

**DETERMINATION AND FINDINGS
FOR A
SOLE SOURCE PROCUREMENT**

AGENCY: District of Columbia Public Schools, Office of Food and Nutrition Services (OFNS)
CAPTION: Farm2School USDA Grant -- FreshFarm FoodPrints
CONTRACT NO.: GAGA-2019-C-0046
CONTRACTOR: FreshFarm Marketing, Inc.

FINDINGS

1. AUTHORIZATION:

D.C. Official Code: §2-354.04, and 27 DCMR 1304, 1701.

2. MINIMUM NEED:

To build upon the partnership with FreshFarm Marketing, Inc., in conjunction with other Federal, State and Local government along with private partners to demonstrate a replicable and cost-effective way of transforming school and cafeteria.

Key components of the project include adoption of the Good Food Purchasing Policy; offering scratch-cooked recipes students are familiar with through FRESHFARM FoodPrints classes; providing coaching for cafeteria staff and students from a Wellness in the Schools Chef; and infusing the physical environment of school cafeterias with photographs of students harvesting and preparing the same recipes in their FoodPrints school gardens and teaching kitchens.

3. ESTIMATED REASONABLE PRICE:

The estimated reasonable price for this project is \$110,201.00 from date of award to September 30, 2019.

4. BACKGROUND AND HISTORY:

The District of Columbia Public Schools (DCPS), Office of Food and Nutrition Services (OFNS) has been assigned from the USDA improvement of the food service programs specifically in the areas listed below which is not all inclusive:

- Fresh Food Experiential Learning,
- Staffing Needs,
- Nutrition, Gardening and Cooking Program,
- Curriculum Integration,
- School Meals Structure and Support for local Sourcing, and
- Kitchen and Cafeteria Improvements.

In addition to the minimum needs described above, the following core are critical needs, steps and approach to satisfy the “Five-Year Strategic Improvement Plan” set by USDA.

A. Contractual Requirement of Food Service Management Contract

C.3.22.10.03 of Food Service Management Company Solicitation GAGA-2016-R-0036A requires contractors to promote school gardens in coordination with DCPS and utilize the garden in nutrition education activities, including “working directly with or supporting a school garden coordinator as well as other community-based or DCPS contracted programs such as Food Prints”. Further, our vendor has incorporated the program into their contract submittal and have been executing these services to date.

B. Close Partnership with DC Public School

FRESHFARM first started working with Rudolph Elementary School until it closed in 2008. In 2009, the FoodPrints program at Watkins Elementary School was launched and has since expanded to seven additional schools. FoodPrints has developed a robust partnership at each school, and credits much of its success to the support of the administration, teachers, staff, and families. This work, lasting nearly a decade, has created a unique and intimate relationship between FreshFarm and DCPS. FoodPrints provides expertise in implementing effective garden programs within the district and at the DC Public Schools it resides in.

C. Partnership will Meet the Needs

FRESHFARM is prepared to begin the work immediately to ensure that programming is in place for the successful implementation.

D. Proven Track Record of Success in DCPS

Below evaluation of FoodPrints in DCPS still applies to this added requirement, researchers from George Mason University found:

- FoodPrints lessons are focused on real world application of core subject matter concepts in math, science and language arts, and students have regular opportunities to apply math and science concepts in a real-world setting.
- FoodPrints educators encourage students to work collaboratively and engage students by involving them in every step of the process.
 - Classes offer child-centered, active learning opportunities.
- The program has a positive impact on children’s knowledge of nutritious foods and their willingness to eat these foods at home; their interest in cooking nutritious food at home; and their nutrition and cooking knowledge and skills.

E. Supporting a Local Business

FRESHFARM is a DC-based non-profit organization that promotes sustainable agriculture in the Mid-Atlantic Region. As part of this work, they support local farmers through purchases at farmer’s markets and direct connections with schools. They have also developed several key local partnerships, including:

- Universities and colleges – to recruit, train and provide interns and practicum students opportunities to support the program.
- Research and evaluation experts – to assess the effects of the program and methods for continual process improvement.
- Environmental literacy educators – who work in schools to bring programming and knowledge to implement the Environmental Literacy Framework from OSSE.
- AmeriCorps FoodCorps volunteers - who provide full-time support to the program.

5. FACTS WHICH JUSTIFY SOLE SOURCE PROCUREMENT:

The decision for awarding a contract is the result of the continuous collaboration and communication between United States Department of Agriculture (USDA), Office of the State Superintendent of Education (OSSE), and the District of Columbia Public Schools (DCPS), since 2016 on implementing the USDA initiatives on improvement of the food service programs for the DCPS.

In determining whether it is appropriate to award a sole source contract to the Freshfarm Marketing, Inc., for the above-referenced proposed contract, the following factor was considered:

The services are enhancements of the previous requirements to demonstrate a replicable and cost-effective way of transforming school cafeteria by following the program previously prepared and implemented by the FreshFarm Marketing, Inc.

The USDA Farm2School Grant was written with the intention that activities would be operated by FreshFarm Marketing, Inc. and be under DCPS oversight. This funding must be used for the expansion of the programming that currently operates out of DC Public Schools.

6. CERTIFICATION BY DCPS PROGRAM:

I hereby certify that the above findings are true, correct and complete, and the anticipated cost to DCPS is fair and reasonable.

2/8/2019
Date


Director, Office of Food and Nutrition Service
Manager

DETERMINATION

Based on the above certified findings and in accordance with the cited authority, I hereby determine that it is not feasible or practical to invoke the competitive bidding process under Section 27 DCMR 1304 and 1701.

Date

Contracting Officer