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2015

### Collective Impact: Results from a Multi-Campus Farm to College Pilot Program

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# **State University of New York (SUNY)**



**SCALING UP LOCAL  
FOOD SOURCING: A  
MULTI-CAMPUS FARM  
TO COLLEGE PILOT**

# USDA Grant



AFT received a specialty crop grant to fund a pilot between 4 SUNY schools to increase the procurement of NYS grown and minimally processed produce.



# Data Collection



- Sodexo and/or university employees would pull the purchasing reports through our distributors which includes both small and large organizations (i.e.: Mentos Produce, Purdy and Sons, Carioto and Sysco) to determine the amount purchased from NY sources
- The challenges included:
  - Time consuming.
  - Difficult connecting with distributors and vendors.
  - Farm specific data is not available.

# Successes: Data Collection



- This initiative has identified the need for distributors to create a computer program which can track the NYS produce on a farm specific level.
- Once accomplished, the campus will have direct access to tracking local food sales.
- The Center for Technology and Government at UAlbany is now partnering with AFT to investigate a tracking program.

**SUNY  
ONEONTA**



# Sourcing



- The barriers to sourcing NYS produce include:
  - Pricing
  - Location
  - Liability insurance and 3<sup>rd</sup> party audits
  - Non-uniform standards and quality
  - Student perception
  - Out of state preferred distributors



# Sourcing





# Successes: Sourcing



- New sources of produce including:
  - Apple Varieties
  - Watermelon
  - Mushroom





# Successes: Procurement

- Increased purchases of produce including:

- Watermelon 2717 pounds more
- Corn 500 pounds more
- Apples 27,200 pounds more
- Squash 461 pounds more



**SUNY  
ONEONTA**

- Apple cider 564 gallons more



- Locally-grown onions by 151%



**Sustainability**  
SUNY OSWEGO

- Seven times more cubed butternut squash

# Successes: Procurement



Fall 2013

Total Local Produce Purchases

Carioto: **18.35%** of purchases were from  
New York State

Fall 2014

Total Local Produce Purchases

Carioto: **30.18%** of purchases were from  
New York State

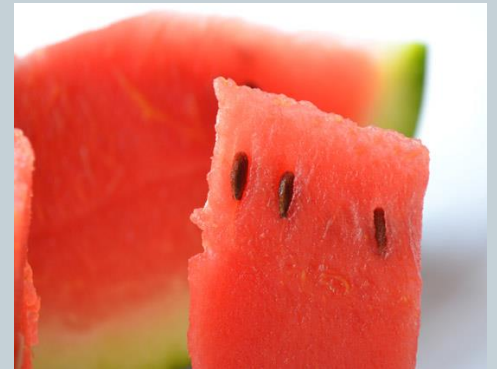


# Successes: Procurement



- SUNY Oswego has purchased **1,472 locally sourced watermelons** for a total of **\$9,500.00 local dollars** put into the economy.
- We purchased from: Emmi Farms, Reeves Farms and Deconinck Farms

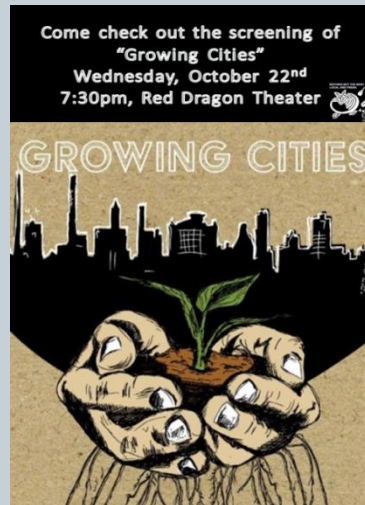
**Sustainability**  
SUNY OSWEGO



# Marketing



- Signage, tastings and menu selections
- Sustainability Website
- Posters
- Display Monitors
- Napkin Holders
- Tabling
- Facebook
- Twitter
- Developed logo
- Tagline
- Speakers



## Pride from A(pples) to Z(ucchini)

*Your guide to harvest times and availability for the incredible diversity of New York State produce.*

### FRUIT

Item	Harvest Period	Availability
Apples	Aug - Nov	Aug - Nov
Blueberries	Jun - Sep	Jun - Sep
Cherries	Jun - Jul	Jun - Jul
Blackberries	Jun - Sep	Jun - Sep
Raspberries	Jun - Sep	Jun - Sep
Strawberries	Jun - Jul	Jun - Jul
Peaches	Jun - Sep	Jun - Sep
Plums	Jun - Sep	Jun - Sep
Prunes	Jun - Sep	Jun - Sep
Quince	Oct - Nov	Oct - Nov
Ugli Fruit	Oct - Nov	Oct - Nov
Watermelon	Jun - Sep	Jun - Sep
Other		

### VEGETABLES

Item	Harvest Period	Availability
Asparagus	Apr - Jun	Apr - Jun
Beans	Jun - Sep	Jun - Sep
Broccoli	Jul - Oct	Jul - Oct
Brussels Sprouts	Oct - Dec	Oct - Dec
Cauliflower	Oct - Dec	Oct - Dec
Corn	Jul - Sep	Jul - Sep
Cucumbers	Jun - Sep	Jun - Sep
Eggplant	Jul - Oct	Jul - Oct
Kale	Oct - Dec	Oct - Dec
Kohlrabi	Oct - Dec	Oct - Dec
Leeks	Oct - Dec	Oct - Dec
Lettuces	Jun - Sep	Jun - Sep
Onions	Jul - Oct	Jul - Oct
Parsnips	Oct - Dec	Oct - Dec
Peas	Jun - Sep	Jun - Sep
Peppers	Jul - Oct	Jul - Oct
Potatoes	Oct - Dec	Oct - Dec
Spinach	Jul - Oct	Jul - Oct
Squash	Oct - Dec	Oct - Dec
Tomatoes	Jul - Oct	Jul - Oct
Winter Squash	Oct - Dec	Oct - Dec
Zucchini	Jul - Oct	Jul - Oct
Other		

## Farm to SUNY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

JANUARY

FEBRUARY

MARCH

APRIL

MAY

**Did You Know....**

- Milk is New York's leading agricultural product and is produced all across the state.
- New York ranks second nationally for producing apples.
- About 23% of New York's land area is used to produce a wide array of food.
- New York ranks third nationally for the production of wine.

Visit [www.agriculture.ny.gov](http://www.agriculture.ny.gov) for more New York State agriculture facts.

# Marketing



**Tomatoes, Peppers, & Cucumbers**

**A** Emmi & Sons Inc. 1422 West Genesee Road Baldwinsville, NY 13027 27 miles from campus  
Last year we used 14,000 pounds of tomatoes

**B** Reeves Farms 1830 Reeves Rd. Baldwinsville, NY 13027 22 miles from campus  
Last year we bought 265 bushels of peppers

**I** Tassone Farms 6230 Route 31 Cicero, NY 13039 37 miles from campus  
Last year we bought 92 bushels of cucumbers

**Corn**

**A** Emmi & Sons Inc. 1422 West Genesee Road Baldwinsville, NY 13027 27 miles from campus  
Last year we bought 28 bushels of corn

**B** Reeves Farms 1830 Reeves Rd. Baldwinsville, NY 13027 22 miles from campus  
Last year we bought 28 bushels of corn

**Onions**

**E** Jacobson Farms 3206 County Route 16 Oswego, NY 13326 14 miles  
Last year we used 23,200 pounds of onions

**Squash**

**C** Ontario Orchards 7735 State Route 104 Oswego, NY 13326 3 miles from campus

**Apples**

**C** Ontario Orchards 7735 State Route 104 Oswego, NY 13326 3 miles from campus

**H** Fruit Valley Orchards 507 Bunker Hill Rd Oswego, NY 13326 4.5 miles from campus  
Last year we bought 320 bushels of apples and 4,600 gallons of cider

**Maple Syrup**

**G** Red Schoolhouse Maple Syrup 2637 County Route 4, Fulton, NY 13069 21 miles away

**Potatoes**

**D** Williamson Farm 1822 Potato Hill Road Boonville, NY 13309 75 miles from campus

**F** Marten Farms 1323 Township Rd. Fort Byron, NY 13840 3.4 miles  
Last year we bought 6,800 pound of potatoes

**Only the BEST LOCAL AND FRESH**

OSWEGO SUNY OSWEGO



## Original Marketing

## Sustainability

SUNY OSWEGO

**Apples**

Of the 2,300 varieties of apples that are grown, only the crispapple is native to North America.

Apples and apple trees are members of the rose family.

Apples aren't true fruit! Botanically speaking, true fruits grow from the ovaries of the flower, yet apples develop from the receptacle of the flower.

The first apple is known as Malusdomestica.

**Only the BEST LOCAL AND FRESH**

OSWEGO SUNY OSWEGO

**Corn**

Corn has both male and female parts. The silk is the female part while the tassel is the male.

Corn has an amazingly long shelf life - archaeologists have been able to date 1,000 year old corn!

The Native American word for corn is 'maiz', which also translates into 'year of Ma' or 'sacred mother'.

Each year, a single U.S. farmer provides food and fiber for 127 people -- 97 in the United States and 30 overseas.

**Only the BEST LOCAL AND FRESH**

OSWEGO SUNY OSWEGO

**Squash**

'Squash' comes from the Narragansett Native American word *squashawok*, which means 'soften now or crushed'.

For pie, pilgrims first hollowed out a pumpkin, filled it with apples, sugar, spices and milk, then put the stem back on and baked.

Virginians and New England settlers were not even engaged by the 'hollow' squash until they had to survive the harsh winter of which point they adopted squash and pumpkins as staples.

**Only the BEST LOCAL AND FRESH**

OSWEGO SUNY OSWEGO

**Potatoes**

French fries were introduced to the US when Thomas Jefferson served them in the White House during his presidency in 1803.

In October 1995, the potato became the first vegetable grown in space. During the Atlatlaya Kibbutz, astronauts in 1985, potatoes were readily worth three weight in gold.

Potatoes were valued for their vitamin C content - at the time gold was more plentiful than nutritious food.

**Only the BEST LOCAL AND FRESH**

OSWEGO SUNY OSWEGO

'Only the Best Local and Fresh' Campaign  
Main Poster and Table Tents



# Marketing



## Original Marketing



*Sustainability*  
SUNY OSWEGO

Food Day, October 24th 2014

# Marketing

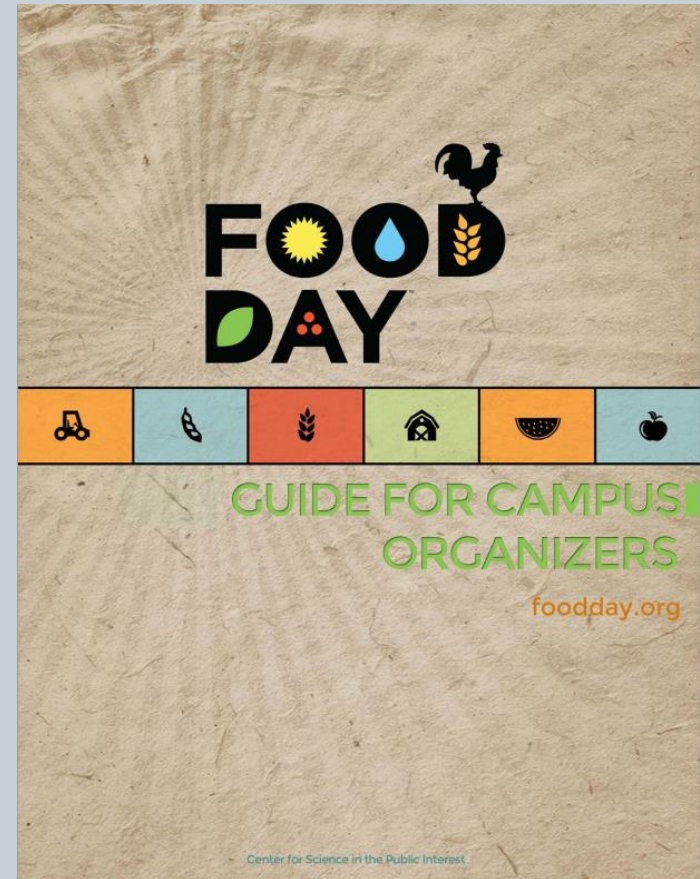
Use Campaign Marketing Materials and Social Media Conventions of established events



**National  
Kale  
Day**



#nationalkaleday



#foodday



# Marketing



Use Marketing  
Materials from  
Industry  
Associations

*What's your favorite?*



*Cortland*



*Empire*



*Macoun*



*Gala*



*Rome*



*Fuji*

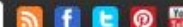


*Stayman*



# Mushroom Council

## Research and Information Website

[HOME](#)[PRODUCTION](#) ▾[FOODSERVICE](#) ▾[RETAIL](#) ▾[CONSUMER](#) ▾[DIGITAL](#) ▾[NUTRITION](#) ▾[ABOUT](#) ▾

### White (Button) Mushrooms Photo Gallery

Browse our collection of mixed and selected mushroom "beauty shots".



### Shiitake Mushrooms Photo Gallery

Browse our collection of mixed and selected mushroom "beauty shots".



### Portabella Mushrooms Photo Gallery

Browse our collection of mixed and selected mushroom "beauty shots".



### Oyster Mushrooms Photo Gallery



### Morel Mushrooms Photo Gallery



### Maitake Mushrooms Photo Gallery





Millions of local branches near you

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[INDUSTRY](#)

[CONTACT](#)

Select Language ▼

Search the site



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## VARIETY PHOTOS

Please click on the apple below to see a preview and to download a high-resolution photo.

These photos are designed for the use of print journalists. Please use with a photo credit for New York Apple Association. All photos © New York Apple Association.

If you require a photo in TIFF format, please [e-mail Joan](#) at the New York Apple Association.



**Acey Mac**



**Autumn Crisp**



**Braeburn**



**Cameo®**



**Cortland**



**Crispin**



**Empire**



**Fortune**

# Marketing



## Industry Association Marketing Materials in Action



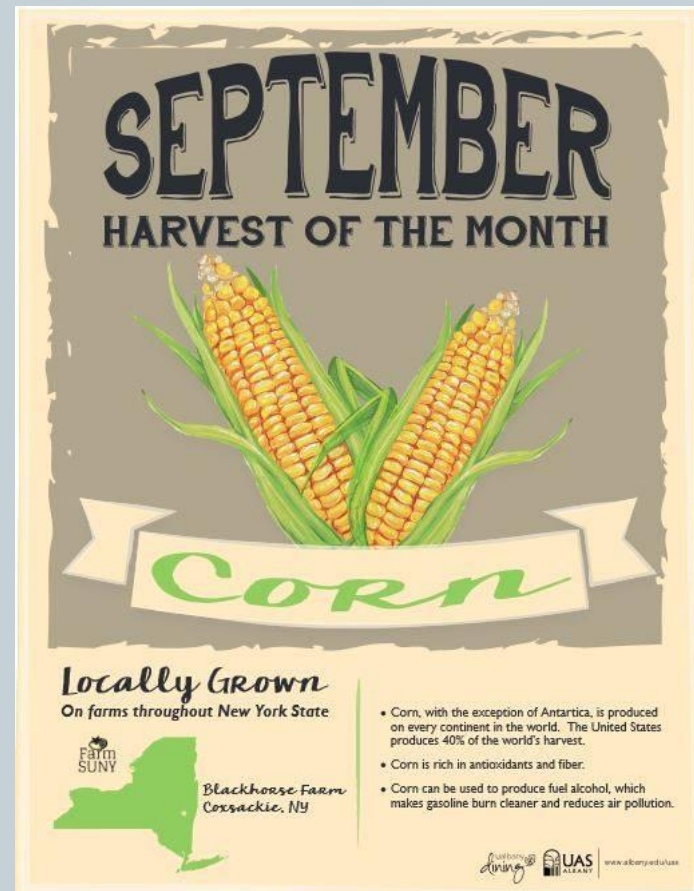


# Student Engagement



## All campuses participated in:

- Harvest of the Month
- National Kale Day
- NYS Apple Crunch
- National Food Day
- Day of the Mushroom
- Earth Day food event



# Student Engagement

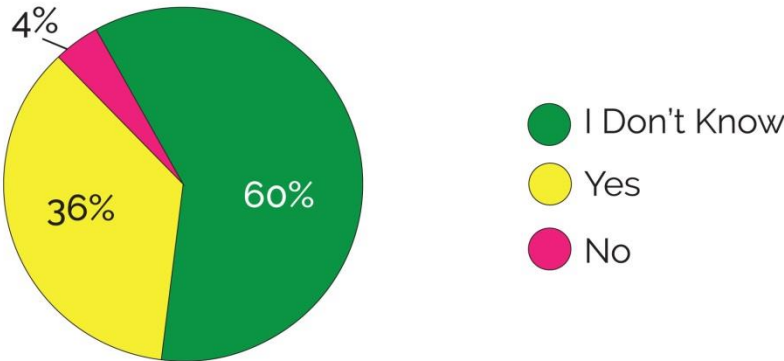


Celebrate National Events Locally

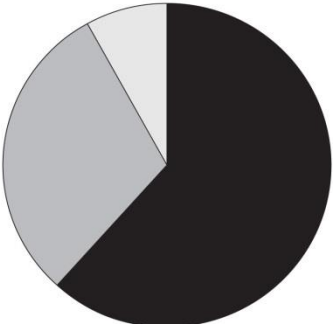


# Student Survey

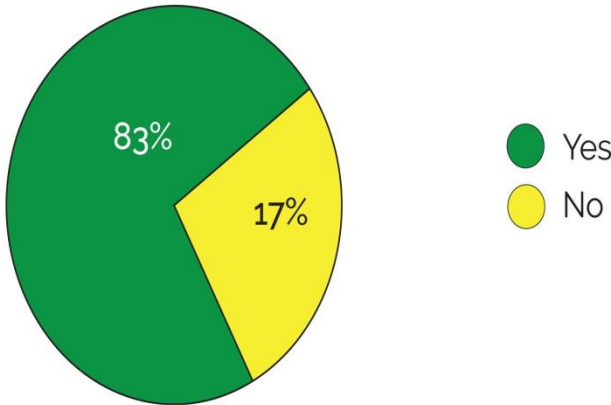
Does your dining halls serve local foods?



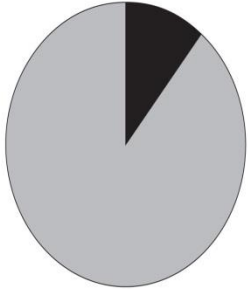
Previous Year:  
● I Don't Know 63%  
● Yes 31%  
● No 8%



Does it matter to you where your food is grown?



Previous Year:  
● Yes 89%  
● No 11%



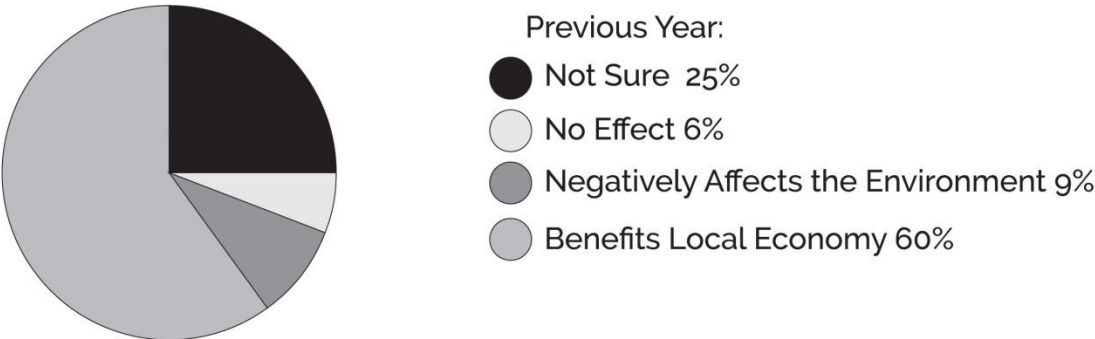
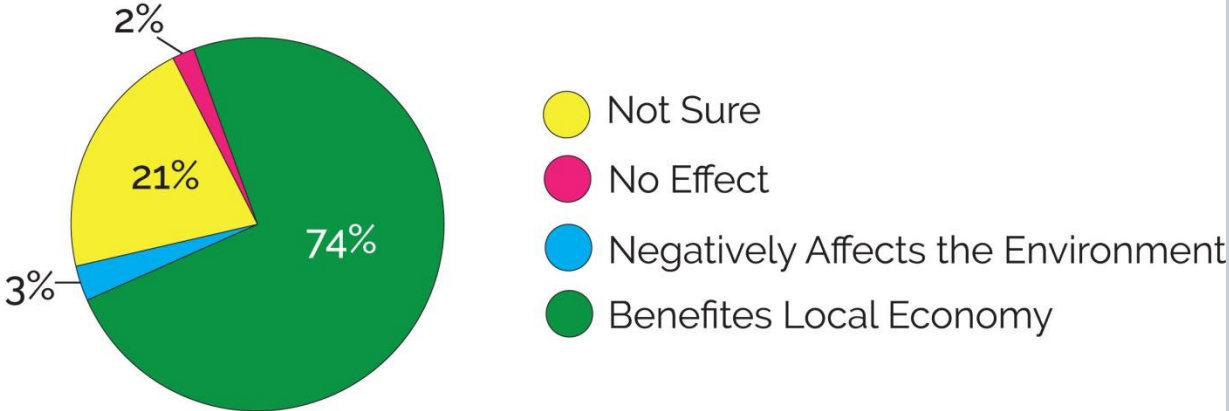
Note: nearly all participants were undergraduate students



# Student Survey



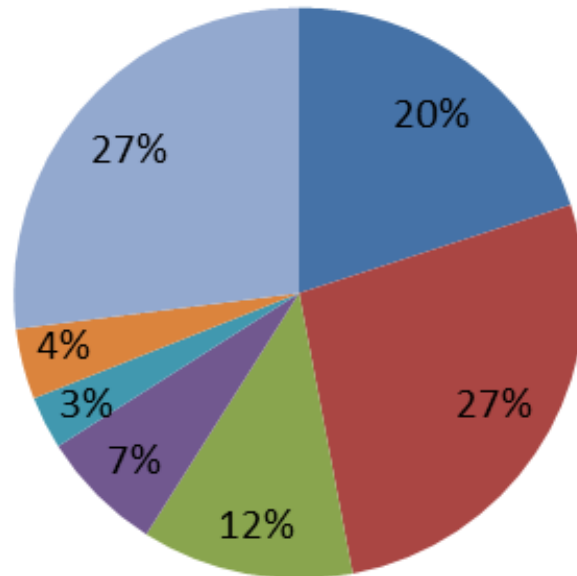
In your opinion, do your food purchases affect the local economy (local businesses and jobs)?



# Assessment



- your county
- 50 miles
- 100 miles
- 150 miles
- 200 miles
- 250 miles
- New York State



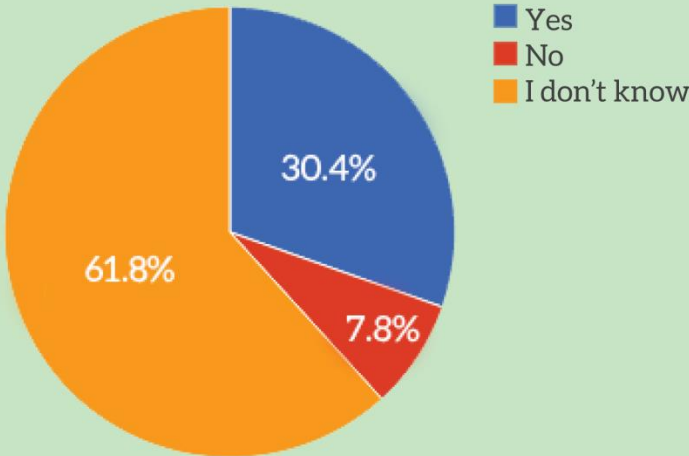
UNIVERSITY  
AT ALBANY

# Student Survey



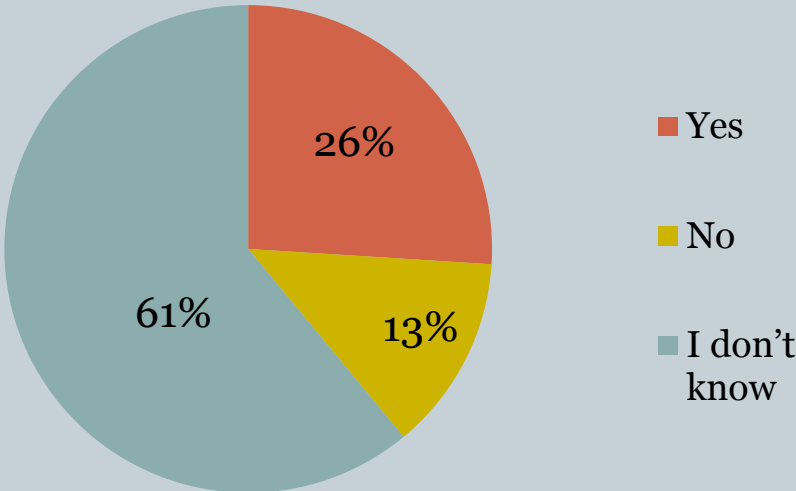
- Pre-project

Does the dining hall serve local food?



## Post project

Does the dining hall serve local food?



# Assessment

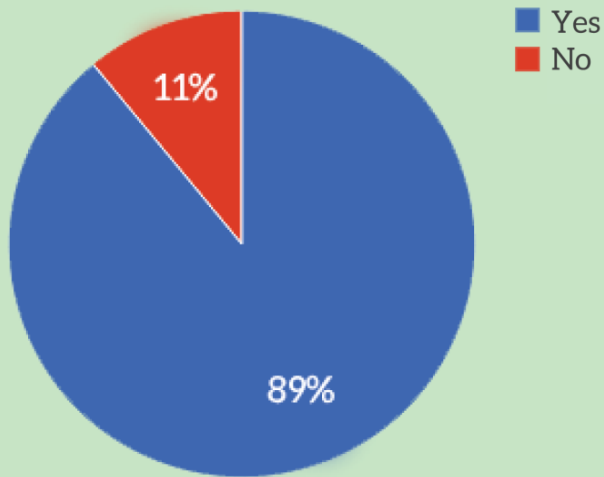


UNIVERSITY  
AT ALBANY



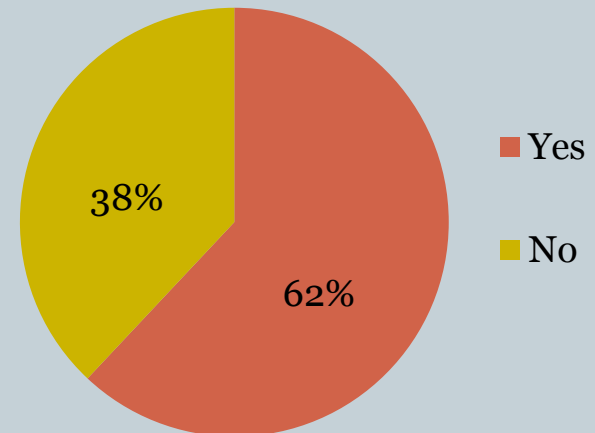
## • Pre-project

Does it matter to you where your food is grown?



## Post project

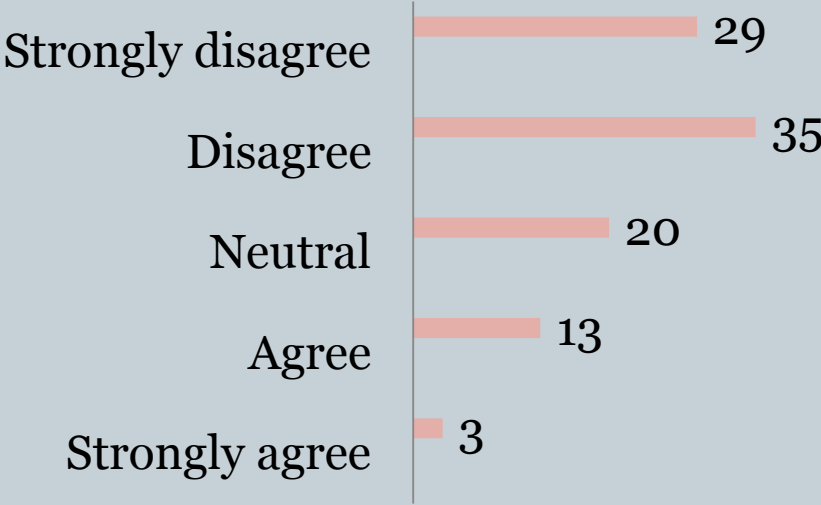
**Does it matter to you where your food is grown?**



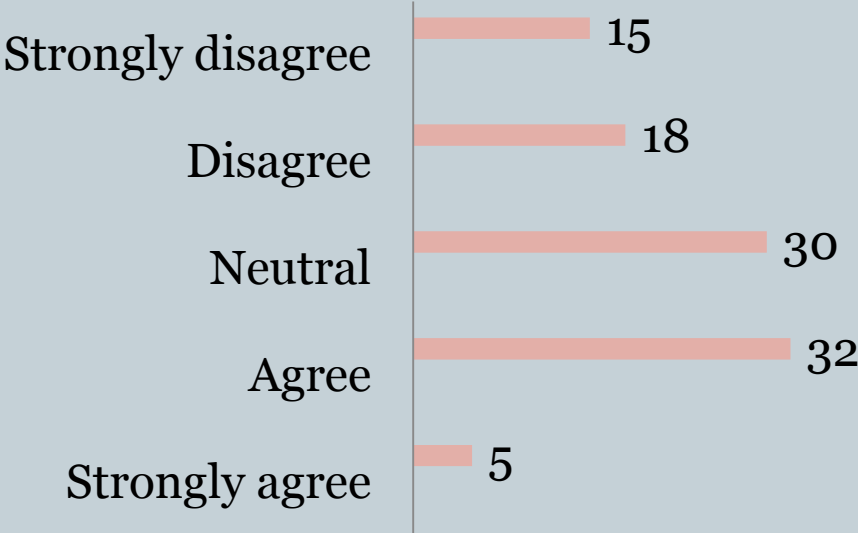
# Student Survey



**I would be willing to give up a favorite food if the dining hall couldn't purchase it locally**



**I would be willing to have a favorite food less frequently if the dining hall couldn't purchase it locally**



# Student Survey



## I would be willing to pay more for local food



# Outcomes



- Identified new local produce to procure.
- Identified need to utilize better tracking methods.
- Year over Year local purchasing increases.
- Increased awareness of issue with food service team.
- Successful events showcasing products.
- Increased ability to be creative among kitchen staff.
- Increased ability to leverage grant funding.



# Next Steps



- Continue to improve awareness and communication of initiative
- Improved tracking of products
- Strive for “real time” marketing
- Replicate model throughout the state



*Buy Local. Buy Pride of New York.*

# Thank you!



## • Questions?



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**SUNY** **COMMITTS**  
...to New York State Agriculture



- ...to providing an increasing percentage of locally grown and manufactured foods
- ...to increasing awareness of the difference that these decisions make
- ...to providing reliability to help firm up the growing infrastructure of local, natural foods
- ...to supporting those who grow and produce natural foods in New York State

### GEOGRAPHY FOR PRODUCTION AND DISTRIBUTION OF SUNY SAUCE

- FARM PROCESSORS**
  - Tasselberry Farms, Vernon, NY
  - Winter Sun Farms, Kingston, NY
- DISTRIBUTORS**
  - Gillette Creamery, Gardiner, NY
  - Purdy and Sons Foods, Sherburne, NY
  - Red Barn Produce, New Paltz, NY
  - Renzi Brothers, Watertown, NY
- SUNY COMMITTS SCHOOLS**
  - University at Albany
  - Alfred State College
  - SUNY Buffalo
  - SUNY Canton
  - SUNY Cobleskill
  - SUNY ESF
  - Morrisville State College
  - SUNY New Paltz
  - College at Oneonta
  - SUNY Plattsburgh
  - SUNY Potsdam
  - Purchase College

Providing sustainable foods solutions for students in the SUNY system by utilizing the care and expertise of local farmers and producers who offer the finest and most versatile products available