Today’s Agenda

- FDD 2010 Priorities
- WBSCM
- USDA Foods Image Work
- DOD Fresh
- Food Safety Communication
- Bonus Foods
- Training and Info Sharing
Food Distribution Priorities

- Web Based Supply Chain Management
- USDA Foods Image Improvements
- DoD Fresh Program
- Food Safety Communication
Web-based replacement for 30-yr old system

- Financials – payments, accounting
- State Ordering
- Purchasing, deliveries
- Domestic and International Programs
- Affects USDA, States, some schools and food banks, industry, PVOs, USAID, and MARAD
- ECOS functions will be integrated into WBSCM
Revised Timeline

APR 2009
SYSTEM TESTING BEGINS

March 2010
USER ACCEPTANCE TESTING
SDA ECOS USERS TRAINING
RA ECOS USERS TRAINING

June 2010
GO LIVE!

GO LIVE!
What will it mean for

✓ States
✓ Schools
✓ Industry?
<table>
<thead>
<tr>
<th>Commodity Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruits &amp; Vegetables (low sodium)</td>
</tr>
<tr>
<td>Turkey</td>
</tr>
<tr>
<td>Pork, Beef, Fish, Bulk Turkey, Chicken, Bulk Chicken, Eggs, Other Group B</td>
</tr>
<tr>
<td>Cheese</td>
</tr>
</tbody>
</table>

* SDAs/ITOs must enter all direct shipment orders for 7/15/10-12/31/10 delivery periods in ECOS

* SDAs/ITOs may place Jan 2011-June 2011 delivery orders in ECOS or WBSCM
Vision

To increase participation in USDA nutrition assistance programs by improving public perception of USDA Foods.
The Perceptions

- School lunch and commodities cause obesity
- USDA “surplus” commodities are the culprit
- Commodities are low quality
BeyondChron: San Francisco

“Commodities (are) low quality or high in fat.”

Cooking Revolution

“All that excess food (commodities) that's not healthy ends up getting pushed onto our kids' plates…”

The New York Times

“The long list of (commodity)options includes high-fat, low-grade meats and cheeses and processed foods…”

The Washington Post

“...the Agriculture Department buys surpluses of unhealthful meat and funnels it through federal food programs to our nation's most unsuspecting consumers -- schoolchildren.”

BeyondChron: San Francisco

Alternative Online Daily:

“Commodities (are) low quality or high in fat.”

Atlanta Journal - Constitution

“The government (is) feeding our kids the meat industry's leftovers.”

Needs replacing with...
The Realities of USDA Foods

- Healthy Choices
- 100% American Grown
- Food safety standards are set high
- Account for 15-20% of school food purchases
- School districts are never required to accept items they do not want.
The Realities of USDA Foods

Can play an important role in improving nutrition in school meals by offering:

✓ Less sodium

✓ Less sugar

✓ Less fat

✓ More fruits and vegetables

✓ More whole grains
USDA Foods: Nutrition Initiatives

- Review product offerings continuously to ensure each supports “Dietary Guidelines for Americans”
- Enhance the foods available list to support the nutritional needs of recipients
- Make ongoing changes to reduce or eliminate sodium, fat, and sugar
- Seek healthy and “kid-friendly” products
Reducing Sodium

- Low sodium in ALL canned vegetables
  - 140 mg per serving (up to 77% sodium reduction)
- Sodium-free frozen and fresh vegetables
- Low-sodium tomato products - 140 mg/svg
  - eg. spaghetti sauce, salsa, whole, diced, paste
- Reduced-sodium turkey ham - 460 mg/2 oz (-19%)
- Reduced-sodium chicken fajita - 220 mg/2 oz (-28%)
- Researching more low-sodium foods: Cheese, pork
- Reduced upper salt limit on mozzarella spec’s
Reducing sugar

- Unsweetened applesauce
- NO heavy syrup in canned fruit
- ONLY light syrup, juice, or water packed fruit
- Unsweetened 100% juices
Reducing Fat

- Purchasing 96-97% lean ham
- Purchasing 95% lean turkey ham
- Purchasing 95% lean beef patties
- Eliminated trans fats in frozen potatoes
- Added a fat free potato wedge

- Substituted white meat for chicken skin in processed poultry products
- Low fat bakery mix
- 1% low fat UHT milk
- Eliminated shortening
- Researching lower fat meat & cheese products
Increasing whole grains

- Whole grain tortillas
- Whole grain pancakes
- Whole grain macaroni
- Whole grain spaghetti
- Whole grain rotini
- Rolled oats
- Brown rice
- Parboiled brown rice
- Dry kernel corn for further processing
USDA Foods: Improvements

New Products

- Bulk Alaskan Pollack
- Whole Grain Tortillas
- Whole Grain Pancakes
- Sliced Apple Pilot
- Baby Carrots Pilot
- Bulk Flour Pilot
2008 FARM BILL — $50 M per year cap lifted
  — $54 M allocated in SY 2009
  — $64 M allocated in SY 2010
  — SY 2011 TBD

PRIME VENDOR CONTRACTS
  • 39 State Agencies are supported by new contracts using FFAVORS Ordering System
  • 11 State Agencies still using old system (TAP-IT)
USDA Foods
Food Safety Communications
## USDA Foods: FY2010 Bonus

<table>
<thead>
<tr>
<th>USDA Food</th>
<th>Program(s)</th>
<th>Amt. Approved</th>
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</thead>
<tbody>
<tr>
<td>Pork (various products)</td>
<td>CN, TEFAP</td>
<td>$40 M</td>
</tr>
<tr>
<td>Apple Products (frozen, canned, juice)</td>
<td>CN, TEFAP</td>
<td>$16.3 M</td>
</tr>
<tr>
<td>Cherry Products (dried, frozen, canned)</td>
<td>CN, TEFAP</td>
<td>$12.2 M</td>
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</table>
## USDA Foods
### Nonfat Dry Milk Barter

<table>
<thead>
<tr>
<th>Programs</th>
<th>Pounds</th>
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<tbody>
<tr>
<td>Child Nut.</td>
<td>50 M for cheese</td>
</tr>
<tr>
<td></td>
<td>30 M for mac &amp; cheese, etc.</td>
</tr>
<tr>
<td></td>
<td>15 M for UHT milk</td>
</tr>
<tr>
<td>Household</td>
<td>40 M for nonfat dry milk</td>
</tr>
<tr>
<td></td>
<td>45 M for UHT milk</td>
</tr>
<tr>
<td></td>
<td>20 M for soup</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200 Million pounds</strong></td>
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USDA Foods
Increased Funding Continues…

Estimated FY 09 Total Food & Admin Funding = $2.4Billion (Includes ARRA Funds)

<table>
<thead>
<tr>
<th>Prgm.</th>
<th>Food Funds</th>
<th>Total Funds</th>
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<tbody>
<tr>
<td>TEFAP</td>
<td>$708,650,000</td>
<td>$783,150,000</td>
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<tr>
<td>CSFP</td>
<td>$129,010,000</td>
<td>$160,430,000</td>
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<tr>
<td>FDPIR</td>
<td>$78,896,000</td>
<td>$119,914,000</td>
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<tr>
<td>CN</td>
<td>$1,343,700,000</td>
<td>$1,343,700,000</td>
</tr>
<tr>
<td>Other</td>
<td>$3,751,000</td>
<td>$3,751,000</td>
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<tr>
<td>TOTAL</td>
<td>$2,264,007,000</td>
<td>$2,410,945,000</td>
</tr>
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USDA Foods
Training Opportunities

• SNA LAC Breakout Session – March 2010
• SNA ANC Education Sessions – July 2010
• State Processing Presentations
• WBSCM Training
• NFSMI Satellite Seminars:
  – USDA Foods: America’s Finest
New Converts to USDA Foods...Is it possible?

- Healthy Options for Public Schoolchildren (HOPS)
- Alliance for a Healthier Generation
- Institute of Medicine (IOM)
- National Alliance for Nutrition Activities (NANA/CPSI)
- Capitol Hill Staff
- Physicians Committee for Responsible Medicine (PCRM)
USDA Foods: Why do you need to know this?

- Understand the impact USDA Foods has in School meals
- Provide technical assistance to SFA’s about USDA Foods
- Refer SFA’s to updated resources about USDA Foods
  - From CFN website toolkit information
  - www.commodityfoods.usda.gov