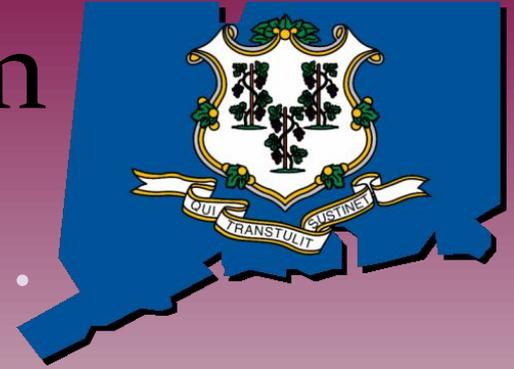


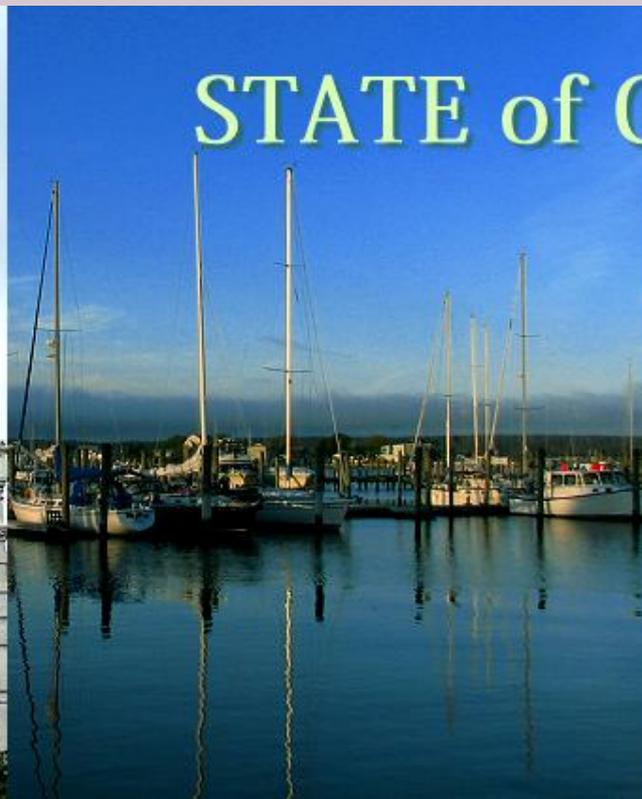
Food Distribution Program

USDA Foods - Connecticut Style...

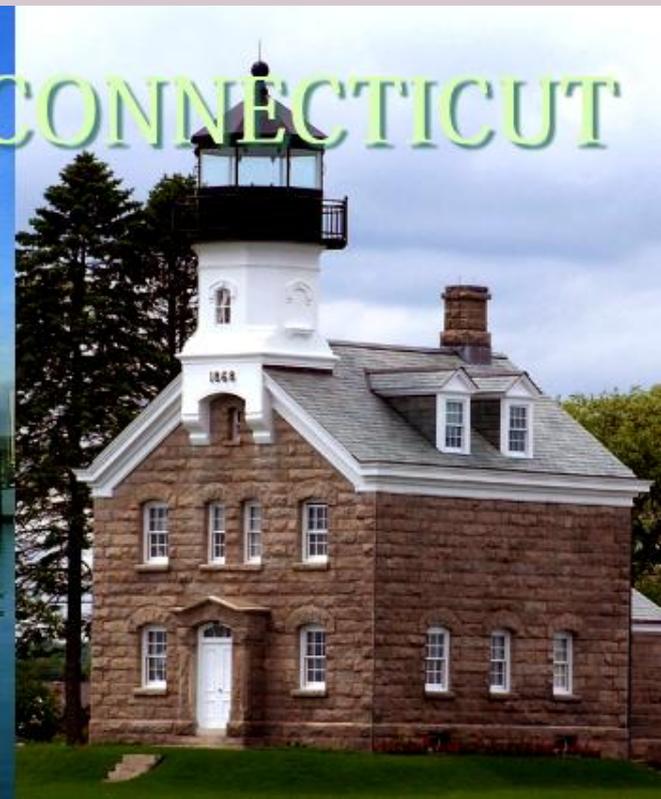


Linda Hubeny – Program Director
Email: Linda.Hubeny@CT.Gov
Phone: 860-713-5147

May 22, 2012



STATE of CONNECTICUT



About Me

- IT Tech Support Background
- 2002 - Food Distribution Program (FDP) Director
- Goals:
 - Develop Project Plan
 - Make Program Efficient
 - Implement USDA's Electronic Commodity Ordering System (ECOS) to the Recipient Agency (RA) Level
 - Train Staff
 - Train Users
 - Get Out! (10 Yrs Later and I'm Not Going Anywhere!)

Our Food Distribution Program

2002

- 240 School Districts
- \$8 Million Entitlement
- Unspent \$\$ @ End Of School Year
- School Lunch Advisory Council (SLAC) Decided:
 - What USDA Foods (formerly known as Commodities) to Order for All School Districts
 - The Delivery Periods
 - What 5 Or 6 Further Processed Items will be Offered Under the Statewide Processing Contract
 - No Department of Defense (DoD) Fresh Program
 - No Electronic Commodity Ordering System (ECOS)

2002 – How We Did Business (Poorly...)

- Didn't Look at Recipient Agency (RA) Customers as Customers
- Poor Communication (RA, USDA Partners, Manufacturers & State Contracted Commercial Distributor)
- We Allocated USDA Foods
- We Played The Anticipation Game! Offered Cases of USDA Foods from a Truck that Hadn't Arrived at the Distributor Yet. We Lost That Game Every time!
- We Didn't Monitor State Contracted Commercial Distributor Inventories Properly;
 - Had Lost USDA Foods
 - Short Shipped Often
 - Always Had Homeless USDA Foods

2002 – What Our RAs & Vendors Thought of Us

- We Didn't Know What We Were Doing
- RA Customers Didn't Feel Like Customers
- We Communicated Poorly
- We Didn't Understand Their Needs
- We Only Listened to the Elite Few (SLAC)
- The Commodities Were Shoved Down Their Throats
- We Didn't Pay Vendors Timely

Monthly Allocation Reports

- Were A Headache For Everyone!

How We Felt Each Month



This Darn Computer!

Another Truck Of Green Beans?! What Were We Thinking?!

Where's The Truck Of Chicken Nuggets?!

How The Distributor Felt Each Month

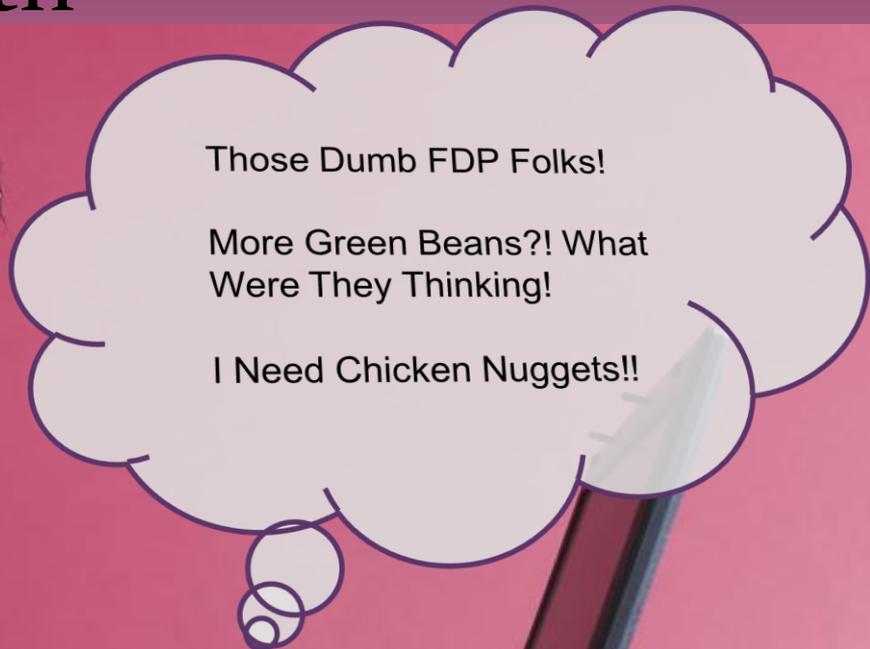


Those Darn FDP Folks!

Another Truck Of Green Beans?! What Were They Thinking!

We're Supposed To Have A Truck Of Chicken Nuggets?!

How Our RA Customers Felt Each Month



Those Dumb FDP Folks!

More Green Beans?! What
Were They Thinking!

I Need Chicken Nuggets!!

2002 - Our RA Customers



“I’m Contacting; USDA, Your
Commissioner, State & Federal
Legislators AND The Governor!”

2002 – FDP Staff



- Afraid of Losing Jobs
- Didn't Feel Appreciated
- No Vacation - Allocations
- Sick Time Up - Especially During Allocations
- Always Receiving Angry Calls From RA Customers, Vendors and Commercial Distributor

2002 - Me

- I Need to Learn This Crazy Program!
- How Can I Make This Better?!
- How Do I Run FDP, Property Management, State Employee Housing, State & Federal Surplus, Telecommunications & Move 250 DAS Staff?!



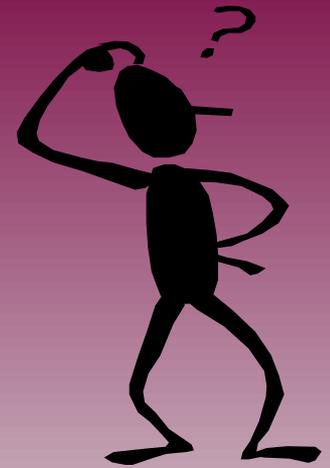
2003 - Our Project Plan

- Listen to Our RA Customers!
- We Need To Get A Better Understanding of the USDA Foods Program
- Communicate! Communicate! Communicate!
- RFP – State Food & USDA Foods
- Upgrade Our Internal Software Application for Inventory & Billing (eCAFS)
- Abandon a Failed Attempt to a Pilot of ECOS with 5 School Districts for SY 04/05 – Disaster!
- Need To Create a System That Allows Us to Roll Trucks Up In ECOS and Have the Extra USDA Foods Available To All Customers (We Called It The Swap Post)

2003 – Train! Train! Train!

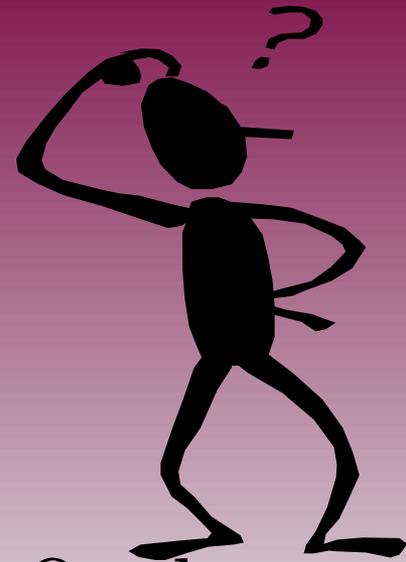
- USDA Regional & National Office Staff Attended & Presented @ Several Training Sessions for Our RA Customers
- We Had Vendor Meetings to Provide Information to Commercial Distributors and Further Processors About the Upcoming Changes
- Every RA Customer Had The Opportunity to Attend Any of the Informational Meetings And Any Of The Hands-On ECOS Trainings
- I Presented @ Every School Nutrition Association of CT (SNACT) Meeting They Would Let Me
- I Attended Every SNACT Board Meeting – Angry Customers Every time
- Emailed Monthly Newsletter – The Lunch-Line
- Became a Member of the National ACDA & SNA
- Worked with Counterparts in VA, NY, FL & WI

2003 - Our RA Customers



- We Request Food 1 Yr Advance?!
- We Have Choice?!
- We Have to Use A Computer?!
- We Have to Go On the Internet?!
- We Receive Email Notifications Directly from ECOS?!
- No More Allocations?! We Have to Order Monthly On-line on Sysco's System?!
- We Must Pay Sysco Directly for the Storage and Distribution Of "Brown Box" USDA Foods?!
- We Must Enter Into Contracts With Further Processors and Distributors for Further Processed Products?!
- We Can Request USDA Foods From the Swap Post?! What the Heck is the Swap Post?!!
- What Will the FDP Folks Do While We're Doing All Their Work?!!

Our Distributor & Further Processors 2003

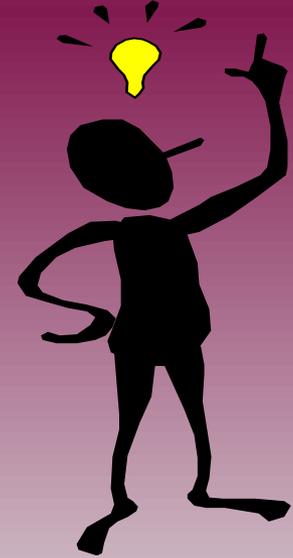


- RA's Request Food 1 Yr Advance?!
- They Have Choice?!
- ECOS Notifies Us/Them Directly?!
- The RA's Must Use Computers and Get On the Internet?!
- They Must Order Monthly On-line on Sysco's System?!
- We Must Contract with RA's for End Products?!
- RA's Pay Distributor & Processor's Directly?!
- What the Heck Are the FDP Folks Doing While We're Doing All Their Work?!

School Year (SY) 2004/05

- Some RA's Decided Not To Participate
- Hands-On ECOS Training
- RA's Placed Requests in ECOS for SY 05/06
- RA's Ran ECOS Reports
- RA's Trained by Sysco for eSysco Monthly Ordering
- RA's Placed Monthly On-Line Orders on eSysco
- RA's Received Deliveries from Sysco for "Brown Box" USDA Foods
- RA's Received Further Processed Foods from Their Commercial Distributors
- **One Major Issue: USDA Didn't Purchase Some Chicken for Further Processing – This Caused Some RA's Concern About ECOS and Further Processing**
 - RA's Received Notification in ECOS – Didn't Understand
 - Some Further Processors Didn't Notify FDP, They Just Stopped Shipping
- First Ever USDA Processing Food Show
- Emailed Monthly Lunch Line Newsletter

SY 2005/06



- RA's Allowed To Spend PAL on USDA Foods They Want
- RA's Allowed to Spend up to 105% of Planned Assistance Level (PAL)
- All RA's Have a Say about USDA Foods
- RA's Expanded Menus Because of Options Through Further Processing
- ECOS Provided a Demand Driven System
 - RA's Requested More Raw Chicken in ECOS to The Chicken Further Processors That Shipped in SY 2004/05
 - Chicken Further Processors That Didn't Ship in SY 2004/05 Lost Customers in SY 05/06
- Commercial Distributors Expanded Business and Provided More Services to RA's Because of Further Processing
- RA's That Decided Not To Participate in Program Started Calling to Find Out More About ECOS and Processing
- DoD Fresh Program Pilot – 1 School \$10,000
- Swap Post Items Are Available Throughout the School Year
- Annual USDA Processing Food Show
- Emailed Lunch Line Newsletter
- Hands-On ECOS Training – Open to All But Just New Directors Attended

SY 2006/07



- **RA's Confident in ECOS and FDP**
- **DoD Fresh Program Expanded to 10 Pilot School Districts and \$100,000**
- **Expanded Processing - 40 Further Processors & Thousands of End Products Available**
- **Procurement Training**
- **I Visited 20 School Districts**
- **Lunch Line Newsletter**
- **Hands-On Training For New Directors**
- **USDA Started Talking About New System - Web Supply Chain Management (WBSCM)**
- **Swap Post Items Are Available Throughout the School Year**

FAST FORWARD



- SY 2007/08 - DoD Fresh Program Expanded to 40 School Districts and \$400,000
- SY 2008/09 –DoD Fresh Program – Prime Vendor Contract - Expanded to 50 School Districts and \$980,000
- SY 2009/10 – DoD Fresh Program - 80 School Districts \$1.6 Million - \$20,000 CT Grown
- SY 2010/11 – DoD Fresh Program – 100 School Districts - \$2.3 Million - \$80,000 CT Grown

RFP for State Food and USDA Foods Contract

- Sysco Won The Contract Again
- Possible 9 Year Contract
- Sysco Upgraded Their Software Application to Support WBSCM
- New Contract Eliminates Storage Charges
- Locks Distribution Charges for Term Of Contract
- RA Customers Were Trained By Sysco on the New eSysco System

ECOS Going Away?!



- USDA Announced ECOS Will Be Replaced with WBSCM
- FDP and RA's Needed Be Trained
- USDA Provided SAE Reallocation Grants
- CT Received \$\$\$
- We Used the Same Philosophy For the WBSCM Deployment:
 - Train! Train!! Train!!!
 - Communicate! Communicate!! Communicate!!!

SY 11/12 WBSCM Deployment



- Very Few Issues
- RA's Remain Confident in FDP and Now WBSCM
- eCAFS Billing and Inventory System - Upgraded to Support WBSCM Data Structure – Now Called weCAFS
- RA's Continue to Have the Option to Spend Up To 105% of Entitlement
- Swap Post Items Continue to be Available Throughout the School Year



2002

- Poor Communication
- Few USDA Foods Offered
- FSD's Felt Elite Few Making Decisions
- The Anticipation Game!
- Short Shipments
- Homeless USDA Foods
- Lost USDA Foods
- No DoD Program
- Schools Left Money On the Table
- USDA Foods Drove Menus – Not in a Good Way
- No Confidence In the Program

Then & Now



Today

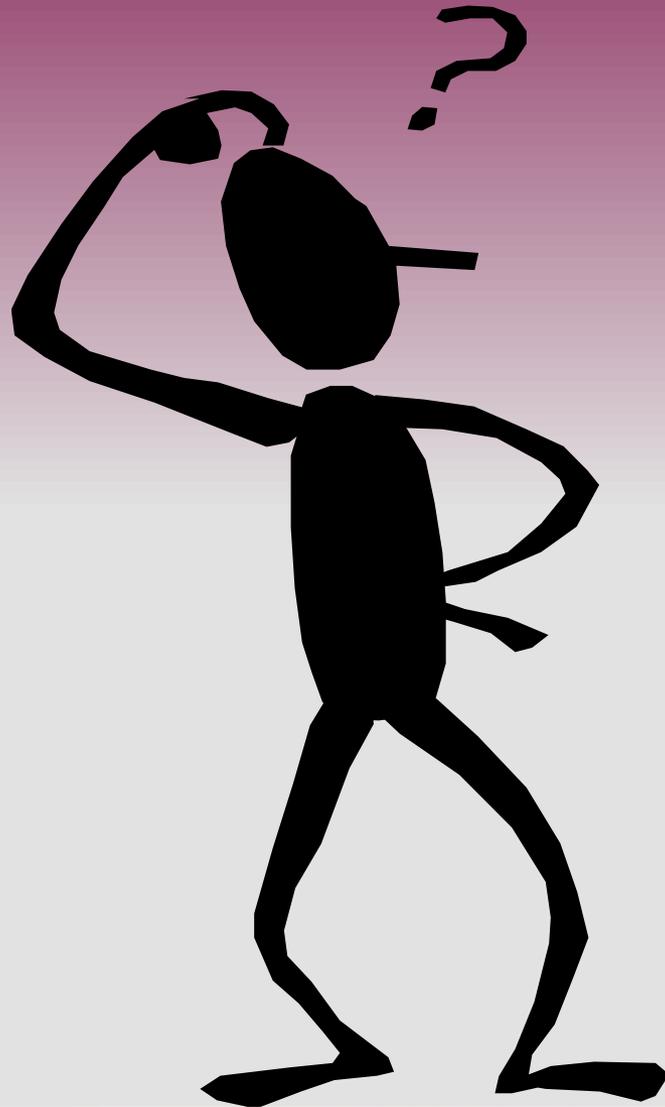
- USDA Foods DRIVE THE MENUS!
- Customers Feel They Have A Voice
- Customers Feel They Have Choice
- They Are Confident in FDP & WBSCM
- Customers Have the Option to Spend Up To 105% of Entitlement
- The Swap Post Items Available
- Over 50 Further Processors Offer Thousands of Further Processed USDA Foods
- Annual Food Show and Training
- Lunch Line Newsletter
- RA's Love DoD!
 - Over 100 School Districts Participate
 - \$2.7 Million for SY 13!
 - Continue to Increase CT Grown

“What The Heck is FDP Staff Going To Do Now?”

ANSWER:

- Regularly Visit School Districts
- **DAS Managed Three Town RFP** – With Focus on Savings, CT Grown and CT Manufactured
- **USDA Foods Initiative Grant for School Breakfast - \$2,500 Grant**
- Produce Safety University – Hosting Aug. 2012
- USDA Foods State Emergency Notification System (SENS) Pilot
- USDA Foods Nutrition Labeling
- CSDE Team Nutrition – Training Grant
- **More CT Grown in DoD - \$300,000 Goal for SY 2013!**
- USDA Procurement Task Force – Topics 1 & 2 on NFSMI Website. Topic 3 Coming Soon!
- **State Sharing – VT, WI, MA, & ME**
- CT State Agency Sharing – CSDE, DSS, DoAG, DPH
- National Associations – ACDA & SNA
- Local Association and Committees – SNACT, CT Food Policy Council, CBET, Food Advisory Council
- Coordinate the Annual CT USDA Foods Show & Meeting
- **Partner with CT Dept of Education and CT Dept of Agriculture for the Annual Know Your Farmer Know Your Food Meeting - CT Farmers Meet With AT Siravo (DoD Vendor) and School Food Service Professions**
- Create Annual Catalogs in WBSCM of USDA Foods Available for Following SY
- Roll Trucks Up in WBSCM
- Partner with States to Make Full Truck Loads going to Further Processors
- Monthly Performance Report (MPR) Monitoring at All Further Processors
- Reduce USDA Foods raw inventory at All Further Processors – Use It Or Lose It
- Perform Annual Physical Inventory and Reconciliation at Sysco
- Web Supply Chain Management (WBSCM) Training
- Monitor USDA Foods at Commercial Distributor
- Approve Summary End Product Data Schedules (SEPDS)
- Approve State Participation Agreements for Any New USDA Approved Further Processors





STATE of CONNECTICUT