



PROCUREMENT STEPS for SCHOOLS

Step 1

SCHOOL CAFETERIAS ARE IN MANY HIGH SCHOOLS ACROSS THE PROVINCE OF ONTARIO.

Types of Boards ... Include ...

public English, public French, Catholic English and Catholic French school boards, as well as private schools.

Step 2

Most school cafeterias are run by **food service operators** (FSOs). A few are run in-house, sometimes by students in vocational schools.

The FSOs and in-house operations create menus autonomously from the school board, within the parameters set by **PPM 150 School Food and Beverage Policy**.

PPM 150 SETS THE MINIMUM NUTRITION STANDARDS FOR FOODS SOLD IN SCHOOLS. IT LIMITS FATS, SUGARS, AND SODIUM.

MENUS ARE SET BY:



Distributors' listings and the products they recommend



Students' preferences (cheap, portable, and delicious)



Suppliers approaching cafeterias or FSOs to market their product

Step 3

If an FSO or school-run cafeteria expresses interest in your product, it will go through a food testing and evaluation process. This criteria is typically used:



COMPATIBILITY WITH RECIPES/EQUIPMENT



NUTRITIONAL SPECS
(Must Meet or Exceed Ppm150, Ontario Nutrition Regulations for Food Sold to Students)



AFFORDABILITY FOR STUDENTS



AVAILABILITY OF SUPPLY



COMPATIBILITY WITH CURRENT OFFERINGS AND EXISTING DISTRIBUTION SYSTEM

Step 4

The distributor will also evaluate whether to carry your product, based on:

COST

PACKAGING

FOOD SAFETY

AVAILABILITY OF SUPPLY

OTHER CRITERIA
(i.e. HOW IT FITS WITH THE DISTRIBUTOR'S SUPPLY CHAIN)

Step 5

Distribution to school cafeterias occurs in one of the following ways:

1

The distributor transports a variety of food items, including the apple product, to cafeterias run by food service organizations.

2

The producer transports the product directly to the school cafeteria.

3

Students (at vocational schools) purchase product directly from grocery stores, markets or producers.

PROCUREMENT STEPS FOR STUDENT NUTRITION PROGRAMS

1

Fourteen Lead Agencies across Ontario disseminate Provincial funding to one or more Student Nutrition Programs (SNPs). To find out who to talk to, start by contacting your regional Lead Agency (<http://bit.ly/cru1YZ>).

2

SNPs vary widely, ranging in size from individual school-run initiatives, to regional buying groups with storage and distribution capabilities. SNP organizers obtain their apple products in the following ways:

- A. Grocery stores.
- B. Direct relationships with local growers.
- C. Distributors of fresh fruit and produce.

3

When a SNP expresses interest in a new product, the product will be evaluated for some, or all, of the following criteria:

- A. Cost. B. Nutrition.
- C. Availability of supply.
- D. Portion Size.
- E. Compatibility of Distribution with Available Infrastructure.

4

Distribution to schools occurs in the following ways:

- A. Directly from store or producer to the school by volunteers (i.e. teachers, parents, community members).
- B. Directly from the producer or distributor to the school.
- C. Directly from the producer or distributor to a central drop-off location or warehouse.

5

Apples and other fresh fruit and produce are provided to students at no charge, every day.

THE SNPS ARE A SMALLER MARKET OPPORTUNITY RELATIVE TO THE RETAIL SIDE OF SCHOOLS.