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### UAlbany Goes Local: A Holistic Approach to Food Purchases

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# UAlbany Goes Local



AASHE Conference

October 2013

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University at Albany

# Why Local?



- ☞ Health and safety
- ☞ Freshness/ taste
- ☞ Support for local economy/ multiplier effect
- ☞ Increase awareness on food production/ sourcing
- ☞ Response to student demand
- ☞ Environmental benefits

# What is Local?



- œ Produced/processed within 250 miles
- œ In accordance with standard set by  
AASHE/STARS
- œ We also include anywhere in New York State

# History of Movement



Professor

- Interest in sustainable agriculture

2006 - 2007

Task  
force

- Green Purchasing committee

Farmer's  
Market

- Underwritten by Chartwells
- **Insurance**

# History of Movement



Grassfed  
beef

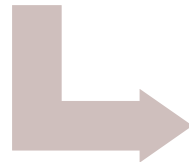
- First significant local purchase

2008 - 2009



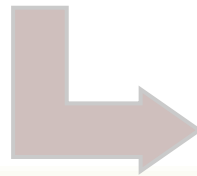
Local food  
symposium

- Bringing together elements of  
the food service system

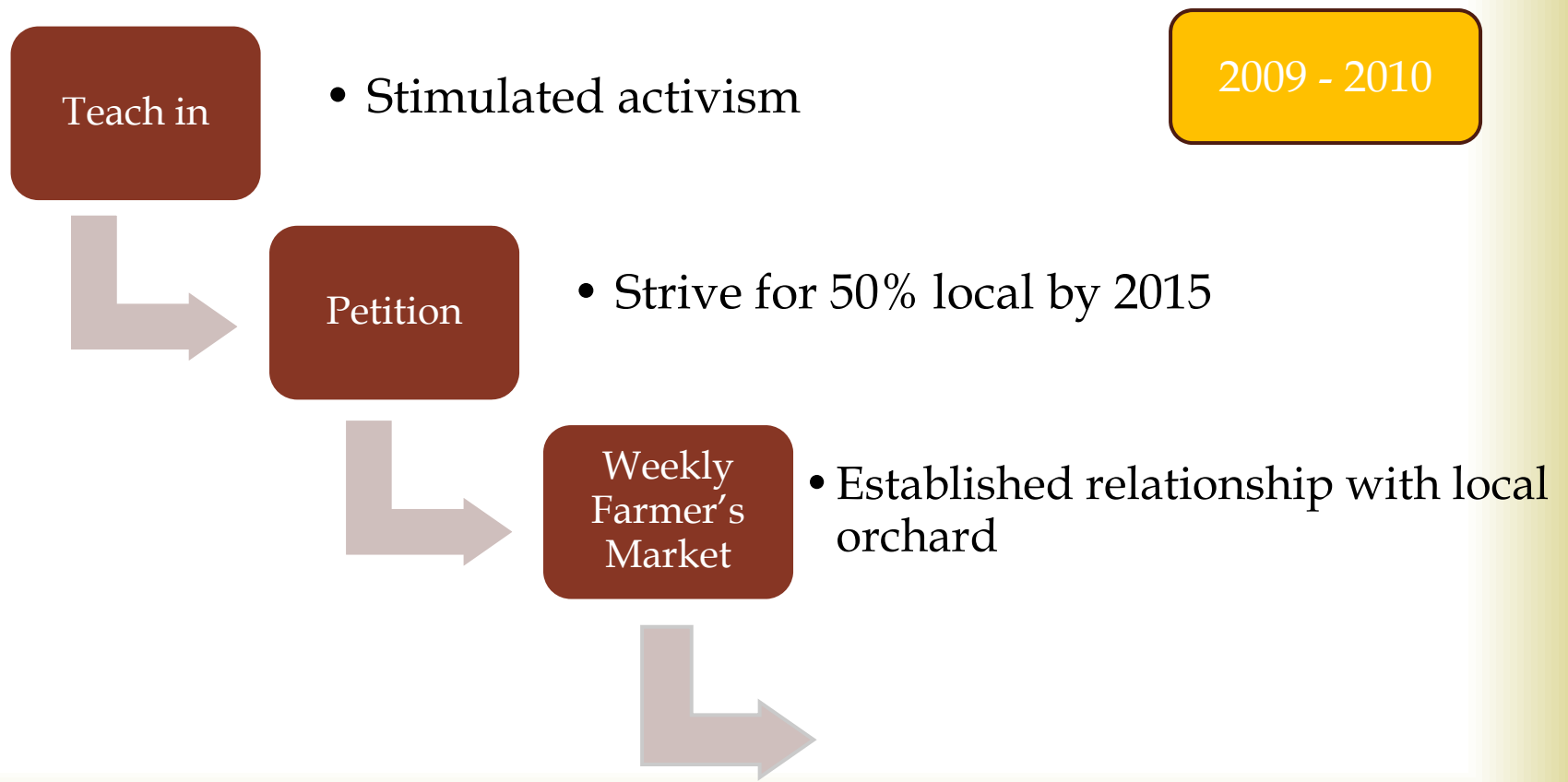


Students

- High interest and involvement



# History of Movement



# History of Movement



Action

- Targets put into food service contract
- Partnership between UAS, Chartwells

2010- 2012

Changes

- Shift in philosophy
- Focus on process, not numbers
- Sharing data on purchases

Learning

- Academic Living, Learning Community
- Labeling in the dining halls
- Local food nights
- Meet your farmer events



# History of Movement



Holistic  
Ordering

- Focus on ordering whole animal, instead of just cuts

2012- 2013



Changes

- Redefines process of purchasing, menu development and billing



Learning

- More educational programming and awareness
- Deeper connection to farms
- Meet your hog
- Whole cow dinners

# History of Movement



Local Spend Template											
Time Period:											
Total Food Spend Per Period:											
Total Local Spend Per Period:											
Percent Local Spend:											
Percent Local Grown:											
Vendor/Distributor	Farm (if appropriate)	Food Item	Third Party Certification Label	Amount Spent on Local Food		Total Local Spend	Amount Spent on Sustainably Produced Food	Amount Spent of Food Processed Regionally		Processing Detail	
				250 Mile Radius Grown and Processed	NY Grown and Processed		Third Party Certified grown or processed outside of 250 miles	250 Mile Radius Processed	NY Processed	Description (baked, pkg, breaded, bottled, etc)	Estimated % of processing done in regional area
Carioto	Carrot Barn, Davenport Farms, Wertman Farm	Produce		\$0	\$10	\$10				Produce this is the local	100.0%
Winter Sun		Pizza Sauce			\$300	\$300		\$0		Pizza Sauce	100.0%
Casa Visco		Sauce						\$0		\$9,531 Sauce	100.0%
Purdy	Lively Run Goat Dairy, Murrays Poultry	Grass Fed Beef/Pork			\$58	\$58		\$0		Grass Fed Beef/Pork	100.0%
Northeast Livestock		Grass Fed Beef		\$0	\$31	\$31		\$0		\$0 Grass Fed Beef	100.0%
Green Mt / Pine State		Baked Goods						\$118		Coffee packaging and roasting	50.0%
Bimbo Foods		Baked Goods						\$0		\$76 Baked Goods	100.0%
Portside		Baked Goods						\$0		\$63 Baked Goods	100.0%
Pepsi		Beverage						\$0		\$250 Bottle Beverage	50.0%
			USDA Certified Organic or 100% organic								
			Marine Stewardship Council Blue Ecolabel								
			Fair Trade Certified								
			Food items produced by a cooperative								
Total				\$0	\$399	\$399	\$0	\$118	\$9,920		

# Results



- ❧ Local purchasing went from 5% in 2007 to 20% in 2012
- ❧ Administration, food service provider, faculty, students, farmers and distributors engaged in the process
- ❧ Keys to success:
  - ❧ Focus on process, not numbers
  - ❧ Re-examine philosophy on ordering
  - ❧ Willing to accept a price premium (12 to 15% for us)
  - ❧ Work through insurance issues
  - ❧ Find distributors that share your philosophy
  - ❧ Integrate this into the academic process/co-curricular activities

# Results



- ❧ How to deal with the price premium
  - ❧ Put it in perspective (i.e. pork purchase cost \$60,000 more vis-a-vis a \$500,000 spend; 12% more; \$8 per student)
  - ❧ Dining services Board of Trustees supportive
  - ❧ Cost absorbed in budget, did not increase meal rates
  - ❧ Work on creating partnership to share costs (create pilots, gradual implementation plan)
  - ❧ Recognize the benefits of supporting local foods (i.e. supporting local economy, 3 to 1 multiplier, educational benefit, being a good neighbor)

# Last Words



- ❧ Institutions can provide a predictable demand
- ❧ Farmers can provide more goods year round if you guarantee them a market and have a willing wholesaler
- ❧ Farmers struggle with the administrative requirements for certification
- ❧ Not all farmers want to sell to us
- ❧ We need more food hubs/year round production and/or processing of surplus produce during the growing season

# Questions?



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