KENTUCKY-GROWN FRUIT AND VEGETABLE INCENTIVE PROGRAM

SPONSOR ROADMAP













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WHAT IS K-VIP?

The Kentucky-Grown Fruit and Vegetable Incentive Program, also known as K-VIP, was established in 2018 to increase locally-grown fruit and vegetables in the Summer Food Service Program (SFSP) and the CACFP At-Risk (afterschool meals program).

Feeding Kentucky covers half the cost of produce purchased directly from a Kentucky farm. Reimbursements can be used to purchase more produce, buy equipment, pay staff wages, help purchase vehicles for mobile meals, etc.

K-VIP is funded by the Kentucky Agriculture Development Board and administered by Feeding Kentucky in partnership with the Kentucky Department of Agriculture and Kentucky Department of Education.



WHO CAN PARTICIPATE IN K-VIP?

Sponsors who participate in the Summer Food Service Program (SFSP) and the CACFP At-Risk (afterschool meals program) and serve free healthy meals to children and teens in low-income areas when school is out of session are eligible to participate.

WHO CAN BE A SPONSOR?

The following types of organizations can be sponsors:

- Public or private nonprofit schools.
- Units of local, municipal, count, tribal, or State government.
- Private nonprofit organizations.
- Public or private nonprofit camps.
- Public or private nonprofit universities or colleges.

Read testimonials from various sponsor types on page 14.

ROLE OF A SPONSOR

Sponsors are organizations that manage SFSP and CACFP feeding sites.

- Attend available KDE and Feeding Kentucky trainings.
- Locate and connect with local Kentucky farms.
- Hiring, traning, and supervising staff and volunteers in program.
- Plan meals to utilize the fresh fruits and vegetables.
- Monitor and manage produce purchase and exchange procedures with farmer.
- Track expenditures and return receipts for reimbursement. See expenditure receipt return checklist on page 12.

HOW DOES THIS PROGRAM WORK?

Both the SFSP and the CACFP at-risk program reimburse approved sponsors for serving meals that meet federal nutritional guidelines. Sponsors receive payments from USDA through the Department of Education based on the number of meals they serve. All meals are served free to eligible children.

K-VIP is an additional financial incentive for sponsors interested in serving Kentucky-grown produce to kids.

HOW TO USE K-VIP FUNDS?

K-VIP grant funding is given to sponsors after they have spent dollars at Kentucky farms.

Funding can be used for the purchase of additional Kentucky-grown produce, but also aide in the growth in other areas outside of the purchase of food.

Sponsors may use their K-VIP grant funding:

- Support the growth of their mobile meals program
- Staffing and administrative costs
- Outreach
- Enrichment programs
- Summer meal kick offs.



Steps of the K-VIP Process At a Glance:

- Complete K-VIP application from Feeding Kentucky.
- Access the <u>K-VIP application.</u>

- Approved K-VIP sponsors will receive: award letter, program agreement, and instructions for receipt return process.
- Return paperwork to Feeding Kentucky.
 - Begin development of partnership with local farms.
 - Refer to the Kentucky Department of Agriculture for aid with connecting with your local farms.

Step 2

Step 4

- Farms must be located in Kentucky to be eligible for K-VIP.
- Begin buying Kentucky-grown vegetables and fruits.
- Track expenditures and send copies of monthly expenditures forms to Feeding Kentucky.
- Submit receipt form by last day of each month.



Step 1

Step 3

- Receive K-VIP funds from Feeding Kentucky.
- Continue buying Kentucky-grown produce until final day, October 31.

K-VIP Application Checklist



Organization information

- Organization name
- Address
- Primary Contact Name, email, and phone



Program Background

- Select Counties
- What programs will K-VIP funding support? Check all that apply.
- Do you plan to expand your summer meals or afterschool meals program over the next year?
- If you responded 'yes', how do you plan to expand your summer meals and/or afterschool meals program? (Response must be 150 words or more)

Funding Request Information

- Requested funding amount
- How would receiving K-VIP funds affect your program? (Response must be 150 words or more)



Farm Partnership

- Does your organization currently partner with Kentucky farms?
- If you responded 'yes', which farms partner with your organization?
- What barriers have you experienced to including local produce in your meals?
- Choose at least two barriers above and explain why and how it prevented you from including local produce in your meals. (Response must be 250 words or more)
- Detail your outreach plan to Kentucky farms for this year. (Response must be 150 words or more).

Organization (Grantee): Grant Amount: Grant Period: Purpose: K-VIP

I. Amount and Use of Funding

Feeding Kentucky agrees to pay Grantee up to X. Grant funds will be paid on a monthly basis on the 15th of the following month and upon a) confirmation by the Kentucky Department of Agriculture of eligibility of receipts for fruit and vegetable purchase from Kentucky farms; and b) confirmation of Grantee's good standing by the Governor's Office of Agricultural Policy. Grantee understands that the express purpose of this grant is support of the Summer Food Service Program and the Child Adult Care Food Program At-Risk After school Meals Component.

II. Certification of Organization Status

This funding is conditioned upon the Grantee's status as an eligible Summer Food Service Program and/or the Child Adult Care Food Program At-Risk Afterschool Meals Component in (YEAR), as confirmed by the Kentucky Department of Education.

III. Final Report and Records

The Grantee will submit a grant evaluation report by xx/xx/xx. The grant report form can be found at FeedingKy.org. The report is to include a narrative on outcomes based on objectives set forth in the K-VIP enrollment application. The report must include information the amount of Kentucky-grown produce served at Grantee's Summer Food Service Program sites by type, volume and dollars spent; contact information (name and county) of Kentucky farmers from which produce was sourced; list of sites receiving Kentucky-grown produce; and whether Grantee is a first-time Summer Food Service Program sponsor.

IV. Grantee's Financial Responsibilities

Grantee will keep records of receipts and other supporting documentation related to the K-VIP program for at least seven (7) years after completion of the grant and will make such a record of receipts, expenditures and supporting documentation available to Feeding Kentucky upon request, for the purpose of conducting financial audits, making verifications, and investigations as deemed necessary concerning the K-VIP program.

V. Publicity

Feeding Kentucky appreciates publicity for the K-VIP program in all relevant published materials, such as brochures, newsletters and annual reports. The credit line of "Made possible in part by support from Feeding Kentucky and the Kentucky Agricultural Development Fund" is suggested. The Grantee will allow Feeding Kentucky to review and approve the content of any proposed publicity concerning the K-VIP program prior to its release, upon request. Sending a brief press release to your local paper is appreciated. Please email Kate McDonald, at kate@kafb.org with copies of any printed or publicity materials that highlight the grant. Attaching a logo is preferred. All logos can be downloaded on our website at kykidseat.org/kvip.

Grantee agrees to allow Feeding Kentucky to include information about this program in newsletters, news releases, social media postings, and websites. This includes the amount and purpose of the program, any photographs you have provided, your logo or trademark, and other information and materials about your organization and its activities.

VI. Indemnification

In the event that a claim of any kind is asserted against Feeding Kentucky related to or arising from the project funded by the K-VIP Program and a proceeding is brought against Feeding Kentucky by reason of such claim, the Grantee, upon written notice from Feeding Kentucky, shall, at the Grantee's expense, resist or defend such action or proceeding, at no cost to Feeding Kentucky, by counsel approved by Feeding Kentucky in writing. Grantee herby agrees, to the fullest extent permitted by law, to defend, indemnify, and hold harmless Feeding Kentucky, its officers, directors, employees, and agents, from and against any and all claims, liabilities, losses, and expenses directly, indirectly, wholly, or partially arising from or in connection with any act or omission by the Grantee, its employees, or agents in applying for or accepting the Grant Funds, except to the extent that such claims, liabilities, losses, and expenses arise from or in connection with any bad faith act or omission by Feeding Kentucky, its officers, directors, employees, or agents.

VII. Termination

Feeding Kentucky may terminate this agreement, modify or withhold payments under this grant agreement, if, in Feeding Kentucky's judgement: a) Grantee fails to comply with the terms and conditions of this agreement; b) Grantee fails to comply with the requirements of any law or regulation applicable to you, Feeding Kentucky, or this program.

VIII. Limitation of Support

This Agreement contains the entire agreement between the parties with respect to the K-VIP program and supersedes any previous oral or written understandings or agreements.

I have read and agree to the terms and conditions of the Grant Agreement.

Authorized Signatory		_
Authorized Signatory	Date	All K-VIP Program
Printed Name	Title	Agreement Forms should be sent to kykidseat@feedingky.org

Check in regularly! Check in about the current quantity, quality, delivery schedule, and share stories about how students enjoy their farm products. Relationships are key to success, so take time upfront to establish and cultivate relationships both internal and external with the farmer.

Capitalize on your existing networks! Talk with current farm partners or others to connect with new partnerships.

Be straightforward and ask your partner what they need from you for a great working relationship.

> Be sure to provide all information to the farmer in order to decrease future confusion.

BEST PRACTICES FOR BUILDING RELATIONSHIPS WITH FARMERS!

Visit your partners farm location to learn more on how things operate and find ways to best support. Attend farm conferences or other networking events to talk with your local farmers and determine interest in program participation.

A strong relationship comes from strong communication. Be sure to establish open communications with your partners, and establish set channels for communications.

K-VIP Expenditure and Receipt Checklist



Organization Name



Monthly Receipt Information

• Month of purchase.

information on this checklist before completing receipt submission form for a smooth transaction!

Tip: collect all

- Primary contact information.
- Select how you plan to use the money from chosen month's grant funding. (Ex. Mobile Meals: Equipment Purchase, Mobile Meals: Outreach/Marketing, or Mobile Meals: Staffing, etc.).
- Scribe the plan to use the money from the chosen month's K-VIP reimbursement.
- Upload a scanned copy of receipt(s). Scanned copy must have all required documentation legible. Receipts without legible or missing documentation may not be included in K-VIP funds.

Individual Receipt Documentation

• For each receipt uploaded the following information: date of purchase, produce quantity, unit, unit price, and total pounds.

Story Collection

 Stories help us advocate to key leaders about childhood hunger. We would love for you to share pictures and a story from the past month on how the program or a local farmer benefited from K-VIP!

5 TIPS FOR SUCCESSFUL K-VIP EXPENDITURE AND RECEIPT SUBMISSION

- 1. Maintain a folder for each month to keep all expenditure receipts.
- 2. Scan or take a picture of all receipts after purchase, this will help ensure you don't forget any at the end of the month.
- 3. Don't assume you will remember all of the details! During produce transactions bring a pad and pen to write down any additional information.
- Create a spreadsheet or use software, if applicable, to keep track of each needed receipt information. (i.e. date of purchase, produce quantity, unit, etc.)
- 5. As you go day to day, keep a log in your notes of impactful interactions you have with kids and their families to share. this will also help ensure you don't forget those moments!



Kentucky-Grown Vegetable Incentive Program Testimonials

I met Rich Meadors andd his family at the Knox County Farmers Market last year. His farm is cultivated manually with a team of mules and his sons play a huge part in the farm's daily operation. The Meadors children participate in Summer Feeding and are proud that our agency purchases their fruit and vegetables and serves them at the Farmers Market feeding site.

> Brendia Moses KCEOC Community Action



Cowan Community Action Group has been doing summer meals for four years and this is the first time that we did not end with a deficit. USDA gives a fair reimbursement price for the meals, but when we purchase products from local growers it does not cover that entire expense. It was a blessing to have K-VIP as a resource for our program at CANE Kitchen in Whitesburg. It made a world of difference.

Valerie Horn Cowan Community Action Group

In August, FoodChain was super excited to have a community filled, fun day that really speaks to all the amazing networks that local food can make in our state. It started with one of the graduates from our program wanting to make chili dogs. When that was requested, we started thinking about all the ways a chili dog could incorporate local food. First, we already knew we had a farmer growing green peppers and onions, as well as starting to get in all the summer tomatoes from nearby. Our chili even had secret eggplant and secret buttenut squash! During lunch we got to have an amazing friend and community member come with her sons and paint the kids (and employees) faces! It really brought together so many elements of what is possible with creative thinking around KY grown products.

> Leandra Forman FoodChain

Resources for more information:

KY Kids Eat - Feeding Kentucky

KyKidsEat@feedingky.org 502-699-2656 FeedingKy.org

Kentucky Department of Agriculture

Contact Tina Garland for Kentucky Growers to connect with summer feeding site sponsors in their area. tina.garland@ky.gov

Kentucky Department of Education

Contact Cathy Gallagher to become an approved summer feeding site sponsor. cathy.gallagher@education.ky.gov







