

2015

Scaling Up Local Food Purchases

Mary Ellen Mallia

University at Albany, State University of New York, mmallia@albany.edu

Lisa Mitten

SUNY New Paltz

Hannah Morgan

SUNY Oneonta

Jamie Adams

SUNY Oswego

Deborah Howard

SUNY

Follow this and additional works at: https://scholarsarchive.library.albany.edu/sust_pres



Part of the [Sustainability Commons](#)

Recommended Citation

Mallia, Mary Ellen; Mitten, Lisa; Morgan, Hannah; Adams, Jamie; and Howard, Deborah, "Scaling Up Local Food Purchases" (2015). *Presentations*. 12.

https://scholarsarchive.library.albany.edu/sust_pres/12

This Presentation is brought to you for free and open access by the Scholarship at Scholars Archive. It has been accepted for inclusion in Presentations by an authorized administrator of Scholars Archive. For more information, please contact scholarsarchive@albany.edu.

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.



Sourcing

- The barriers to sourcing NYS produce include:
 - Pricing
 - Location
 - Liability insurance and 3rd 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



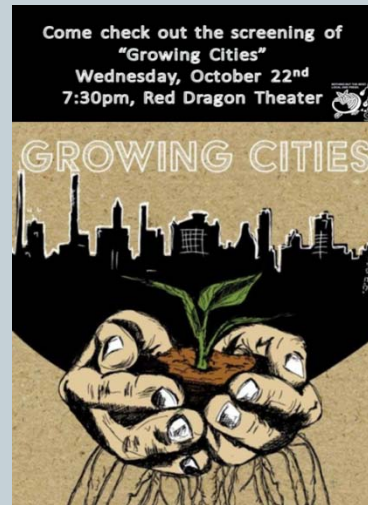
- SUNY Oswego has purchased **1,472 locally sourced watermelons** for a total of **\$9,500.00 local dollars** put into the economy.
- We purchased from: Emmi Farms, Reeves Farms and Deconinck Farms

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 Apples to Zucchini

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

FRUIT

Harvest Period	Availability Period
Apples	August - November
Berries	June - September
Cherries	June - August
Citrus	December - March
Grapes	September - November
Peaches	July - September
Pears	September - November
Pumpkins	October - November
Strawberries	June - August
Watermelons	July - September

VEGETABLES

Harvest Period	Availability Period
Asparagus	April - June
Beans	June - September
Broccoli	Year-round
Brussels Sprouts	October - February
Cauliflower	Year-round
Carrots	Year-round
Corn	July - September
Cucumbers	June - September
Eggplant	July - September
Fennel	Year-round
Garlic	August - November
Green Beans	June - September
Kale	Year-round
Leeks	Year-round
Lettuces	Year-round
Onions	Year-round
Peas	June - August
Potatoes	Year-round
Spinach	Year-round
Squash	September - November
Tomatoes	July - September
Zucchini	July - September

Farm to SUNY

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 for more New York State agriculture facts.

NOTHING BUT THE BEST LOCAL AND FRESH

Marketing



Tomatoes, Peppers, & Cucumbers

- A** Emmi & Sons Inc. 1482 West Genesee Road Baldwinsville, NY 13027 27 miles from campus
- B** Reeves Farms 1800 Reeves Rd Baldwinsville NY 13027 22 miles from campus
- C** Tassone Farms 6230 Route 31 Cicero, NY 13029 37 miles from campus
- D** Reeves Farm 1800 Reeves Rd Baldwinsville, NY 13027 22 miles from campus

Last year we used 14,400 pounds of tomatoes, 265 bushels of peppers, and 92 bushels of cucumbers. Last year we bought 28 bushels of corn.

Corn

Onions

Squash

Apples

Maple Syrup

Potatoes

Only the BEST LOCAL AND FRESH

SUNY OSWEGO Sustainability oswego.edu/sustainability



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, and apples develop from the receptacle of the flower.

The first apple is known as Malusdomestica.

Only the BEST LOCAL AND FRESH

SUNY OSWEGO Sustainability COMMITTS

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 'taccaw', which also translates into 'green of life' or 'sacred mother'.

Each year, a single U.S. farmer provides food and fiber for 171 people - 97 in the United States and 74 overseas.

Only the BEST LOCAL AND FRESH

SUNY OSWEGO Sustainability COMMITTS

Squash

'Squash' comes from the Narragansett Native American word *squashash*, which means 'red skin or uncooked'.

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

Virgin and New England settlers were not very impressed by the 'hard' squash until they had to survive the harsh winter in which point they adopted squash and pumpkins as staples.

Only the BEST LOCAL AND FRESH

SUNY OSWEGO Sustainability COMMITTS

Potatoes

French fries were introduced to the US when Thomas Jefferson served them in the White House during his presidency of 1801.

In October 1993, the potato became the first vegetable grown in space. During the Alaskan Kibikaquid in 1993, potatoes were readily worth their 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

SUNY OSWEGO Sustainability COMMITTS

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

Marketing



Original Marketing



Food Day, October 24th 2014

Marketing

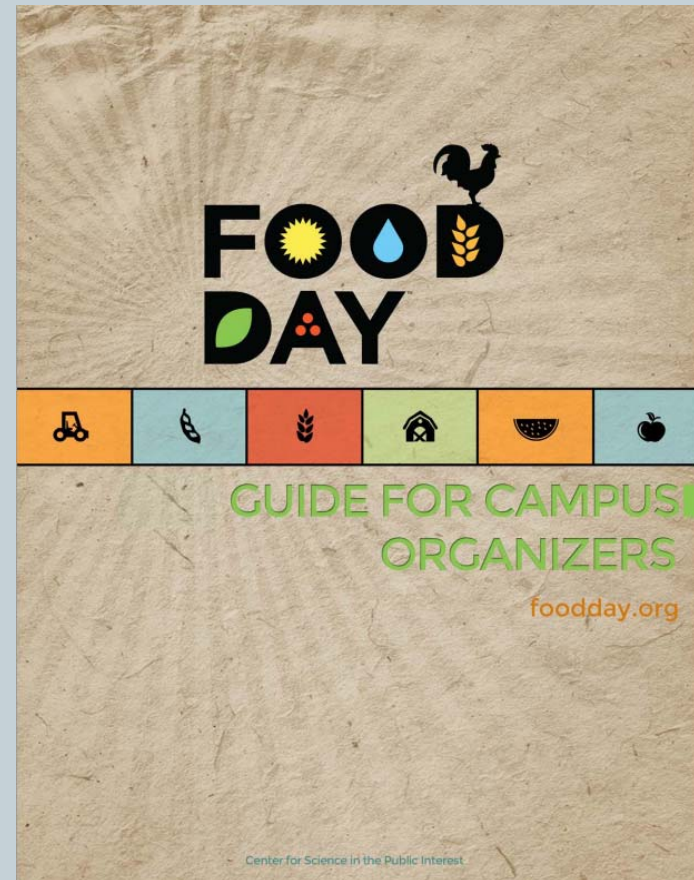
Use Campaign Marketing Materials and Social Media Conventions of established events



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

HOME | INDUSTRY | CONTACT

Select Language

Search the site



ABOUT

FIND APPLES / EVENTS

VARIETIES

RECIPES

NUTRITION

PRESS ROOM

PRESS ROOM

Home > Press Room > Image Library > Apple Variety Photos

PRESS ROOM

[NYAA Spokespersons](#)

[Press Releases](#)

[Interview a Grower](#)

[NYAA Social Media](#)

[Image Library](#)

[Logos](#)

[Staff and Volunteer Leader Headshots](#)

[Orchard Photos: Bloom](#)

[Orchard Photos: Harvest](#)

[>> Apple Variety Photos](#)

[Apple Products](#)

[Apples for Santa Photos](#)

[Story Ideas](#)

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



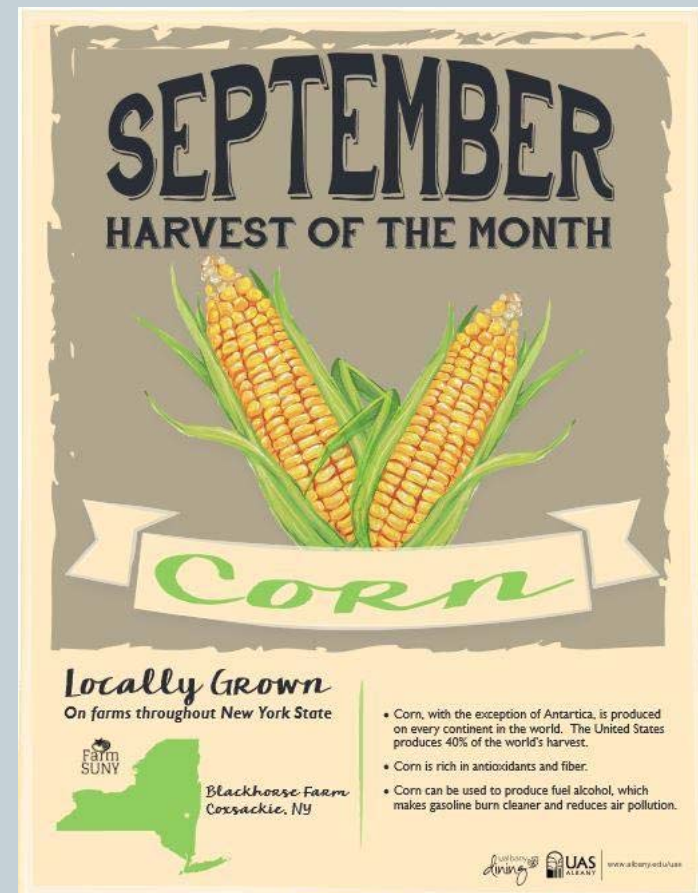
Industry Association Marketing Materials in Action



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

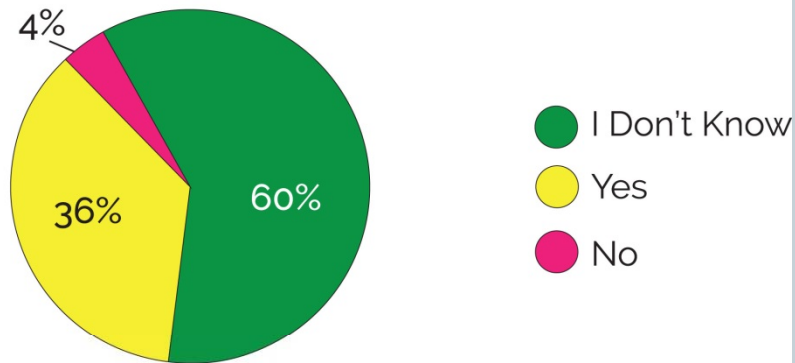


Celebrate National Events Locally

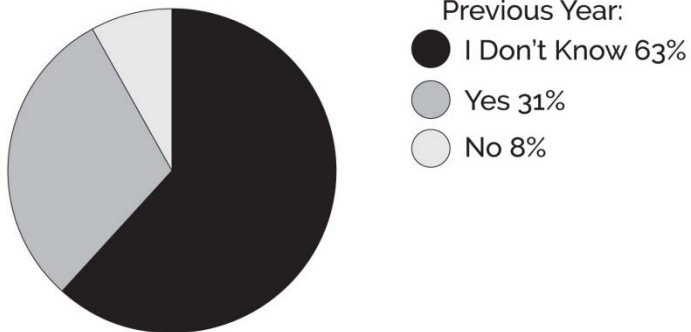


Student Survey *Sustainability* SUNY OSWEGO

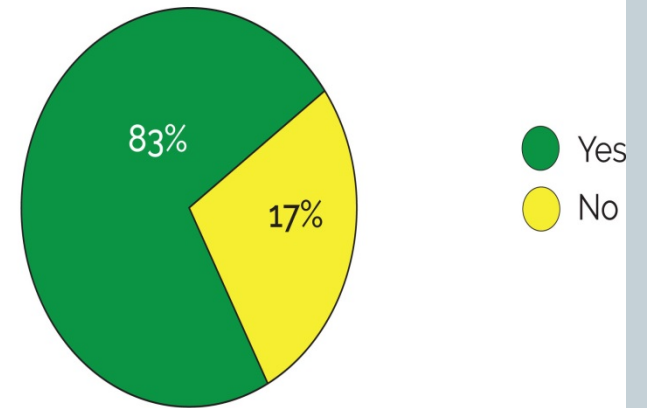
Does your dining halls serve local foods?



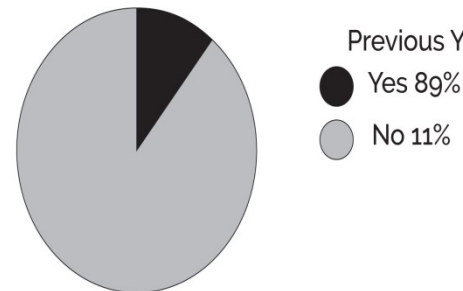
Previous Year:



Does it matter to you where your food is grown?



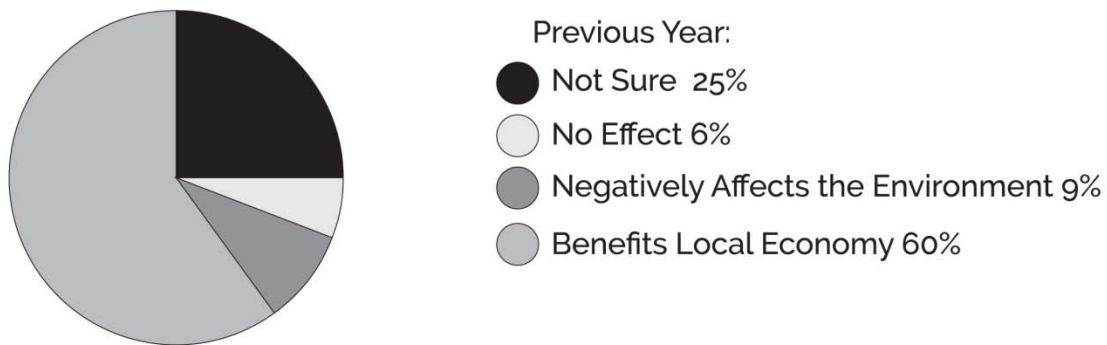
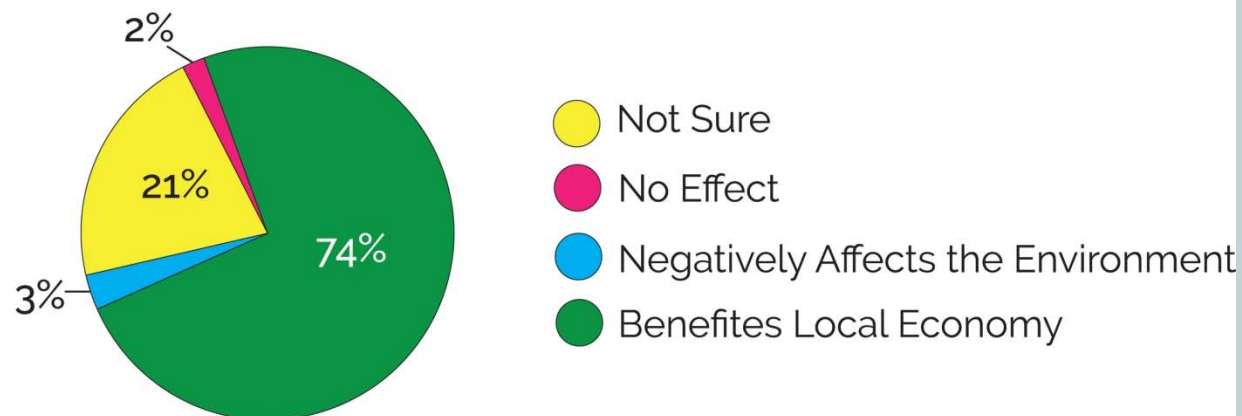
Previous Year:



Note: nearly all participants were undergraduate students

Student Survey *Sustainability* SUNY OSWEGO

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

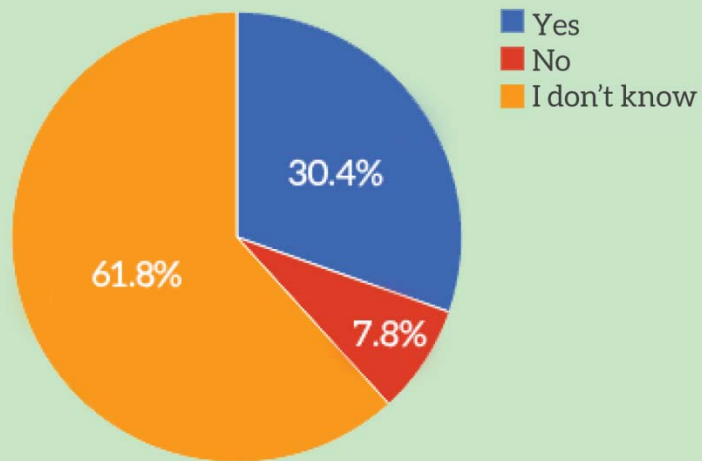


Student Survey



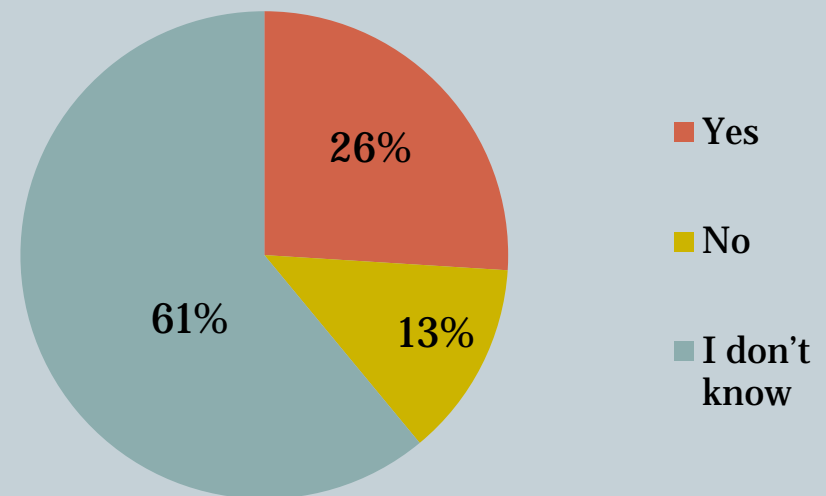
• Pre-project

Does the dining hall serve local food?



Post project

Does the dining hall serve local food?



Assessment

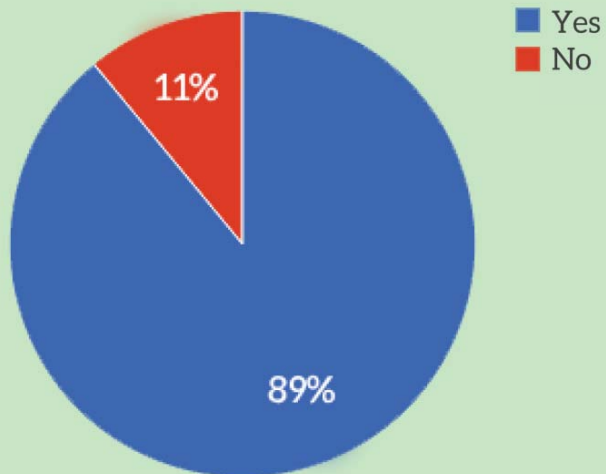


UNIVERSITY
AT ALBANY



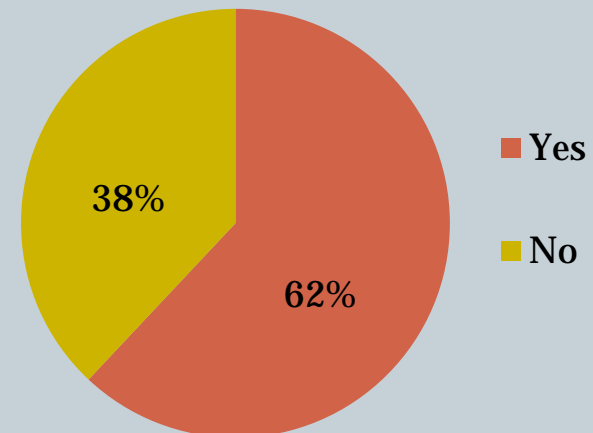
• Pre-project

Does it matter to you where your food is grown?



Post project

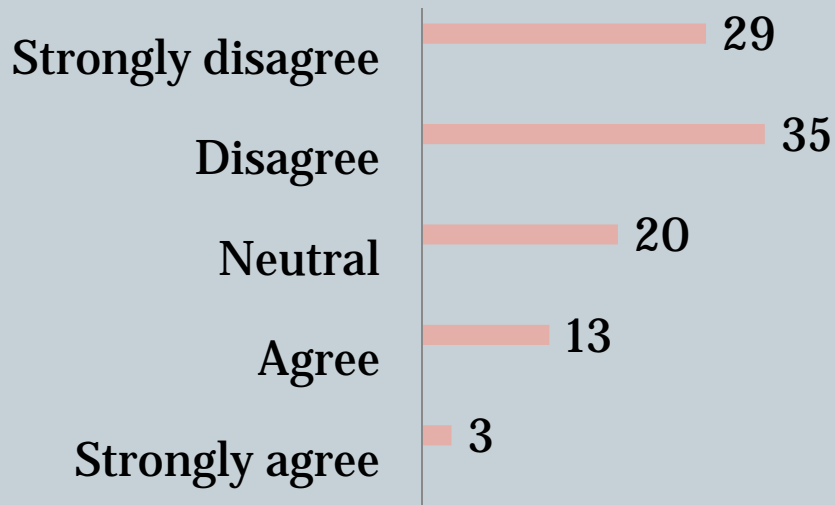
Does it matter to you where your food is grown?



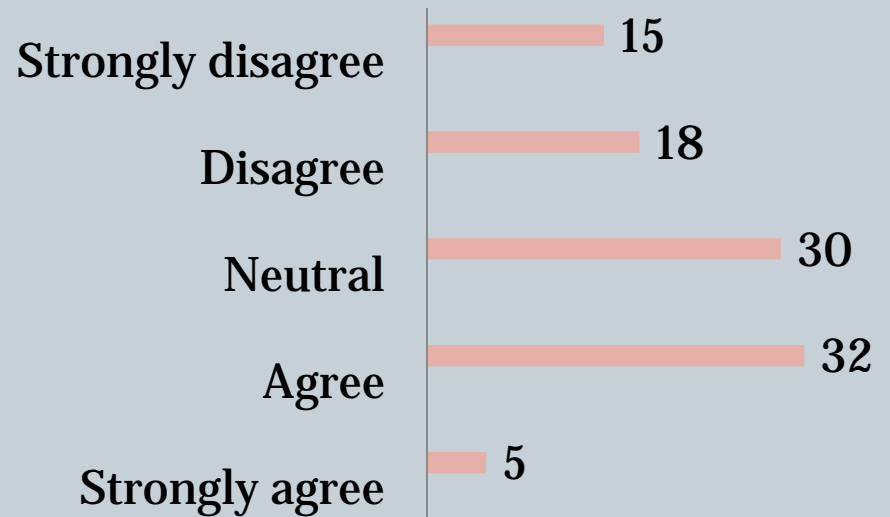
Student Survey



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?



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

© 2010 Rosalind Creasy

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