



Farm to SUNY, SUNY Commits

CUNY Forum on University Food

October 21, 2014

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An aerial photograph of a rural landscape. The foreground shows a mix of green fields, some with distinct rows of crops, and a large brown field that appears to be recently plowed. A small farmstead with a red-roofed building and a pond is visible in the middle ground. The background consists of rolling hills covered in dense green forest, extending to a clear blue sky.

**Over the last 30 years we lost
450,000 acres of farmland to
development in NYS, equivalent to
4500 farms or loss of one farm every
3.5 days.**

WHO IS FINYS

- American Farmland Trust
- Cornell Cooperative Extension
- Empire State Development
- Foodlink
- GrowNYC / Wholesale Greenmarket
- Hudson Valley Agribusiness Development Corporation
- New World Foundation – Local Economies Project
- New York Academy of Medicine
- New York Farm Bureau
- NYS School Nutrition Association
- NYS Department of Agriculture & Markets
- Northeast Livestock Processing Service Company

FARM TO SUNY



OUTCOMES – We're on the Hook!

- 25% increase in sales of a discrete set of 6 specialty crop products with a focus on fresh and minimally processed vegetables.
- A subset of products will be consistent across schools.
- Increase student awareness of and engagement with local foods and farmers.
- Expand the effort into all 29 SUNY Campuses with dining services.



METRICS – EVALUATION PLAN

Outcomes	Measurement Tool
Increase in purchases of 6 specific NYS produce items by 25% at participating campuses	Excel tracking sheet for each campus to track product, distributor source, processor source, total sales, total volume by month starting August 2014
Increase student knowledge about local food	Student Pre- and Post Initiative “Local Food Literacy” Survey
<u>Increase in farmer profitability</u>	<u>Farmer Survey</u>
Students are engaged in the initiative through participation in key educational and promotional events.	Tracking student attendance, online tracking of participation in “Campus Crunch” and food service student satisfaction surveys.
Local purchasing is institutionalized in food service and distributor contracts.	Tracking contract language/new contracts.

WORK TO DATE

Activity	Completed
Demand Analysis	Q1 2014 (some ongoing)
Communications Plan and Tools in Place	December 5th
Supply Analysis	Ongoing through Q3 2014
Coordinated Food Day Effort	October 24 th Events
Food of the Month	Kicked off in August (through May 2015)
Matchmaking	In progress
Evaluation underway (Developed student pre-survey and local purchasing tracking tools for Food Service).	In progress to be completed September 2015

Hot Products – Honing In





American Farmland Trust

www.farmland.org/newyork