



Webinar Series

Connecting with Farmers and Growers with Pivot Produce!

February 18, 2025

1:30 PM - 2:00 PM

**Professional Standards Learning Codes: 1100,
1130, 2430, 2450**



Meet Your Host



Ashley Kennedy, SNS

HEALTH AND NUTRITION SERVICES SPECIALIST

Welcome!



upLIFT was designed specifically for child nutrition professionals like you. It offers resources to help you LEARN about nutrition, get INSPIRED on meal choices for your participants, FEED students healthy meals, and TEACH others in your community about your programs.

You can look forward to materials and monthly webinars featuring unique upLIFT content showcasing Arizona child nutrition professionals, and providing ongoing inspiration throughout the year. This will empower you to upLIFT your programs in your own unique way!

Special Guest:

Erik Stanford

Pivot Produce

Pivot Produce

Southern Arizona Food Hub



PIVOT
PRODUCE

- Started 2016
- Restaurant focused
- 4 Farm & 4 Restaurants
- Started working with F2I (Farm to Institution) in 2018
- TUSD & Sunnyside Districts

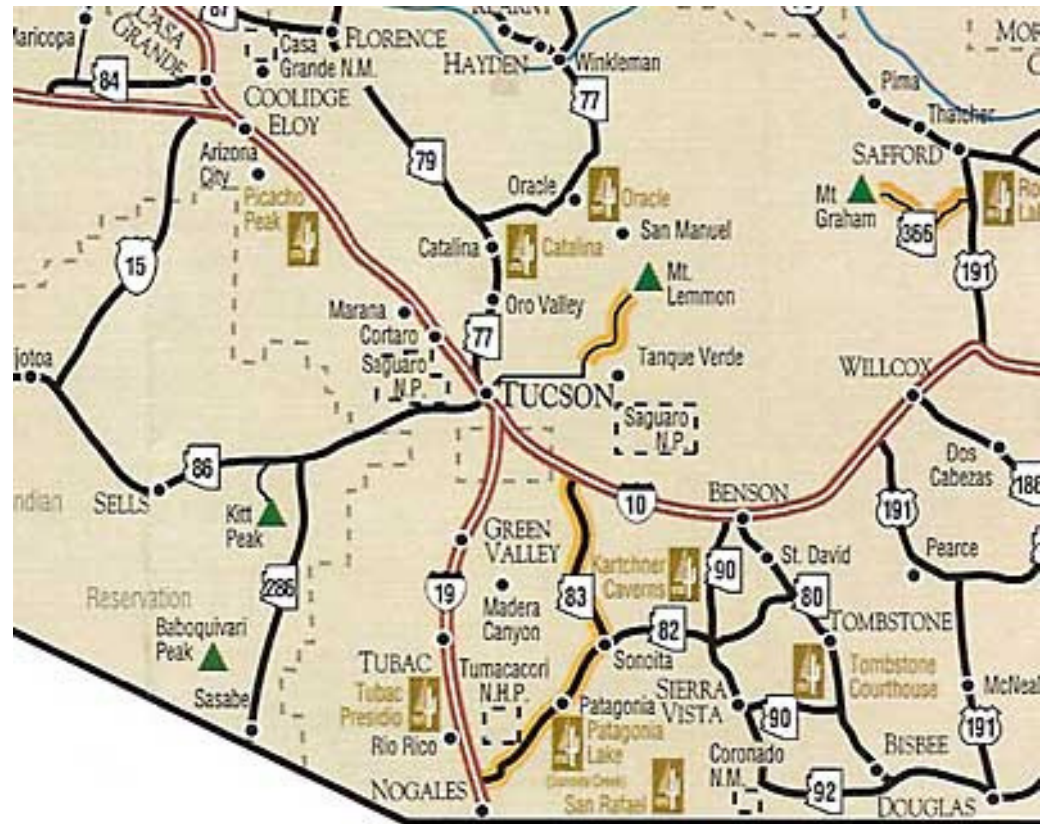
Mission Statement

As an intermediary between small scale farms & wholesale markets, Pivot Produce provides access to healthy food and helps re-build regional agriculture economies in order to foster community care.

Pivot Produce

Communities Served

- *Ajo*
- *Green Valley*
- *Benson*
- *Patagonia*
- *Nogales*
- *Tucson Metro*
- *Marana*
- *Oracle*
- *Amado/Arivaca*
- *Ray/Winkleman*
- *Sierra Vista*
- *Willcox*
- *Phoenix (via Sun Produce)*



Sun Produce

Central Arizona Food Hub

Communities Served

- Phoenix Metro
- Globe/Miami
- Yavapai / Verde Valley
- Tucson (via Pivot)



Sun Produce Cooperative

233 East Southern Ave. #26848
Tempe AZ 85282, US

☎ (602) 469-9400

🌐 sunproducecoop.com

Pivot Produce

Who are our farms?

- Small Scale Farms (1/2 Acre to 40 Acres)
- Organic Practices (No Pesticides/Herbicides)
- Produce, Dry Goods, Fruit & Eggs



Pivot Produce

Three Distinct Markets

Farm to Institution (F2I)



Direct to Consumer



Wholesale to Restaurant



Nutrition Initiative: Connecting with Farmers and Growers

Farm to Institution (F2I)

In 2016 the Community Food Bank of Southern Arizona (CFB) started F2I, with 8 farms & 4 Institutions.

In 2018 Pivot Produce joined as the distribution partner.

F2I Priorities

- Crop Planning & Contracts
- Healthy Collaboration Communities
- Access to Locally Grown
- Streamline Procurement
- Farms set prices!



Farm to Institution (F2I)

What is a value chain?

A local food value chain refers to the network of activities involved in producing, processing, distributing, and consuming food within a specific geographic region. It emphasizes local sourcing, shorter supply chains, and direct connections between farmers, processors, retailers, and consumers, often prioritizing sustainability, community well-being, and economic resilience.

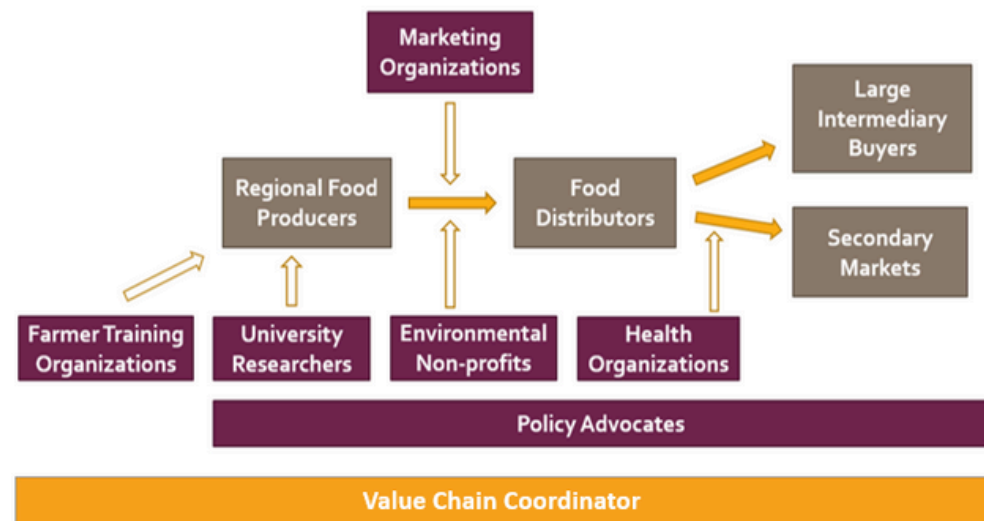


Farm to Institution (F2I)

What is a value chain?

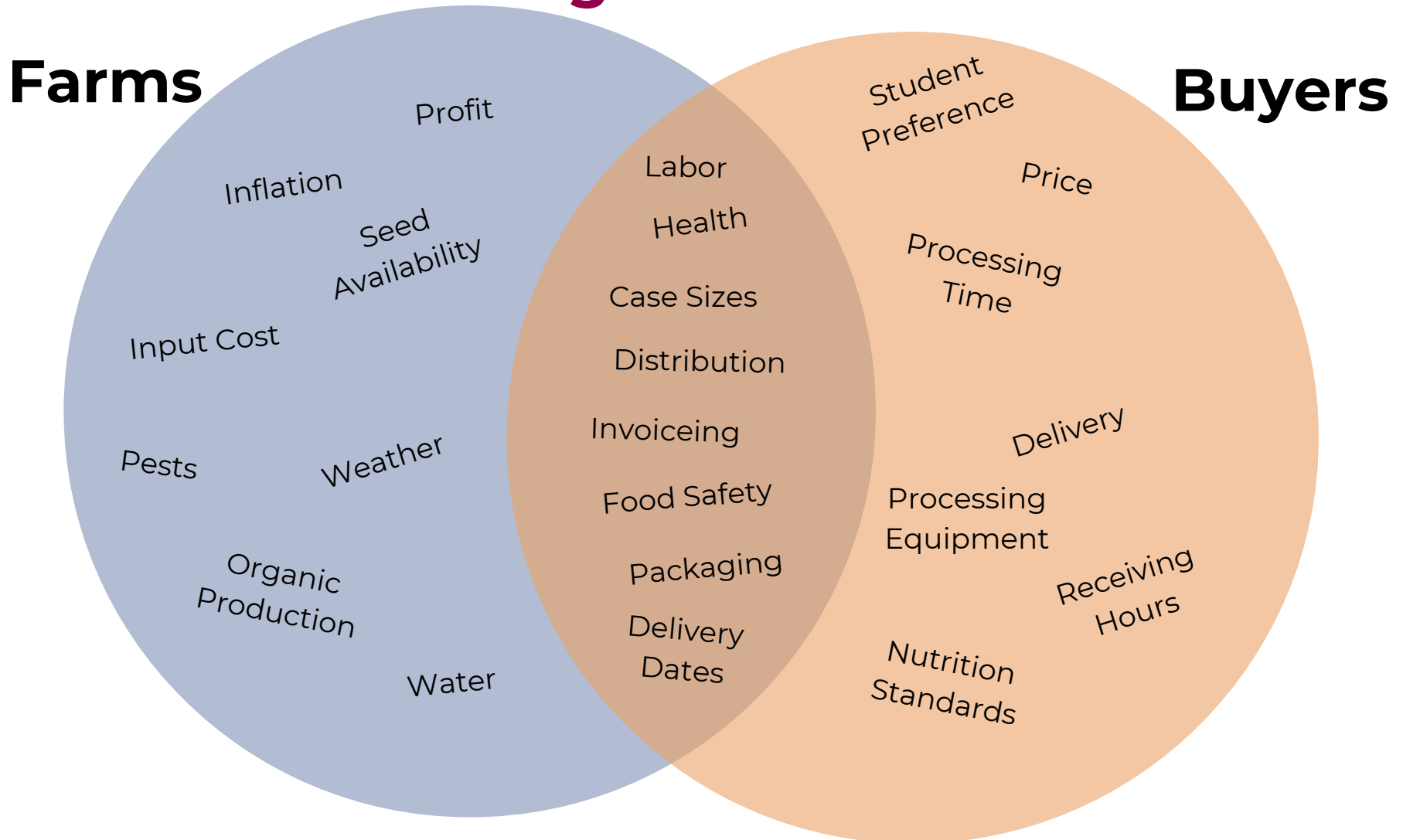
Farm-to-Institution Local Food Value Chain

- Coordinated network
- Addressing a market opportunity to meet demand for specific product or service
- Advancing self-interest (meeting individual mission, goals, etc.)
- While **together** building rooted, local and regional wealth



Farm to Institution (F2I)

Building Shared Values



Farm to Institution (F2I)

Institutional Barriers

Produce Bids

Contracts with Broadline

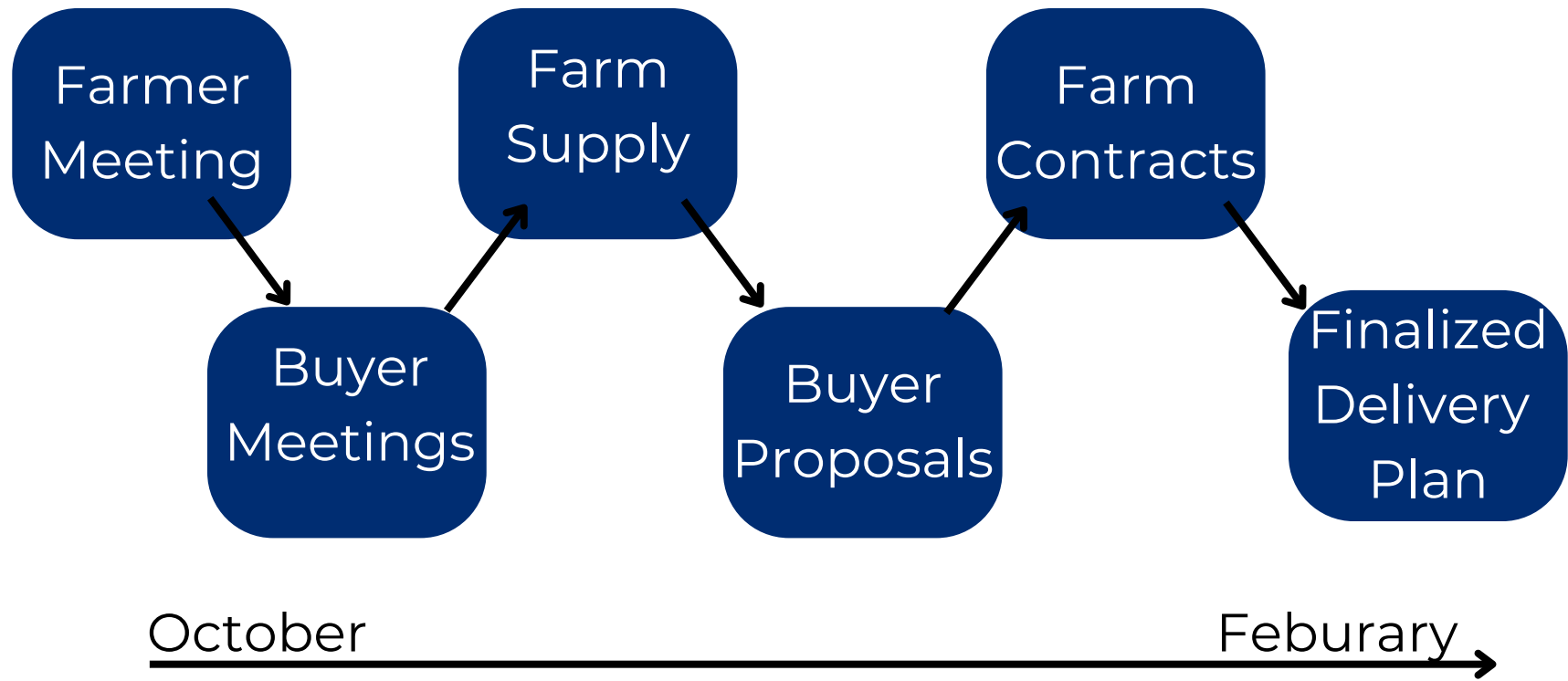
Approved Buyers

Budget Approvals

Receiving Protocols

Farm to Institution (F2I)

Planning Ahead



Deliveries July 1 - June 31

Local Farm Produce Proposal, University of Arizona 2025 - 2026 School Year

Based on UA Requests from Chef Omo, October 2024

UA Product Requests		Local Farm Proposal			
Crop Name	Specifications	Quantity and frequency	Date range for supply	Price	Notes
Recurring deliveries					
Arugula	Young cut wild baby arugula only. Triple-washed. 3 inch maximum length. Packed loose, 3lb. case.	2 cases/week	10/1/25 - 5/15/26	\$18/case	None to be received during holiday schedule
Butternut Squash	Similar varietal characteristics, fully mature, hard rind, not broken or cracked, free from damage or decay. Packed loose, 40lb. case	4 cases/week	9/1/25 - 12/8/25	\$57.60/case	
Canary Melon	Mature, firm, similar varietal characteristics. Not overripe. Well-formed. Free from decay or damage caused by dirt, bruises, cracks, sunscalded, moisture, insects, disease, or other means. Average melon size 6-9lbs. each.	100lbs/week	8/18/25 - 9/30/25	\$1.20/lb	*11-16 melons/week contingent on melon size
Cauliflower	Firm and compact. The curds should be free of mechanical damage, decay, or browning. Heads should be surrounded by a whorl of trimmed green, turgid leaves. Open to white, green, yellow, or purple varieties. 20lb. case.	1 case/week	1/15/26 - 2/28/26	\$120/case	
Cucumbers, Slicing	Firm, glossy, crisp, well-colored, well-formed. Not overgrown, no yellowing skin, free from decay, damage, and dirt. Packed loose, 20lb. case.	4 cases/week	8/18/25 - 9/29/25	\$60/case	
Fennel	Should be uniform and brilliant-white with nicely trimmed greens. Must be turgid and crispy, with no symptoms of cracking or darkening. Packed in 12ct. case.	2 cases/week	11/1/25 - 5/1/26	\$50.40/case	None to be received during holiday schedule
Potatoes, Gold	High quality fresh market potato tuber will be turgid, well-shaped, uniform, brightly colored as well as free from adhering soil, mechanical damage, greening, sprouts, diseases, and physiological defects. Packed loose, 40lb. case.	1 case/week	11/5/25 - 2/15/26	\$108/case	None to be received during holiday schedule
Serrano Chile	Should be firm, well-formed, and free from defects such as cracks, decay, and sunburn. No shriveling or pitting. Packed loose, 10lb. case.	4 cases/week	8/18/25 - 10/31/25	\$60/case	
Spaghetti Squash	Similar varietal characteristics, fully mature, hard rind, not broken or cracked, free from damage or decay. Consistent size required within case. Packed loose, 40lb. case.	1 case/week	9/15/25 - 12/8/25	\$132/case	
Spinach	Loose mature leaf anywhere from 1-3", fresh, fairly tender and clean, well-trimmed. Free from dirt and decay, discoloration, freezing injury, disease, insects, and damage. Three 3lb. bags per 9lb. case.	2 cases/week	2/2/26 - 4/1/26	\$70.20/case	
Spring Mix/Mesclun Mix	Fresh, tender, and turgid. Triple-washed. No yellowing, decay, insect, or mechanical damage. Packed loose, 3lb. case.	6 cases/week	10/13/25 - 5/15/26	\$21.60/case	None to be received during holiday schedule
NOT AVAILABLE					
Beets, Gold, Chioggia, Red					No contract available 2025-2026
Corn, Sweet					No contract available 2025-2026
Eggplant, Asian					No contract available 2025-2026
Melon, Cantaloupe					No contract available 2025-2026
Pears					No contract available 2025-2026
Squash, Delicata					No contract available 2025-2026

Farm to Institution (F2I)

Local Produce Brokerage GROWER'S AGREEMENT



Addendum: Local Agricultural Product Order

LOCAL AGRICULTURAL PRODUCT ORDER	
Farm:	Southwinds Farm
Product:	Broccoli
Sales outlet:	Tucson Unified School District
Commitment:	Pivot Produce agrees to purchase the product from the grower in the quantity, frequency, price point, and duration detailed below for pre-agreed upon sales through Farm-to-Institution. This agreement is contingent on the Farm acting in compliance with Minimum Food Safety Guidelines and meeting all product specifications for the duration of the agreement as detailed below.

Product	Specifications	Quantity per delivery	Price paid to Grower	Drop-off Schedule (Day, Time, Location)	Effective Dates Week of:
Broccoli	Heads and side shoots acceptable. Stem no longer than 3 in. Free from decay and damage, discoloration of bud clusters, and dirt. Packed loose, 20 lb. case. Require 2x 10lb. Bags per cs	10cs / wk	\$85/cs	Deliver to Pivot Produce warehouse 9am-5pm Tuesday or Wednesday	1-8-25 1-15-25 1-22-25 1-29-25 2-5-25 Rodeo Break 2-26-25 Spring Break 3-19-25 3-26-25

Total Product Commitment not to exceed: \$6,800

Farm to Institution (F2I)

Tucson Unified School District (TUSD)

- Deliveries of locally grown produce every week of school year
- “Ad-hoc” FFVP Sales via our Online Portal



NATIONAL FARM to SCHOOL MONTH



27,470 lbs
OF LOCAL PRODUCE SERVED

\$53,235.99
LOCAL PRODUCE EXPENDITURE



tusdfoodservices

Locally grown Sugar Snap Peas



From Pinnacle Farms
All K-5 students will be enjoying locally grown Sugar Snap Peas in their garden veggie cups. They are crisp & sweet with a great SNAP! Packed full of fiber, Vitamin C & A.

Farm to Institution (F2I)

New School Districts - Try it Local



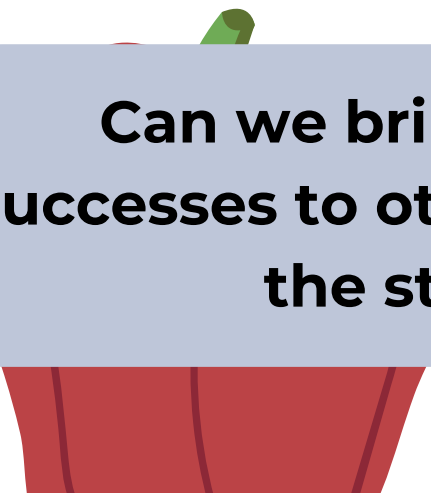
- 2 New Districts participated in F2I planning FY 25/26

- 100% Reimbursable Purchases

APPLE Grant

Arizona Planned Production and Logistics


Expansion (APPLE) *USDA Local Food Promotion Program Grant*



Can we bring our F2I successes to other regions of the state?



Why aren't PHX area institutions purchasing local produce?



Can we build a market for unused/wasted produce on farms?

APPLE Grant

Goals

- Develop F2I Group in PHX
- Connect Institutions to producers statewide
- Create tools and templates to facilitate local sales
- Reduce on farm food waste



Top Tips for... LOCAL SOURCING



Work with a food hub!



PLAN Ahead!



Focus on products that work for
Farms & Schools



Make local a priority

Pivot Produce

Contact Us

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Owner/Operator

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Carmen Nugent

Operations Manager

wholesale@pivotproduce.com

PIVOT
PRODUCE

www.pivotproduce.com

Mark Your Calendars

Program Year 2025 Farm Fresh Challenge! **April 1-30, 2025**

The Program Year 2025 **Farm Fresh Challenge** is an HNS initiative designed to empower CNP operators to cultivate excitement around fresh and locally sourced foods.

Participating operators must complete a series of challenges within the month of **April** that promote participants' tasting, teaching, and connection to foods local to Arizona.

Challenge Criteria will be announced soon!

Prepare for the PY 24-25 Farm Fresh Challenge!

Take note!

HNS is here to help **prepare** you for the PY 24-25 Farm Fresh Challenge. The challenge will be held in **April** this year so you are well prepared for success!

Keep an eye out for our Farm Fresh Challenge **icons** peppered throughout our upLIFT resources to notate potential **Taste**, **Teach**, and **Connect** components!



Resources

BEETS

ARIZONA HARVEST SCHEDULE: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec

Connect with Local Producers! SCHOOL INTEREST FORM

FIND BEETS IN ARIZONA

- Farms to get the local produce:
 - Duncan Family Farms: Goodyear, AZ
 - Blue Sky Organic Farms: Litchfield Park, AZ
- Arizona Harvest Months:
 - The best time to plant beets in Arizona is during the cooler months, from October to March.
 - Beets prefer temperatures between 50-70°F, making the fall, winter, and early spring the best time to plant in Arizona.
 - Beets are typically ready to harvest within 50 to 70 days after planting.

ARIZONA HARVEST FACTS

- Several beet varieties are well-suited to Arizona's climate, each with its own flavor, color, and growth characteristics. Here are a few popular types:
 - Golden Beets: These beets have a mild, sweet flavor and don't stain like red beets. They thrive in cooler weather and mature in 50-60 days.
 - Chioggia Beets: This Italian variety has red and white striped roots and a milder flavor. They mature quickly, in about 50-55 days.
 - Beetroot is high in folate, is a good source of Vitamin C, and contains significant amounts of potassium and manganese.
 - Beet greens are loaded with Vitamin K and are a good source of Vitamin A.

LOCAL RECIPE: Best Beet Hummus

- Beets are not only a nutritious vegetable but also a popular source of natural food coloring, thanks to their vibrant red pigment, known as betalain.
- Betalain is a pigment that provides a range of hues from deep red to purple, making beets an excellent alternative to synthetic dyes in various culinary applications.

QUICK MATH: BEETS

ONE POUND FRESH BEETS

- 11.5, 1/2 cups FRESH, paired sticks
- 7.5, 1/2 cups COOKED, Diced
- 7.5, 1/2 cups COOKED, Sliced

The Turnip the Beet Award recognizes outstanding summer meal program sponsors across the nation who work hard to offer high quality meals to children that are appetizing, appealing, and nutritious during the summer months.

2025 February | One in a Melon | Local Food for Schools | This institution is an equal opportunity provider.

One-in-a-Melon

Milk Science

Milk provides a wide variety of nutritious and delicious choices, ranging from rich cow's milk to earthy almond and protein-packed soy!

Benefits of Dairy Milk

Milk and dairy products have a balanced nutrient profile including fats, carbohydrates, and protein. Milk is rich in essential vitamins and minerals such as calcium, vitamin D, and potassium, which contribute to strong bones and overall health. Additionally, dairy products like yogurt and cheese contain probiotics, which are beneficial for gut health and digestion. Whether enjoyed as a refreshing glass of milk, a creamy slice of cheese, or a tangy bowl of yogurt, dairy products offer a versatile and nourishing option for people of all ages.

Did you know?

Pasteurization began with the work of Louis Pasteur. In 1864, he developed this process to prevent wine and beer from souring, but it was adapted for dairy milk. Pasteurization involves heating milk to a specific temperature for a set period to kill harmful bacteria without affecting taste or nutritional value. This innovation drastically improved food safety and public health, paving the way for modern food preservation techniques. Today, pasteurization remains a vital step in ensuring the safe consumption of dairy products worldwide!

Milk Alternatives

Alternative milks often provide benefits such as being lactose-free and suitable for those with milk allergies. Soy milk is the closest to dairy milk in protein content. Many alternative milks are fortified with essential vitamins and minerals to mimic the nutritional profile of dairy milk, making them viable options for those with dietary restrictions or preferences. For milk substitutes to be creditable, they must be nutritionally equivalent to cow's milk and provide specific nutrients determined by USDA.

Milk Alternative Examples

Soy Milk
Lactose-Free Milk
Almond Milk
Oat Milk
Coconut Milk
Rice Milk
Pea Milk

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Nutrition Knowledge Fact Sheet

<https://www.azed.gov/hns/ns/p/uplift/>

Reminder!

Fresh Futures

ADE is eager to showcase your hard work procuring and serving local products on your menus this year! Reach out to Ashley.Kennedy@azed.gov with your stories, photos, examples, or anything that excites you!



Looking Ahead

Join us next month!

upLIFT Webinar - A Local Beef Success Story

March 18, 2024

1:30 PM to 2:00 PM

Join us on March 18, 2024 for an engaging webinar focused on integrating local beef into school lunch programs in Arizona. This session will highlight the region's vibrant growing season and the unique opportunities and challenges of sourcing local beef, for school meals. School nutrition professionals will discover innovative strategies to utilize the local agricultural bounty, ensuring fresh and flavorful options for students. Attendees can expect to gain practical tips and valuable insights for procuring local beef, enhancing mealtime experiences, and supporting local farmers. Don't miss this chance to expand your knowledge and bring exciting new flavors to your school lunch offerings!



Thank you!

**Any questions?
Please type them into the Q&A now.**

If you are attending the live webinar, you will receive an email once attendance has been completed. Once you have received this email, your training certificate will be available in Arizona Professional Learning Development (APLD).

If you are watching the recorded webinar, you can access the survey link and certificate of completion at the end of the webinar slides.



Congratulations!

You have completed the [Introducing Fresh Futures: Farm to Table School Meals Initiative!](#)

To request a certificate, please go to the next slide.

In order to count this training toward your Professional Standards training hours, the training content must align with your job duties.

Information to include when documenting this training for Professional Standards:

- Training Title: [Recorded Webinar: Connecting with Farmers and Growers w/ Pivot Produce!](#)
- Length: [0.5 hour](#)
- Learning Codes: [1100, 1130, 2430, 2450](#)

Please Note:

- Attendees must document the amount of training hours indicated regardless of the amount of time it takes to complete it.

Congratulations!

Requesting a Training Certificate

Please click on the link below to complete a brief survey about this webinar. Once the survey is complete, you will be able to print your certificate of completion from Survey Monkey.

*This will not appear in your Event Management System (EMS) Account.

<https://www.surveymonkey.com/r/upliftrecordedwebinar>

The information below is for your reference when completing the survey:

- Training Title: [Recorded Webinar: Connecting with Farmers and Growers w/ Pivot Produce!](#)

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1. mail:
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Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410; or
2. fax:
(833) 256-1665 or (202) 690-7442; or
3. email:
Program.Intake@usda.gov

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