



Farm to School Readiness Planning Checklist

Interested in exploring school market opportunities? The checklist will prepare you to complete a personalized Farm to School Readiness Plan. Over several meetings, we will discuss important topics for selling product to the school market so you can make an informed decision about the opportunities that best fit your operation.

- ☐ **Sign up.** Complete the Feed Our Future Intake Form.
- ☐ **Explore the Opportunity.** A Feed Our Future team member will contact you to schedule a meeting. After the meeting, complete "Your Goals" questionnaire.
- ☐ **Your Goals.** Explore what success in selling to schools looks like to you. After the meeting, complete the "Choosing the Right Market Channel" questionnaire.
- ☐ **Choosing the Right Market Channel.** Explore direct sales versus working with a distributor and understand school buying cooperative bid processes. After the meeting, complete the "Packaging and Product Requirement" questionnaire".
- ☐ **Packaging and Product Requirement.** Explore school expectations and best practices. After the meeting, complete "Pricing and Availability" questionnaire.
- ☐ **Pricing and Availability.** Discuss pricing product, seasonal planning and production capacity. After the meeting, complete "Marketing Your Farm or Food Business" questionnaire.
- ☐ **Marketing Your Farm or Food Business:** Discuss building relationships with buyers, telling your story and connecting with schools.

**Scan here
to start!**



About Feed Our Future

Feed Our Future is dedicated to making fresh, local food accessible to ALL children, regardless of their school. We help connect local food sources and schools to improve student nutrition and well-being.

