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UAlbany Goes Local

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UAlbany Goes Local



SUNY Sustainability Conference

September 2012

Mary Ellen Mallia, PhD

Director of Environmental Sustainability

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
- œ We also include anywhere in New York State

History of Movement



Professor

- Interest in sustainable agriculture

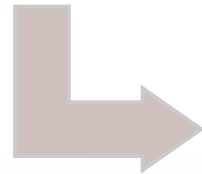
2006 - 2007

Task force

- Green Purchasing committee

Farmer's Market

- Underwritten by Chartwells
- **Insurance**



History of Movement



2008 - 2009

Grassfed
beef

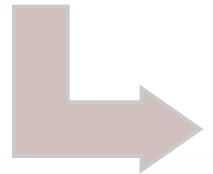
- First significant local purchase

Local food
symposium

- Bringing together elements of
the food service system

Students

- High interest and involvement



History of Movement



Teach in

- Stimulated activism

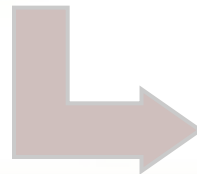
2009 - 2010

Petition

- Strive for 50% local by 2015

Weekly
Farmer's
Market

- Established relationship with local orchard



History of Movement



Action

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

2010- 2012

Changes

- Philosophy
- Focus on process
- Ordering

Learning

- Academic Living, Learning Community
- Labeling
- Local food nights
- Meet your farmer events

Results



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

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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