2014

Scaling Up Local Food Sourcing: a Multi-Campus Farm to College Pilot

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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.
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

Ontario Orchards
Apples, Cider, Pears, Tomatoes, Squash

Simlaar Farms
Peaches, Nectarines

Fruit Valley Orchard
Apple, Prunes, Pears

Torrey Farms
Cabbage, All Squashes

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

Jacobson Farms
Onions, Garlic
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: 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
Marketing

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

Farm to SUNY

<table>
<thead>
<tr>
<th>August</th>
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<th>October</th>
<th>November</th>
<th>December</th>
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</table>

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.
Marketing

Original Marketing

Sustainability

‘Only the Best Local and Fresh’ Campaign
Main Poster and Table Tents
Marketing

Original Marketing

WANT TO BEAT 11 OTHER UNIVERSITIES
JOIN THE BIG CAMPUS CRUNCH!
FRIDAY OCTOBER 24TH
CAMPUS CENTER MAIN HALLWAY

Sustainability
SUNY OSWEGO

Food Day, October 24th 2014
Marketing

Use Campaign Marketing Materials and Social Media Conventions of established events

#nationalkaleday  #fooodday
Use Marketing Materials from Industry Associations
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.
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

Campus Crunch

New York

OCTOBER 24, 2014
Student Survey

Does your dining halls serve local foods?

- I Don't Know: 60%
- Yes: 36%
- No: 4%

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

Does it matter to you where your food is grown?

- Yes: 83%
- No: 17%

Previous Year:
- Yes: 89%
- No: 11%

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

- 74%: Benefits Local Economy
- 21%: Not Sure
- 3%: Negatively Affects the Environment
- 2%: No Effect

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

- Pre-project

Does the dining hall serve local food?

- Post project

Does the dining hall serve local food?

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

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

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<tr>
<td>Strongly agree</td>
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I would be willing to have a favorite food less frequently if the dining hall couldn't purchase it locally

<table>
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<tr>
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<td>32</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>5</td>
</tr>
</tbody>
</table>
I would be willing to pay more for local food

- Strongly disagree: 12
- Disagree: 18
- Neutral: 37
- Agree: 26
- Strongly agree: 8
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?