

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.



**SUNY
ONEONTA**



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.

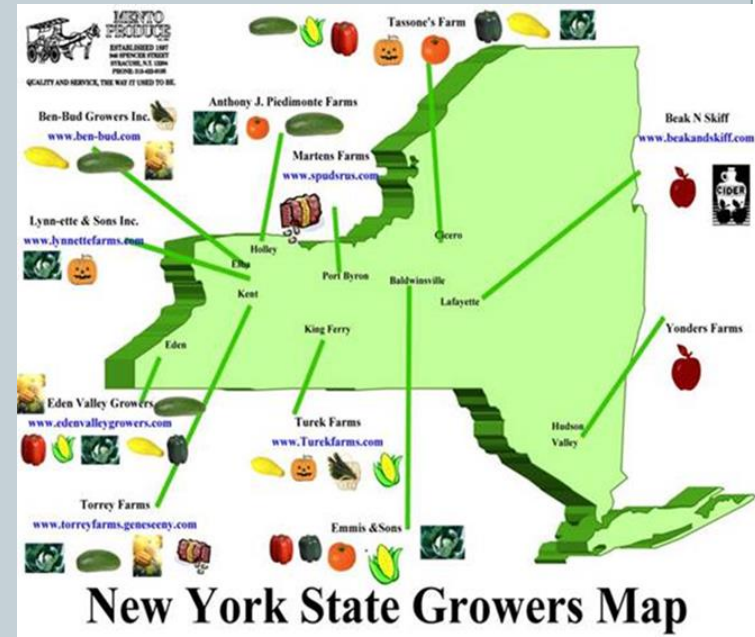
**SUNY
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Sourcing



- 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



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- Apple cider 564 gallons more



- Locally-grown onions by 151%



Sustainability
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- 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

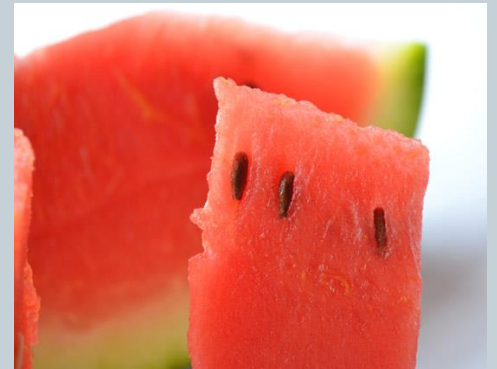


Successes: Procurement



- 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

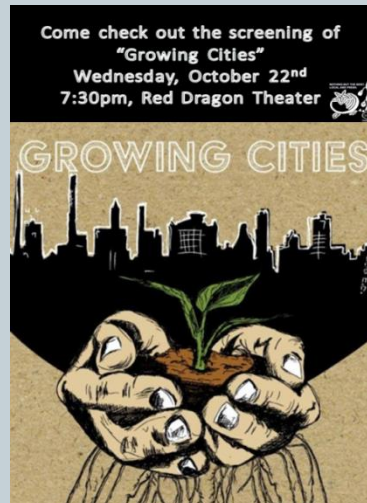
Sustainability
SUNY OSWEGO



Marketing



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



Pride from A(pples) to Z(ucchini)

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

FRUIT

Item	Harvest Period	Availability
Apples	Aug - Oct	High
Applesauce	Aug - Oct	High
Apricots	May - Jun	High
Blackberries	Jun - Sep	High
Blueberries	Jun - Sep	High
Cherries	Jun - Jul	High
Cranberries	Oct - Nov	High
Grapes	Aug - Oct	High
Guavas	Aug - Sep	High
Lychees	Aug - Sep	High
Oranges	Nov - Feb	High
Peaches	Jun - Aug	High
Pears	Oct - Nov	High
Pineapples	Year-round	High
Raspberries	Jun - Sep	High
Rhubarb	Apr - Jun	High
Strawberries	Jun - Sep	High
Tangerines	Nov - Feb	High
Watermelons	Jun - Sep	High

VEGETABLES

Item	Harvest Period	Availability
Asparagus	Apr - Jun	High
Artichokes	Apr - Jun	High
Beans	Jun - Sep	High
Broccoli	Apr - Jun	High
Brussels Sprouts	Oct - Dec	High
Cauliflower	Oct - Dec	High
Corn	Aug - Oct	High
Cucumbers	Jun - Sep	High
Eggplant	Jul - Sep	High
Fennel	Apr - Jun	High
Garlic	Aug - Oct	High
Green Beans	Jun - Sep	High
Kale	Year-round	High
Kohlrabi	Oct - Dec	High
Leeks	Oct - Dec	High
Lettuces	Year-round	High
Onions	Year-round	High
Potatoes	Year-round	High
Spinach	Year-round	High
Squash	Oct - Dec	High
Tomatoes	Jun - Sep	High
Turnips	Oct - Dec	High
Zucchini	Jun - Sep	High

Farm to SUNY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

JANUARY

FEBRUARY

MARCH

APRIL

MAY

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



Tomatoes, Peppers, & Cucumbers

- A** Emmi & Sons Inc. 1422 West Genesee Road, Baldwinsville, NY 13027, 27 miles from campus. Last year we used 14,000 pounds of tomatoes.
- B** Reeves Farms 1800 Reeves Rd, Baldwinsville, NY 13027, 22 miles from campus. Last year we bought 265 bushels of peppers.
- C** Tassone Farms 6230 Route 31, Cicero, NY 13029, 37 miles from campus. Last year we bought 92 bushels of cucumbers.

Onions

- E** Jacobson Farms 3206 County Route 16, Oswego, NY 13326, 14 miles. Last year we used 23,200 pounds of onions.

Apples

- C** Ontario Orchards 7735 Saw Route 124, Oswego, NY 13326, 3 miles from campus.
- H** Fruit Valley Orchards 507 Bunker Hill Rd, Oswego, NY 13326, 4.5 miles from campus. Last year we bought 320 bushels of apples and 4,600 gallons of cider.

Maple Syrup

- G** Red Schoolhouse Maple Syrup 2637 County Route 4, Fulton, NY 13069, 21 miles away.

Squash

- C** Ontario Orchards 7735 State Route 104, Oswego, NY 13326, 3 miles from campus.

Potatoes

- D** Williamson Farm 1822 Potato Hill Road, Boonville, NY 13309, 75 miles from campus.
- F** Marten Farms 1323 Township Rd, Fort Byron, NY 13840, 34 miles. Last year we bought 6,800 pound of potatoes.

Corn

- A** Emmi & Sons Inc. 1422 West Genesee Road, Baldwinsville, NY 13027, 27 miles from campus.
- B** Reeves Farm 1800 Reeves Rd, Baldwinsville, NY 13027, 22 miles from campus. Last year we bought 28 bushels of corn.

Onions

- E** Jacobson Farms 3206 County Route 16, Oswego, NY 13326, 14 miles.

Only the BEST LOCAL AND FRESH

OSWEGO STATE UNIVERSITY BY NEW YORK

Auxiliary Services Sustainability

oswego.edu/sustainability

SUNY COMMITTS



Original Marketing

Sustainability

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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, yet apples develop from the receptacle of the flower.

The first apple is known as Malusdomestica.

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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 'maiz', which also translates into 'year of Ma' or 'sacred mother'.

Each year, a single U.S. farmer provides food and fiber for 127 people -- 97 in the United States and 30 overseas.

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Squash

'Squash' comes from the Narragansett Native American word *squashashet*, which means 'soften now or crushed'.

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

Virginians and New England settlers were not even engaged by the 'hollow' squash until they had to survive the harsh winter of which point they adopted squash and pumpkins as staples.

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Potatoes

French fries were introduced to the US when Thomas Jefferson served them in the White House during his presidency in 1802.

In October 1995, the potato became the first vegetable grown in space. During the Alcatraz Kibbutz experiment in 1985, potatoes were found to be worth three 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

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

Marketing



Original Marketing



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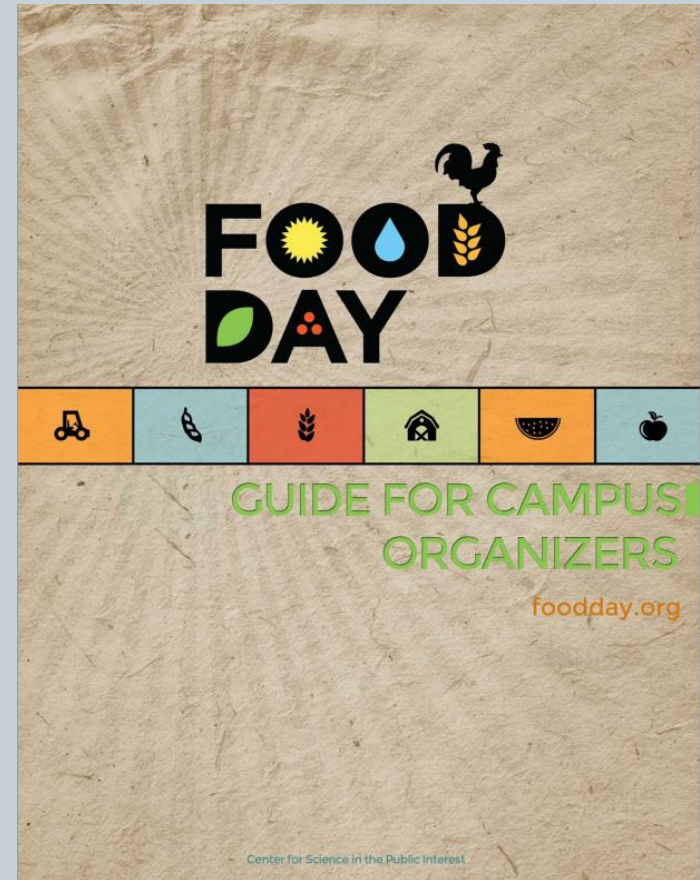
Food Day, October 24th 2014

Marketing

Use Campaign Marketing Materials and Social Media Conventions of established events



#nationalkaleday



#foodday

Marketing



Use Marketing
Materials from
Industry
Associations

What's your favorite?



Cortland



Empire



Macoun



Gala



Rome



Fuji

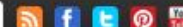


Stayman



Mushroom Council

Research and Information Website

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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



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VARIETY PHOTOS

Please click on the apple below to see a preview and to download a high-resolution photo.

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Acy Mac



Autumn Crisp



Braeburn



Cameo®



Cortland



Crispin



Empire



Fortune

Marketing



Industry Association Marketing Materials in Action

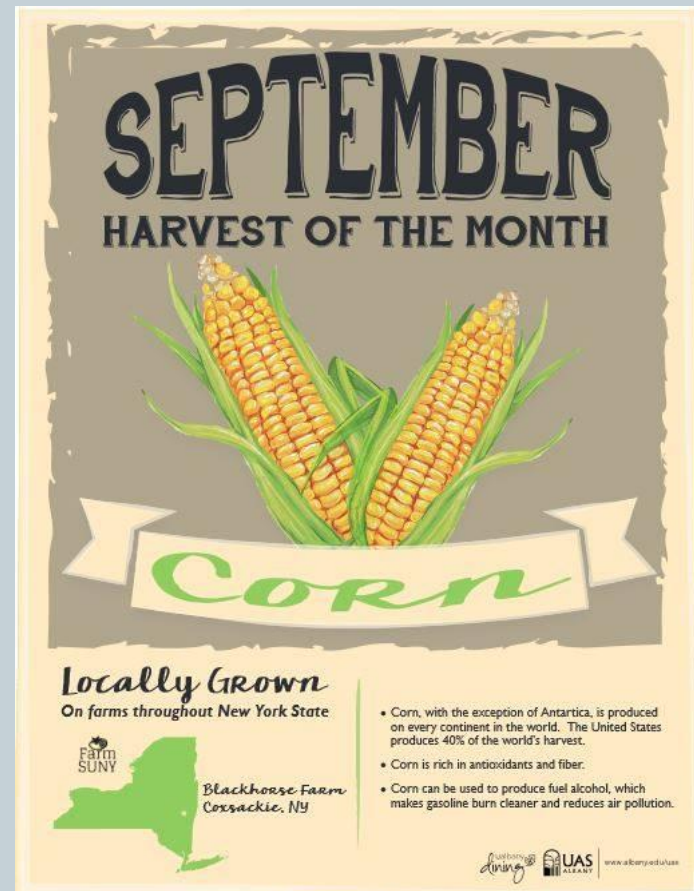


Student Engagement



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

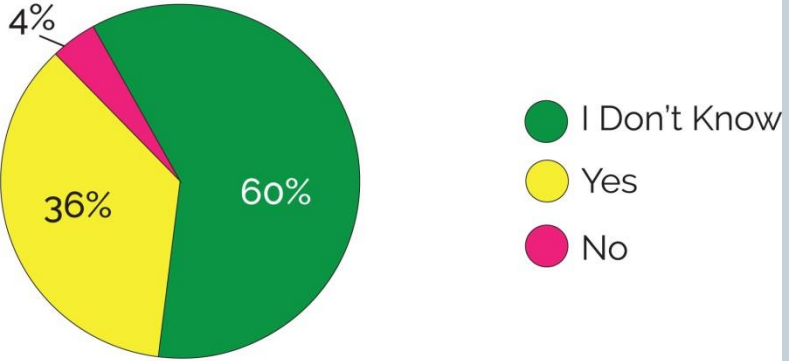


Celebrate National Events Locally

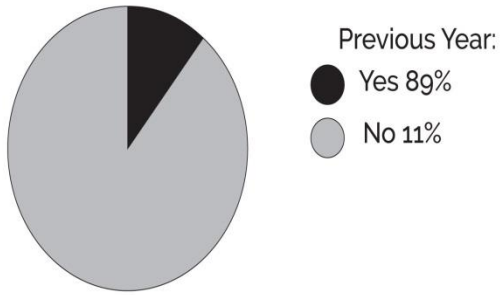
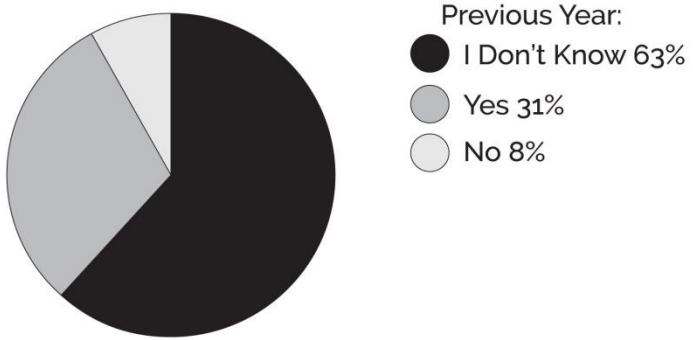
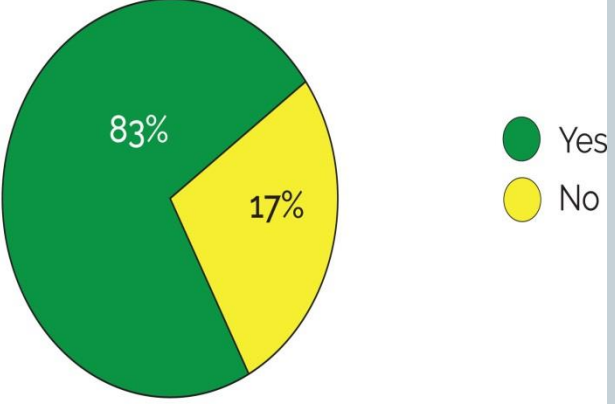


Student Survey

Does your dining halls serve local foods?



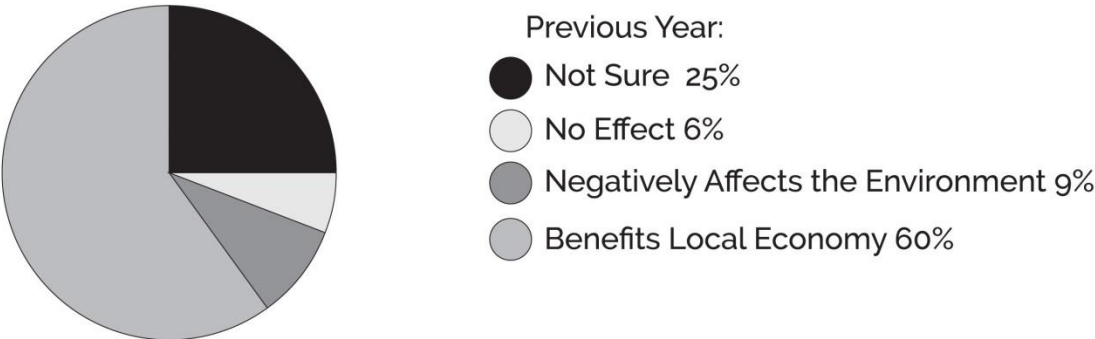
Does it matter to you where your food is grown?



Note: nearly all participants were undergraduate students



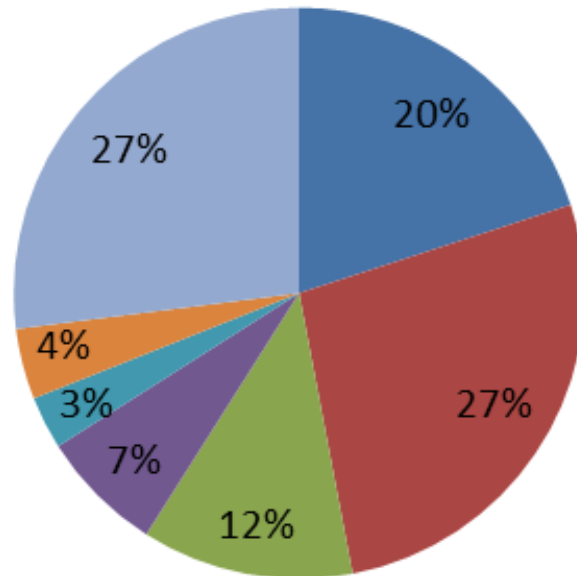
In your opinion, do your food purchases affect the local economy (local businesses and jobs)?



Assessment



- your county
- 50 miles
- 100 miles
- 150 miles
- 200 miles
- 250 miles
- New York State



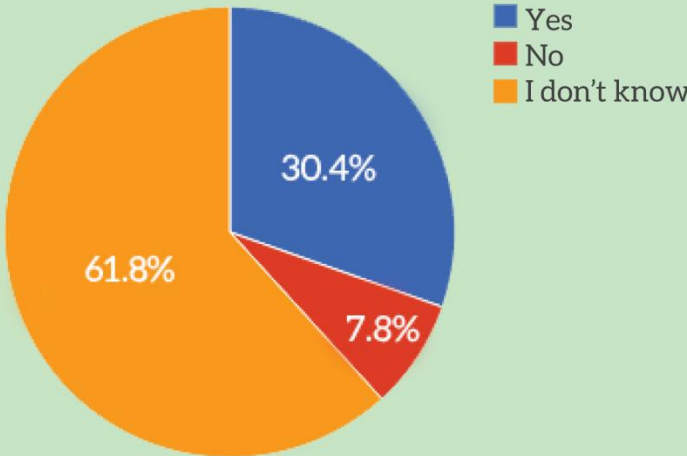
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Student Survey



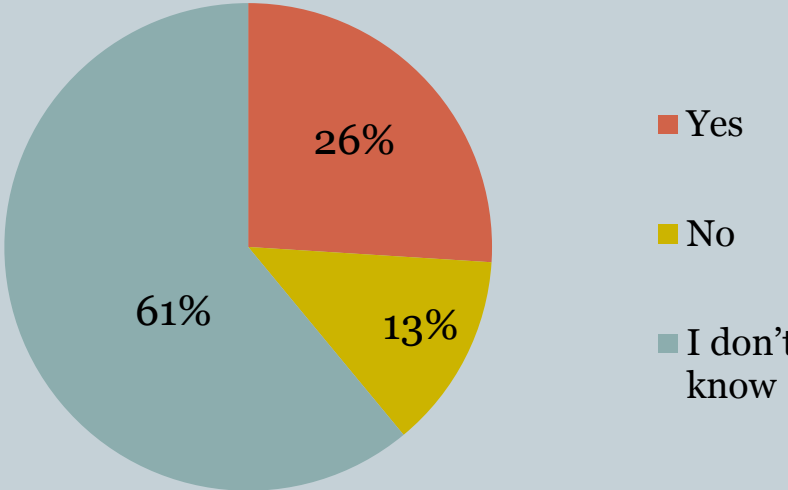
- Pre-project

Does the dining hall serve local food?



Post project

Does the dining hall serve local food?



Assessment

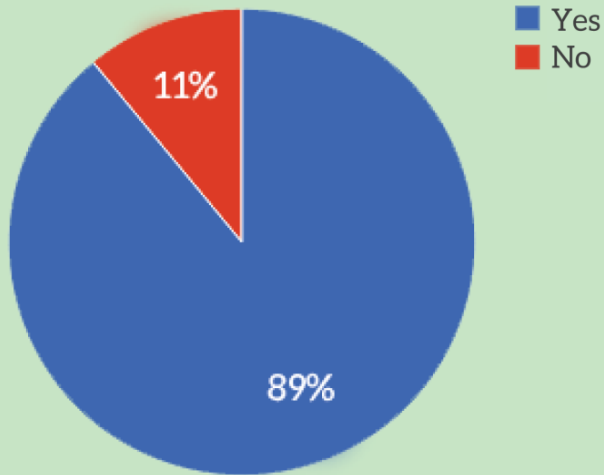


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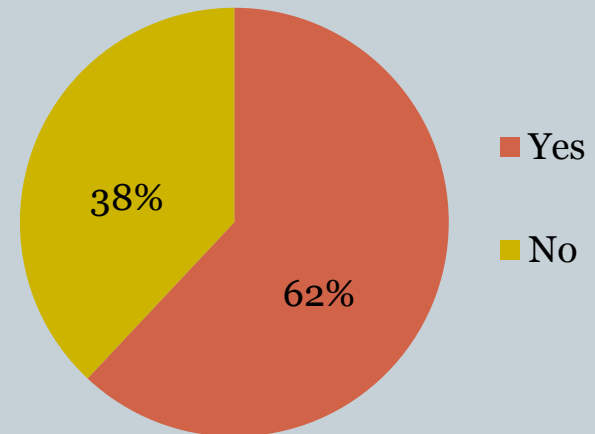
• Pre-project

Does it matter to you where your food is grown?



Post project

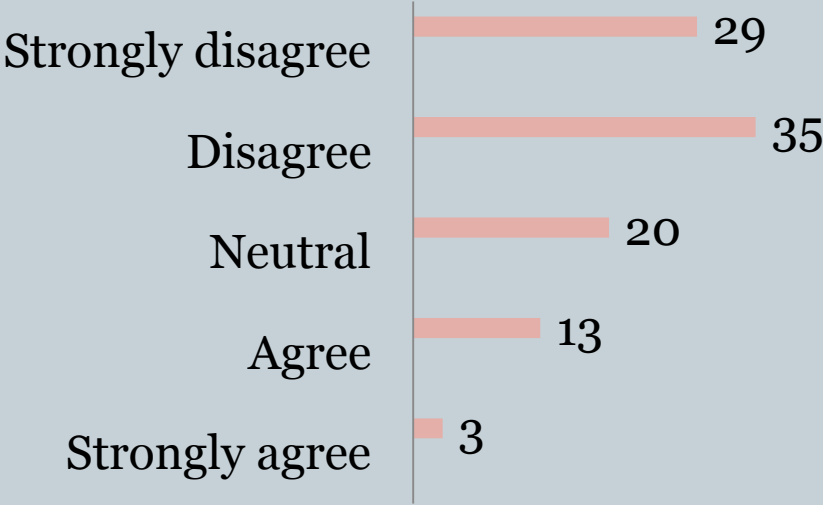
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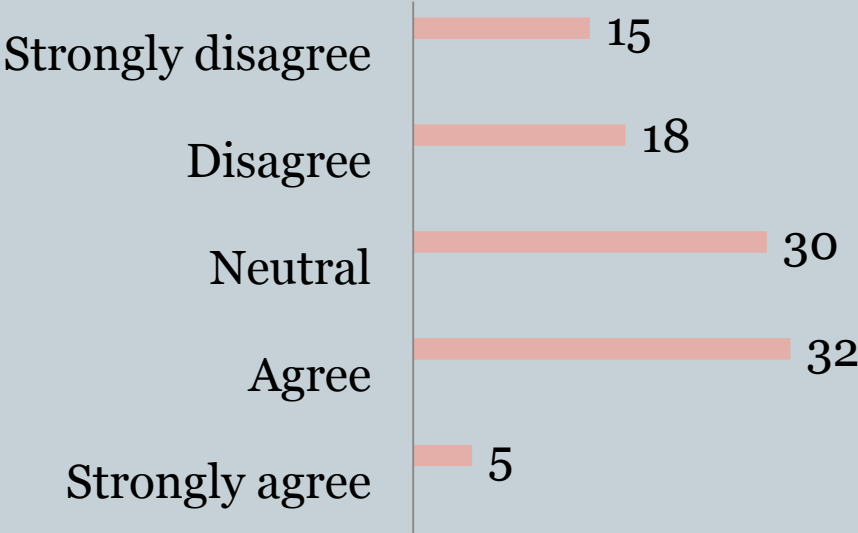
Student Survey



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?



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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

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