



FACT SHEET

WEST CONTRA COSTA UNIFIED SCHOOL DISTRICT & CONSCIOUS KITCHEN

Organic Food Box Program, Covid Meal Response

About

- For children across West Contra Costa Unified School District (WCCUSD)
- 20,000 – 23,000 boxes distributed weekly
- Ingredients for up to 644,000 meals per week, for 7 breakfasts, lunches, dinners and snacks
- 10.7 million pounds of organic food procured between November 5, 2020 and August 5, 2021
- Organic food for 18.7 million meals distributed between November 5, 2020 and August 5, 2021
- 4x more meals served than during a regular school year to meet increased need
- At start of Covid response, meals were pre-packaged in individual containers; dropping participation
- 69% of weight of food boxes and 67% of total cost since November 5, 2020 has been certified organic and grass-fed, since procurement transition began
- March 4, 2021 was the first food box with 100% USDA Certified organic contents
- Families pick up boxes once a week at numerous school sites throughout the district
- Vegetarian meals available for health benefits, sustainability and dietary restrictions

Purchasing Impact

- \$17 million in food purchases from organic farmers and suppliers supports local economies
- Large-scale institutional orders allow small businesses challenged by the pandemic to thrive
- Direct, local supply chain allows for cost-effective purchasing for district
- Food is sourced from a closer geographic area to reduce emissions, transportation and resources

Participating Organic Farms, Ranches, Purveyors & Suppliers

Farmers & Ranchers

Marin Sun Farms
 Mary's Organic Chicken
 Mindful Meats
 Doreva Produce
 Frog Hollow Farm
 Fruitworld
 Full Belly Farm
 Josie's Farm
 Madela Partners
 Starr Ranch Growers
 Tomatero Farm

Distributors

Earl's Organics
 Modesto Foods
 Coast Tropical
 Daylight
 Pacific Rim
 Tony's Fine Foods

Packaged Goods

Alvarado Street Bakery
 Applegate Farms
 Clif Bar
 Cocomane
 DiNapoli Specialty Foods
 El Burrito
 Edison Grainery
 La Tortilla Factory
 Lundberg Family Farms
 Middle East Baking Co
 Mori-Nu Tofu
 Nature's Path
 Organic Valley

Patagonia Provisions
 P.K. Kinder
 Rudi's Organic Bakery
 RW Garcia
 San-J
 Sfoglini
 Shady Maple Farms
 Spicely
 Spread the Love
 Tarazi Foods
 Western Sierra
 Yellowbird

About WCCUSD & Contra Costa County

- WCCUSD has 30,000+ students enrolled in 53 schools
- 65.6% of the district is eligible for free-and-reduced meals
- WCCUSD's diverse student population is 51% Hispanic or Latinx, 19% African American, 12% White, 11% Asian, 6% Pacific Islander and Hawaiian
- Since January 2020, Contra Costa County has seen unemployment soar from 3.2% to a high of 14.5% in March, settling at 7.5% in the start of 2021
- Household enrollments in CalFresh increased by 30% in August and have remained high since
- When WCCUSD began systemic changes in purchasing, the district sourced 15% of food locally and 2.4% sustainably, per a 2018 Good Food Purchasing baseline assessment