

# ACDA ANNUAL CONFERENCE

**Coming Together to Nourish the Nation**



**April 21 - 24, 2024**  
**Marriott St. Louis Grand**  
**St. Louis, Missouri**

# Today's Panelists



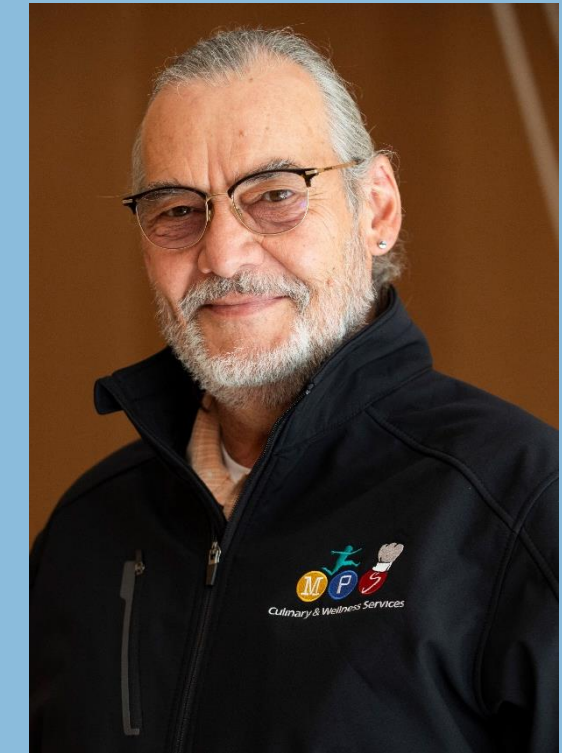
**Lisa McNeece**  
Grimmway Farms



**Mark Gavigan Jr.**  
Seneca Foods



**Jacki Van Eerden**  
Van Eerden Foodservice



**Bertrand Weber**  
Minneapolis Public  
Schools



## **Lisa McNeece, Grimmway Farms**

Lisa is the VP of Foodservice and Industrial Sales for Grimmway Enterprises. She has worked for Grimmway for over 32 years. She has witnessed the growth and evolution of carrots, specifically, peeled baby carrots. Her focus and primary goals in her current position is to target every opportunity to provide customers with exceptional quality and service for their carrot and vegetable needs.

# Over 50 Years of Farming Heritage

Grimmway Farms started as a produce stand opened by the Grimm brothers. Grimmway is a global produce leader and the world's largest producer of carrots. Grimmway supplies more than 65 organic, USA-grown crops and brands include Cal-Organic Farms and Bunny-Luv. Grimmway is committed to caring for customers and employees, honoring sustainable practices and preserving natural resources for future generations.

## Our Commitment

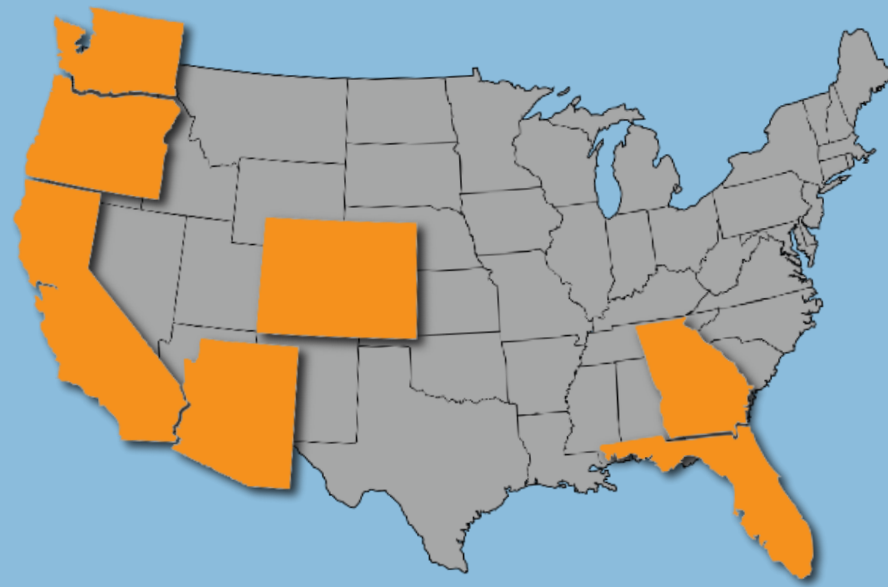
As stewards of some of the most productive farmland in the country, Grimmway Farms is dedicated to protecting natural resources and preserving the environment. Our goal is to set the highest quality standards for the industry and ourselves and then exceed them. It is our character, our consistency, and our caring that makes us unique and ultimately Grimmway Farms.

# Over 50 Years of Farming Heritage



## Food Safety

We work with a variety of certifying agencies and uphold the highest standards of food safety to provide quality produce you can trust.



## Diversification

Our farming operations extend throughout 7 states and over a dozen regions throughout the USA to ensure continuous supply and to better serve our customers.



## Innovation

We continue to bring innovation to the table with a variety of carrot options, such as several carrot cuts & rainbow carrots.

# Growing Regions & Facilities

Better serving our customers by offering more efficient, versatile freight options for the quality fresh produce you rely on

## Washington

2013: Conventional farming  
2014: Organic farming  
2015: Opening of Northwest facility

## Oregon

2013: Conventional farming  
2015: Organic farming

## Colorado

1993: Conventional farming

## Florida & Georgia

2015: Conventional farming  
2015: Opening of southeast facility

## California & Arizona

Conventional: solid base of acreage to support growth  
Organic: 100% farmed and managed by Grimmway  
16 facilities throughout Southern California

## Total Acreage

Conventional: 60,000+ acres  
Organic: 53,000+ acres

# Carrot Processing & Components

Growth



Harvest



Washout



Washers



Cut/Peel/Size



Hand Sort



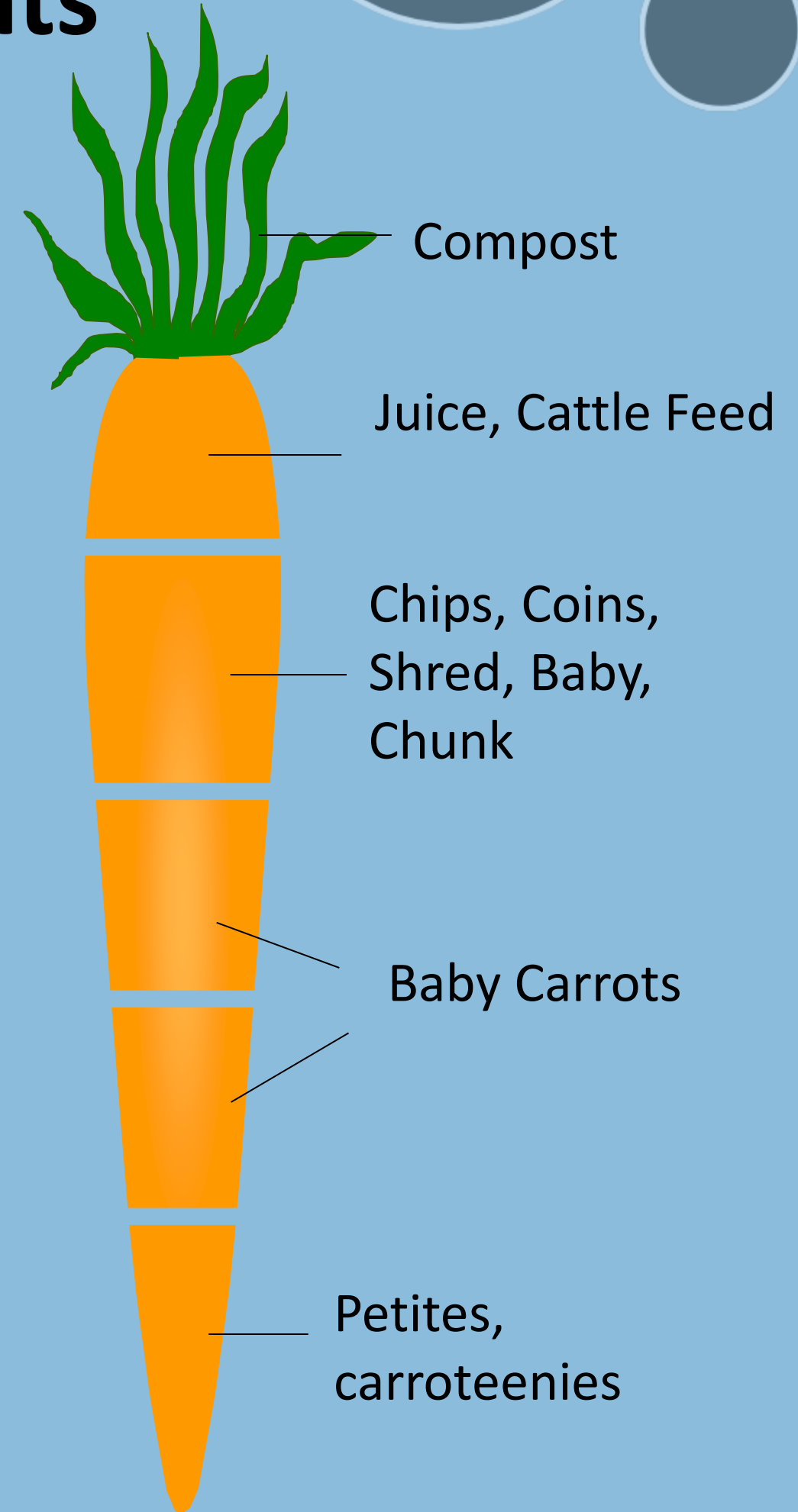
Weigh/Bag



Load



To Customer



# Foodservice Carrots



**Baby Carrots**



**Diced Carrots**



**Crinkle Cut Coins**



**Smooth Coins**



**Carrot Chips**



**Bias Cut Sliced**



**Matchstick Shred**



**Carrot Sticks**



**Rainbow Baby Carrots**



**Rainbow Carrot Chips**



**Rainbow Shred Carrots**



# Foodservice Carrots: Baby Carrot Snack Packs



**Bunny-Luv**  
100/2oz



**Carroteenies®**  
200/1.6oz  
100/2.6oz



**Grimmway Farms**  
100/3oz

Perfect for school or office lunches, travel, picnics, and other grab-and-go occasions.

- Convenient snack-size packs
- Available year-round
- Washed and ready to eat
- No preservations
- Cholesterol-free and low in calories
- Excellent source of Vitamin A in the form of beta carotene



## **Mark Gavigan Jr., Seneca Foods**

Mark is the Director of USDA Sales for Seneca Foods Corp. He has a 35-year background covering all aspects of agriculture, from fields to processing, distribution, and sales. In addition to his contributions to the agricultural sector, Mark has devoted his time and skills to philanthropy, having served as a board member of the Second Harvest Food Bank of Southern Wisconsin.



**We feed the world safe and nutritious products that are valued and enjoyed by families everywhere.**

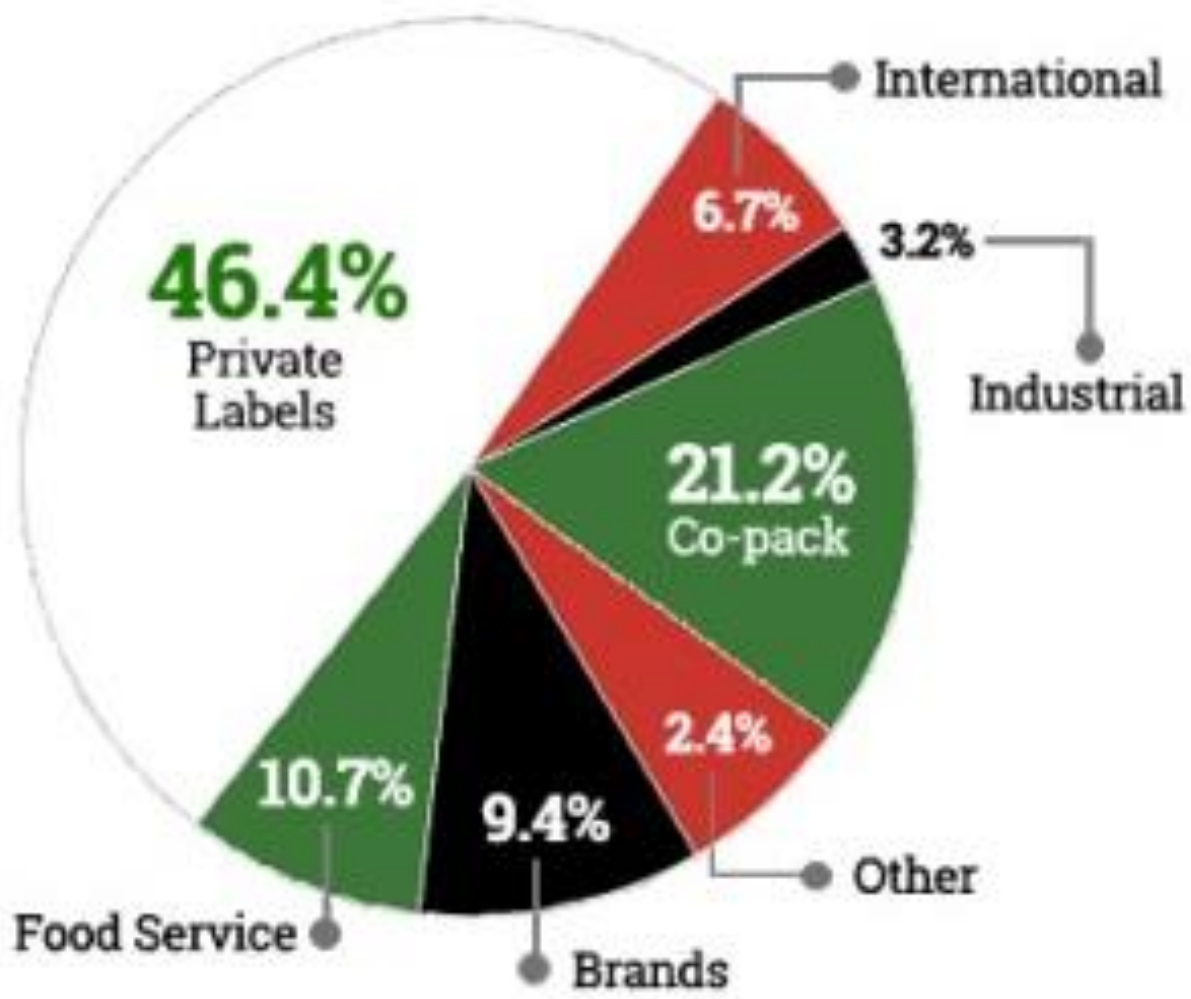
It all starts with a seed. Seneca has an extensive seed research and development program.

The relationship we have with our growers is a trusted one. We work with over 1,400 American farms and 200,000 contracted acres.

The majority of the farmers are from family farms and orchards that we have done business with for many years, and in some cases, generations.



# Our Customers



## PRODUCT MIX BREAK DOWN



83%  
Vegetables



6%  
Fruits



8%  
Frozen Vegetables:



2%  
Cans, Ends,  
Seed & Fleet



1%  
Snack Products





# Vertically Integrated Operations

## Seed Production and R&D

- Three facilities in Washington, Idaho and Minnesota
- Seminis (Bayer) Alliance

## Farming

- 14,000 acres conventional

## Can Manufacturing

- Produce over 1.4 billion cans

## Warehousing

- Own 8 million sq. ft. of storage

## Trucking

- Two fleets based in Wisconsin and New York





## Planting and Packing Calendar

| Categories | Jan         | Feb      | Mar      | Apr      | May      | Jun      | Jul        | Aug        | Sep        | Oct        | Nov        | Dec        |
|------------|-------------|----------|----------|----------|----------|----------|------------|------------|------------|------------|------------|------------|
| Vegetables | Beets       |          |          |          | Planting | Planting |            | Harvesting | Harvesting |            |            |            |
|            | Carrots     |          |          |          | Planting | Planting |            |            | Harvesting | Harvesting |            |            |
|            | Corn        |          |          |          |          | Planting | Planting   |            | Harvesting | Harvesting |            |            |
|            | Green Beans |          |          |          | Planting | Planting |            | Harvesting | Harvesting |            |            |            |
|            | Lima Beans  |          |          |          |          | Planting | Planting   |            | Harvesting | Harvesting |            |            |
|            | Peas        |          |          |          | Planting | Planting |            | Harvesting |            |            |            |            |
|            | Potatoes    | Planting | Planting | Planting |          |          | Harvesting | Harvesting | Harvesting | Harvesting | Harvesting | Harvesting |
|            | Pumpkin     |          |          |          | Planting | Planting |            |            | Harvesting | Harvesting |            |            |
|            | Red Cabbage |          |          |          |          | Planting | Planting   |            | Harvesting | Harvesting |            |            |
|            | Sauerkraut  | Planting | Planting | Planting | Planting | Planting |            |            | Harvesting | Harvesting | Harvesting | Harvesting |

Planting
Processing
Harvesting

\*All commodities that do not have processing noted are processed at the same time period as harvest

99%

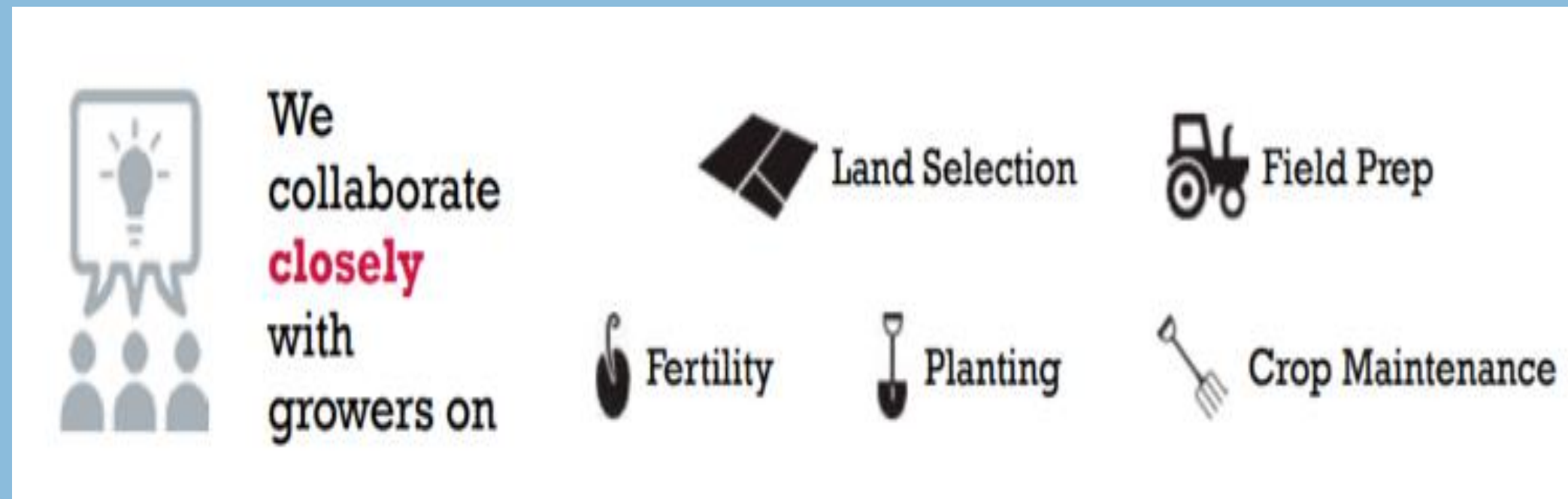
of our produce is grown by  
**AMERICAN FARMERS**





Canned Vegetable items are **picked at the peak of ripeness** and their nutrients are preserved by being canned. This maximizes nutrition, minimizes waste and saves money. Here is a basic overview of the canning process for vegetables, including beans, using the popular pea as an example.

Canned foods are environmentally friendly because the metal cans are endlessly recyclable. In fact, food cans are the most recycled package in America today.





# Field to Package

## Life Cycle of Canned Vegetables and Beans

Across our offerings, we produce approximately 100 million cases per year!

Our produce goes from field to package in an average of **5 hours**

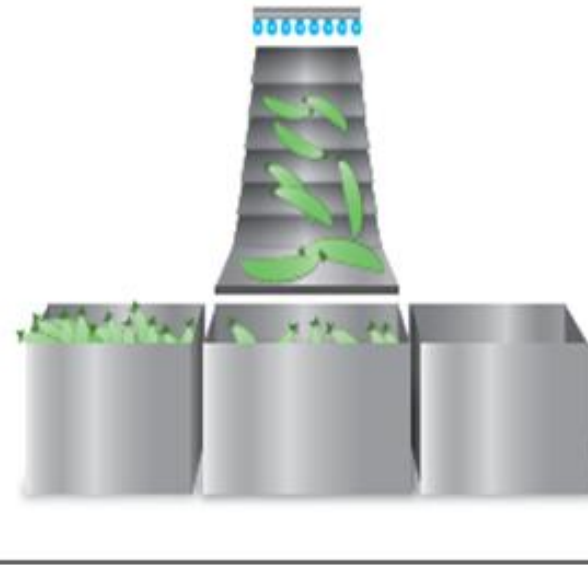
### Step 1: Harvest

The pea is harvested at the peak of freshness and sent to a cannery.



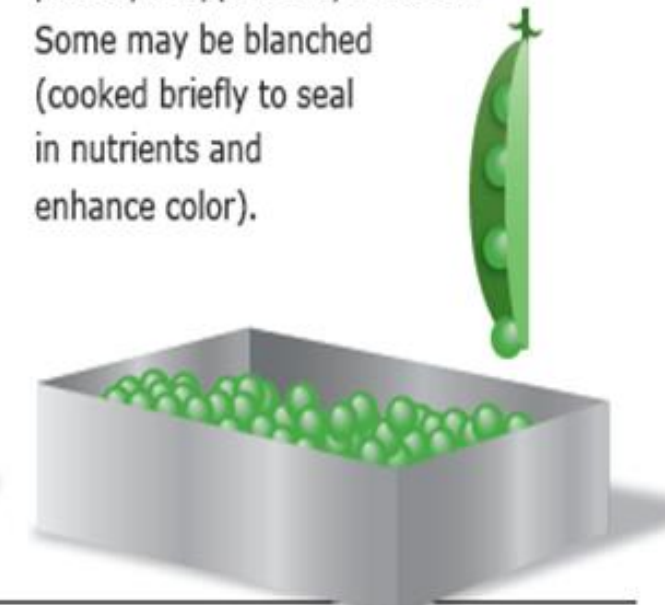
### Step 2: Washing, Sorting, Grading

The peas are washed, sorted and graded according to quality standards.



### Step 3: Prepare for Canning

Depending on the type of food or end use, this is when the fruit or vegetable is cored, peeled, chopped and/or sliced. Some may be blanched (cooked briefly to seal in nutrients and enhance color).



### Step 4: Filling

The peas are placed in cans, and water or other liquids are added.



### Step 5: Sealing and Sterilization

Sterilization destroys any existing microbes, and proper sealing prevents any new bacteria from getting in.



### Step 6: Cooling

After heat sterilization, cans are cooled in a water bath.



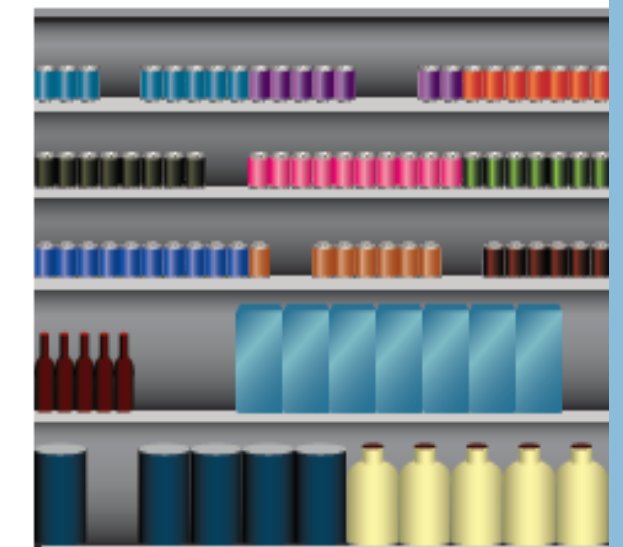
### Step 7: Labeling and Shipping

Manufacturers' labels are added to the canned products before shipping to retailers and placed on store shelves.



### Step 8: Ready for Use

Delicious, nutritious canned foods are waiting for you!







WHY BUY

# Canned

VEGETABLES & FRUITS

## CONVENIENT



Time is valuable. Canned foods are recipe-ready: washed, prepped, and ready to use when you are.



## VERSATILE

Canned vegetables and fruits can be used in a variety of recipes, meal occasions and ethnic cuisines.

## VALUE



Canned produce costs 50% less than fresh, and 20% less than frozen. This brings access to fruits and vegetables to food-insecure households.\*



## RECYCLABLE

Americans recycle metal cans 2.5x more often than other food packaging.\*



## SUSTAINABLE

Three year shelf life and recipes calling for entire can measurements = less food waste.



## PANTRY STAPLE

The average American pantry is stocked with 24 cans.\*



## NUTRITIOUS

Our process locks in nutrients at their peak of freshness.



## OPTIONS

A variety of canned fruit and vegetables makes it easy to find organic, fat-free, low and no salt/sugar options.



## ALWAYS IN SEASON

Why wait for your favorite produce to be in season? Enjoy fruits and veggies any time of the year.



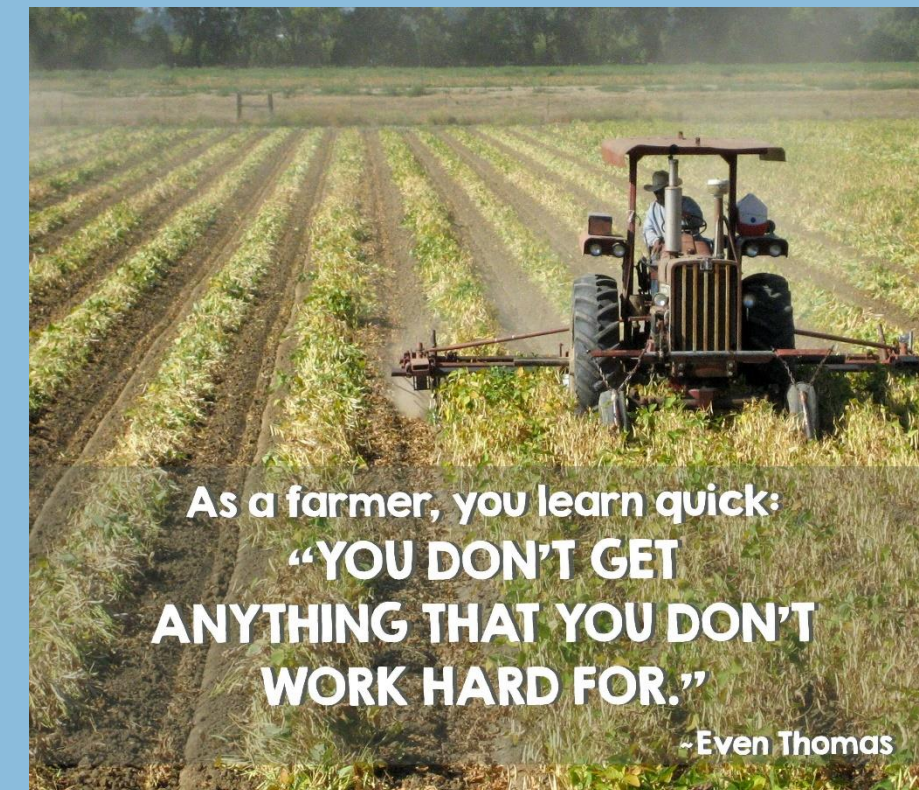
## Jacki Van Eerden, Van Eerden Food Service

Jacki Van Eerden is the Bid Sales Manager at Van Eerden Foodservice. She has been working closely with schools for 20 years and values her relationships with her customers. Her experience in purchasing, marketing and sales has led to the success of our K12 NSLP, Government and Healthcare programs. She enjoys leadership opportunities and has had an active role in ACDA, School Nutrition Association and SNA Michigan, and IFPA.

## Determination That JUST WONT QUIT- That's what it takes- A.J FOYT

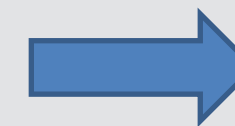
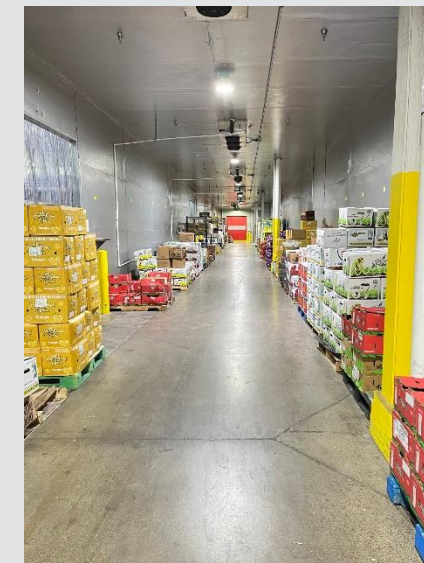
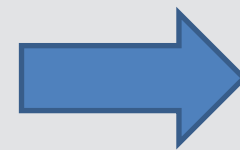
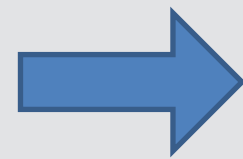


WILL IT BE  
EASY?  
NOPE.  
WORTH IT?  
ABSOLUTELY.



# Distribution

Distributors (both produce or broadline) will support local and regional farmers to increase access for consumption. We still need all shipper/growers. They will ensure the food safety chain has been upheld from receiving of the product to storing and then to distribution of the products.



# Challenges

Many opportunities for things to go wrong change of quality and integrity of product to degrade, yet we still ship produce with great quality 98% of the time!

- Resistance to Change
- Limited Availability of Local
- Seasonal Constraints
- Transit
- Life of the product

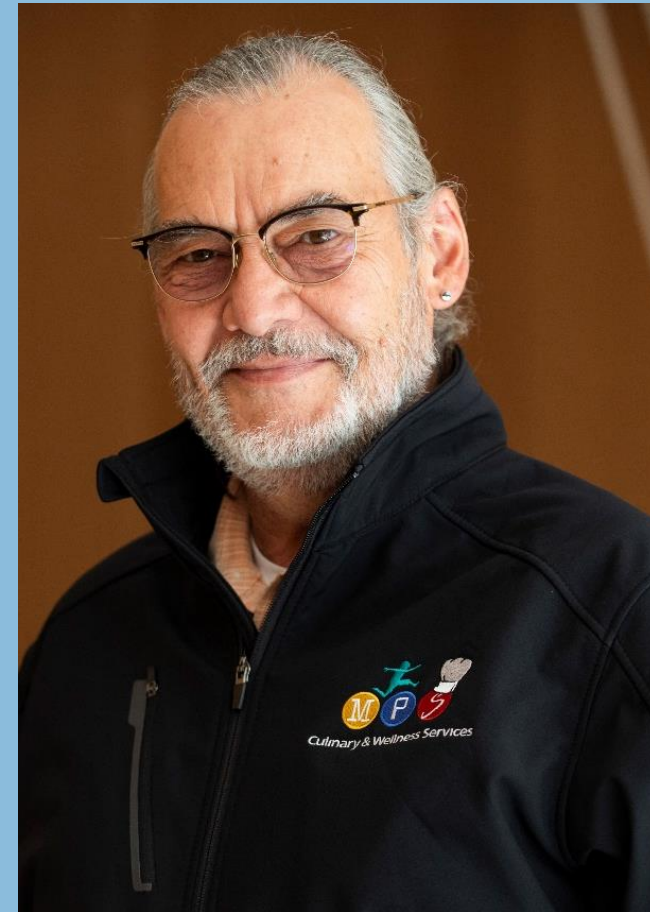
Despite these challenges, the farm-to-table movement remains essential for promoting sustainable, locally sourced, and nutritious food options.

By addressing these hurdles, we can continue to strengthen the connection between growers and consumers, one meal at a time!

# Success Stories

Farm to Table extends past the cafeteria. It increases the students' understanding of food, and supports local communities all while contributing to a healthier lifestyle.

- Vertically Integrated Supply Chain
- Improved Quality and Taste
- Support for Local Farmers and the Community
- Seasonal Menus
- Marketing the Farm and the Item
- School Gardens- engaging the students in the process they have a deeper to the food they consume



## Bertrand Weber, Minneapolis Public Schools

With over 40 years of management experience in hospitality and school food service, Bertrand Weber has pioneered innovative programs in school nutrition since 2003. As Director of Minneapolis Public School Culinary and Wellness Services since 2012, he's led initiatives like Market Cart Salad Bars and Farm to School contracts with 14 local farms. Bertrand's leadership has garnered national recognition and shaped school lunch programs nationwide.

## 47,000 meals & snacks served daily Schools & Community Sites

- 11,000 breakfasts
  - 21,000 lunches
  - 9,000 FFVP
  - 3,000 after-school snacks
  - 3,500 suppers
- +
- Vended Meals
  - Café, Catering, Retail
  - Summer Meal Program

## 29,000 students

- Free School Meals  
(1 breakfast, 1 lunch)
- 57% eligible for free or reduced-price benefits
- 59% identify as students of color

## 62 sites

- 1 central kitchen
- 42 kitchen sites
- 20 satellite sites
- Salad bars in ALL schools!

## By the Numbers

- \$23.5 M Total Annual Budget
- \$10.3 M Annual Payroll Cost (44%)
- \$9.8 M Annual Food Purchase (42%)
- \$7.6M Groceries
- **\$2.4 M Produce**
  - \$ ½ M Local/Regional Sourcing



# Regional Sourcing Definitions

## Local Harvest

Small to mid-size new, returning and emergent farmers

Produce, Grains, and Legumes

Awards from yearly RFP prior to spring planting

## Regional Sourcing

Larger established farmers in the 5-state upper Midwest area

Produce, Proteins, Breads, Dairy, and small other manufacturers

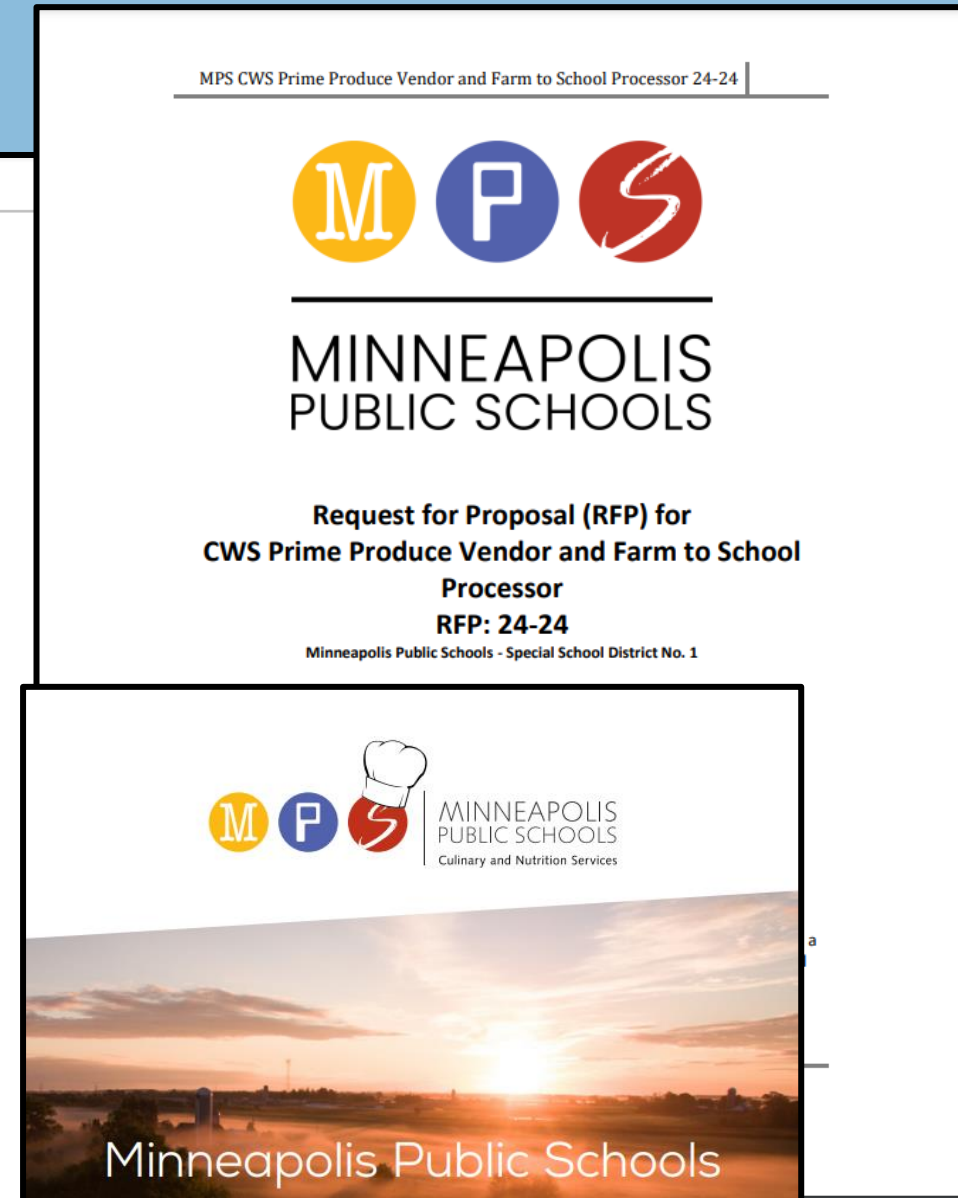
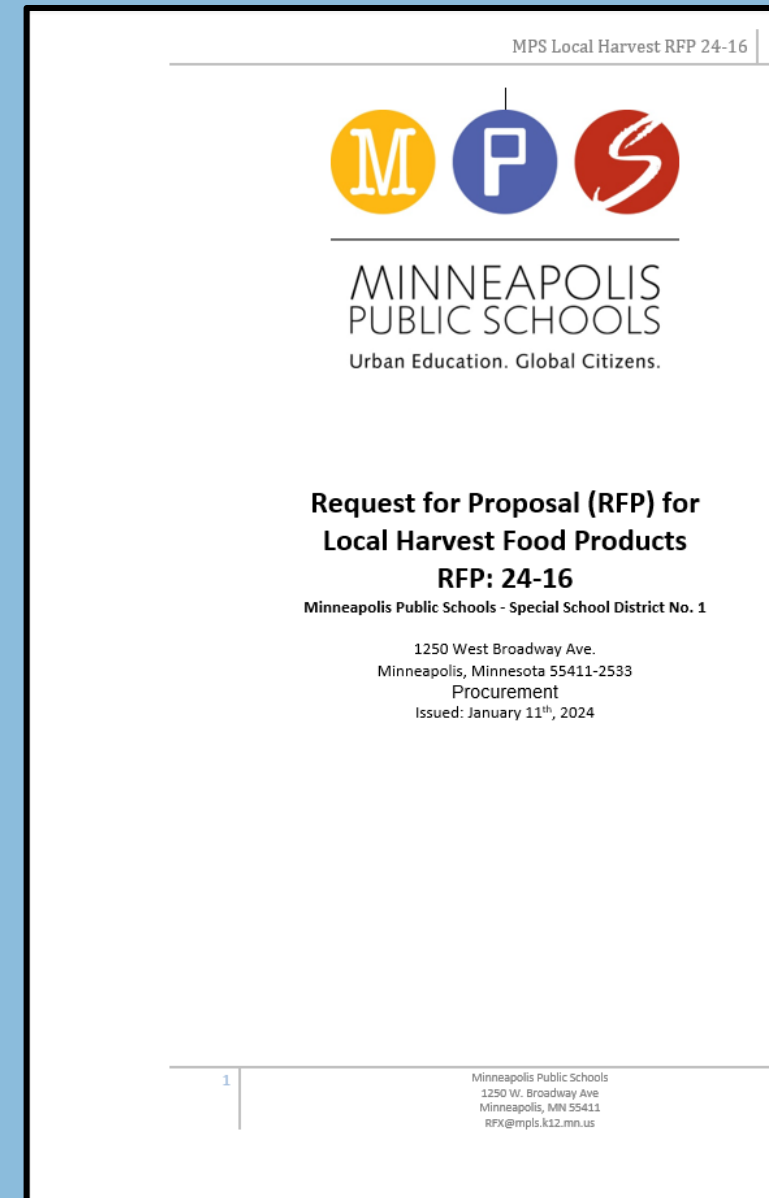
Contract based on yearly RFP in early spring.



# Local Harvest RFP

- Request for Proposal
- Annual competitive bid process
- Open to all interested farms, farm cooperatives, food hubs, and aggregators

Available on MPS website:





150 Bid Items Received  
From 21 separate organizations



56 items Awarded  
16 Farms and Cooperative



124,000 Lbs. Vegetables and Fruits  
\$165,661.50

# Value Based Scoring

- Strategy to compare bids based on Farm to School values
- Developed in partnership with USDA
- Scoring system creates multiplication factor to apply to each farm's bids

| MPS Selection Criteria       | Percentage Value |
|------------------------------|------------------|
| High Quality Produce         | 20%              |
| Food Safety                  | 20%              |
| Customer Service             | 15%              |
| Sustainability               | 15%              |
| Equity & Diversity           | 10%              |
| Organizational Capacity      | 10%              |
| Community & Values Alignment | 10%              |





MINNEAPOLIS  
PUBLIC SCHOOLS  
Culinary & Wellness Services

# Local Harvest Forward Contracting Timeline





MINNEAPOLIS  
PUBLIC SCHOOLS  
Culinary & Wellness Services





MINNEAPOLIS  
PUBLIC SCHOOLS  
Culinary & Wellness Services

# FOLLOW *the* FOOD

• *Carrot Edition* •



MINNEAPOLIS  
PUBLIC SCHOOLS  
Culinary & Wellness Services





# Thank you!

## Bertrand Weber



# QUESTIONS?

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