



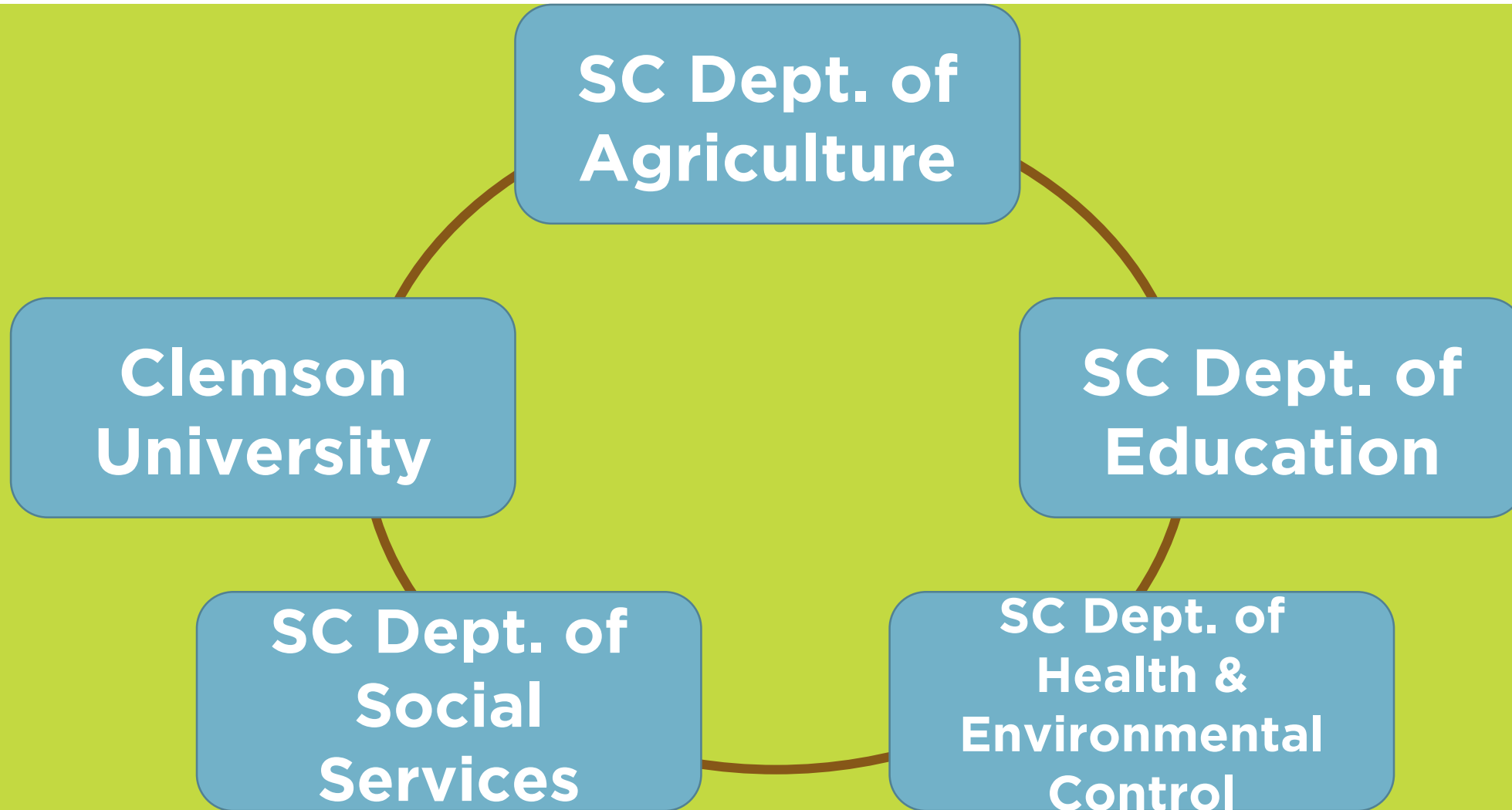
SOUTH CAROLINA

FARM *to* INSTITUTION

Mission

To facilitate the communication, education, and opportunities for farmers, distributors, and institutions to support healthy, locally produced food throughout South Carolina.

State Agency Collaborative



Advisory Council

- SC Department of Agriculture
- SC Department of Education
- SC Department of Health & Environmental Control
- SC Department of Social Services
- Clemson University
- **Key sector representation**
 - **Carolina Farm Stewardship Association**
 - **Chernoff Newman**
 - **Harvest Hope Food Bank**
 - **Senn Brothers**
 - **SC Department of Commerce**
 - **Titan Farms**

Our History



Fresh on the
Campus bill



2011

2012

2013

2014

2015

2016

2017



Farm to Food Bank
Farm to Retail

4 components

This is how we define Farm to Institution in SC



1

Purchase at least two South Carolina Grown fruits and vegetables monthly (from a local farmer, farmers' market, food distributor, etc.)



2

Serve and promote Certified **South Carolina** Grown fruits and vegetables



3

Integrate nutrition & agriculture education through hands-on learning activities



4

Establish a vegetable and/or fruit garden, farmers' market or Community Supported Agriculture program

Farmer Connections

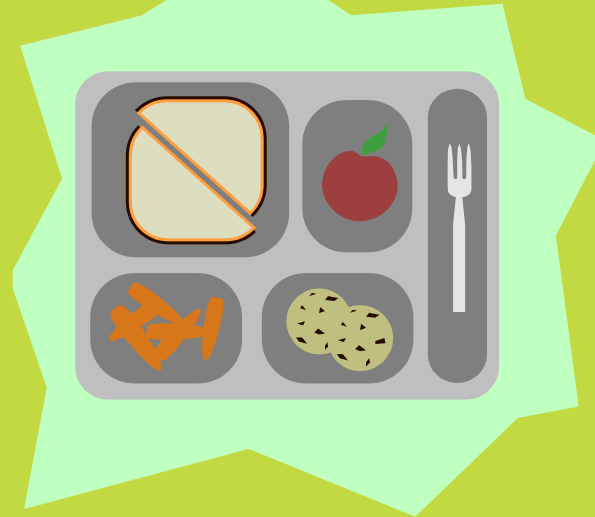
Farm to Institution

Where are Farm to Institution sales?

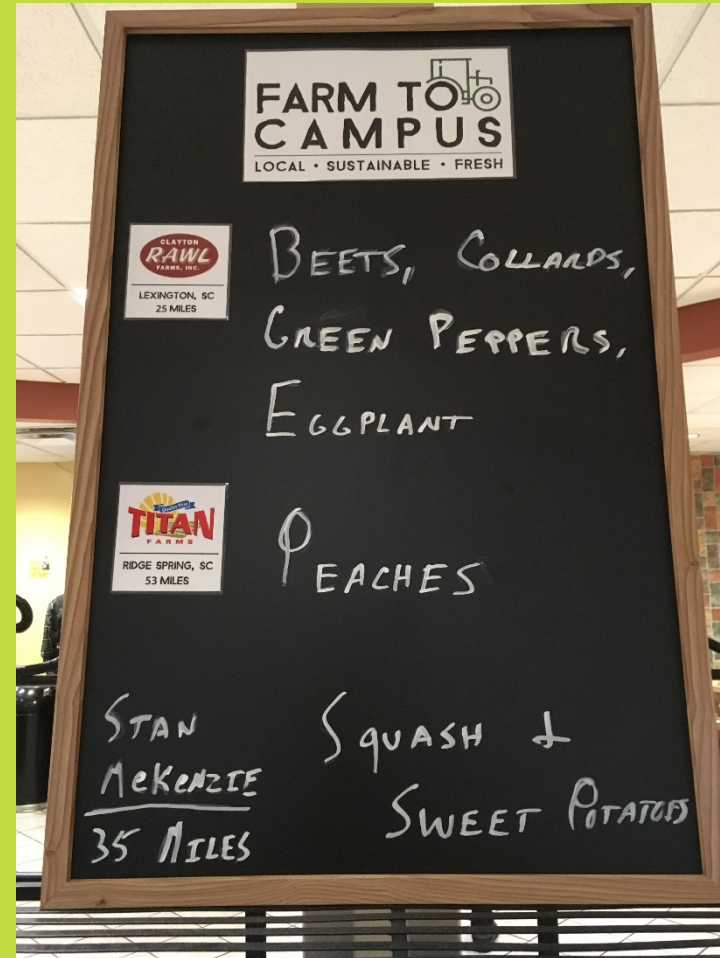
- K-12 schools
- Preschools
- Child Care centers
- After-school programs
- Colleges & universities
- Hospitals
- Businesses

Why these institutions?

- Demand is **LARGE**
- Reliable customers
- Can promote your farm in their cafeteria (which will lead to MORE sales in the future)



Local Cafeterias - U.S.C.



Local Cafeterias – Colonial Life



Before making contact...

Consider the following:

- What is your delivery plan?
 - Boxes? Bags?
 - How often?
 - How far?
 - Will price be built into sale?
- Figure out your minimum sales requirements
- Decide on your communication plan
 - Phone, email, fax?
 - Make it easy for customers to contact you!

Factors to consider

- Size of institution
- Size of orders
- Do they have scratch kitchens?
- Delivery
 - Your issues and their issues (time of day)
- Stay in touch
 - Follow-up calls/ regular “check-ins”
- Selling indirectly (through a distributor/vendor)

Start small

There is always room to grow!

- Consider starting with a small institution
 - Examples: child care center or small workplace
- Start with 1 produce item at a time
- When reaching out to schools or larger institutions, know that these purchases are usually through a distribution company

Field Trips & Farm Visits



Lowcountry/Pee Dee FIELD TRIP GUIDE



AMBROSE FAMILY FARM

Located in Charleston County, Ambrose Farms grows strawberries, blackberries, blueberries, and an assortment of vegetables that are harvested year-round. Their produce is sold at the Stono Farm Market nearby.

FOR MORE INFORMATION

843-559-0988

stonofarmmarket.com/AmbroseFamilyFarm.html

FOR MORE INFORMATION

843-559-0383

whall@rcbigelow.com

charlestonteaplantation.com

BRELAND HILL STRAWBERRY BARN

Located in Colleton County, Breland Strawberry Barn is a u-pick operation that grows a wide variety of fruits and vegetables. They offer school tours from April to November.

FOR MORE INFORMATION

843-838-7187

DEMPSEY FARMS

Dempsey Farms U-Pick is a family owned operation on St. Helena Island, SC, located on Highway 21, 11 miles East of Beaufort. Everything sold at Dempsey Farms is grown there, and there is a stand where you can grab a few items or pick your own produce. Harvesting dates depend on weather. Please call to find out what is available.

FOR MORE INFORMATION

843-838-3656

dempseyfarms@dempseyfarmcupick.com

dempseyfarmcupick.com

Farmer Profiles



South Carolina FARMER PROFILE

Vertical Roots | Dorchester County



Vertical Roots
 Andrew Hare and Matt Daniels
 104 W. 7th North St.
 Summerville, SC 29483
 Phone: 843-298-1313
 andrew@verticalroots.com

PRODUCTS

Little Gems - Mini Romaine
 Styles
 Red Oak Leaf
 Green Oak Leaf
 Red Butter Leaf
 Assorted Herbs

FARM INFORMATION

Food Safety: GAP Certified
 Insurance: \$1 million
 Distributors: Growfood Carolina
 Delivery Local
 Farm Field Trips Available

FARM NOTES

We are an indoor vertical farm, repurposing old shipping containers to grow leafy greens year round. We believe its important to know your food and to know your farmer. Contact Andrew or visit verticalroots.com for more information.



South Carolina FARMER PROFILE

Al Williams | Dillon County



Al Williams Enterprises, LLC
 Al Williams

1505 Hwy 917 West
 Latta, SC 29566
 (843) 506-0038

PRODUCE

Collard Greens | 1lb. Bag
 Equivalent to 6-7 cups raw
 (1 1/2 cups cooked)
 Muscadines
 Sweet potatoes
 Tomatoes

MONTHS

JFMAMJJASOND
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FARM INFORMATION

✓ GAP Certified
 ✓ Liability Insurance
 ✓ Delivery within 65 miles
 (\$1,000 recommended minimum purchase per delivery)

DELIVERY AVAILABLE

MESSAGE FROM AL WILLIAMS:

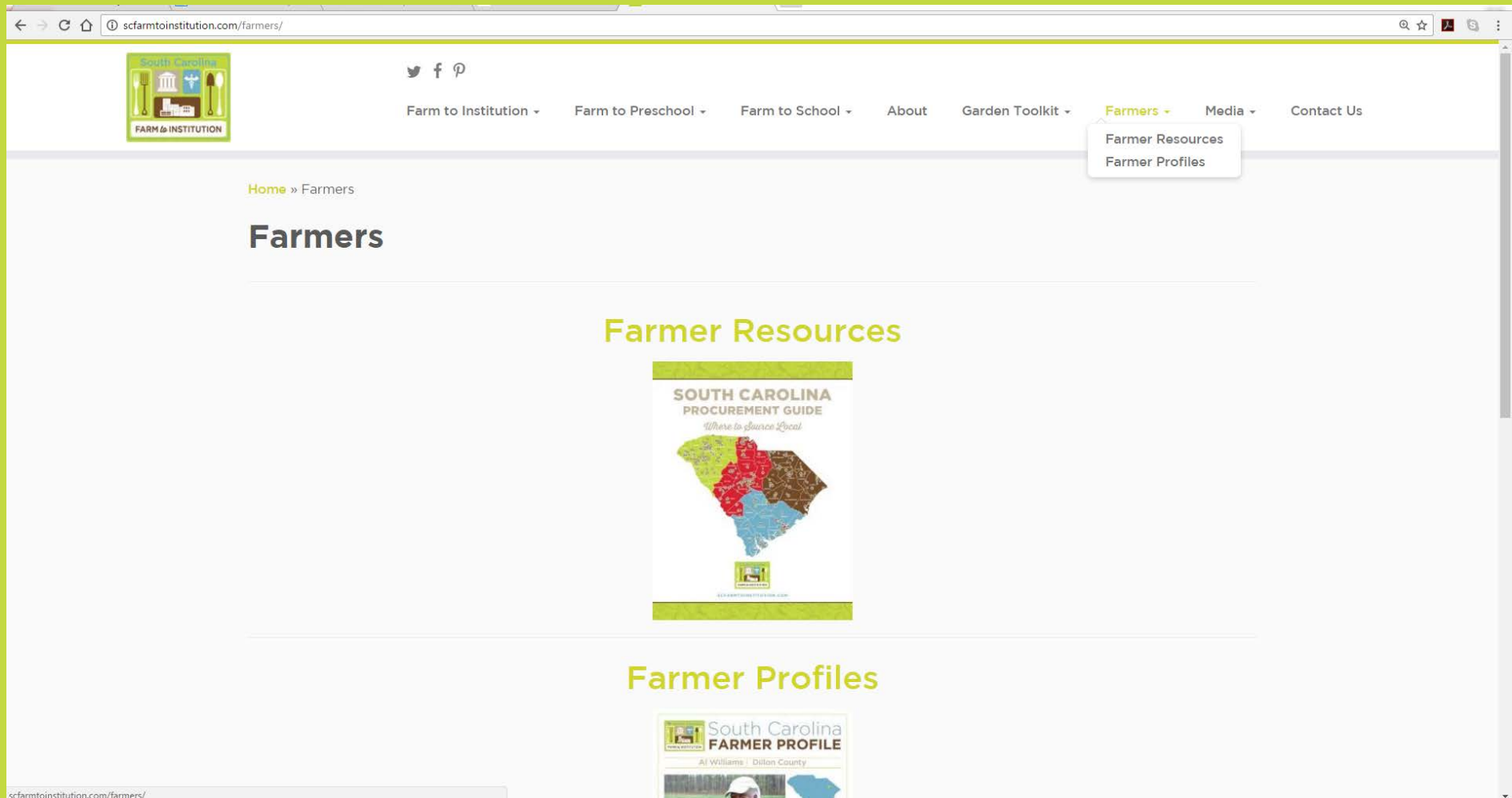
I have been selling to schools since the Program began and it is very rewarding. My collards are delivered in a 1-lb bag washed and chopped. Please contact me about pricing, delivery and other questions you may have. Onsite pickup is available on weekdays, and a \$50 minimum order is required.

We are here to help!

- Good Agricultural Practices
 - We will cover the cost of the audit for the first year!
- Workshops and resources
 - GAP information sessions
 - Wholesale materials
 - Selling to institutions



scfarmtoinstitution.com/farmers



Success Story

Al Williams, Latta, SC

- One of the first farmers to sell directly to schools
 - Started in Florence School District 1
- His greens are GAP certified and the cost of the audit was reimbursed by SCDA

Watch his story:

<https://www.youtube.com/watch?v=FTRhG8Q3JbI#t=41>



Save the Date

SC Farm to Institution Summit

August 28-29, 2018

Greenville, SC

Stay tuned for more information!

We want to hear from you!

- Contact us with questions, comments, and/or ideas!

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