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Scaling Up Local Food Sourcing: A Mulit-Campus Farm to College Pilot

Mary Ellen Mallia
University of Albany

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State University of New York (SUNY)

SCALING UP LOCAL FOOD SOURCING: A MULTI-CAMPUS FARM TO COLLEGE PILOT

SUNY Commits to NYS Agriculture

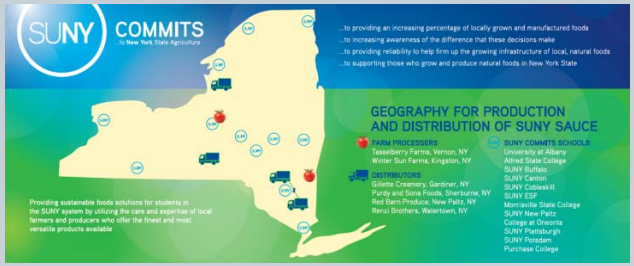
Deborah Singer Howard

Director

SUNY Office of Sustainability

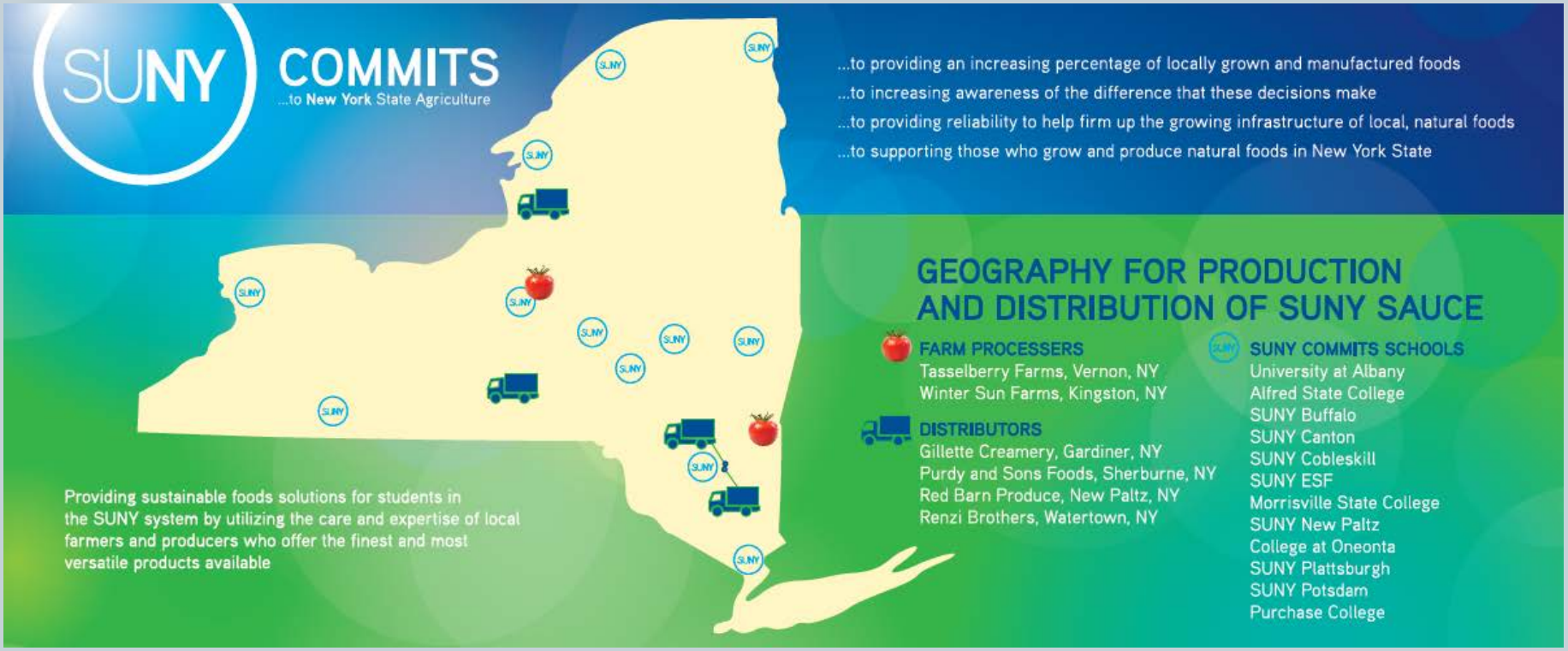
Presentation Overview

- **SUNY Commits to New York State Agriculture**

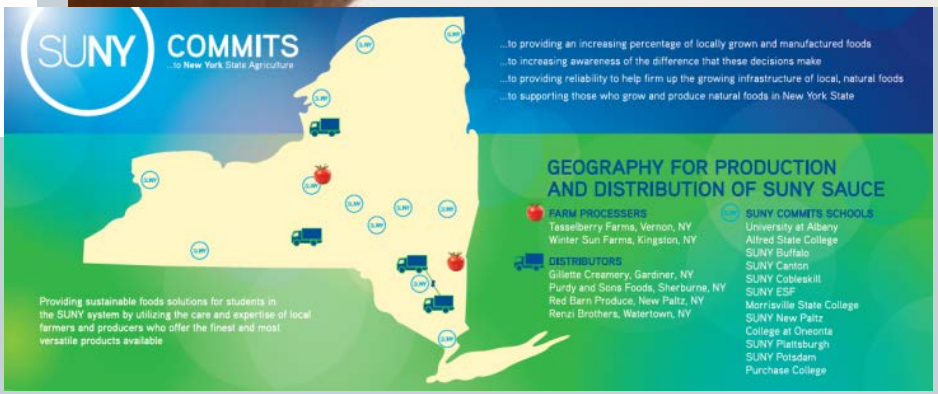


- **Governor Cuomo Proposals**
- **SUNY Food System Sustainability Resource**
- **SUNY Benchmarking Tool?**

SUNY Commits to New York State Agriculture



Lessons Learned & Success



Resulting USDA Grant

OSWEGO
STATE UNIVERSITY OF NEW YORK

UNIVERSITY AT ALBANY
State University of New York

New Paltz
STATE UNIVERSITY OF NEW YORK

SUNY ONEONTA

American Farmland Trust
SAVING THE LAND THAT SUSTAINS US

Governor Cuomo Leverages SUNY Commits to New York State Agriculture (not funded yet)

1. Proposal 1 – SUNY Loves NYS Tomatoes ($300,000)
2. Proposal 2 – Farm to SUNY Specialty Crop Expansion ($270,000)
3. Proposal 3 – Farm to SUNY Expansion of Local Beef and Pork Procurement ($230,000)
4. Proposal 4 – Farm to SUNY Survey ($70,000)

5. Proposal 5 – North Country Processing & Distribution Plant ($2.2 million)
6. Proposal 6 – Western New York Permaculture ($100,000)

SUNY Food System Sustainability Resource

- Goal
  - Provide an easily accessible and flexible resource for campuses to use to inform students, faculty and staff about the major issues surrounding our food system
    - Environmental
    - Social
    - Economic
- Structure
  - Informative and engaging TED talks and articles
  - Questions relating to your campus
  - Additional Food For Thought (Dr. Samina Raja)

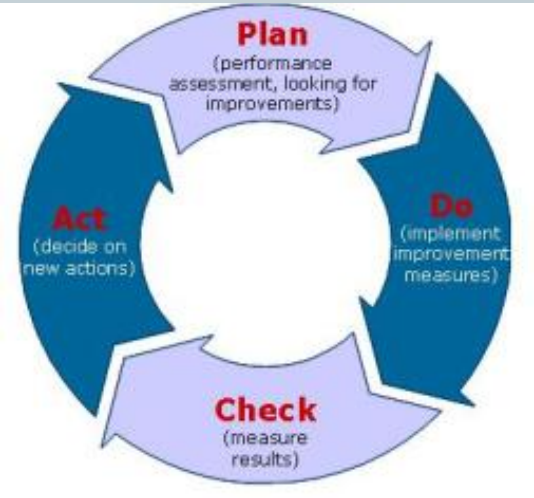
Jonathon Foley's "The Other Inconvenient Truth"

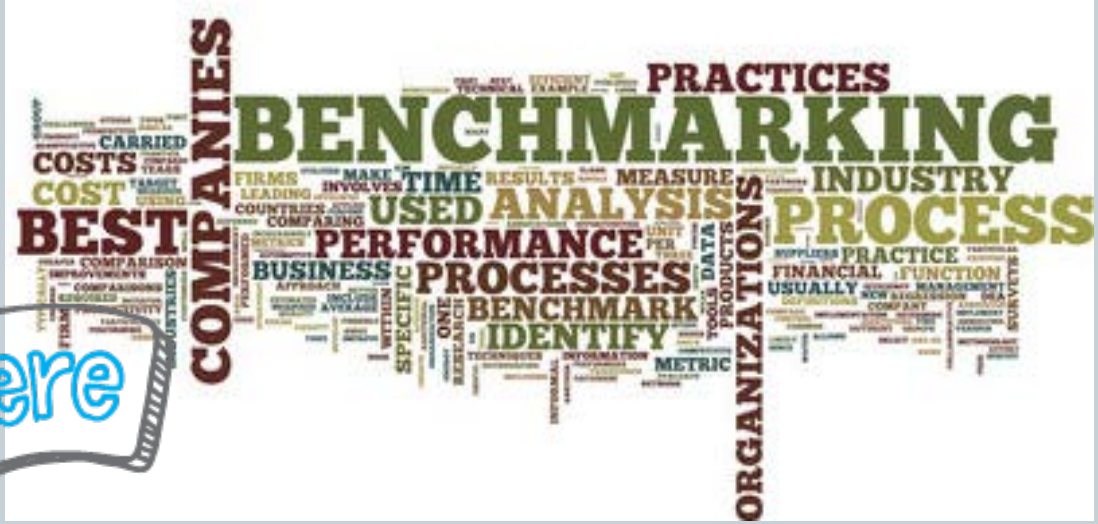
- Summarizes the state of the food system, showcasing the negative consequences of large scale agriculture on Earth while asking the big questions: How do we feed a human population set to hit 9 billion people by 2040 on an ecologically weakened planet undergoing unprecedented (in human history) climate change using fewer fossil fuels?

Allan Savory's "How to fight desertification and reverse climate change"

- Presents a revolutionary cattle grazing technique that is not only ecologically sustainable, it is regenerative. Savory touts the technique as a way to reverse climate change and restore grassland ecosystems. Academics and industry leaders alike question Savory's conclusions and the resource includes these viewpoints as well.

SUNY Sustainability Benchmarking Tool





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SUNY SUSTAINABILITY
BENCHMARKING TOOL

COLLEGE/ UNIVERSITY NAME	Good Earth University
Number of Residential Dining Facilities	3
Number of Retail/Convenience Facilities	2
Yearly Operating and Food Purchases	$ 3,000,000.00

Purchases that include all food, non-alcoholic beverage, alcoholic beverage, linen rental or purchase, uniform rental or purchase, cleaning supplies, dining/ kitchen service ware and prep ware replacements, office supplies, furniture purchase or replacements, equipment rental that supports operations, such as tables and chairs for events, ID card and support services

Objective: To develop and implement a set of tiered measurable guidelines that will allow SUNY Dining services to increase sustainability over a 3 year time frame for all SUNY campuses.

Why: to create Benchmarking and best practices for retail and resident dining programs that are in alignment with SUNY Central and the campuses (collectively "SUNY Dining"), and that are measurable and maximize SUNY's economies of scale.

Sustainability Defined: SUNY Dining and Sustainability encompasses Earth, Economic, Community and Life, while balancing moral and fiscal responsibility.

Earth: Minimize the impact dining programs cause to the ecosystem by the reduction or replacement of all environmentally harmful products.

Economic: The purchase of quality goods and services that supports or enhances dining's impact on a local, regional or state level by encouraging responsible practice in our supply chain.

Community: Dining services invests in the local global community through education, services and support.

Life: To actively educate and promote health and wellness through balanced activities and nutrition.

SUSTAINABILITY WORKBOOK

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N
25	**Tray-less:** Using no trays					***Facility Type***	***Number of Facilities***	***Number of Qualifying Facilities***	***Points***	***Points Earned***	***Categories Touched***	***Total Earned Points***		
26	**Earth**	**Economic**	**Community**	**Life**		Residential	3	3	5	5	3	15		
27	*	*		*		Retail	2	0	5	0	3	0		
28														
29	**Bulk condiments:** Use of condiments in larger than portion controlled packaging													
30	**Earth**	**Economic**	**Community**	**Life**		Residential	3	3	1	1	2	2		
31	*	*				Retail	2	2	3	3	2	6		
32														
33	**Composting:** Sending pre and post consumer waste to alternative waste facilities, i.e., composting, incineration, etc versus being sent to a landfill													
34	**Earth**	**Economic**	**Community**	**Life**		Residential	3	3	3	3	3	9		
35	*		*	*		Retail	2	2	5	5	3	15		
36														
37	**Washables:** The use of reusable service ware													
38	**Earth**	**Economic**	**Community**	**Life**		Residential	3	3	3	3	3	9		
39	*		*	*		Retail	2	2	3	3	3	9		
40														
41	**# of non-meat entrees:** Plant based entrees													
42	**Earth**	**Economic**	**Community**	**Life**		Residential	3	3	3	3	3	9		
43	*	*		*		Retail	2	2	3	3	3	9		
44														
45	**Biodegradable/Compostable disposables:** Disposables that breakdown into usable compost in less than 1 yr in a compost facility – non petro-chemical													
46	**Earth**	**Economic**	**Community**	**Life**										
47	*			*		Retail	2	2	3	3	2	6		
48														
49	**Bulk packaging:** Product contained in larger than individual portions – for institutional use													
50	**Earth**	**Economic**	**Community**	**Life**										
51	*	*				Retail	2	0	1	0	2	0		

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N
52	**Campus Gardens:** Any edible garden that is used as a teaching or food supply garden for dining services								***Points***	***Points Earned***	***Categories Touched***	***Earned Points***		
53	**Earth**	**Economic**	**Community**	**Life**		Y/N								
54	*		*	*		Y			1	1	3	3		
55														
56	**Oil recycling:** Recycling used fryer oil for other purposes – soap, energy.													
57	**Earth**	**Economic**	**Community**	**Life**		Y/N								
58	*	*	*			Y			1	1	3	3		
59														
60	**Energy Star rated equipment:** Energy efficient products that offer savings without sacrificing performance or features.													
61	**Earth**	**Economic**	**Community**	**Life**		Y/N								
62	*	*				Y			1	1	2	2		
63														
64	**Off campus partner program:** allowing student cash accounts to be used at local, off campus establishments													
65	**Earth**	**Economic**	**Community**	**Life**		Y/N								
66		*	*			Y			1	1	2	2		
67														
68	**Electric Hybrid Vehicles:** The use of energy efficient and environmentally responsible vehicles													
69	**Earth**	**Economic**	**Community**	**Life**		Y/N								
70	*	*				Y			1	1	2	2		
71														
72	**Green Chemicals:** Phosphate free													
73	**Earth**	**Economic**	**Community**	**Life**		Y/N								
74	*					Y			1	1	1	1		
75														
76	**Recycled Napkins:** Unbleached napkins from recycled sources.													
77	**Earth**	**Economic**	**Community**	**Life**		Y/N								
78	*					Y			1	1	1	1		
79														
80	**Reusable Take out containers:** Washable/reusable take out containers													
81	**Earth**	**Economic**	**Community**	**Life**		Y/N								
82	*					N			1	0	1	0		
												Total		

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83	**Recycling:** Cans, jars, plastic, cardboard, paper								***Points***	***Points Earned***	***Categories Touched***	***Total Earned Points***		
84	**Earth**	**Economic**	**Community**	**Life**			Y/N							
85	*		*	*		Cans	Y		1	1	3	3		
86						Jars	Y		1	1	3	3		
87						Plastic	Y		1	1	3	3		
88						Cardboard	Y		1	1	3	3		
89						Paper	Y		1	1	3	3		
90														
91	**Product Donation:** Donating left over product to a local food pantry													
92	**Earth**	**Economic**	**Community**	**Life**			Y/N							
93			*	*			Y		1	1	2	2		

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Principal Headquarters in NYS: Any purchase from a company with their principal headquarters in NYS

Earth	Economic	Community	Life
	*	*	

Total Purchases	% of Purchases	% Earned	*Points*	*Points Earned*	*Categories Touched*	*Total Earned Points*
$ 1,000.00	0%	0%	5	0	2	0

Manufacturer Name	Purchases
Nick's	$ 1,000.00
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
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Manufacturer Name	Purchases
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NYS Purchase: any purchase from a company located within NYS

Earth	Economic	Community	Life
*	*	*	

Total Purchases	% of Purchases	% Earned	*Points*	*Points Earned*	*Categories Touched*	*Total Earned Points*
$ -	0%	0%	5	0	3	0

Manufacturer Name	Purchases
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	A	B	C	D	E	F	G	H	I	J	K	L	M	N
180			$ -				$ -				$ -			
181	**Locally Grown/Raised Product:** purchase of any product that is grown or raised within 100 miles from your location - i.e.. Produce, dairy					**Total Purchases**	**% of Purchases**	**% Earned**	***Points***	***Points Earned***	***Categories Touched***	***Total Earned Points***		
182	**Earth**	**Economic**	**Community**	**Life**		$ 1,423,000.00	47%	50%	5	2.5	3	7.5		
183	*	*	*											
185	**Manufacturer Name**		**Purchases**		**Manufacturer Name**		**Purchases**		**Manufacturer Name**		**Purchases**			
186	9 Miles East Farm		$ 100,000.00				$ -				$ -			
187	Grahm's Grass Fed Farm		$ 300,000.00				$ -				$ -			
188	Dennison Farms		$ 20,000.00				$ -				$ -			
189	Common Hand's Farm		$ 3,000.00				$ -				$ -			
190	Parson's Pork and Egg		$ 1,000,000.00				$ -				$ -			
191							$ -				$ -			
192			$ -				$ -				$ -			
193			$ -				$ -				$ -			
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Locally Manufactured/processed Product: purchase of any product that is manufactured/processed within 100 miles from your location

Earth	Economic	Community	Life
*	*	*	

Total Purchases	% of Purchases	% Earned	Points	Points Earned	Categories Touched	Total Earned Points
$ 44,000.00	1%	10%	5	0.5	3	1.5

Manufacturer Name	Purchases
Clark's Corn Utensils	$ 1,000.00
Carry's Corn Chips	$ 4,000.00
Pete's Pizza Sauce	$ 6,000.00
Nick's Chicken Nuggest	$ 12,000.00
Jerry's Jams	$ 8,000.00
Perry's Peanut Spread	$ 13,000.00
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Manufacturer Name	Purchases
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NYS Distributor - Any distributor that is Principally owned, operated, and warehoused in NYS

Earth	Economic	Community	Life
	*	*	

Manufacturer Name	Purchases
Dirk's Driving	$ 10,000.00
Field Greens	$ 40,000.00
	$ -
	$ -
	$ -
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	$ -
	$ -
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Total Purchases	% of Purchases	% Earned	*Points*	*Points Earned*	*Categories Touched*	*Total Earned Points*
$ 50,000.00	2%	10%	5	0.5	2	1

Total Possible Points	203
Total Points Earned	132.5
Percent	65%

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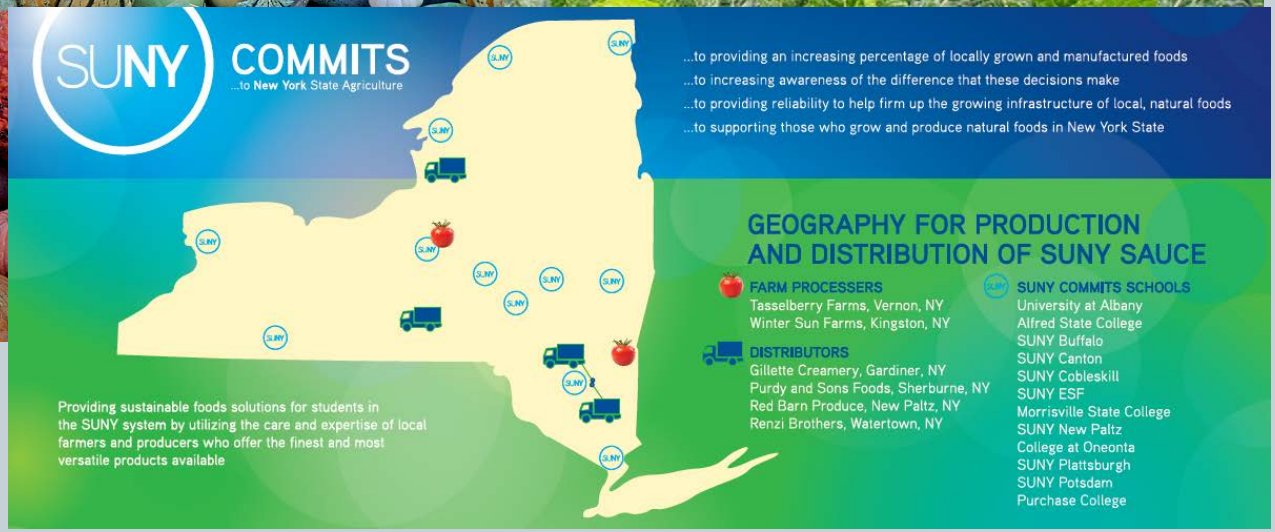
Thank you!

Questions?



Resulting USDA Grant

OSWEGO
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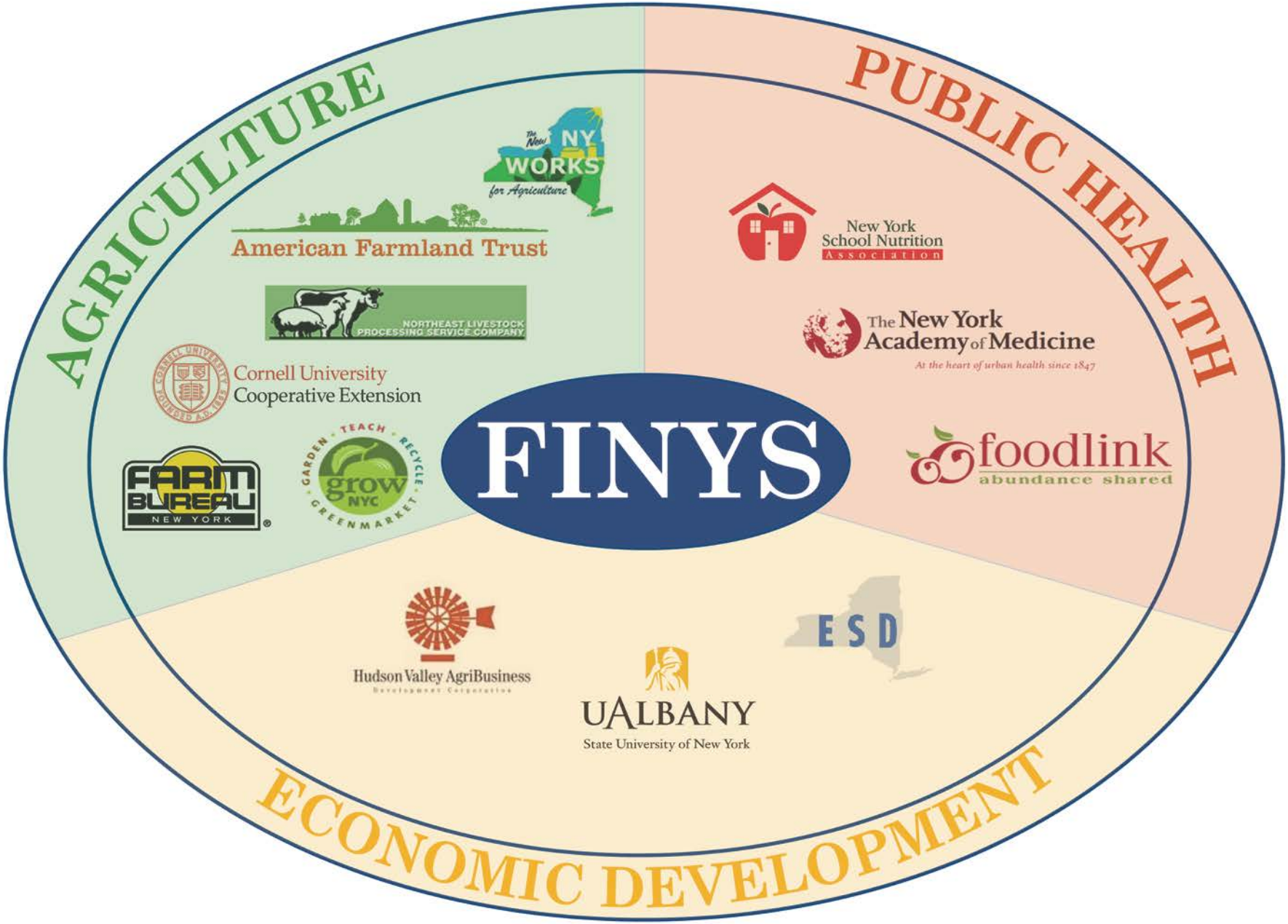
SUNY ONEONTA

American Farmland Trust
SAVING THE LAND THAT SUSTAINS US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FINYS
The New NY WORKS for Agriculture
American Farmland Trust
NORTHEAST LIVESTOCK PROCESSING SERVICE COMPANY
Cornell University Cooperative Extension
FARM BUREAU NEW YORK
GARDEN · TEACH · RECYCLE · GREENMARKET
grow NYC
New York School Nutrition Association
The New York Academy of Medicine
At the heart of urban health since 1847
foodlink abundance shared
Hudson Valley AgriBusiness Development Corporation
UALBANY State University of New York
ESD

The Team

WORK TO DATE

Activity	Completed
Demand Analysis	Q1 2014
Listserv and Google Docs share resources in place (thanks U Albany!)	December 5th
Supply Analysis	Ongoing through Q3 2014
Coordinated Kale Day and Food Day Efforts (Earth Day efforts in progress)	October 2014 and April 2015
Harvest of the Month	Kicked off in August 2014 to run through May 2015
Matchmaking	In progress
Evaluation underway (Developed student pre- and post surveys and local purchasing tracking tools for Food Service).	In progress to be completed September 2015

Demand Analysis = Hot Products

Branding the Collaborative Project

Farm To SUNY

SUNY COMMITS ...to New York State Agriculture

Data Collection – SUNY ONEONTA

- Sodexo employee pulls purchasing reports through Mentos Produce, Purdy and Sons and Sysco. The challenges include:
  - Time consuming.
  - Difficult connecting with distributors and vendors.
  - Farm specific data is not available.

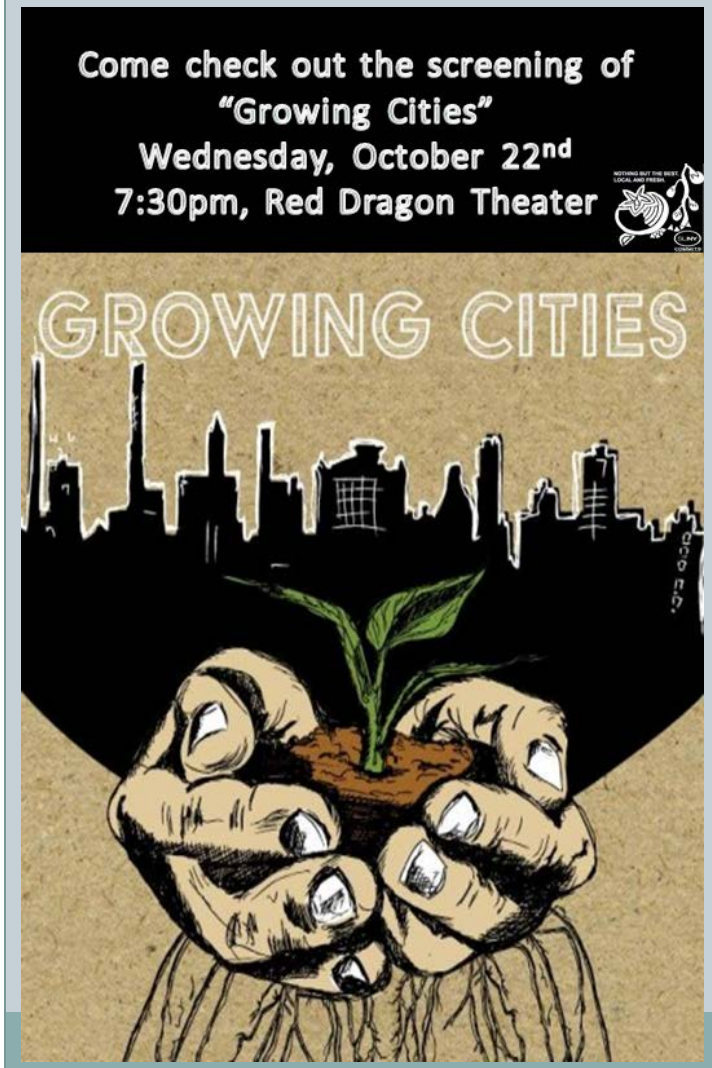
- In the future, distributors will utilize a computer program which tracks the NYS produce on a farm specific level. The campus will have direct access to this computer program.

Sourcing – SUNY ONEONTA

- Distributor delivers NYS produce until the supply is depleted.

- The barriers to sourcing NYS produce include:
  - Pricing
  - Location
  - Liability insurance and 3rd party audits
  - Non-uniform standards and quality
  - Student perception

Marketing – SUNY ONEONTA



- Posters
- Display Monitors
- Napkin Holders
- Survey Monkey
- Tabling
- Facebook
- Twitter
- Sustainability Website

Marketing – Display Screens and Posters

Did you know New York is an Agriculture state?

- The value of agricultural production was over $5.70 billion in 2012.

- About 23% of the state's land area, or 7.00 million acres are used by the 36,000 farms to produce a very diverse array of food products.

What products does New York State produce?

-Strawberries	- Cucumbers	-Meat Production
-Cabbage	-Squash	-Poultry Production
-Sweet Corn	-Cauliflower	-Apples
-Onions	-Maple Syrup	-Grapes
-Snap Beans	-Floriculture Crops	-Tart Cherries
- Tomatoes	-Livestock Products	-Pears
- Pumpkins	-Milk Production	

Student Engagement – SUNY ONEONTA

- Harvest Calendar
- National Kale Day
- NYS Apple Crunch
- Food Hub Presentation
- Farm Tour
- Food Day
- Documentary Nights
- Local Food Survey

Progress -

SUNY ONEONTA

Local Food Procurement:

August 2014- January 2015

- ***NYS Apples: 58,201***
- ***NYS Pears: 3,240***
- ***NYS Corn: 2,256 cobs***
- ***NYS Squash: 2,365 lbs***
- ***NYS Onions: 4,725 lbs***
- ***NYS Peppers : 5,003 lbs***
- ***NYS Green Beans: 300 lbs***

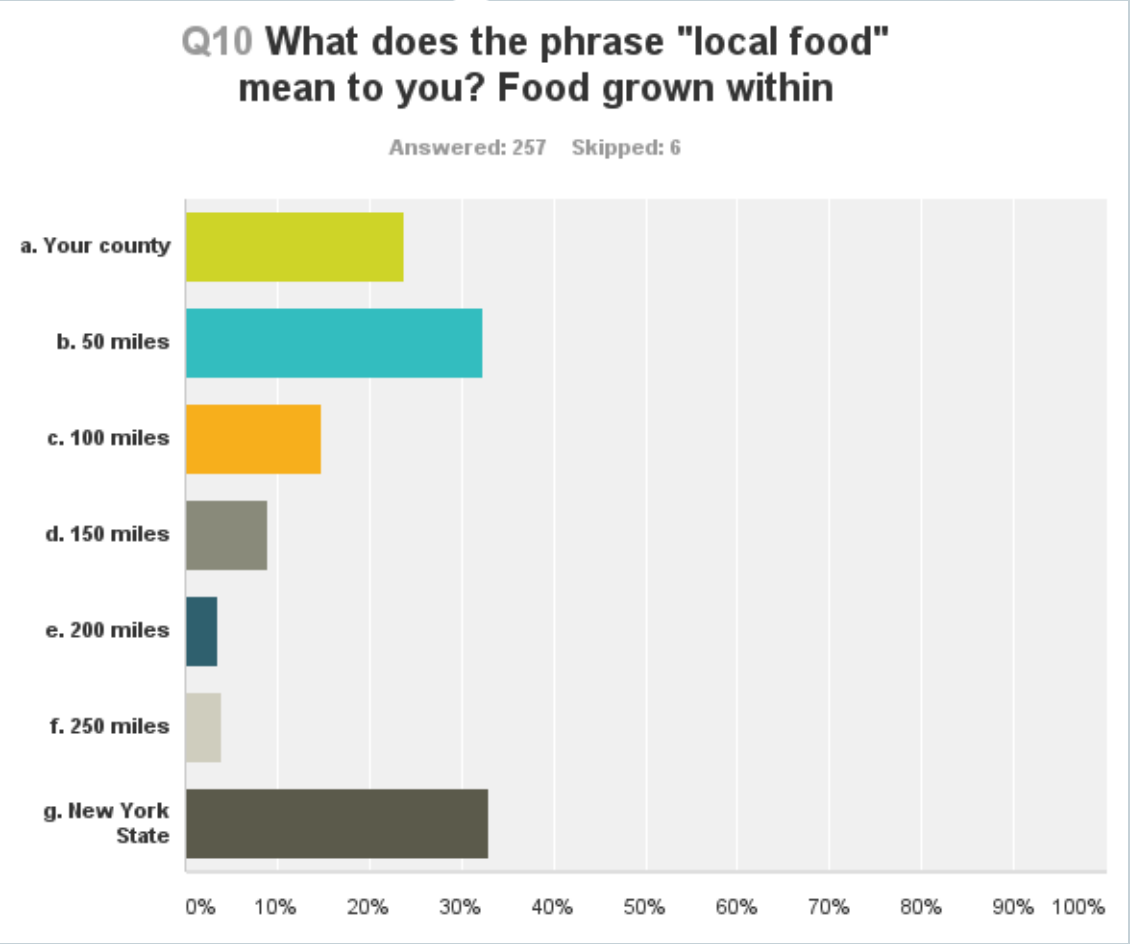
Data Collection –

- Sodexo employee took the lead on compiling data. Similar experiences to Oneonta:
  - Time consuming.
  - Difficult connecting with distributors and vendors.
  - Farm specific data is not available.

Data Collection –

UNIVERSITY AT ALBANY

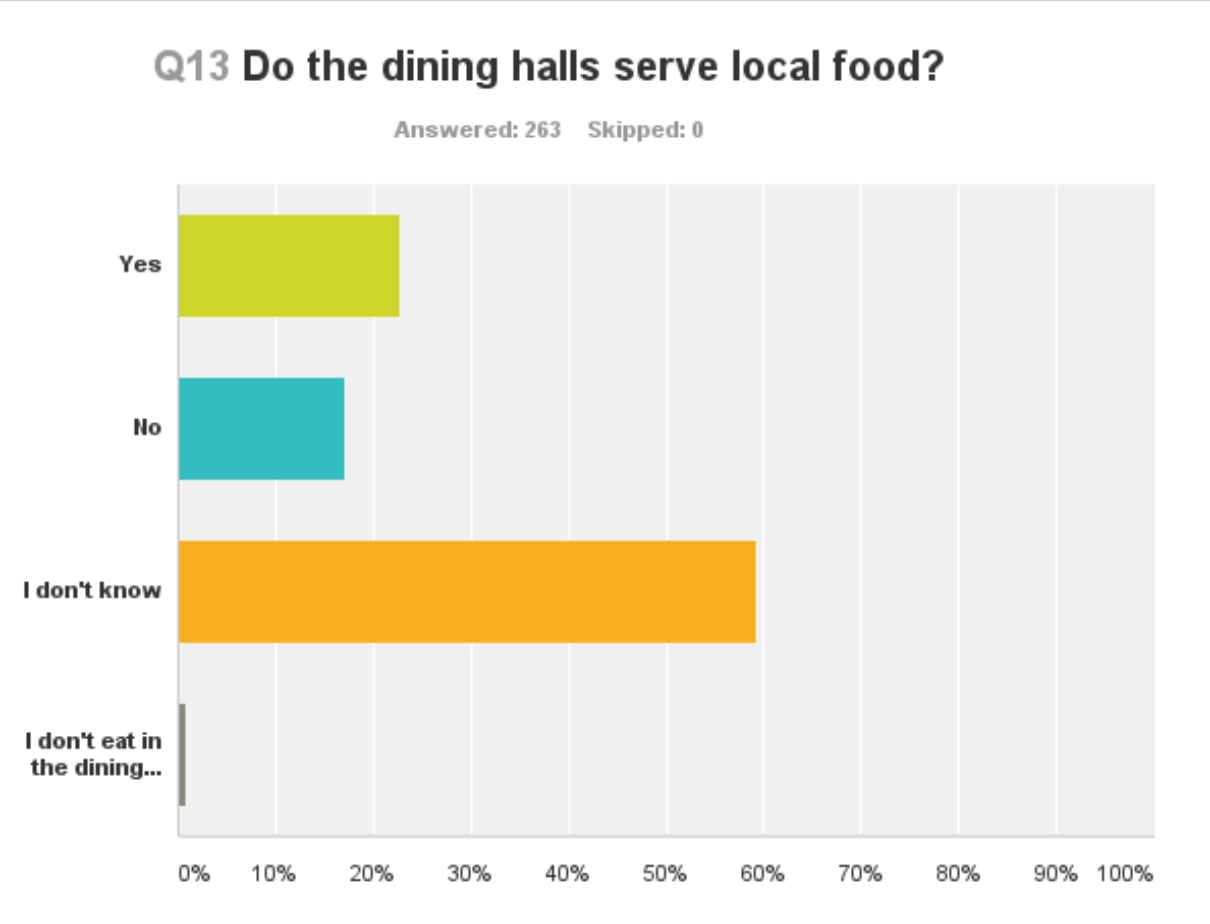
Pre-Project survey



Data Collection –

UNIVERSITY AT ALBANY

Pre-Project survey



Sourcing – UNIVERSITY AT ALBANY

- Worked within the established distributor networks
- Was able to find new sources of produce including:
  - Apple Varieties
  - Romaine lettuce
  - Frozen vegetable mixes
  - Mushrooms

Progress –

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

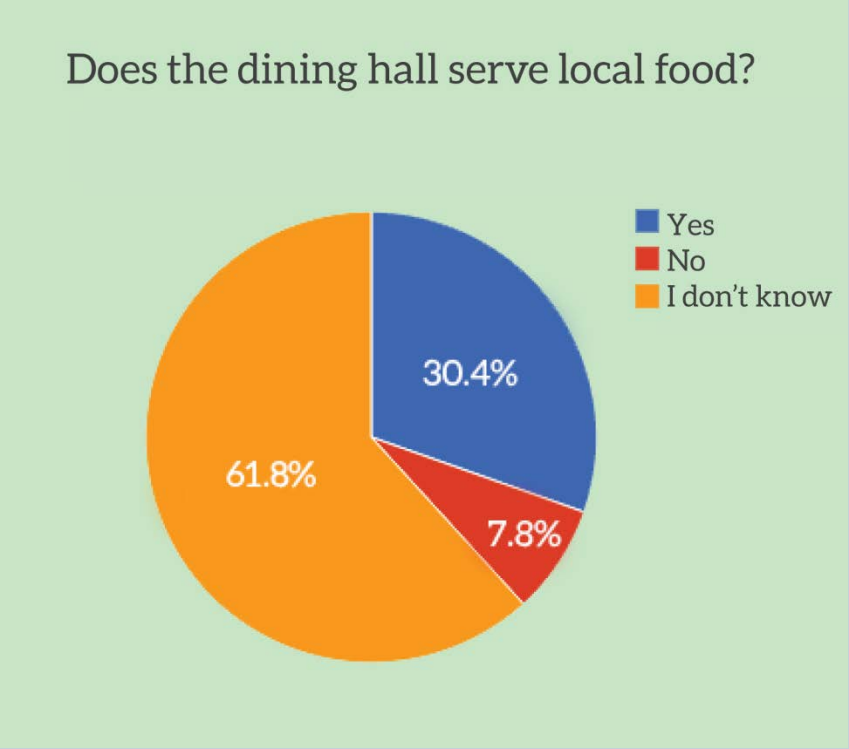
Marketing –

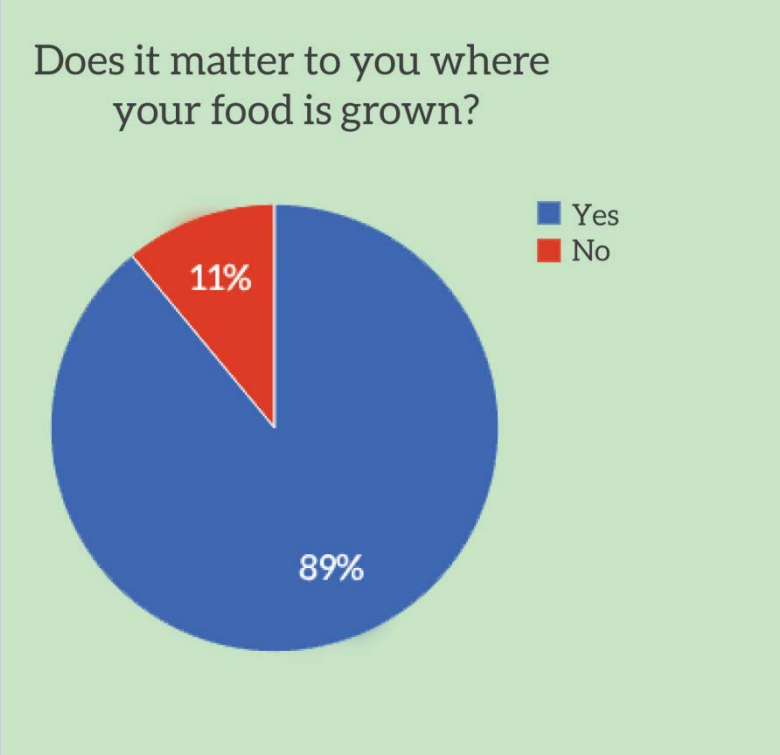
UNIVERSITY AT ALBANY

- Signage, tastings and menu selections around NYS produced "harvest of the month" themes
- Community promotion of the NY Campus Crunch

Data Collection

Sustainability
SUNY OSWEGO





Sourcing – Sustainability SUNY OSWEGO

C's Farm Market

Marten Farms
Potatoes

Hudson Egg Farms
Eggs

Eden Valley
Peppers, Eggplant

Ontario Orchards
Apples, Cider, Pears, Tomatoes, Squash

Simplaar Farms
Peaches, Nectarines

Fruit Valley Orchard
Apple, Prunes, Pears

Torrey Farms
Cabbage, All Squashes, Beans, Cucumber

River Rat, Heluva Good, & McCadam
Cheese

Emmi, Reeves, & Tassone Farms
Tomatoes, Corn, Peppers, Watermelon, Cantaloupe, Cucumber, All Squash, Eggplant, Cabbage, Pumpkins, Gourds, Straw, Cornstalks, Strawberry, Blueberry, Apples, Snap Peas

Jacobson Farms
Onions, Garlic, Shallot, Pumpkins

Marketing – Sustainability SUNY OSWEGO

'Only the Best Local and Fresh' Campaign

Main Poster and Table Tents

Marketing – Sustainability SUNY OSWEGO

'Only the Best Local and Fresh' Campaign

Digital Signage and Poster Designs

Marketing – Sustainability SUNY OSWEGO

Kale Day October 1st, 2014

Marketing – Sustainability SUNY OSWEGO

Food Day, October 24th 2014

Thank you!

- Questions?

Contacts:
University at Albany: Mary Ellen Mallia; mmallia@albany.edu
SUNY Oneonta: Hannah Morgan; hannah.morgan@oneonta.edu
SUNY Oswego: Jamie Adams; jamie.adams@oswego.edu
SUNY New Paltz: Lisa Mitten; mittenl@newpaltz.edu