

An aerial photograph of a farm during autumn. In the background, a large lake is surrounded by dense forests with trees in shades of yellow, orange, and green. In the middle ground, there are several long, low greenhouses or covered walkways. A paved road with a car driving on it runs diagonally from the bottom left towards the center. In the foreground, there are more greenhouses and farm buildings, including a large barn-like structure with a glass front. The overall scene is peaceful and scenic.

Produce to Schools

A growing opportunity

June, 2022

Coveyou Scenic Farm Petoskey David Coveyou Farm Owner/Manager

The Farm

Farmed by
our family
over 148 Years



Kathy and David Coveyou

The Farmer

David & Kathy
Coveyou

5th Generation
farming this
original homestead



20 Years of transition to economic viability

330 Acre farm

~30 acres in organic
vegetable production

3 Greenhouses
9 high tunnels

On Farm Market



Multiple sales channels

- On farm market
- CSA Program
- Open Market Program
- Restaurants
- Resale stores
- Institutions
- Schools
- Wholesale



On Farm Market; Bringing People to the Farm





Farm to School Evolution

- ▣ Direct to consumer farm sales peak in the summer and decrease after Labor Day
- ▣ Produce is outstanding in September and October
- ▣ We started exploring farm to school to develop new markets for our produce and help improve the quality of food being served at schools.



The Long Road...

- ▣ 10+ years ago we started knocking on school doors
- ▣ Lots of reasons why schools didn't want to use local produce:
 - "We just heat and serve" ...no equipment to cook
 - "We don't have staff for the extra prep"
 - "I've been cooking my way for 20 years"
 - "My budget is really tight..."
- ▣ Success came from schools with food service staff who wanted to change...Inside advocates.



....and then things started to really change.

The Michigan Health Department gave small grants for kitchen equipment upgrades; Salad bar lines; lettuce spinners; remote food carts

“Michigan 10 cents a meal” funding helped motivate schools to buy produce from local farms.

- “10 cents a meal” is state funded with participating schools receiving 10 cents per school meal to purchase fresh produce from local farms.

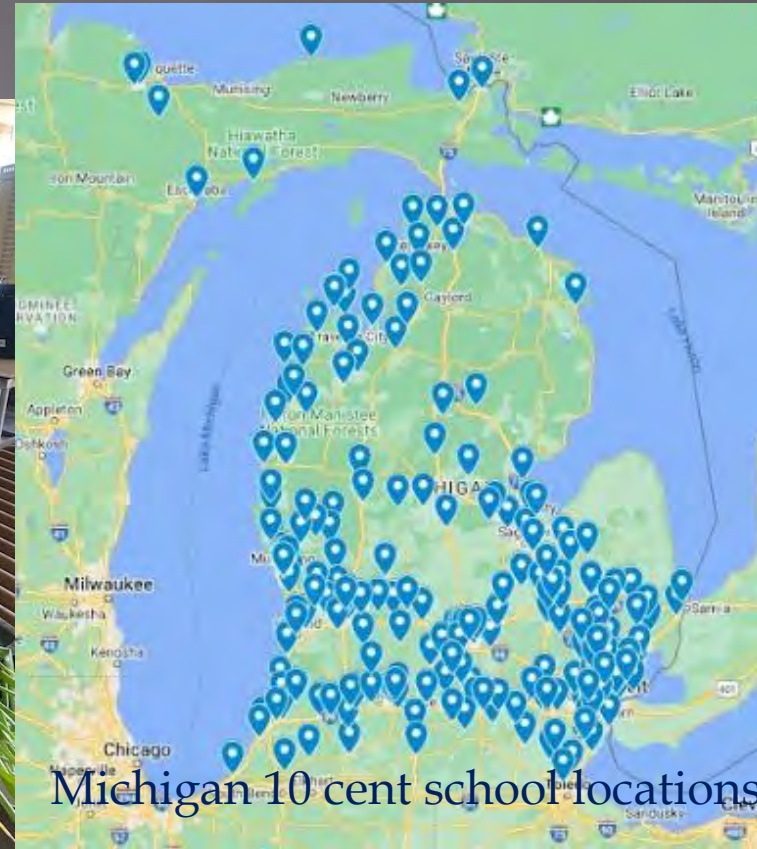
Programing to engage kids to try and eat more produce



Try it Tuesdays

Produce sales to schools are growing year on year

- ▣ School produce sales are now very significant
- ▣ Over 10 schools buy from farms just in our local area



COVID created opportunities

- COVID significantly impacted our restaurant sales
- We were one of a few actual small farms to participate in the “Farmer’s to Families Food Box Program”
- Packed nearly 18,000 food boxes for distribution through Food Pantries, Schools and Senior Centers in 2020.



Boxes had 7-10 different items

Asparagus	Broccoli	Yellow Squash
Cherries	Cauliflower	Spinach
Peaches	Green Beans	Beets
Apples	Tomatoes	Pac Choy
Head Lettuce	Cabbage	Onions
Sweet Corn	Peppers	Lettuce Mix
Zucchini	Carrots	Snap Peas
Potatoes	Cucumbers	Mushrooms



“Local” Food Box Opportunity

- ▣ Working with local partners and private or local funding to keep the best aspects of the food boxes
 - Local food for local families
 - Truly fresh produce with good variety

- ▣ 2021 Emmet County Senior Center
 - Weekly luncheon shut down due to COVID concerns
 - Purchased fresh produce boxes for a weekly delivery all summer

- ▣ Presently no funding for this program

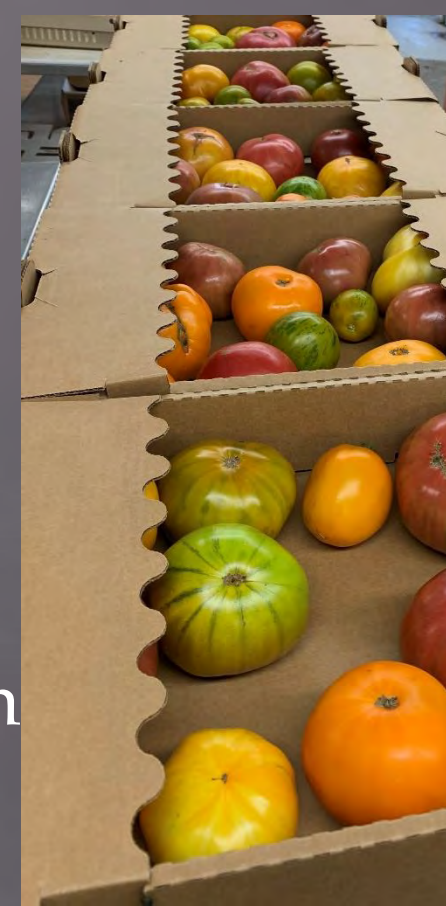


Summer 2021 Senior Center Food Boxes



What's Next

- ▣ Produce for Schools
- ▣ Produce for Seniors
- ▣ Next up....Produce for Health
- ▣ Our Open Market Produce program has significantly improved the health of some members
 - Eating more produce does lead to better health outcomes



Produce for Health

- ▣ Here is the model:
- ▣ Identify individuals through the medical community who would see significant benefits from a change in diet
- ▣ Medical community “Prescribes” a Produce for Health 25 week membership...Individual agrees to participate.
- ▣ Group meeting of participants led by health coach with social media engagement to share eating ideas/encouragement/support for struggling members.
- ▣ Individual is given a weekly box of fresh produce and potentially other healthy local foods
- ▣ Check up with medical professional at end of session to track outcomes
- ▣ Funding for such a program not developed at this time

Questions??



David Coveyou
Coveyoufarm@gmail.c



Coveyouscenicfarm.c
om