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

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Scaling up local food sourcing: A multi-campus farm to college pilot

State University of New York (SUNY)
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.
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

C’s Farm Market

Marten Farms
Potatoes

Hudson Egg Farms
Eggs

Eden Valley
Peppers, Eggplant

Simplaar Farms
Peaches, Nectarines

Ontario Orchards
Apples, Cider, Pears, Toatoes, Squash

Fruit Valley Orchard
Apple, Prunes, Pears

Emmi, Reeves & Tassone Farms
Tomatoes, Corn, Peppers Watermelon, Cantaloupe

Jacobson Farms
Onions, Garlic

Sustainability
SUNY Oswego
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
  - Apple cider 564 gallons more

- Locally-grown onions by 151%

- Seven times more cubed butternut squash
Successes: Procurement

Fall 2013
Total Local Produce Purchases
Carioto: \textbf{18.35}\% of purchases were from New York State

Fall 2014
Total Local Produce Purchases
Carioto: \textbf{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
Marketing

- Signage, tastings and menu selections
- Sustainability Website
- Posters
- Display Monitors
- Napkin Holders

- Tabling
- Facebook
- Twitter
- Developed logo
- Tagline
- Speakers
## Marketing

### Original Marketing

<table>
<thead>
<tr>
<th>Product</th>
<th>Supplier Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tomatoes, Peppers, &amp; Cucumbers</td>
<td>123 Main Street, Anytown, NY 12345, 3 miles from campus</td>
</tr>
<tr>
<td>Onions</td>
<td>456 Maple Way, Othertown, NY 45678, 2 miles from campus</td>
</tr>
<tr>
<td>Squash</td>
<td>789 Oak Drive, Yetanother, NY 78901, 1 mile from campus</td>
</tr>
<tr>
<td>Apples</td>
<td>11 Pine Street, Anytown, NY 11234, 5 miles from campus</td>
</tr>
<tr>
<td>Potatoes</td>
<td>22 Oak Avenue, Yetanother, NY 22345, 4 miles from campus</td>
</tr>
</tbody>
</table>

### Sustainability

**SUNY Oswego**

**‘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

#nationalkaleday #fooodday
Marketing

Use Marketing Materials from Industry Associations

What's your favorite?

Cortland  Empire  Macoun

Gala  Rome  Fuji  Stayman
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

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.

Apple Variety Photos

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

National Kale Day

FOOD DAY

New York CRUNCH
Note: nearly all participants were undergraduate students.
In your opinion, do your food purchases affect the local economy (local businesses and jobs)?

- 74% benefit the local economy
- 21% have no effect
- 3% negatively affect the environment
- 2% are not sure

Previous Year:
- Not Sure: 25%
- No Effect: 6%
- Negatively Affects the Environment: 9%
- Benefits Local Economy: 60%
Assessment

- Your county: 20%
- 50 miles: 27%
- 100 miles: 4%
- 200 miles: 7%
- 250 miles: 3%
- 150 miles: 12%
- New York State: 27%
Does the dining hall serve local food?

Pre-project:
- 61.8% Yes
- 30.4% No
- 7.8% I don’t know

Post-project:
- 61%
- 26% Yes
- 13% No
- I don’t know
Assessment

- Pre-project
  - Does it matter to you where your food is grown?
    - Yes: 89%
    - No: 11%

- Post project
  - Does it matter to you where your food is grown?
    - Yes: 38%
    - No: 62%
### Student Survey

<table>
<thead>
<tr>
<th>I would be willing to give up a favorite food if the dining hall couldn't purchase it locally</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly disagree</td>
</tr>
<tr>
<td>Disagree</td>
</tr>
<tr>
<td>Neutral</td>
</tr>
<tr>
<td>Agree</td>
</tr>
<tr>
<td>Strongly agree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>I would be willing to have a favorite food less frequently if the dining hall couldn't purchase it locally</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly disagree</td>
</tr>
<tr>
<td>Disagree</td>
</tr>
<tr>
<td>Neutral</td>
</tr>
<tr>
<td>Agree</td>
</tr>
<tr>
<td>Strongly agree</td>
</tr>
</tbody>
</table>
### Student Survey

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

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly disagree</td>
<td>12</td>
</tr>
<tr>
<td>Disagree</td>
<td>18</td>
</tr>
<tr>
<td>Neutral</td>
<td>37</td>
</tr>
<tr>
<td>Agree</td>
<td>26</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>8</td>
</tr>
</tbody>
</table>
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

Thank you!

Questions?