

Values-Based School Food Calendar - Suppliers

August

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12

CONNECT WITH SCHOOLS AND DISCUSS WHAT VALUES BASED PRODUCTS (VBPS) YOU EXPECT TO CARRY IN **SCHOOL YEAR 2**

September

S	M	T	W	T	F	S

CONTACT SCHOOLS ABOUT DIRECT PURCHASES FOR FARM FRESH MONTH

October

S	M	T	W	T	F	S

CENTRAL TEXAS PRODUCE GROWING SEASON (VARIES BY PRODUCT)

Farm Fresh Month!

November

S	M	T	W	T	F	S

CONDUCT PRODUCTION PLANNING WITH LOCAL PRODUCERS TO UNDERSTAND THEIR VOLUMES FOR NEXT YEAR

December

S	M	T	W	T	F	S

SHARE **SCHOOL YEAR 2** PRODUCT SPECS, PRICE ESTIMATES, AND DELIVERY INFO WITH SCHOOLS **BEFORE BIDS ARE PUBLISHED**

January

S	M	T	W	T	F	S

CONTACT SCHOOLS WITH REQUEST TO ADD YOUR ITEMS TO THE **"NEW ITEM FORECAST"** TX20 BID FOR SY2. INCLUDE ALL PRODUCT DETAILS (DESCRIPTION, BRAND, MANUFACTURER CODE, DISTRIBUTOR NUMBER, PACK/SIZE)

February

S	M	T	W	T	F	S

CAREFULLY READ AND RESPOND TO DIRECT FOOD PURCHASE RFPS FROM **PURCHASING CO-OPS** (LIKE TEXAS 20) AND SOLICITATIONS FROM SCHOOL DISTRICTS. REMEMBER TO PROVIDE PRODUCT ORIGIN INFO, 3RD PARTY CERT. INFO, AND PRODUCER/PRODUCT VALUES

March

S	M	T	W	T	F	S

GROWING SEASON STARTS

April

S	M	T	W	T	F	S

CENTRAL TEXAS PRODUCE GROWING SEASON (VARIES BY PRODUCT)

May

S	M	T	W	T	F	S

CONTACT SCHOOL LEADS AND GATHER LOGISTICS INFO (# OF DROP SITES, DELIVERY INFO, ETC.) FOR SY2 DELIVERIES

June

S	M	T	W	T	F	S

July

S	M	T	W	T	F	S

CONTACT SCHOOLS AND OFFER SUPPORT WITH HARVEST OF THE MONTH FOR **SCHOOL YEAR 2**

August SY2

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12

CONNECT WITH SCHOOLS AND DISCUSS WHAT VALUES BASED PRODUCTS (VBPS) YOU EXPECT TO CARRY IN **SCHOOL YEAR 2**

September SY2

S	M	T	W	T	F	S

CONTACT SCHOOLS ABOUT DIRECT PURCHASES FOR FARM FRESH MONTH

October SY2

S	M	T	W	T	F	S

CENTRAL TEXAS PRODUCE GROWING SEASON (VARIES BY PRODUCT)

Farm Fresh Month!

November SY2

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December SY2

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January SY2

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February SY2

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March SY2

S	M	T	W	T	F	S

GROWING SEASON STARTS

Key Takeaways for Suppliers

- Schools are busy places.** Approaching schools at the right time of the year is critical. School calendars are different than farming calendars, so try to adapt your production planning and sales cycles to align with school food planning.
- Always provide schools with info about the values reflected in each of your products.** Share at the least:
 - Place of origin of each ingredient
 - All 3rd party certifications
 - Ownership structure of producer/manufacturer (i.e. family-owned, public company, etc.)
- Don't forget about direct sales!** While complicated solicitations and bids present larger sales opportunities, many school districts can make up to \$10k purchases directly.
- Remember: Texas 20 is responsive to its school members.** The large food bids that TX20 issues are complex and slow-moving, but you can work with School Food Authorities (districts) who are TX20 members before bids are issued to help them identify and align interest in the product specs from your catalog. The more SFAs that ask TX20 for a specific product that you carry, the more likely they are to include it in their large foodservice bid.

click or scan here!

Explore resource for school bids



Get oriented with GFPP



Explore Texas Dept. of Ag Farm-to-School Resources



Questions? Contact us here!

info@goodfoodpurchasing.org