Fax: [Insert Fax]
Other members of Farm to School Team (if applicable):

<table>
<thead>
<tr>
<th>Student enrollment</th>
<th>Average total daily lunch count</th>
<th>Free and reduced percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>school</td>
<td># of students</td>
<td>School</td>
</tr>
<tr>
<td>Elementary school</td>
<td>Elementary school</td>
<td>Elementary school</td>
</tr>
<tr>
<td>Middle school</td>
<td>Middle school</td>
<td>Middle school</td>
</tr>
<tr>
<td>High school</td>
<td>High school</td>
<td>High school</td>
</tr>
<tr>
<td>Total enrollment</td>
<td>Total daily lunch count</td>
<td>Total % free and reduced</td>
</tr>
</tbody>
</table>

1. Do you currently prepare fresh, whole produce? Y N
   If not, would you be able to do so in the future? Y N

2. Delivery location:

3. Days of delivery: (please check all acceptable) M T W TH F

4. Is invoice required with product delivery? Y N

5. How long after the invoice is delivered will payment be received?

6. What is your cooler or refrigerator capacity for storing fresh produce?

7. Which distributors do you currently receive food from?

8. Comments:
9. What are the main reasons you are looking to purchase Wisconsin-produced product? (check all that apply)
   - Support the local economy
   - Required by supervisor
   - Help preserve farmland
   - Customer demand
   - Support Wisconsin family farms
   - Serve fresher, tastier food
   - Other:

10. Cost: If items from a local farmer cost more than you usually pay, can you pay more?
   - Yes
   - No
   - Comment:

11. Are you able to promote the local purchasing you’re doing through signs, flyers, posters, and/or promotional activities in the lunchroom? If promotional assistance were available, would you be interested in getting help?

12. Would you be interested in hosting training for your kitchen staff focused on efficient and safe prep of fresh produce or other topics, if training were available?
   - Yes
   - No

   If yes, list type(s) of training:

13. If teachers are willing, are you interested in working with them to highlight local items on the menu and integrate educational activities in their classrooms? (Free lesson plans are available at www.reapfoodgroup.org/farm-to-school/resources-for-educators).
   - Yes
   - No
Please indicate items you would be interested in ordering

<table>
<thead>
<tr>
<th>Vegetable</th>
<th>Currently Buy</th>
<th>Willing to Buy</th>
<th>Approx. pounds needed per week</th>
<th>Form (whole, shredded)</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asparagus</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beets</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Broccoli</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brussel Sprouts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cabbage</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carrots</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cauliflower</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Celery</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corn</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cucumbers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green Beans</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Greens (collard, kale)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eggplant</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lettuce (Romaine, Bibb)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Onions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parsnips</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peas</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peppers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Potatoes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pumpkins</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radishes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salad Greens</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spinach</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Squash (Summer)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Squash (Winter)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tomatoes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Turnips</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## School Nutrition Director Survey

<table>
<thead>
<tr>
<th>Fruit</th>
<th>Currently Buy</th>
<th>Willing to Buy</th>
<th>Approx. pounds needed per week</th>
<th>Form (whole, shredded)</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apples</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blueberries</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cantaloupe</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cherries</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grapes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Muskmelon</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pears</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plums</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Raspberries</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rhubarb</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strawberries</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watermelon</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Products</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
School Nutrition Director Meeting Checklist

BEFORE

✓ Give the school food nutrition director survey to the representative from the school with whom you will meet
  o Try to make appointments with the school nutrition director since this person is typically responsible for making final procurement decisions
✓ Complete the appropriate reference materials for your farm business
  o Producer survey
  o Product availability and price form

DURING

✓ Bring samples of product (if available)
✓ Review the producer and school nutrition director surveys together
✓ Discuss and negotiate the important details:
  o Estimated volume of product to be delivered
  o Ordering process (including best way to contact one another)
  o Delivery schedule including time of day, frequency and location
  o Packing requirements: standard box, grade, loose pack, bulk, etc.
  o Post-harvest handling practices: is the produce pre-cooled? How clean should the product be?
  o Cost per unit, payment terms, payment process
  o Names, phone numbers and email addresses of contact people for ordering and billing
✓ Sell yourself!
✓ Invite them to the farm to see and sample products
  o Your best selling point is your farm and products

AFTER

✓ Follow-up with nutrition directors
Like you, nutrition directors are busy and it is up to you to keep the discussions going. If you follow up, you also indicate that you will follow through with product orders.
## Translation Chart

### “Pecks to Pounds”

<table>
<thead>
<tr>
<th>Commodity</th>
<th>Unit</th>
<th>Approximate Net Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>U.S. Pounds</td>
</tr>
<tr>
<td>Apples</td>
<td>bushel</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td>loose pack</td>
<td>38-42</td>
</tr>
<tr>
<td></td>
<td>tray pack</td>
<td>40-45</td>
</tr>
<tr>
<td></td>
<td>cell pack</td>
<td>37-41</td>
</tr>
<tr>
<td>Asparagus</td>
<td>crate</td>
<td>30</td>
</tr>
<tr>
<td>Beans</td>
<td>crate</td>
<td>56-60</td>
</tr>
<tr>
<td>Blackberries</td>
<td>12, 1/2-pint basket</td>
<td>6</td>
</tr>
<tr>
<td>Broccoli</td>
<td>wirebound crate</td>
<td>20-25</td>
</tr>
<tr>
<td>Brussel sprouts</td>
<td>ctn, loose pack</td>
<td>25</td>
</tr>
<tr>
<td>Butter</td>
<td>block</td>
<td>55,68</td>
</tr>
<tr>
<td>Cabbage</td>
<td>open mesh bag</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>flat crate (1 3/4 bu)</td>
<td>50-60</td>
</tr>
<tr>
<td></td>
<td>ctn, place pack</td>
<td>53</td>
</tr>
<tr>
<td>Cantaloupes</td>
<td>crate</td>
<td>40</td>
</tr>
<tr>
<td>Carrots</td>
<td>film plastic bags, mesh sacks, and cartons holding</td>
<td>48 1lb. film bags</td>
</tr>
<tr>
<td>Corn</td>
<td>WGA crate</td>
<td>50-60</td>
</tr>
<tr>
<td>Celery</td>
<td>crate</td>
<td>60</td>
</tr>
<tr>
<td>Cherries</td>
<td>lug</td>
<td>20</td>
</tr>
<tr>
<td>Corn</td>
<td>wirebound crate</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>ctn, packed 5oz ears</td>
<td>50</td>
</tr>
<tr>
<td>Cucumbers</td>
<td>bushel</td>
<td>48</td>
</tr>
<tr>
<td>Eggplant</td>
<td>bushel</td>
<td>33</td>
</tr>
<tr>
<td>Eggs</td>
<td>average size, case, 30 doz.</td>
<td>47</td>
</tr>
<tr>
<td>Garlic</td>
<td>ctn of 12 cubes or 12 film bag pkgs, 12 cloves each</td>
<td>10</td>
</tr>
<tr>
<td>Grapes</td>
<td>Eastern, 12-qt basket</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Western, lug</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>Western, 4-basket crate</td>
<td>20</td>
</tr>
<tr>
<td>Honey</td>
<td>gallon</td>
<td>11.84</td>
</tr>
<tr>
<td>Honeydew melons</td>
<td>2/3 ctn</td>
<td>28-32</td>
</tr>
<tr>
<td>Kale</td>
<td>ctn or crate</td>
<td>25</td>
</tr>
<tr>
<td>Lettuce</td>
<td>carton packed, 24</td>
<td>43-52</td>
</tr>
<tr>
<td>Lettuce, greenhouse</td>
<td>24-qt basket</td>
<td>10</td>
</tr>
<tr>
<td>Milk</td>
<td>gallon</td>
<td>8.6</td>
</tr>
<tr>
<td>Onions</td>
<td>dry, sack</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>green, bunched, ctn 12-dozen</td>
<td>10-16</td>
</tr>
</tbody>
</table>
## Translation Chart, Cont.

### “Pecks to Pounds”

<table>
<thead>
<tr>
<th>Commodity</th>
<th>Unit</th>
<th>Approximate Net Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>U.S. Pounds</td>
</tr>
<tr>
<td>Peaches</td>
<td>bushel</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td>2 layer ctn or lug</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>3/4-bu, ctn crate</td>
<td>38</td>
</tr>
<tr>
<td>Pears</td>
<td>bushel</td>
<td>50</td>
</tr>
<tr>
<td>Peas</td>
<td>unshelled, bushel</td>
<td>28-30</td>
</tr>
<tr>
<td>Peppers</td>
<td>bushel</td>
<td>25-30</td>
</tr>
<tr>
<td>Plums</td>
<td>ctn or lug</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>1/2-bu basket</td>
<td>30</td>
</tr>
<tr>
<td>Potatoes</td>
<td>bushel</td>
<td>60</td>
</tr>
<tr>
<td></td>
<td>barrel</td>
<td>165</td>
</tr>
<tr>
<td></td>
<td>box</td>
<td>50</td>
</tr>
<tr>
<td>Raspberries</td>
<td>1/2-pt baskets</td>
<td>6</td>
</tr>
<tr>
<td>Spinach</td>
<td>bushel</td>
<td>18-20</td>
</tr>
<tr>
<td>Strawberries</td>
<td>24-qt crate</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>12-qt crate</td>
<td></td>
</tr>
<tr>
<td>Sweet potatoes</td>
<td>bushel</td>
<td>55</td>
</tr>
<tr>
<td></td>
<td>crate</td>
<td>50</td>
</tr>
<tr>
<td>Tomatoes</td>
<td>crate</td>
<td>60</td>
</tr>
<tr>
<td></td>
<td>lug box</td>
<td>32</td>
</tr>
<tr>
<td></td>
<td>2-layer flat</td>
<td>21</td>
</tr>
<tr>
<td>Tomatoes, greenhouse</td>
<td>12-qt basket</td>
<td>20</td>
</tr>
<tr>
<td>Turnips</td>
<td>without tops, mesh sack</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>bunched, crate</td>
<td>70-80</td>
</tr>
<tr>
<td>Watermelons</td>
<td>melons of average or medium size</td>
<td>25</td>
</tr>
</tbody>
</table>