



Farm to SUNY, SUNY Commits

CUNY Forum on University Food

October 21, 2014

Christina Grace

Co-coordinator, Farm to Institution NYS, AFT



An aerial photograph of a rural landscape. In the foreground, there are rolling green hills with patches of brown, tilled soil. A small farmstead with several buildings and a red roof is visible in the middle ground. The background shows more hills and a clear sky. The text is overlaid in the center of the image.

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

[illegible]

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