

2015

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

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## Recommended Citation

Mallia, Mary Ellen; Adams, Jamie; Morgan, Hannah; Mitten, Lisa; and Howard, Deborah, "Collective Impact: Results from a Multi-Campus Farm to College Pilot Program" (2015). *Presentations*. 1.

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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.

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ONEONTA**



# Sourcing



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

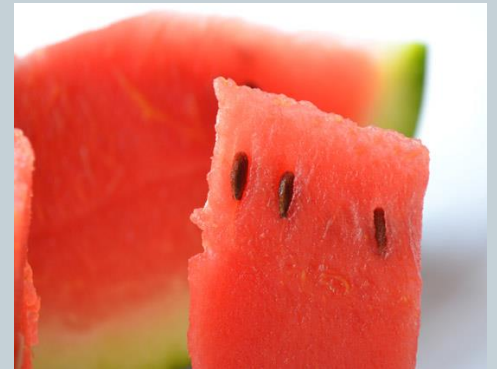


# Successes: Procurement



- 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

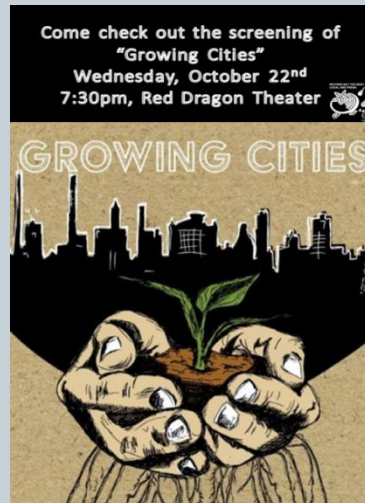
**Sustainability**  
SUNY OSWEGO



# Marketing



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



**Pride from 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 Period
Apples	Sept - Nov	Sept - Dec
Berries	June - Sept	June - Oct
Cherries	June - July	June - Aug
Citrus	Nov - Feb	Nov - Mar
Grapes	Sept - Oct	Sept - Nov
Peaches	July - Sept	July - Oct
Pears	Sept - Oct	Sept - Nov
Plums	July - Sept	July - Oct
Small Fruits	June - Sept	June - Oct
Strawberries	June - July	June - Aug
Watermelons	June - Sept	June - Oct

**VEGETABLES**

Item	Harvest Period	Availability Period
Asparagus	May - June	May - July
Beans	June - Sept	June - Oct
Broad Beans	June - July	June - Aug
Cauliflower	Sept - Nov	Sept - Dec
Corn	July - Sept	July - Oct
Cucumbers	June - Sept	June - Oct
Eggplant	July - Sept	July - Oct
Kale	Sept - Nov	Sept - Dec
Leeks	Sept - Nov	Sept - Dec
Peas	June - July	June - Aug
Potatoes	Sept - Nov	Sept - Dec
Squash	Sept - Nov	Sept - Dec
Tomatoes	June - Sept	June - Oct
Zucchini	July - Sept	July - Oct

The above periods are approximate. Harvest periods may begin a week to ten days earlier during a warmer-than-normal year. In cool spring, will delay crop maturity. Call 1-800-654-6517 www.farmtofoodny.com

**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](http://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** Kassone Farms 6230 Route 31, Cicero, NY 13039, 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.

**Only the BEST LOCAL AND FRESH**

OSWEGO STATE UNIVERSITY BY NEW YORK  
Auxiliary Services Sustainability  
oswego.edu/sustainability  
SUNY COMMITTS



## 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, yet apples develop from the receptacle of the flower.

The first apple is known as Malusdomestica.

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Auxiliary Services Sustainability  
SUNY 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 '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.

**Only the BEST LOCAL AND FRESH**

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**Squash**

'Squash' comes from the Narragansett Native American word *squashawok*, 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.

**Only the BEST LOCAL AND FRESH**

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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**

OSWEGO STATE UNIVERSITY BY NEW YORK  
Auxiliary Services Sustainability  
SUNY COMMITTS

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



# Marketing



## Original Marketing



*Sustainability*  
SUNY OSWEGO

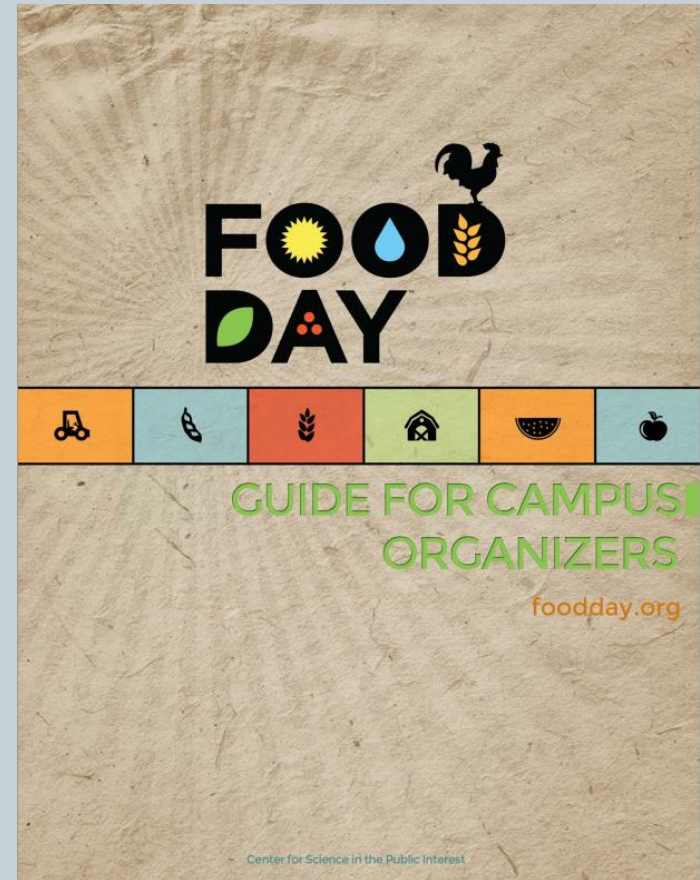
Food Day, October 24th 2014

# 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*

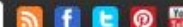


*Stayman*



# Mushroom Council

## Research and Information Website

[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

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## 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



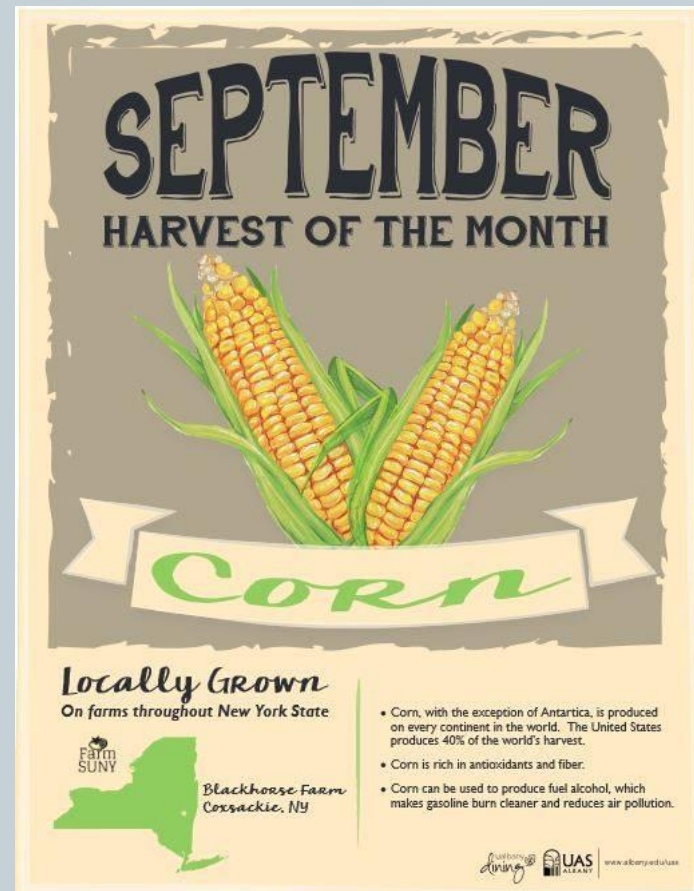


# Student Engagement



## 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

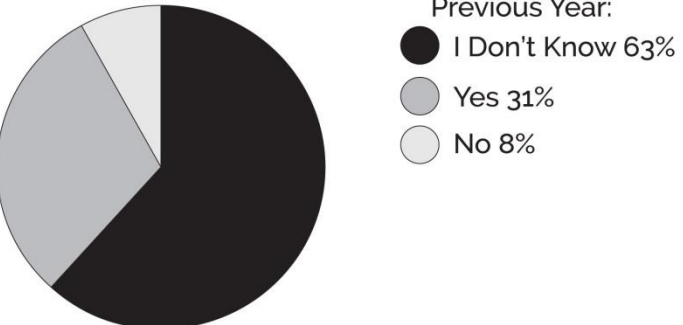
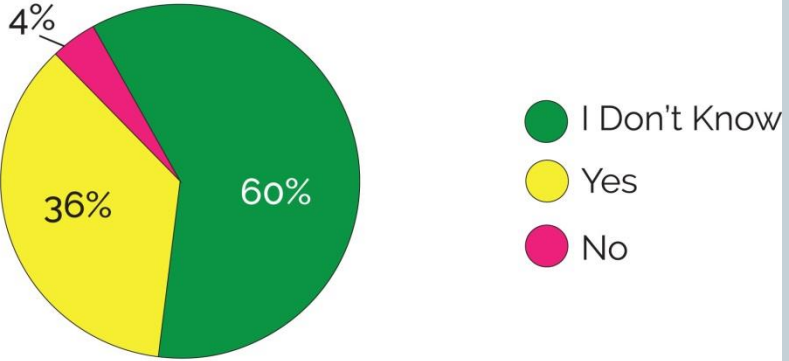


Celebrate National Events Locally

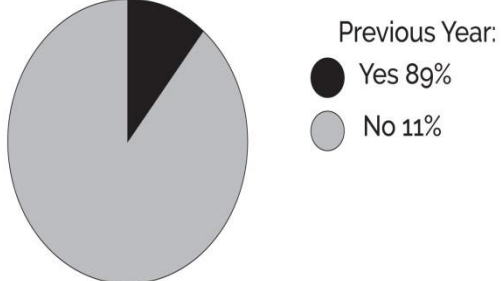
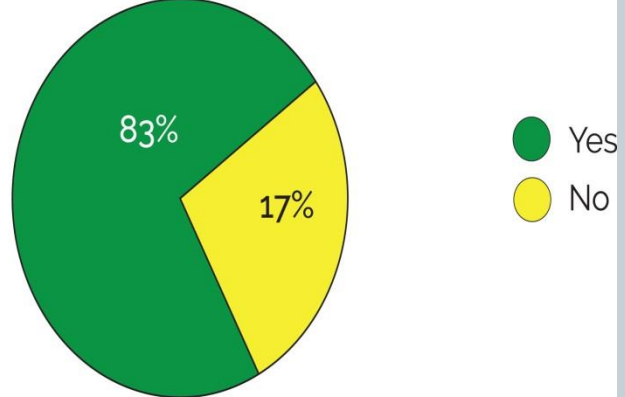


# Student Survey

### Does your dining halls serve local foods?



### Does it matter to you where your food is grown?

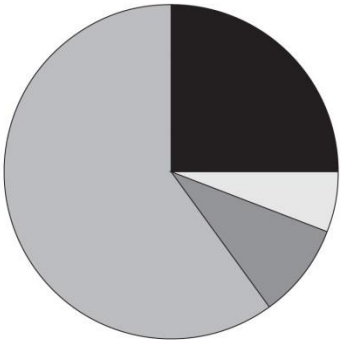


Note: nearly all participants were undergraduate students





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



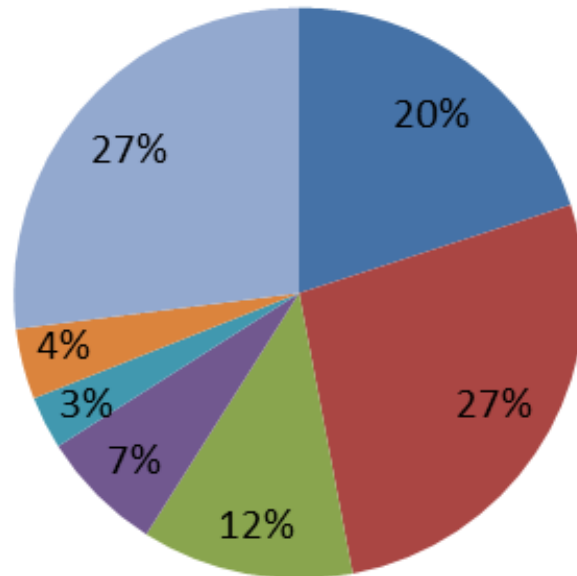
Previous Year:

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

# Assessment



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



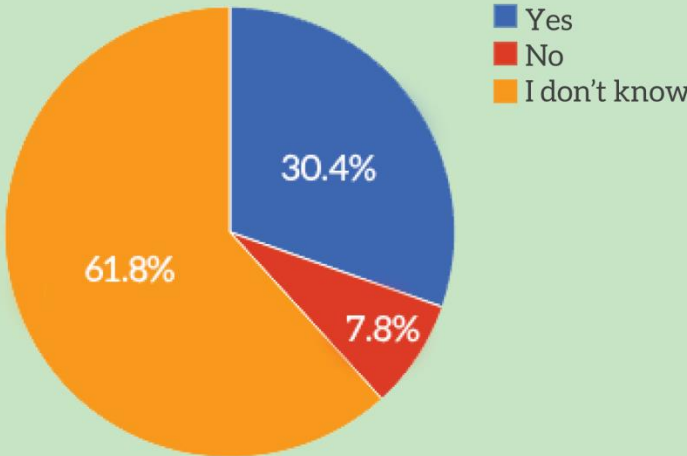
UNIVERSITY  
AT ALBANY

# Student Survey



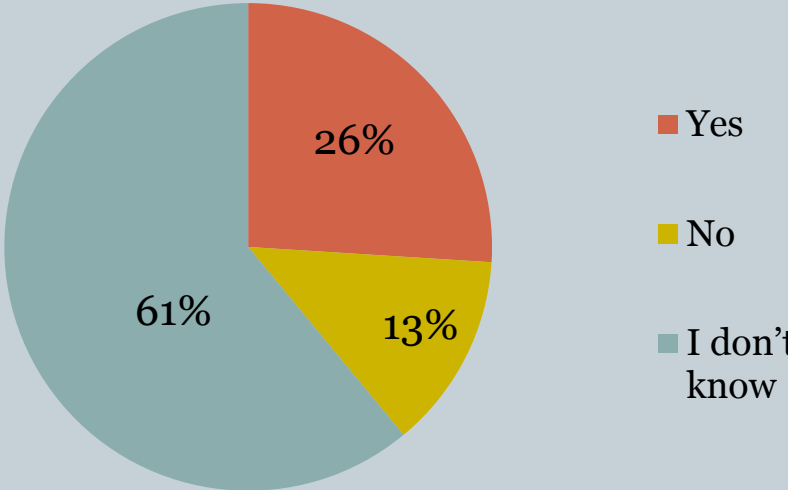
- Pre-project

Does the dining hall serve local food?



## Post project

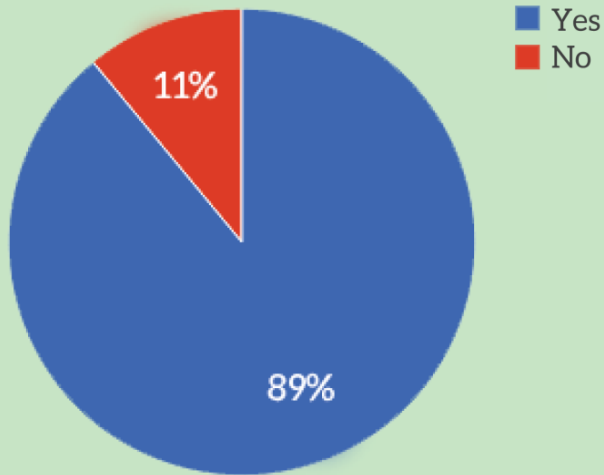
Does the dining hall serve local food?





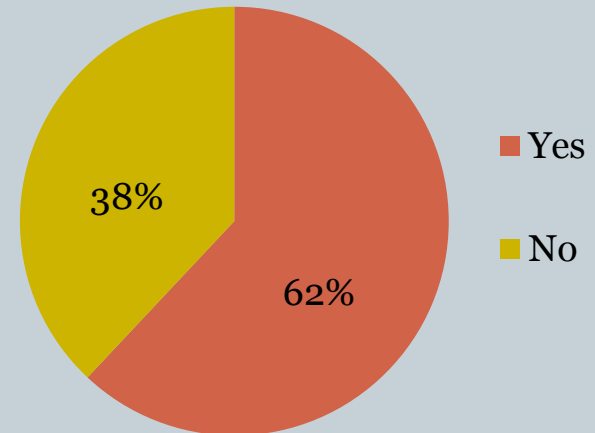
## • Pre-project

Does it matter to you where your food is grown?



## Post project

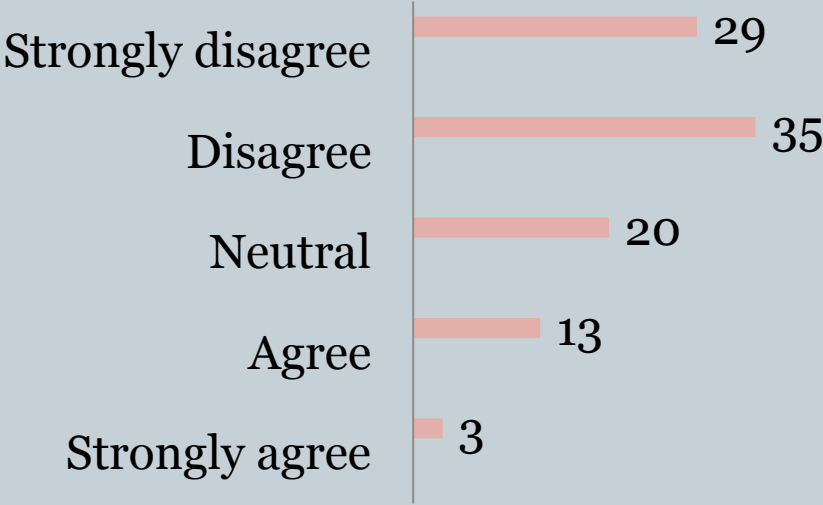
**Does it matter to you where your food is grown?**



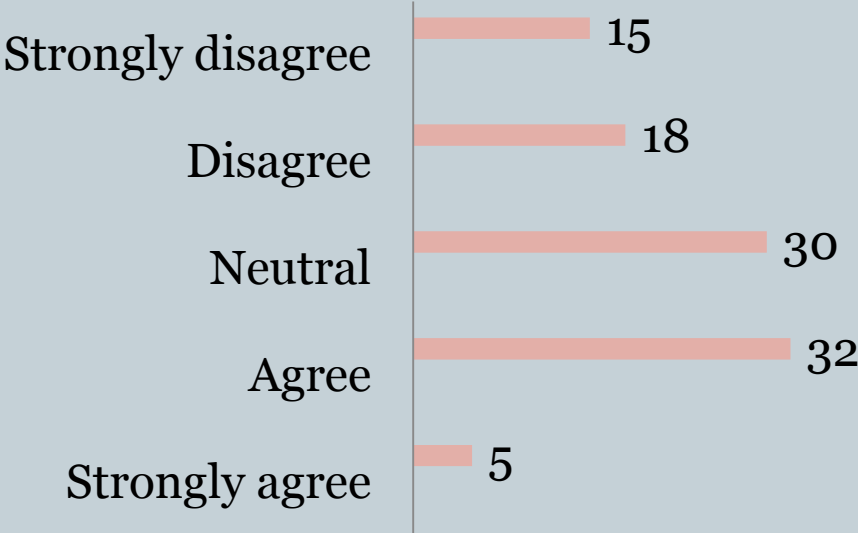
# Student Survey



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



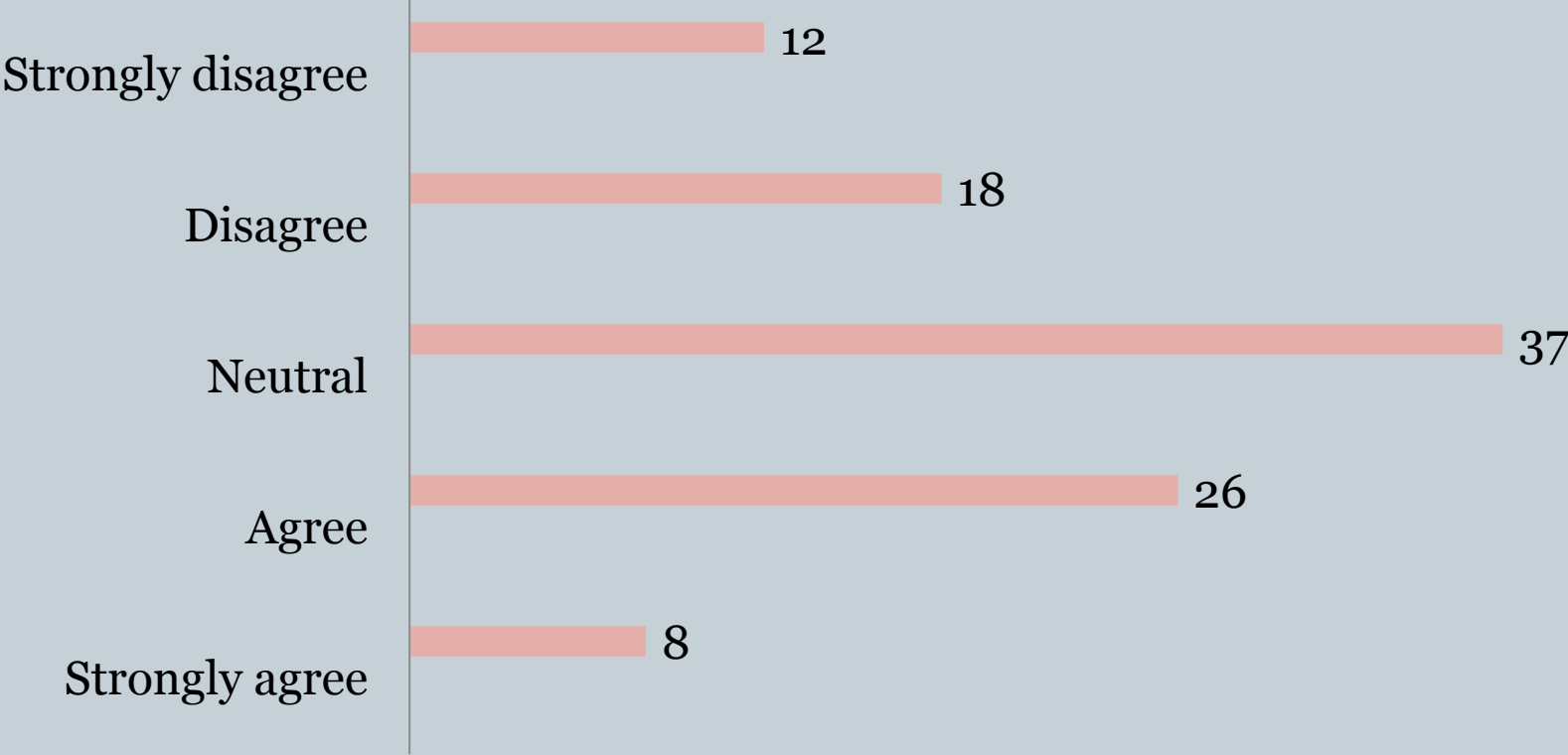
**I would be willing to have a favorite food less frequently if the dining hall couldn't purchase it locally**



# 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?



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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