



## School Market Readiness Assessment

This worksheet is intended to help you determine what steps you need to take as a producer or food business to become ready to sell to schools, early childcare centers, or summer food sites. This tool is meant to serve as a self-evaluation and to help you make business decisions. It is designed to be used internally and can be used to track progress towards your school sales goals.

We recommend you complete this worksheet before connecting with school food sponsors and if necessary, schedule a call with Amy Gilroy, Farm to School Manager, at the Oregon Department of Agriculture to receive technical assistance and discuss your goals.

Email: [amy.gilroy@oda.oregon.gov](mailto:amy.gilroy@oda.oregon.gov) Phone: 503-709-5360

<b>DATE:</b>	<b>NAME:</b>
<b>CONTACT INFORMATION (PHONE/EMAIL):</b>	

### Business information (check all that apply):

- Farmer
- Rancher
- Seafood Harvester
- Food Business
- Value Added Producer (*you grow or raise some portion of your product ingredients, source ingredients from Oregon, or process ingredients in an Oregon facility that are grown or raised outside of the state*)

*These materials have been adapted by the Oregon Department of Agriculture from the Bringing the Farm to School Agricultural Producers' Toolkit. Bringing the Farm to School was developed in partnership by the National Center for Appropriate Technology and the National Farm to School Network, with USDA Food and Nutrition Services as the sponsoring agency.*



<b>NAME OF BUSINESS:</b>	<b>LOCATION OF FACILITY/HEADQUARTERS:</b>
<b>CITY &amp; COUNTY:</b>	
<b>IS YOUR BUSINESS REGISTERED WITH THE STATE OF OREGON?</b> <input type="checkbox"/> YES <input type="checkbox"/> NO	
<b>IF YES, WHAT IS YOUR BUSINESS REGISTRY NUMBER?</b>	

**Contact for sales staff/person**

<b>NAME:</b>	<b>PHONE:</b>	<b>EMAIL:</b>
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<b>FARM/RANCH SIZE IN ACRES:</b>	<b>GROSS SALES LAST YEAR:</b>
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<b>SEAFOOD SPECIES HARVESTED:</b>	<b>POUNDS LANDED:</b>
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<b>NUMBER OF YEARS IN BUSINESS:</b>
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**Please indicate if you have the following infrastructure (check all that apply):**

- On-site storage (warehousing)       Cold storage       Refrigerated transportation
- Product manufacturing statements       Wash and pack stations
- Cooking instructions for your product(s)

**Licensing and certification**

What certifications do you currently have for each product? If you don't have any current certifications, please indicated which you would like to have or are working towards. If the type of certification is not relevant, please write N/A. Indicate by Yes, No, or N/A under each certification scheme. If you have any other certifications, please list them in the columns on the right. If you have a food processing license, please indicate which ones in the last column. For more information on the types of food safety certifications please see *Food Safety Requirements for Selling into Child Nutrition Programs* in the toolbox.

Product	Good Agricultural Practices (GAP)	Good Handling Practices (GHP)	USDA Organic	USDA Vendor	Hazard Analysis Critical Control Point (HACCP)	Other (please list)	Other (please list)	License

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**DO YOU HAVE A FOOD SAFETY PLAN AND MANUAL FOR RECORDKEEPING? PLEASE DESCRIBE.**

**What are your distribution channels? Please check all that apply.**

- Self       Copacker/Distributor       Food Hub       Wholesaler       Other

**PLEASE LIST THE NAMES OF THE COMPANIES YOU WORK WITH TO DISTRIBUTE YOUR PRODUCTS:**

**DISTRIBUTION REGION (BY COUNTY, REGION, MILEAGE, STATEWIDE):**

**IF YOU SELF-DISTRIBUTE, ARE YOU ABLE TO MAKE MULTIPLE DROPS TO SCHOOLS?  
ARE YOU INTERESTED IN WORKING WITH OTHER SCHOOL VENDORS TO MINIMIZE TRANSPORTATION AND LOGISTICS COSTS?**

**DO YOU HAVE EXPERIENCE SELLING TO SCHOOLS OR INSTITUTIONS (SUCH AS HOSPITALS,  
COLLEGES/UNIVERSITIES, COMPANY CAFETERIAS)? PLEASE EXPLAIN:**

**DO YOU HAVE EXPERIENCE WITH SCHOOL PROCUREMENT CONTRACTS?**

**ARE THERE SCHOOL FOOD SPONSORS WHO WOULD RECOMMEND YOU?**

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