



Fresh.
Local.
Organic.
Culinary Workshop Cookbook
& Resource Guide

Scribe Winery
October 8th, 2024



WELCOME

Welcome to our Fresh, Local, Organic Culinary Workshop, hosted by Conscious Kitchen and The Alice Waters Institute, in partnership with Share Plate Strategies. We're excited to have you with us today! We look forward to preparing recipes that are focused on local, organic ingredients. Together, we'll explore how to create healthier school meals that benefit both our kids and the planet.

By collaborating with chefs and school food service leaders, we incorporate organic ingredients and culturally relevant foods that students truly enjoy. Sourcing from small, local organic farms promotes public health, supports climate-friendly practices, fosters healthy ecosystems, and strengthens local economies, helping to build a just and resilient future for the next generation.

Investing in school-supported organic regenerative agriculture strengthens soil health and biodiversity while cultivating deeper connections between schools and communities. Together, we can create a sustainable food system that nourishes students and enriches our communities.

Launched in 2013, **Conscious Kitchen** is dedicated to transforming school food service into 100% organic meals across our state. Our mission promotes food equity, education, and access, aiming to shift paradigms in school food service. By cultivating local, ecological food systems, we build sustainable organic supply chains and enhance nutrition literacy. Through collaboration with students, school nutrition leaders, organic farmers, farm-to-table chefs, and community organizations, we promote school-supported organic agriculture. Our goal is to provide students with healthy, scratch-cooked meals based on **five foundational attributes**: fresh, local, organic, seasonal, nutritious. Together, we can create a healthier future for our children and communities.

The Alice Waters Institute partners with California's public schools to create a food procurement system that supports local organic-regenerative farmers, ranchers, and producers while promoting stewardship, community, diversity, and equity. Through advocacy, trainings and model programs, AWI will help educate everyone involved in feeding students—from farmers and food service directors to political and institutional leaders—toward building a mutually beneficial School Supported Agriculture system.

Shared Plate Strategies was established in 2022 to build capacity for school districts and community-based organizations to systematically enhance food quality while bolstering local, regenerative food systems. SPS supports school districts of all sizes and food service leaders of all experiences to procure according to their values and operational needs. SPS is proud to facilitate the Sonoma County Farm to School Coalition in collaboration with the Fresh Local Organic Culinary Workshop.

Good food is meant to be shared. With today's recipes, we hope to inspire you with seasonal ingredients and meals that can be easily recreated in school kitchens. We hope you'll try these dishes and see the positive impact on students, communities, and the planet—one meal at a time.

With gratitude,

Judi, Jennifer & Ben





The five foundational pillars of the Conscious Kitchen: Fresh. Local. Organic. Seasonal. Nutritious. FLOSN defines our unwavering commitment to nourishing our communities with healthy, ethically-sourced, and sustainably grown food.

FRESH

Food has the most flavor and highest nutritional value when it travels straight from the farm to your fork. The less time it takes between harvesting and eating, the more vitamins, minerals, and other necessary nutrients the food has to strengthen your immune system. Fresh organic produce trumps all processed food, every single time.

LOCAL

The secret to the freshest produce is local farms. There is no official definition of local, but the term generally refers to food grown within 150–200 miles of you. The easiest way to shop local? Farmers' markets. Nothing beats a trip connecting you with the people growing your food and uplifting them with your hard-earned money, which also stimulates your local economy.

ORGANIC

A certified organic farm cannot use chemical fertilizers, herbicides, insecticides, fungicides, antibiotics, hormones, or genetically modified organisms. Packed with higher levels of nutrients and antioxidants, organic food puts human and environmental health first. Growing organic preserves clean water, boosts soil health, and reduces energy usage by 45%.

SEASONAL

Choosing seasonal produce dramatically lowers the environmental damage associated with shipping and import. As a result, food costs tend to be lower. Also, fewer preservatives are added, reducing potential health hazards and long-term health implications.

NUTRITIOUS

We eat food to sustain our bodies and provide vital nutrients. That's why seeking the most nutritious food is so important—and why we choose organic, seasonal, local, and fresh. Fruits and vegetables produced organically offer 20–40% more antioxidants than conventional fruits and vegetables. Eating seasonally, locally, and fresh means you are eating food harvested at its peak, retaining all nutrients.



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RECIPES

For over a decade, Conscious Kitchen, in partnership with The Alice Waters Institute and school partners, has prepared and tested hundreds of recipes, resulting in millions of scratch-cooked student meals. We inspire chefs to rethink school food and scale USDA-compliant, low-waste recipes.

POPULARITY

We taste test recipes with students of all ages to ensure they enjoy the flavors, textures, and overall experience. We introduce new dishes, healthier organic versions of conventional favorites, and recipes that reflect the diverse cultural backgrounds of our students..



NUTRITION

Healthy food can be delicious! Our chefs are great at packing nutrition into every bite, often exceeding government requirements. We carefully choose ingredients, recipes, and cooking techniques to help students thrive. Young bodies and minds need proper nutrition to grow, develop, and succeed. The health and well-being of our future generations depend on it!

ORGANIC AND REGENERATIVE

While our goal is to use 100% organic, regeneratively produced ingredients, we understand that this isn't always feasible due to factors like cost, availability, seasonality and labor challenges. That's why we prioritize organic dairy, produce, and widely used ingredients in school meals to make the biggest immediate impact. Our aim is to leverage the purchasing power of schools to create markets for organic and regenerative products, ultimately transitioning the entire California school food system to 100% organic.

VALUE

Organic does not always cost more. Our guidelines for local, bulk and seasonal purchasing allow for greater price parity. We outline cost effective selections for organic produce.

LOCAL AVAILABILITY

Purchasing from local farmers, ranchers, purveyors, and businesses strengthens regional economies by creating reliable demand and reducing costs through simplified distribution. Buying, cooking, and enjoying local seasonal produce harvested at its peak not only tastes better but also encourages appreciation for the variety and richness of local offerings,

BBQ Chicken and Cornbread

with honey and Cabbage-Apple Slaw

SERVES 100

Recipe adapted from A School Food Revolution, Alice Waters' forthcoming school food manifesto.

Celebrate traditional food combinations. Cultures around the world have individually, over eons, created and perfected their cuisines which includes how dishes, ingredients, and foods are combined. Foods that have evolved from specific geographic areas naturally go together and also tell a story of cultural traditions. When cooking a dish or a menu from a specific tradition, it is important to celebrate these food combinations not only because they will taste great together, but you will be respecting the traditions from which they arose.

Kids love BBQ chicken, and this recipe lets the flavor of good, pastured chicken shine. We like to serve the leg, which is economical, delicious, and recognizable to kids. Barbecue sauce can be used in many ways—as a marinade for meats, a dipping sauce, or condiment. It is smoky, tangy, and sweet and surprisingly simple to make. Cornbread and a bright cabbage slaw, made sweet with apples, complement the chicken, all from a deep history in southern cuisine.

CHICKEN

Ingredients

100 chicken drumsticks (seasoned 4 hours ahead with $\frac{1}{4}$ - $\frac{1}{2}$ tsp salt per leg)

10 tsp kosher salt

15 cups barbeque sauce (see recipe below)



Directions

1. Preheat the oven to 400°F.
2. Put the seasoned chicken in a bowl and toss with barbeque sauce and let marinate for 20 to 30 minutes.
3. Put the legs on a foil lined sheet tray and place in the oven. Roast for 20 minutes and then turn the legs over and continue roasting another 30 to 40 minutes or until browned and the internal temperature reads 165°F.
4. You can swab the legs with more sauce as they cook and brown.

BARBEQUE SAUCE

(Makes 15 cups)

Ingredients

- 3 large onions
- 5 garlic cloves
- 10 tsp kosher salt
- 1 ¼ cup olive oil
- 7 ½ cup water
- 5 tbsp smoked paprika
- 5 tbsp sweet paprika
- 5 tsp ground mustard
- 5 tsp ground cumin
- 1 ¼ cup cider vinegar
- 10 tbsp molasses
- 5 tbsp honey
- 3 ¾ cup tomato paste

Directions

1. Peel and dice the onion and garlic. Add to a saucepan with the salt, olive oil and water. Simmer until the water reduces away and the onions are soft and translucent.
2. Stir in all the remaining ingredients and continue to gently simmer for 25 to 30 minutes.
3. Transfer sauce to a blender and purée. It should be consistency of a thick puréed soup. If thin, return to the pot and reduce, stirring often, until it thickens. Allow to cool completely.

CORN BREAD



(Serves 100 1.5 oz portions)

Ingredients

25 cup cornmeal
 25 cup whole wheat flour
 25 tbsp baking powder
 25 tsp kosher salt
 10 cups vegetable oil
 30 eggs
 2 ½ cups honey
 25 cups milk
 20 tbsp unsalted butter

Directions

1. Preheat the oven to 375°F. Line a 10- by 12-inch half hotel pan with parchment paper.
2. Combine all the dry ingredients in a large bowl and mix well.
3. In a separate bowl, whisk together the oil, eggs, honey, and milk. Gently stir the wet ingredients into the dry ingredients until the batter just comes together. Pour the batter into the pan and use a spatula to spread the mixture evenly into all the corners.
4. Place in the middle rack of the oven and bake for 25 to 35 minutes until cooked through. Rotate the cornbread once or twice during the baking for even coloring. If you like, when the cornbread is still warm from the oven, rub butter over the surface.
5. Serve with honey and butter.

CABBAGE AND APPLE SLAW

(Serves 100 ½ cup portions)

Ingredients

8 small heads red cabbage
 4 small heads green cabbage
 8 small red onions
 16 apples
 8 tsp kosher salt
 8 oz apple cider vinegar
 4 tsp black pepper

4 cup olive oil

Directions

1. Remove and discard any tough outer leaves of cabbage. Cut the cabbages in quarters and remove the cores. Turn cut side down and slice crosswise into thin ribbons.
2. Peel the onion, cut in half, and slice the halves as thin as possible. Combine the cabbage and onion in a bowl and season with salt.
3. Cut the apples in quarters and remove the cores. Cut the quarters into thin slices and add to the cabbage and onions.
4. Combine the vinegar, salt, and pepper to taste, and whisk to dissolve the salt. Add the olive oil. Taste for acid and salt balance and adjust as necessary.
5. Pour the dressing over the cabbage, onions and apples and mix well.

Chicken or Tofu brown rice noodle lettuce wraps

SERVES 100

Recipe adapted from A School Food Revolution, Alice Waters' forthcoming school food manifesto.

This all-in-one salad has everything—noodles, vegetables, chicken, and a bright soy-sesame dressing. For a vegetarian version, substitute firm tofu for the chicken.

RICE NOODLES WITH CHICKEN OR TOFU

Ingredients

25 pounds chicken breast on the bone, or firm tofu

25 tablespoons kosher salt

8 ½ lbs organic brown rice noodles

10 tablespoons vegetable oil

10 medium carrots

20 small cucumbers

1 ½ small head red cabbage

10 small heads romaine lettuce

40 scallions

2 ½ pounds cilantro

10 5-inch pieces of ginger

20 tablespoons soy sauce

10 tablespoons vegetable oil

10 teaspoons toasted sesame oil

12 ½ tablespoons rice vinegar

5 teaspoons kosher salt

10 oz toasted sesame seeds

Directions

1. Bring a large pot of water to a boil. Add 25 tablespoons of salt to the water and reduce to a simmer. Add the chicken breast and poach for 30 minutes until cooked through. Remove from the water and let cool.
2. Reserve the chicken poaching liquid to use as a delicious soup base for another recipe. Cook/rehydrate the noodles according to the package directions. Strain the noodles and rinse under cold water. Drizzle with a little vegetable oil and spread out on a sheet tray so they don't stick together.
3. Peel the carrots and slice them thinly lengthwise on a slight bias into 3-inch long slices. Lay the slices face down and then cut into thin matchsticks. Cut the cucumbers into matchsticks in the same manner.
4. Cut the red cabbage in half lengthwise, remove the cores, and cut crosswise in fine shreds. Slice the scallions into thin slivers on a slight bias. Roughly chop the cilantro, including the stems. Combine the vegetables and cilantro in a large mixing bowl.
5. For the dressing, grate the ginger on a microplane or the small holes of a box grater. Use a knife to mince the grated ginger to cut up any fibrous strands. Put the ginger in a small bowl and add the soy sauce, vegetable oil, sesame oil, rice vinegar, 5 teaspoons of salt, and sesame seeds. Mix well, taste for seasoning and balance, and adjust with more salt or vinegar as needed.
6. When the chicken is cool, use your hands to shred the tenders into small bite-size pieces. Add the chicken and rice noodles to the bowl of vegetables and pour in the dressing. Toss well to combine and let sit for a few minutes before serving for the flavors to come together. Serve on whole romaine leaves.

Roasted Squash and Bean Tacos

with avocado salsa

SERVES 100

Recipe adapted from A School Food Revolution, Alice Waters' forthcoming school food manifesto.

It's great to utilize seasonal vegetables (winter squash) within a familiar format (tacos) as a way to introduce something new to kids. Butternut squash makes a satisfying combination with the beans. Meat will not be missed but you can certainly add some grilled chicken which would be delicious.

SQUASH AND BEAN TACOS

Ingredients

10 tbsp sunflower oil
 5 tsp chili powder
 5 tsp sea salt
 2 ½ heads of red cabbage
 15 medium raw carrots
 5 medium jicama
 5 limes
 25 cup pinto beans, cooked (*recipe below*)
 10 cups butternut squash, cubed
 5 avocados
 1 lb cilantro, fresh
 5 garlic cloves
 5 limes
 17 cups brown rice, dry
 100 corn tortillas

20 oz queso fresco (optional)

Avocado salsa (recipe below)

Directions

1. Preheat the oven to 400°F.
2. Peel the squash, cut in half, and remove the seeds. Dice into 1-inch squares and toss with the vegetable oil, chile powder, and salt. Place on a rimmed baking sheet lined with parchment paper and roast in the oven until cooked through and browned, about 30 minutes.
3. Cut the cabbage into quarters, cut out the core, and cut crosswise into fine ribbons. Peel and trim the carrots and cut into fine ribbons. Peel and cut the jicama in slices about the same size and combine with the cabbage and carrots. Add the lime juice and salt to the cabbage salad.
4. Warm the beans.
5. To serve, put a spoonful of warm squash and beans on each tortilla and top with cabbage salad and crumbled queso fresco. Serve with avocado salsa.

PINTO BEANS

Ingredients

9 cups dried pinto beans (62 oz)

5 medium raw carrots

5 large onions

5 stalks of celery

5 cloves of garlic

5 tsp of ground cumin

7 ½ tbsp sea salt



Directions

1. Put pinto beans in a bowl. Cover with 15 quarts cold water. Refrigerate. Let soak overnight.
2. When you are ready to cook the beans, drain them and pour them into a pot. Add the carrot, onion, celery, garlic, bay leaf, ground cumin, and salt and cover with 15 quarts fresh cold water.
3. Cook over high heat until they come to a boil and then reduce the heat to a gentle simmer. Skim the foam that rises to the surface of the water, and cook for 1 to 1 ½ hours, stirring occasionally, until the beans are completely soft and tender. The cooking time will vary depending on the age and quality of the beans.
4. Remove the aromatic vegetables before serving. Taste for salt and adjust if needed.

AVOCADO SALSA

Ingredients

5 avocados
 1 lb of cilantro
 5 cloves of garlic
 5 limes' worth of lime juice
 10 tsp of sea salt
 5 cups of water

Directions

1. Peel avocado and remove the pit. Put it in a blender with cilantro, garlic, salt and water.
2. Purée until smooth. Add the lime juice, taste for salt and adjust if needed.

Turkey and Red Bean Chili

SERVES 100

Recipe adapted from A School Food Revolution, Alice Waters' forthcoming school food manifesto.

This chili is made with small tasty red beans and turkey. If you like, use other meats in place of turkey or make a vegetarian version but cornbread alongside is a must!

CHILI

Ingredients

10 medium carrots, peeled
 10 medium celery stalks
 5 medium onions
 5 fennel bulbs
 20 garlic cloves
 20 tbsp olive oil
 10 bay leaves
 5 tsp smoked paprika
 10 tsp ground cumin
 9 cups farro or barley
 30 tbsp kosher salt
 9 lbs ground turkey
 15 cups tomato purée
 30 cups cooked red beans

Directions

1. Finely dice the carrot, celery, onion, and fennel. Peel and mince the garlic cloves.
2. Heat the olive oil in a large pot and add all the diced vegetables, garlic, bay leaf, paprika, cumin, farro and 15 tablespoons salt. Cook over a medium-low heat for 15 to 20 minutes, stirring often, until all of the vegetables are soft without coloring.

3. Add the ground turkey, tomato purée, and remaining salt to the pot. Stir well to break apart the turkey meat and bring to a simmer. Add about 3 gallons of cold water and bring to a simmer.
4. Stirring occasionally, cook the chili for 1 hour or until the turkey meat is tender and the liquid has thickened slightly.
5. Gently stir in the cooked beans so they don't break apart and simmer for another ten minutes. Add some of the bean broth if the chili needs more liquid. Taste for seasoning and adjust if needed. Serve hot with fresh cornbread.

Variations

- Use red kidney beans, or a mixture of several different types of beans.
- Add chopped kale, or other hearty greens. In the summertime, add fresh corn kernels and diced red bell peppers.
- For a vegetarian version, cook the chili without turkey and double the quantity of beans.

Acme Pizza Bianca

SERVES 100

Recipe adapted from A School Food Revolution, Alice Waters' forthcoming school food manifesto.

This pizza is more like a pizza bread or Roman style pizza. We like to use Acme's pizza bianca because it's not too tall and is easy to portion into a hearty square of chewy, delicious pizza. Top with shredded mozzarella, parmesan, and whatever seasonal sauce you like, tomato, basil pesto and summer squash, or even garlic-potato-and rosemary for a wintertime pizza that kids love.

PIZZA

Ingredients

5 cups olive oil

20 cloves garlic

A few bunches of basil leaves, chopped

10 ea Acme pizza bianca or other 1" thick pizza bread, cut into squares

20-30 cups tomato sauce (recipe below)

25 cups shredded mozzarella

5 cups grated parmesan

Directions

1. Preheat the oven to 375°F.
2. Mince garlic and add olive oil. Spread the garlicky oil on the pizza bianca.
3. Spread the tomato sauce over the pizza bianca and sprinkle with the chopped basil leaves. Sprinkle with the mozzarella and parmesan cheeses.
4. Bake on a parchment-lined baking sheet for 10-12 minutes or until the cheese is melted and the edges of the pizza are starting to brown.

TOMATO SAUCE

Ingredients

Makes 20 quarts

10 yellow onions
 20 garlic cloves
 5 bunches basil (10 cups leaves)
 1 $\frac{7}{8}$ cups (30 tablespoons) olive oil
 Pinch dried red chile flakes
 70-80 cups crushed tomatoes
 20 tablespoons kosher salt
 20 cups water

Directions

1. Peel and finely dice the onion. Peel and mince the garlic.
2. Pick the basil leaves from the stems and roughly chop.
3. Heat a heavy-bottomed pot over medium-low heat and add the olive oil, onions, garlic, chile flakes, and basil. Cook for 10 to 15 minutes until the onions are tender.
4. Add the tomatoes, salt, and 20 cups of water, and simmer for 20 minutes.
5. Store extra tomato sauce in the refrigerator for up to 1 week or freezer.

Variations

- Use 30 quarts peeled and chopped fresh tomatoes in place of canned tomatoes and eliminate the water.
- In place of basil, add 10 tablespoons of chopped fresh marjoram.
- If needed, add a bit of sugar to sweeten the sauce.
- Make a sauce from tomato confit: Put cored whole ripe tomatoes in a baking dish, drizzle with olive oil, season with salt, add basil leaves and a few garlic cloves, and slow roast in a 350°F oven for about 1 hour until lightly browned and completely tender. Purée for a smooth sauce or crush the tomatoes.

Apple Muffins

SERVES 96

Recipe adapted from A School Food Revolution, Alice Waters' forthcoming school food manifesto.

These delicious fall flavored muffins are full of healthy apples and made with whole wheat flour. You can substitute honey for the maple syrup but the honey browns easily so bake at 400 instead of 425. .

MUFFINS

Ingredients

12 cups white whole wheat flour or regular whole wheat flour
 4 tablespoons baking powder
 8 teaspoons ground cinnamon
 4 teaspoons baking soda
 4 teaspoons salt
 8 cups grated tart apple
 8 cups apple diced into 1/4" cubes
 2 2/3 cups avocado oil or other neutral oil
 4 cups maple syrup
 16 eggs, preferably at room temperature
 4 cups plain Greek yogurt
 4 cups applesauce
 8 teaspoons vanilla extract

Directions

1. Preheat oven to 425 degrees Fahrenheit. Grease cups on your muffin tin with butter
2. In a large mixing bowl, combine the flour, baking powder, cinnamon, baking soda and salt. Blend well with a whisk. Add the grated and chopped apples. Stir to combine.

3. In a large mixing bowl, combine the oil and maple syrup and beat together with a whisk. Add the eggs and beat well, then add the yogurt, applesauce and vanilla and mix well.
4. Pour the wet ingredients into the dry and mix with a big spoon, just until combined (a few lumps are ok). The batter will be thick, but don't worry! Divide the batter evenly between the 96 muffin cups. Sprinkle the tops of the muffins with turbinado sugar. Bake muffins for 13 to 16 minutes, or until the muffins are golden on top and a toothpick inserted into a muffin comes out clean.
5. Place the muffin tin on a cooling rack to cool. If you have leftover muffins, store them, covered, at room temperature for up to 2 days, or in the refrigerator for up to 4 days. Freeze leftover muffins for up to 3 months.

SCHOOL FOOD COST PER MEAL

This document outlines the per meal cost of school breakfasts and lunches (recipes scaled to 100 servings) that are scratch-cooked and made with local organic ingredients. These recipes have been taste tested with students of varying ages and grade levels to ensure they love the flavors, textures, and tastes. Conscious Kitchen, in partnership with the Alice Waters Institute, is creating school food menus that feature locally sourced organic produce, demonstrating that high-quality and healthy meals can be integrated into school nutrition programs at a feasible cost. For example, a typical school breakfast could include an **organic yogurt and granola parfait with seasonal organic fruit, and organic milk** for approximately \$2.11 per meal. A lunch, such as an **organic focaccia pizza with romaine salad and ranch dressing with seasonal organic fruit and organic milk**, is estimated to be \$3.83 per meal. With current reimbursement rates of \$3.34 per breakfast and \$5.40 per lunch, leaving \$1.23 and \$1.57 for labor costs, this school menu illustrates the potential for integrating nutritious, organic meals into school programs without significantly increasing overall expenditure. The cost breakdown supports the feasibility of offering chef-prepared, organic meals to students, enhancing both nutrition and sustainability in school meals.

[Recipes here](#) | [Nutritionals here](#) | [Detailed cost analysis here](#)

Menu item	Est. Entree Cost	Est. Meal Cost
Breakfast Items		
Yogurt & Granola Parfait		\$2.11
Cereal and Fruit		\$1.90
Whole Wheat Bagel, Cream Cheese, and Jam		\$2.00
French Toast Casserole with Maple Syrup		\$1.16
Fresh Fruit Smoothie		\$0.99
Zucchini Muffin + Zucchini Muffin + Milk and Fruit		\$1.14
Lunch Items		
Hot dogs + Corn on the Cob, Cherry Tomatoes + Fruit & Milk	\$1.73	\$4.25
Acme Focaccia Pizza with Sauce + Romaine Salad with Ranch + Fruit & Milk	\$2.12	\$3.83
Red Bean Chilli + Cornbread + Slaw + Fruit & Milk	\$1.31	\$4.06
Cheeseburger + Sweet Potato Fries + Fruit & Milk	\$2.53	\$4.38

PRODUCE

Every Monday Conscious Kitchen sends out a weekly availability list highlighting seasonal organic items that can be purchased directly from farms, or through distributors like Earl's Organic Produce and the DOD Distributor, ProPacific Fresh. Reach out to Conscious Kitchen to learn about local, organic produce availability and pricing.

Farm	Item	Case size	Price	Notes
DIRECT PURCHASES WEEK OF SEPTEMBER 30				
Durst Organic Growers	Cherry Tomatoes	12/10oz		Available through DOD
	Winter squash varieties	35#	\$25 - \$35	\$ depends on variety
Frog Hollow Farm	Warren Pears	20#		Available through DOD
JAS Family Farms	Corn ***	48ct	\$32.00	
	Eggplant, globes	18ct	\$24.00	another 2-3 weeks
	Eggplant, graffiti / Japanese	10#	\$30.00	another 2-3 weeks
	Green bell peppers, jumbo	25#	\$28.00	another 2-3 weeks
	Heirlooms (regular/large)	10#	\$22.00	another 2-3 weeks
	Heirlooms (variety)	26#	\$19.5 (0.75/#)	another 2-3 weeks
	Lettuce, little gem	20#	\$24.00	
	Pepper, jalapeno / serrano	10#	\$20 (\$2/#)	another 2-3 weeks
	Summer squash varieties	22#	1/#	another 2-3 weeks
Mimi's Organic Farm	Blackberries	12/6oz	\$28.00	till late Oct
	Strawberries	8/1#	\$28.00	till late Oct
	Sugar Snap Peas ***	10#	\$30.00	Limited availability
Nana Mae's Organics	Apples, Gravenstein	38# (135ct)	\$47.00	
Narci Organic Farms	Tomatoes, beefsteak	10#	\$20.00	another 1-2 weeks
	Tomatoes, cherry (mixed)	12 pints	\$26.00	another 1-2 weeks
	Lacinato Kale			
	Tomatoes, early girl	15#	\$25.00	another 1-2 weeks
Oya Organic Farm	Jalapeños	10 lbs	\$26.00	lots of red, some green
	Peppers, gypsy (sweet)***	10lbs	\$26.00	limited quantity

	Peppers, sweet mini***	12 pt	\$32.00	limited quantity
	Tomatoes, cherry (mixed)	12 pints	\$26.00	another 2-3 weeks
Tomatero Organic Farm (1/2 pallet minimum)	Kale, curly	24 ct	\$22.00	
	Kale, lacinato	24 ct	\$22.00	
	Tomatoes, roma	20#	\$32.00	
	Tomatoes, heirloom	10#	\$22.00	
Queen of Vegetables	Lettuce, romaine	24#	\$30.00	
EARL'S ORGANIC WEEK OF SEPTEMBER 30				
	Avocados (MX)	70 ct/25#	\$67.00	
	Avocados (MX)	84ct/25#	\$42.00	
	Bananas	100ct/40#	\$30.00	
	Broccoli crowns	20#	\$37.00	
	Carrot (clip top)	50#	\$37.50	
	Carrots, shredded	4x5#	\$27.00	
	Celery (juicing)	40#	\$37.00	
	Grapes, green or red	19#	\$38.00	
	Kiwi berries	12/6oz	\$35.50	
	Lettuce, romaine	24ct	\$34.00	
	Onions, yellow	40#	\$40.00	
	Oranges, valencia (choice)	113ct (38#)	\$46.00	
	Plums, black	160-180ct (28#)	\$42.00	

DISTRIBUTORS

In addition to buying direct from farmers, distributors are key in increasing access to organics and ensuring product availability for school food procurement.

Fresh Fruit and Vegetable Program (FFVP): DOD Commodities

- **ProPacific Fresh**, the DOD distributor for Northern California has been working with Conscious Kitchen to introduce more organic items into the commodities list.
- Please share your thoughts on organic items you'd like to see included in the DoD list!

Produce

- **Earl's Organic** is the oldest and longest running organic distributor in the Bay Area. Earl's promotes organic agriculture and a sustainable food trade, while connecting those who produce organic food with those who consume it. (*\$500 minimum order*)
- **Watsonville Coast Produce** supports the delivery of goods from small organic farmers in the Central Coast. They distribute both conventional and organic produce, and are highly motivated to increase organic, particularly with and for schools. (*\$200 minimum order*)

Meat

- **Marin Sun Farms/Mindful Meats** provides locally-raised organic beef in raw and patty forms, as well as chicken and hot dogs. (*TBD minimum order*)
- **Mary's Organic Chicken** comes in a range of cuts, available through Modesto Meats and other distributors in the region. All chickens are raised in California. (*\$300 minimum order*)

Dairy

- **Straus Family Creamery** in Petaluma, is committed to a climate-positive dairy farming system. For schools, Straus produces 1% bulk organic milk in 4-gallon boxes, in addition to all types of dairy products, including yogurt, butter and milk. (*\$500 minimum order*)
- **Clover Sonoma** has a Petaluma-based processing center with many West Marin dairies. They have a bulk milk program and sell all types of dairy products. (*\$250 minimum order*)
- **Marin Cheese Company** is a distributor that provides access to organic cheeses, including cheddar, jack, parmesan, etc. with weekly deliveries. Some milk is from Oregon or other states, so cheeses may not always qualify for CA-produced programs. (*\$200 minimum order*)

Cereal

- **Nature's Path** USDA organic, school compliant, bulk cereal. EnviroKidz Choco Chimps and NEW EnviroKidz Monarch Magic are available. To place orders contact Gary Grijalva of Nature's Path at ggrijalva@naturespath.com
 - (\$58 per 2 ounce serving plus .16 oz cup .15= \$73)



Staples

- **UNFI** has a wide selection of staples with a focus on organic products. (*TBD minimum order*)

USDA PILOT PROGRAM FOR UNPROCESSED FRUITS & VEGETABLES

Conscious Kitchen works with numerous small farms in the Central Coast and Northern California regions, some of whom are part of the USDA Pilot Program (PPPUFV), including:

- Frog Hollow Organic Farm, Brentwood
- JAS (Jose Antonio Serrano) Family Farms, Hollister
- JSM Organics, Royal Oaks
- Oya Organics, Hollister
- Queen of Vegetables Organic Farm, Royal Oaks
- Green Nation Organic Farm, Salinas



BULK MILK

Bulk organic milk is available at a lower cost per ounce than conventional milk in cartons, saving on milk and packaging waste and providing a product without pesticides, hormones, or antibiotics. Schools can easily transition to bulk milk programs, with vast economic and environmental benefits, as well as propelling student involvement in school food service, evidence-based research, and in-depth learning about the environment and sciences.



(Photo; U.S. Secretary of Agriculture Tom Vilsack visits WCCUSD)

Item	Milk Type	Price per 4 gal	Price per 8 oz	World Centric Cup	Total (8oz)
Straus bulk milk	Organic	\$28.20	\$0.44	\$0.06	\$0.50

Item	Milk Type	Price per 5 gal	Price per 8 oz
Clover Boxed Milk	Organic		\$0.50
Crystal Creamery Boxed Milk	Conventional		\$0.41
Clover Bulk Milk	Organic	\$32.50	\$0.406
Clover Bulk Milk	Conventional	\$17.03	\$0.213
Clover	Conventional		\$0.29

Note: Often when students pour their own bulk milk, they are not opting for 8oz which equals less waste and less milk used.

Benefits:

- Decreased food waste
 - Elementary schools average 28.7 cartons (230 oz) of milk waste per student per year
 - Milk waste tracking can reduce milk waste by approximately 12.4%
 - One gallon of milk has a carbon footprint of 17.6 pounds of carbon dioxide
- Lower environmental impact and improved health outcomes
 - Organic production reduces methane/nitrous oxide, as less manure is stored in lagoons
 - Two-thirds of GHG emissions in California are attributed to manure lagoons
 - Organic milk doesn't contain pesticide/herbicide residues, antibiotics or hormones
- Student leadership
 - Next gen leaders conduct evidence-based research with data gathering and analysis
 - Students create and amplify info through campaigns, presentations and social media

BEST PRACTICES

Helpful tips and things to consider based on learnings and experience from our teams and chefs.

Educate and Motivate your staff

- Share your experience from the culinary workshop with your teams! Inspire them to realize that change is possible and that they can make a difference by supporting the transition to organic food sourced from small local farms. When we show up to work every day with this commitment, we help create a healthier and more sustainable future.

Utilize Conscious Kitchen as a resource

- Each week, the Conscious Kitchen team sends out an organic availability list (see page 21) to inform food service teams about which organic produce is available for purchase directly from farms or through distributors like Earl's Organic Produce and ProPacific Fresh. Be sure to check these lists to guide your ordering decisions.
- **Need assistance?** Call us! We know that the life of a food service leader can be incredibly busy, leaving little time for administrative tasks. If you're interested in purchasing any organic items, the CK team is ready to help! Don't hesitate to reach out—contact information is on page 31.

Plan in advance

- Collaborating with farmers to coordinate food service needs with farmer's crop planning well in advance will help secure consistent pricing and availability throughout the year. This proactive approach ensures a reliable supply of the freshest organic ingredients for your school district and best pricing.
- Ready to work on crop planning with farmers? Contact our team! We'll work closely with your school district and a group of organic farmers to coordinate the planting of produce items, ensuring a consistent supply for your district.

We'd love to hear from you! Please share best practices from your school district so we can collaborate on ideas that promote organic food procurement and enhance farm-to-school success.



LOW WASTE INITIATIVES

We not only work with schools on meals, but also on sustainable operational design, including compost, bulk milk, and other initiatives to reduce waste.

Compost

To join California's food fight to mitigate climate change, we promote district wide composting with local waste recovery companies (like Recology in West Marin) to get started. California regulations, including SB 1383, aim to divert 75% of organic waste from landfills below 2014 levels by 2025. When schools order and exclusively use compostable plates and utensils, students are clear on waste disposal of food and serving goods: everything gets composted, other than what may be brought from home. Conscious Kitchen also uses fun visuals and signage to educate students and inspire a culture of composting! Produce Pal, Maya, made from compost to teach CK Ambassadors about food waste

Bulk Milk

Implementing an organic bulk milk program offers high quality, pesticide/antibiotic/hormone free milk to support the health of our children, farmers, land, climate, and cows; prevents food and packaging waste; reduces unnecessary school milk expenditures; empowers student leaders to make this program successful; and sustains local family farms and revitalize rural communities. In partnership with Straus Family Creamery, machines are purchased for schools — and we then conduct trainings with staff and CK Ambassadors at each site to support the introduction of bulk milk. By learning how to use the machines and serve peers, students cultivate leadership, experience self reliance, and practice transferable communication skills that benefit their growth in and out of school. This ensures a smooth and efficient transition during this system shift for students, food services and custodial teams.

Zero Waste Stations

We suggest that schools have clearly labeled Zero Waste Stations wherever food is served that include three bins: recycling, compost and landfill. A baseline measurement should be taken for all streams prior to implementing waste reduction initiatives, so data can be tracked and reported.



Produce Pal, Maya, made from compost to teach CK Ambassadors about food waste

CONSCIOUS KITCHEN AMBASSADORS

The Conscious Kitchen Ambassadors program educates, activates, and empowers elementary, middle and high school students as key players in transforming school food systems. These young leaders expand their knowledge of health, nutrition, meal preparation, and food systems, while also understanding issues of equity, climate, and community impact. They learn about the importance of fresh, local, organic, seasonal, nutritious, and low-waste foods.



Each Conscious Kitchen Ambassador class includes:

- Food-themed lesson plans on a variety of topics such as [Organic Food](#), [Produce Pals](#), [Exploring Food Culture](#), and [Organic Milk](#)
- Hands-on activity/training, including culinary skills, art projects, food web creation, waste sorting, food service training, and more
- Tasting and feedback on new menu items, recipe development, seasonal produce, etc.

The interactive curriculum can take place in kitchens, dining halls and school gardens, with opportunities for visits from farmers, chefs and food systems leaders, as well as in-person/virtual farm tours. Learnings relate directly to what is happening in dining halls on a daily basis, through a framework that gives students agency to offer input, incorporates their questions, feedback and ideas, and progresses with participation of empowered young changemakers.

Student Ambassadors gain hands-on experience and transferable skills in culinary arts, food service, and leadership, becoming informed advocates for better health, wellbeing, and food justice. This aligns with Conscious Kitchen's student-driven model for systems change.

Young leaders develop resources and campaigns to educate peers and families, support food service initiatives (like plated meals, composting, and hydration stations), and collaborate on programs such as Project Salad and Project Cereal. This fosters greater student ownership and participation in the school meal program, which is vital for its success.

By collaborating closely with students and bringing intergenerational mentorship opportunities, we deepen the impact for Ambassadors, enabling them to share their learnings with classmates, friends, and the broader school community. Students gain practical knowledge, relevant skills, advocacy techniques, and a solid understanding of culinary practices, nutrition, and food choices. These insights resonate with their peers, schools, and districts. Everyone benefits from these enriching experiences, fostering a vibrant community of growth and shared learning.

PROJECT CEREAL



Project Cereal sets students up for health and success, transforming school food procurement to provide organic, nutritious breakfasts that power kids physically and mentally. Focusing on a bowl of cereal is a simple, measurable, achievable step schools can take to positively impact young bodies and minds and climate-smart economies. The classic combination of cereal, milk and fruit is one of the most popular meals in the school breakfast program. With the launch of the **first-ever USDA compliant organic cereal** in August 2024, Project Cereal aims to further the organic movement in school districts across the state and country.

Nature's Path, in partnership with Conscious Kitchen, launched two **100% whole grain, organic, gluten free, low sugar, delicious breakfast cereals**. The flavors, textures and presentation have been tested and perfected by skilled teams, over 200 students, and numerous school nutrition directors. **EnviroKidz Choco Chimps and NEW EnviroKidz Monarch Magic** launched in California schools for the start of the SY2024/25. **Why organic?** Organic food is produced without harmful pesticides or herbicides, has 30% more nutritional value, uses fewer petroleum-based inputs, and comes from agricultural practices that sequester 40% more carbon than conventional, have smaller ecological footprints, build soil health, promote biodiversity, combat climate change, and replenish ecosystems, all of which **benefit kids, food service teams, farmers, communities, natural resources, and the Earth**.

What makes this cereal stand out? These two new products are **affordable, USDA organic, school compliant, bulk dispensed and accessible**. The cost per serving is equal or close to the price for non-organic cereals. The grain, vitamin and mineral ingredient ratios meet USDA regulations for reimbursement. Both cereals can be ordered easily through broadline distributors, packaged in eco-friendly large bags with bulk dispenser options to reduce waste and align with industry and school sustainability missions.

How do I bring it to my district? Food services teams can reach out to Gary Grijalva of Nature's Path at ggrijalva@naturespath.com for samples of cereals, bulk dispensers, and more information about the first of its kind school-compliant organic cereal.

Food choices are critically important for the health, wellbeing and resilience of our children, lands, communities, and future. Project Cereal is a collaborative effort to bring nutritious, organic food to the next generation, led by Conscious Kitchen together with **Nature's Path** — a family-owned 100% organic food business committed to organic advocacy, transforming the health of people and planet through continual investment in farmland and organic standards.



PROJECT SALAD BAR



Project Salad Bar breaks down school food challenges into bite-sized pieces, quite literally. The salad bar puts *students* in charge. Raw, cooked, whole, chopped, mixed, seasoned, hot, cold... endless combinations of veggies, grains, proteins, colors, flavors, textures, toppings and dressings to choose from. The result is an array of flavorful fresh, local, organic fruits and veggies that **students can mix 'n' match to create plates of food that students love** — propelling California's school food movement in the process. Ingredient by ingredient, Conscious Kitchen collaborates with school food service teams to shift procurement, source responsibly, innovate recipes and culinary techniques, and transform school food culture.

Why organic? Organic food is produced without harmful pesticides or herbicides, has 30% more nutritional value, uses fewer petroleum-based inputs, and comes from agricultural practices that sequester 40% more carbon than conventional, have smaller ecological footprints, build soil health, promote biodiversity, combat climate change, and replenish ecosystems, all of which **benefit kids, food service teams, farmers, communities, natural resources, and the earth.**

What is the power of a salad bar? The many components of a salad bar allow for many entry points to food systems change within the framework of current school meal offerings. We begin with one bucket — and find local, organic sourcing item by item. There is beauty and ease in the simplicity of individual ingredients, as well as opportunities to taste test new options, seasonal specialties, healthy preparations, and recipe combinations with students and food services teams.

How do I bring it to my school? Conscious Kitchen can work with districts using their current list of produce, suppliers and pricing in order to begin providing food service teams with **organic options and price comparisons** for salad bar items — setting a bold goal for your organic procurement. Districts can also engage students and staff in workshops to get feedback on new recipes, host taste tests, and enlist ideas for ingredients in the salad bar. Reach out to the Conscious Kitchen team at info@consciouskitchen.org for any support you can offer.

By creating an array of healthy, delicious, items to choose from, **salad bars become palettes for exploration and tools for education** about better eating. The distinct tastes, textures, colors and seasonality that celebrate the bounties of the land, healthy soils, and thriving local ecosystems, where organic farmers, food service teams, and food purveyors play integral roles. Through investment in farm-to-school pipelines and procurement, we **cultivate community resilience, expand climate-smart agriculture, and elevate recipes and food stories** that represent the diverse student populations we nourish and the growers we support.



CONTACTS

For more information about the programs and/or to get involved, please reach out to:

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