NYC Alliance for Child Nutrition Reauthorization

A model of local advocacy to influence federal legislation

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In a few months, Congress will make changes to the rules and funding levels for child nutrition programs:

- National School Lunch Program
- School Breakfast Program
- Summer Food Service Program
- Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)
- Child and Adult Care Food Program
Who's Who in the National School Lunch Program & School Breakfast Program

US Congress
(Senate Agriculture Committee, House Education & Labor Committee)
- Congress establishes rules and funding levels through Child Nutrition Reauthorization

US Department of Agriculture
(Food and Nutrition Service)
- Implements rules (e.g., nutrition standards, meal components)
- Reimburses districts
- Monitors program
- Offers commodities

New York State Department of Education
- Contributes small reimbursement in addition to federal payment

New York City Dept of Education
(Office of SchoolFood)
- Purchases and distributes food
- Plans menu
- Monitors meals eaten
- Processes applications
- Reports to USDA for reimbursement
- Receives commodities
2nd largest food purchaser in the US

- **860,000 meals**
- **9,000 employees**
- **1,600 locations**

NYC System

- **NYC Dept of Education**
- **Office of SchoolFood**

- **Regional Director (Bronx)**
- **Regional Director (Manhattan)**
- **Regional Director (Brooklyn)**
- **Regional Director (Queens)**
- **Regional Director (Staten Island)**

- **Procurement**
- **Distribution**
- **Menu creation**
- **Approval of free/reduced-price meals**
- **Monitoring**

- **District Supervisors**

- **Food Service Managers (1 for every 2-3 schools)**

- **1500 schools**

- **Over 1.1 million students ... 860,000 meals per day**
NYC System Costs

Average Reimbursement FY09 = $2.60

- Labor: $1.34
- Food: $0.93
- OTPS: $0.21
- Supplies: $0.12

Legend:
- Labor
- Food cost
- Supplies
- OTPS
What is the NYC Alliance for CNR?

In March 2009 groups in New York formed an alliance to:


2) Act cohesively to deliver our shared message to policy makers, the public, professionals, and others interested
Who are our members?

- City Harvest
- Food Bank For NYC
- Public Health Solutions
- New York Academy of Medicine
- Gramercy Tavern
- The Spotted Pig
- American Farmland Trust - NYS Office
- The What’s On Your Plate? Film Project
- United Food and Commercial Workers Local 1500

Individuals:

- Bill Telepan, Executive Chef/Owner Telepan
- Hilary Baum, Baum Forum, LDNY chapter member
- Dan Barber, Executive Chef/Owner Blue Hill
- Tom Colicchio, Craft
We are united around four goals

- End child hunger and food insecurity by 2015
- Ensure that all children have access to high quality, nutritious foods
- Reduce childhood obesity and ensure productive, healthy generations
- Support regional farm and food economies while creating jobs and protecting the environment
Major changes recommended for child nutrition programs

1. Reduce administrative paperwork and bureaucracy
   • E.g., Eliminate paper applications and rely instead on census data to determine eligibility
   • E.g., Allow schools with a high proportion of low income students to more easily serve all meals free

3. Provide more resources and technical assistance to serve more children nutritious food
   • E.g., Increase meal reimbursement rate
   • E.g., Update nutrition standards to current Dietary Guidelines

4. Make nutrition education available to all children and caregivers
   • E.g., Allocate funding for nutrition education
BIG message to Congress

Reinforce President Obama’s promise of a new investment $$$ in Child Nutrition programs
Congressional Targets

1. To Authorizing committees - Senate Ag, House Ed and Labor:

“Pass a strong bill in current budget cycle”

Letter to Senator Gillibrand  Letter to Congresswoman Clarke

2. To committees with funding authority - Senate Finance, House Ways and Means (and Appropriations):

“Ensure funding meets needs”

Letter to Senator Schumer  Letter to Chairman Rangel
Ensuring our message is heard

- **Grassroots organizing**
- Visits to Congressional delegates in DC and NYC
- **Huffington Post Editorial**
- **Press conference** - NYC Council and Senator Gillibrand
How can YOU influence the Child Nutrition Reauthorization?

Do the same in your communities!

How?

Visit website [www.NYCforCNR.org](http://www.NYCforCNR.org) for advocacy tools, action alerts, historical and program information, and other resources.
Chefs and food professionals are in the national spotlight as credible experts on school food / food quality

• Sam Kass – White House garden
• Jaime Oliver – TV show “Food Revolution”
• Rachael Ray – NYC SchoolFood recipes
• Dan Barber, Tom Colicchio, Bill Telepan - NYC
Join our
“Chef Campaign”

The NYC Alliance for CNR is sending a message to chefs and food professionals across the country asking them to:

1. **Contact their Senators and Representatives** to let them know CNR is important

2. **Spread the word through their own networks and to the press** about the need for improvements and investments in school meals through CNR

3. **Request a meeting with their Delegates on March 17th** in Washington DC to discuss CNR
Contact

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