MAPPING THE CAMPUS FOOD SYSTEM: Assessing Consumer Awareness of VT Dining Services Garden at Kentland Farm

Johanna Z. Cricenti, Susan Clark, Holly Scoggins, J. Roger Harris

Virginia Tech Masters of Agriculture and Life Science
Department of Horticulture
Mapping a Campus Food System – Key Questions

Are Consumers Aware of the VT Dining Services Garden and the Connection to Farms & Fields?

1. What aspects of the food system motivate dining choice?

2. Are organic practices important?

3. How about student and/or staff involvement?

4. Does raised awareness influence choice?

5. How best can we build a volunteer base?
## Student Farms at U.S. Colleges and Universities

<table>
<thead>
<tr>
<th>Year farm was established</th>
<th><em>f</em></th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prior to 1979</td>
<td>18</td>
<td>38.3</td>
</tr>
<tr>
<td>1980-1984</td>
<td>1</td>
<td>2.1</td>
</tr>
<tr>
<td>1985-1989</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>1990-1994</td>
<td>5</td>
<td>10.6</td>
</tr>
<tr>
<td>1995-1999</td>
<td>8</td>
<td>17</td>
</tr>
<tr>
<td>2000-2004</td>
<td>8</td>
<td>17</td>
</tr>
<tr>
<td>2005 or later</td>
<td>7</td>
<td>14.9</td>
</tr>
</tbody>
</table>

*(n=47)*

---

Location of U.S. college and university student farms participating in the study

Human, Social & Cultural Capital
Natural & Built Capital

- 50 acres Kentland Farm
  - 3 acres production

- In-ground Irrigation System
  - Tom’s Creek

- Hayter Loam
  - Prime farmland soil

- Permanent Infrastructure
  - Buildings & Sheds
  - Tractors & Implements
Political & Financial Capital

Civic Agriculture & Food Systems Minor
USDA Higher Education Challenge Grant

Award No.: 2009-00879
Survey Methods

- 20 Question Survey
  - IRB approved
  - Piloted web-based to HORT classes
- Distributed Surveys at Dining Hall
  - Owens & D2 - Lunch & Dinner
    - 150/period 2hr shifts 4x (n = 600)
    - Voluntarily returned to drop boxes at exit
  - Total returns = 302 (50.3% returned)
Did you know the VT Dining Garden at Kentland Farm Supplies produce to F&F?

Did you know that students are involved in management & production?

Did you know that Dining Services staff are involved in production?

Did you know that students are involved in management & production?

51% of respondents are more likely to try the Farms & Fields shop at Owens knowing that VT Dining Services supports the garden.
What aspects are important to you in making your meal choices?

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appearance</td>
<td>31%</td>
<td>94</td>
</tr>
<tr>
<td>Cost</td>
<td>48%</td>
<td>145</td>
</tr>
<tr>
<td>Local Source</td>
<td>14%</td>
<td>42</td>
</tr>
<tr>
<td>Nutritional Value</td>
<td>56%</td>
<td>168</td>
</tr>
<tr>
<td>Organic Production</td>
<td>13%</td>
<td>39</td>
</tr>
<tr>
<td>Portion Size</td>
<td>41%</td>
<td>124</td>
</tr>
<tr>
<td>Routine</td>
<td>31%</td>
<td>94</td>
</tr>
<tr>
<td>Variety of Choice</td>
<td>42%</td>
<td>127</td>
</tr>
<tr>
<td>Other</td>
<td>12%</td>
<td>37</td>
</tr>
</tbody>
</table>
Building Partnerships and Relationships

Kentland Farm
- Faculty Research Plots
- Field Technician
- Permanent Infrastructure
- College Farm Staff and Equipment

Dining Services
- Sustainability Coordinator
- Student Farm Manager
- Dining Services Crew
- Garden Education Coordinator

College of Agriculture and Life Sciences
- Civic Agriculture and Food Systems Minor
- USDA Higher Education Challenge Grant
- Student Fieldwork Hours
- Service Learning Projects

3 Acres
20+ Crops
Mixed Organic Vegetable Production
2 Full Time Managers
5-8 Crew Members
Volunteer Groups
Bringing Students Closer To Their Food
Acknowledgments

- VT Dept. of Horticulture
  - Dr. Susan Clark
  - Dr. Holly Scoggins
  - Dr. Roger Harris
  - Dr. Ron Morse

- VT Dining Services
  - Chelsea Graves
  - Adam Huff
  - Elena Dulys-Nusbaum
  - Rial Tombes

- LISA Consultants
  - Jonathan Stallings
  - Adam James
  - Chen Chen