MARKETING TO LOCAL COLLEGES & UNIVERSITIES

Shermain Hardesty, Ph.D.
UC Small Farm Program

This project is supported by the National Research Initiative of the USDA Cooperative State Research, Education and Extension Service, grant number 2006-55618-17015

2009 National Small Farm Conference, Springfield, IL
Institutional Foodservice Market

• Consists of schools, colleges, hospitals, corporate cafeterias, prisons & airlines
• Represents 6% of expenditures for food away from home (USDA, 2008)
• 141 colleges have farm-to-college programs (www.farmtocollege.org)
3 Research Projects in 2007

• National survey of students
• Interviews of foodservice managers at California colleges & teaching hospitals
• In-depth interviews with California producers and downstream entities participating in current farm-to-institution distribution models
28% of colleges had local produce buying program
22% of colleges were developing local produce buying program
Significant interest also in locally produced dairy products and baked goods
– average ratings of 5.8 and 5.7, respectively, on 1-7 Likert scale
<table>
<thead>
<tr>
<th>Institution</th>
<th>No Program</th>
<th>Developing Program</th>
<th>Have Program</th>
<th>TOTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>U. of California</td>
<td>1 (7%)</td>
<td>3 (21%)</td>
<td>10 (71%)</td>
<td>14</td>
</tr>
<tr>
<td>CSU</td>
<td>14 (61%)</td>
<td>7 (30%)</td>
<td>2 (9%)</td>
<td>23</td>
</tr>
<tr>
<td>Private 4-year</td>
<td>4 (17%)</td>
<td>5 (22%)</td>
<td>14 (61%)</td>
<td>23</td>
</tr>
<tr>
<td>Community College</td>
<td>22 (88%)</td>
<td>1 (4%)</td>
<td>2 (8%)</td>
<td>25</td>
</tr>
<tr>
<td>Teaching Hospital</td>
<td>8 (57%)</td>
<td>6 (43%)</td>
<td>0 (0%)</td>
<td>14</td>
</tr>
<tr>
<td>TOTALS</td>
<td>49</td>
<td>22</td>
<td>28</td>
<td>99</td>
</tr>
</tbody>
</table>
### Current Or Intended Suppliers For Local Produce

<table>
<thead>
<tr>
<th>TYPE</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Produce Distributor</td>
<td>21</td>
<td>42</td>
</tr>
<tr>
<td>Growers Collaborative</td>
<td>15</td>
<td>39</td>
</tr>
<tr>
<td>Grower</td>
<td>9</td>
<td>18</td>
</tr>
<tr>
<td>Campus Farm</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>Farmers Market</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Broadliner</td>
<td>2</td>
<td>4</td>
</tr>
</tbody>
</table>
Welcome to
FARM TO COLLEGE NIGHT

Wednesday, October 25

A Festive Meal at UC Davis featuring the Diversity of Foods that are Locally Grown

Country Natural Beef
- Grass fed and grilled Flat Iron Steak with Arugula Pesto, Sweet Potatoes, Green & Yellow Wax Beans with toasted Almonds

Cracked Pepper Fettuccini
- with mixed Mushrooms, caramelized Onions and Arugula tossed in Alfredo Sauce with fine Herbs

Free-range Roasted Thyme Chicken
- served on a bed of Brussels Sprouts tossed with Apple, Turnips, Bacon & Butternut Squash

In addition, a variety of culinary dishes featuring fresh, locally grown foods

The general public is invited to attend please see reverse for details

University Dining Services
University Dining Services is committed to actively supporting procedures, policies and practices that foster a sustainable food system at University of California, Davis. As a leader in providing healthy, well-balanced nutrition to the campus community Dining Services has launched the beginning stages of a sustainable food system at each dining room this academic year. The plan focuses on six core practices: Recycling, Composting, Locally Grown, Organic/Natural, Environmental/Social and Sustainable Health.
Food Purchases of 28 Institutions With Local Produce Buying Programs

- Average food service budget for 2006-07 was $3.5 million among colleges with a local produce buying program
  - ranged from $200,000 to $12 million
- Their produce purchases averaged $527,000
  - ranged from $50,000 to $1.5 million
- Proportion of produce purchases that were locally grown averaged 28%
  - ranged from 3-70%
Based on these averages, purchases of locally grown produce averaged $147,917.

Purchases of produce from small/mid-scale local producers averaged $116,854.
Foodservice Managers’ Criteria

% Rating Very/Extremely Important Criterion for Local Produce Supplier

- Reliable deliveries
- Year-round supply
- Stable prices
- Available from #1 vendor

No Program
Developing Program
Have Program
<table>
<thead>
<tr>
<th>Attribute</th>
<th>No Program</th>
<th>Developing Program</th>
<th>Have Program</th>
<th>F-Statistic&lt;sup&gt;a&lt;/sup&gt; (d.f. = 2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inexpensively priced</td>
<td>6.15</td>
<td>5.68</td>
<td>5.07</td>
<td>4.27</td>
</tr>
<tr>
<td>Certified organic</td>
<td>2.30</td>
<td>4.32</td>
<td>4.03</td>
<td>9.70</td>
</tr>
<tr>
<td>Sustainably produced</td>
<td>2.83</td>
<td>4.95</td>
<td>5.88</td>
<td>22.10</td>
</tr>
<tr>
<td>Locally grown</td>
<td>3.67</td>
<td>5.00</td>
<td>6.04</td>
<td>13.40</td>
</tr>
<tr>
<td>Grown by small- or mid-size producer</td>
<td>2.44</td>
<td>3.89</td>
<td>5.27</td>
<td>14.74</td>
</tr>
</tbody>
</table>

Note: “Locally grown” rates higher in importance than “grown by small- or mid-size producer” for each group of foodservice managers
Barriers to Farm to College Programs

- Campus’ “business as usual” attitude
  - Low prices and convenience can be more important than “values” of supporting local food buying
  - Contract/ bidding regulations and liability insurance requirements
  - There is an inherent lack of understanding of seasonality, “eating locally”
Barriers to Farm to College Programs

- Challenges in the delivery system, such as:
  - logistics, timeliness, and consistency of deliveries
- Challenges related to supply and demand, including:
  - limited selection, volume, and seasonality
- Challenges in communication, both with consumers and among those involved in setting up purchasing systems
• Reliable deliveries are non-negotiable. If you are going to be late in making your delivery and/or you are short on product, call the manager and let them know ahead of time so that they can plan accordingly.
• Put primary emphasis on the “localness” of your produce to foodservice managers; the fact that you are a small farmer is not as important to them.
• Pay close attention to the manager’s specific product needs. Check in with them periodically to make sure that you are delivering products of the right variety, packaging, size, maturity and other specifications.
• Look at the publication, Building Local Food Programs on College Campus at: http://www.caff.org/publications/BuildingLocalFoodProgramsonCollegeCampus.pdf
Distribution Strategies for Small Farm Support Organizations

- Increase number and viability of distributors that work with local, small to mid-scale family farmers—non-profit allied distributors
- Work with specialty, regional or general produce distributors to increase the number of local/ small to mid-scale growers they buy from
Outreach Strategies for Small Farm Support Organizations

- Create more educational opportunities for food service professionals in their own settings (NACUFS, etc.)
- Bring chefs/food service buyers, distributors and farmers together for networking, partnerships, negotiations, business deals, relationship building
Outreach Strategies for Small Farm Support Organizations

- Conduct more farm tours for foodservice personnel, including chefs
- Create handbooks, written or on-line materials that include contact information for each sector
- Create seasonal availability lists and online recipes for creative cooking with seasonal local vegetables
Questions?

Shermain Hardesty
sfpdirector@ucdavis.edu