

UNIVERSITY *of* WASHINGTON

UW FARM IMPACT 2018-19



INTRODUCTION

- > From January-June of 2020, six students from the School of Public Health gathered data and surveyed stakeholders to present the impact of the UW Farm on five areas:
 - Housing and Food Services
 - Community Supported Agriculture
 - Intellectual House-wəˈləbʔaltx^w
 - University of Washington Food Pantry
 - Academic users



Housing and Food Services

2018 and 2019 Results

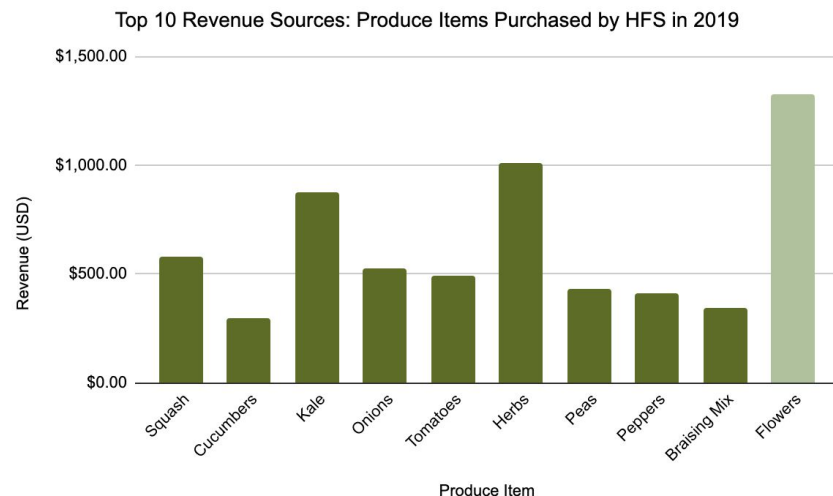
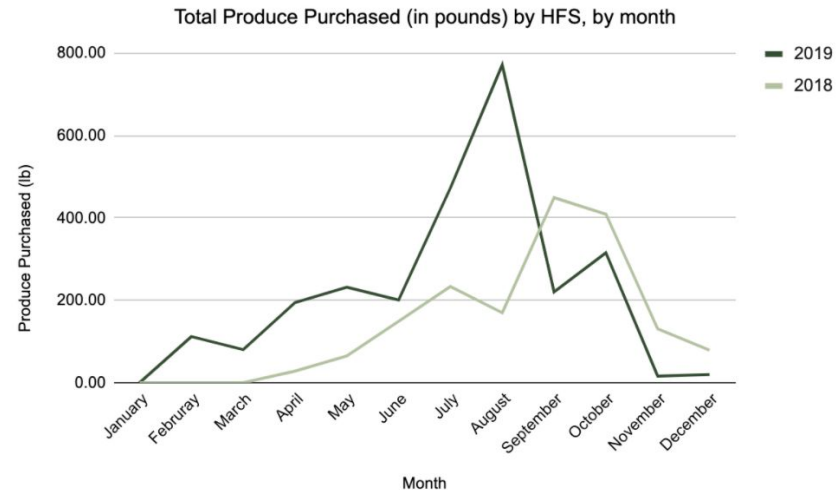
- > The UW Farm grew produce for 13 HFS locations in 2018 and 2019
 - Local Point, District Market and the Rotunda purchased the most produce in 2018 and 2019
- > The farm produced 1,715 pounds in 2018 and 2,637 pounds in 2019
- > Total revenue across both years was \$16,392



Housing and Food Services

2018 and 2019 results cont.

- > Sales to HFS increased in Sept. and Oct. of 2018 and July - Aug. of 2019 (see right)
- > Herbs were the most sought after and highest revenue producing item in 2018 (\$9.37/lb)
 - Kale and herbs held this title in 2019
- > Flower sales increased by 248% from 2018 to 2019

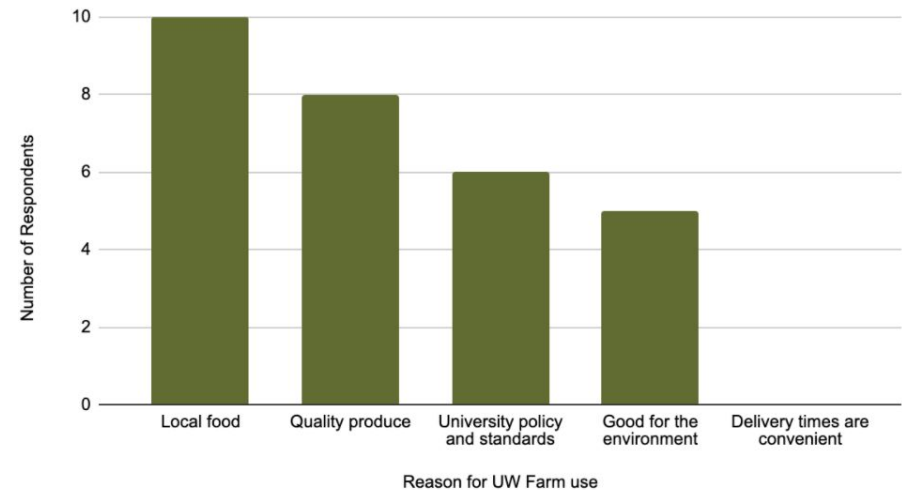


Housing and Food Services

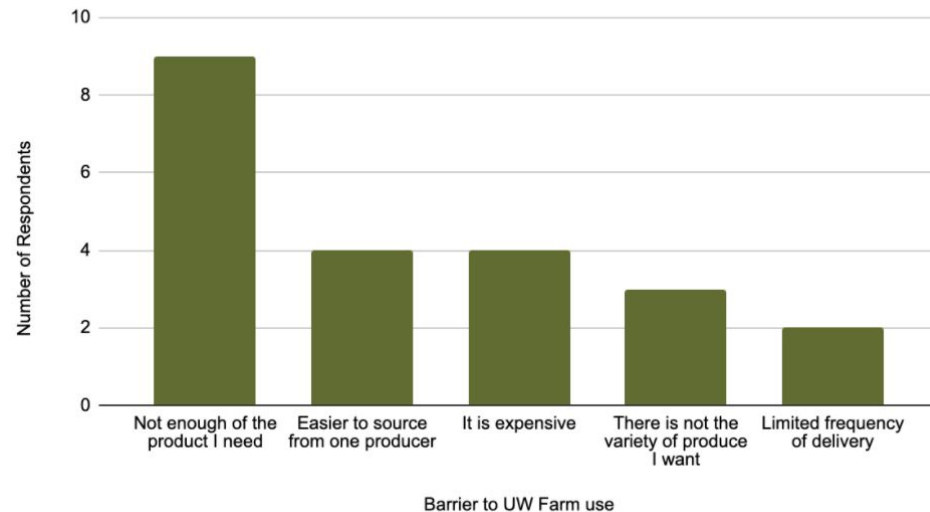
Survey Results

- > Survey respondents requested **more squash, legumes, sweet fruits, bulb vegetables, and tomatoes**
- > 77% of respondents cited **local produce** as the #1 reason why they purchase from the UW Farm
- > 69% stated a **main barrier to purchasing more is lack of product**

Reasons for UW Farm use by HFS Locations



Impediments and Barriers for UW Farm use among HFS Locations



Community Supported Agriculture

2018 and 2019 Results

- > The UW Farm fed **over 173 households**
- > **CSA was the #1 outlet for UW Farm produce** in 2018 and 2019
 - 17,660 total pounds went to shareholders
 - \$62,140 total revenue from CSA sales
- > CSA production increased 50% from 2018 to 2019



Community Supported Agriculture

Survey Results

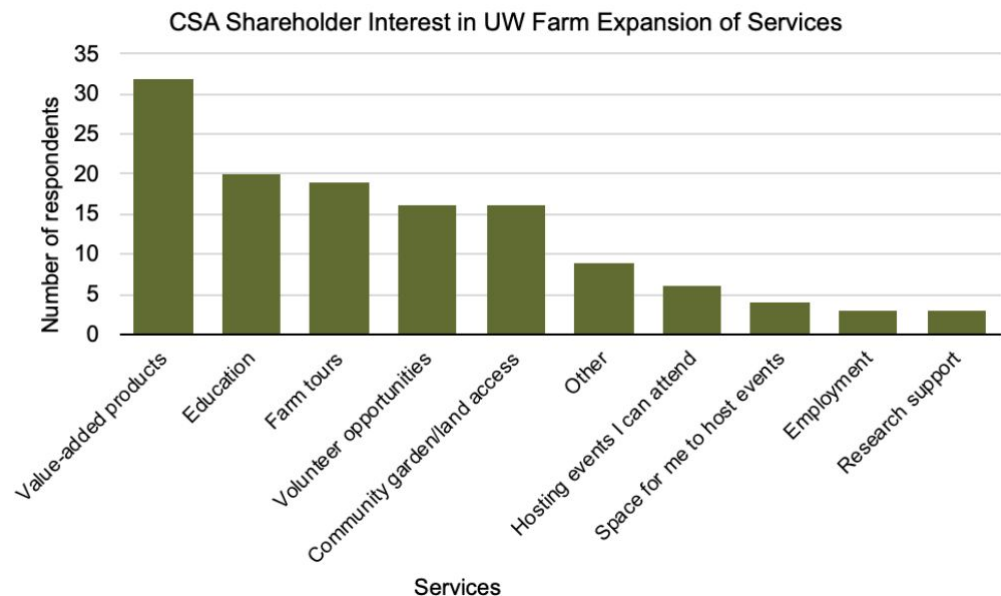
- > 88% of shareholders surveyed rated produce from the UW Farm as higher quality than the grocery store
- > 83% of respondents live within 10 miles of the farm
- > 69% of shareholders reported that produce from the UW Farm makes up over half of the produce they consume during the season



Community Supported Agriculture

Survey Results Continued

- > Opportunities for expansion
 - 44% of respondents expressed **interested in purchasing value added products** such as picked products or jams
 - 28% of respondents are interested in **more educational opportunities**, tours, or volunteer experiences



Intellectual House-wəłəbʔaltx^w

2018 and 2019 Results

> **The UW Farm's relationship with the IH was strengthened from 2018-19**

- 2018 marked the first year of the Native Garden Plot, which grew in size from 2018 to 2019
- Produce grown on site was used in IH's annual potlatch, "Taking Back the Dinner"
- Addition of a Farm/wəłəbʔaltx^w Liaison

> **Variety of crops grown**

- Ozette potatoes
- Lakota squash
- White Cap corn
- Pidgeon beans
- Hopi Red Dye sunflower



Intellectual House-wələbʔaltx^w

Survey Results

- > Respondents reported a variety of ways the UW Farm-wələbʔaltx^w is meaningful to them
 - Food sovereignty, sense of community and cultural/spiritual practices were the top 3 responses
- > The services most requested from the UW Farm are training, land access, and employment



University of Washington Food Pantry

2018 and 2019 Results

> 2018

- The UW Farm began its relationship with the UW Food Pantry in April 2018
- Revenue: \$390 from Mini CSA
- \$519 out of the \$909 worth of produce received by the UW Food Pantry was donated
- Received 256 lbs. of produce

> 2019

- The UW Farm donated on a nearly weekly basis
- Revenue: \$0
- Donated: \$3,225 worth of produce weighing 1,247 lbs.



University of Washington Food Pantry

2018 and 2019 Results Continued

> Overall

- Received \$4,134 worth of produce weighing 1,503 lbs. in total from 2018 and 2019
- 521% increase in produce value that was donated from 2018 to 2019
- Leafy vegetables were donated the most in 2018 and 2019 based on value



University of Washington Food Pantry

UW Food Pantry Survey Results

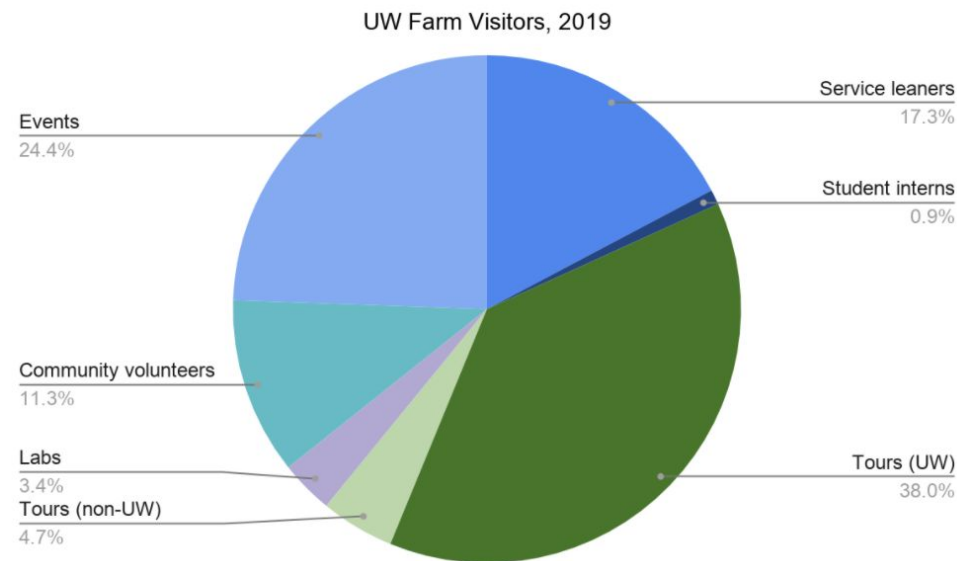
- > Highest volume of visitors in Winter Quarter
- > Root vegetables are the most in demand and most wasted
- > Receives majority of its produce from the UW Farm
- > Wastes 0-10 lbs. of produce from the UW Farm
- > Suggestions on how the UW Farm can be more of service



Academic Users

2018 and 2019 results

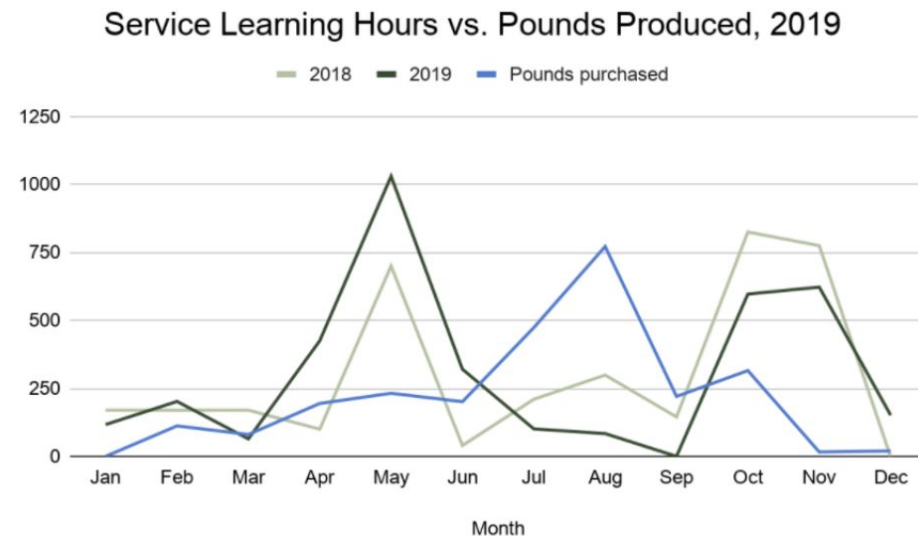
- > Over 2,000 individuals came to the UW Farm in 2019 alone
- > Service learning opportunities tripled from 2012 to 2019
- > Over 340 students completed 7,318 hours on the farm



Academic Users

2018 and 2019 results continued

- > **Service learning drops in July and August,** when production is at its highest
- > An academic coordinator position could dedicate time to increasing summer engagement opportunities



Academic Users

Survey results

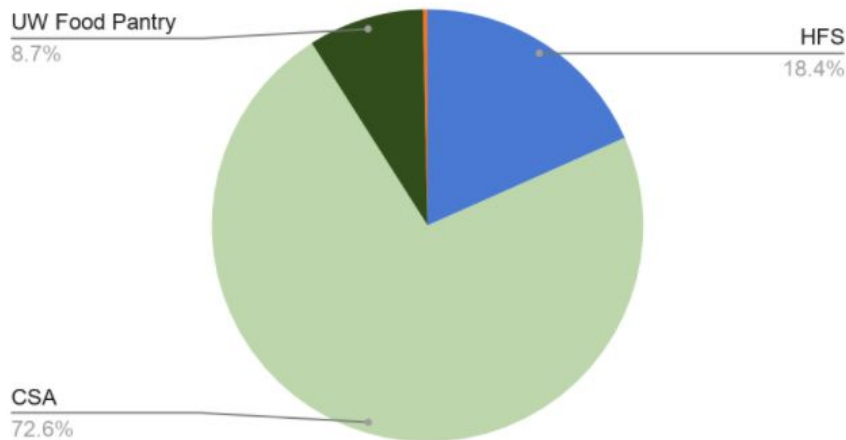
- > **96% of respondents** agreed their service learning experience changed the way they view farming and sustainability
- > Faculty reported several benefits of utilizing the farm:
 - Provides real-world experience
 - On the ground knowledge
 - Creative learning opportunity



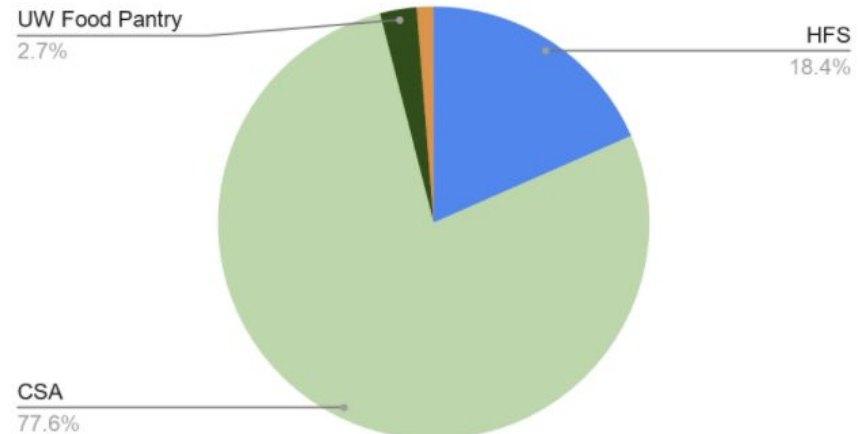
Discussion

The UW Farm produced 23,682 pounds from 2018-19

UW Farm total produce grown, 2019



UW Farm total produce grown, 2018



*orange=IH production



Discussion

> There was significant growth from 2018 to 2019 across all five partnerships

↑ Sales to HFS increased by 123%

↑ CSA production increased 50%

↑ Native Garden plot size grew from 450 to 615 sq ft.

↑ 5x increase in donation to UW Food Pantry

↑ Service learners, student employment, and community volunteers increased



Opportunities for Expansion

- Eliminating food waste
- Creating employment and education opportunities for students
- Expanding academic partnerships through value added products



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THANK YOU!

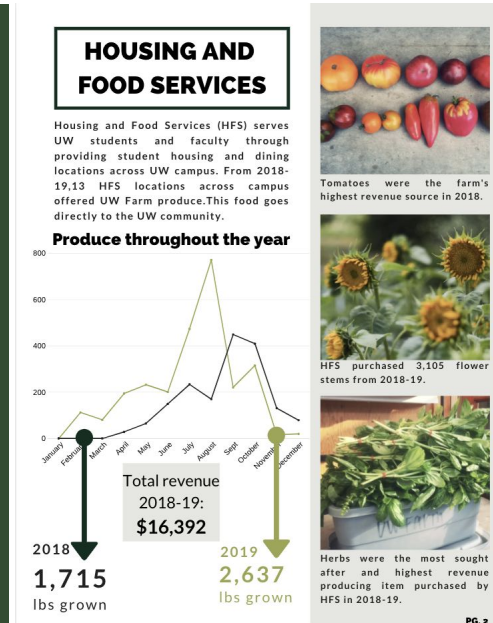
Special thanks to:

Perry Acworth, UW Farm Manager

Anjulie Ganti, SPH Capstone Instructor

Everyone that completed surveys





COMMUNITY SUPPORTED AGRICULTURE (CSA)

CSA is a relationship between a farm and a shareholder in which portions of a farm's harvest are purchased before the season begins. Receiving payment in advance reduces farm's production costs, ultimately lowering the cost of the fresh produce for the shareholder.

There are 3 seasons per year: Summer, beginning in June; Peak, beginning in August; and Fall, beginning in October. Shares are available for purchase by UW students, faculty, staff, and other community members.

Over the past two years, the UW Farm has provided high-quality, local produce to 173 households through the CSA program.



"I love that students and faculty are prioritizing sustainability and I want to support that"

-CSA participant

Strengthening the local food system

83%

of CSA shareholders live within 10 miles of the UW Farm

Emphasizing crop diversity

60+

unique produce types were included in CSA shares during 2018-19

Feeding the community

17,660

pounds of produce were harvested for CSA shares in 2018-19

Growing high-quality produce

88%

of survey respondents rated UW Farm produce higher quality than the grocery store

INTELLECTUAL HOUSE Wətəbʔaltxʷ

The Intellectual House is a longhouse-style facility for American Indian and Alaska Native students, faculty and staff to gather and learn. 2018 marked the first year of the Native Garden Plot, a 300 sq ft space where members of the IH grow indigenous food for the community.



Food grown at the Native Garden Plot was used in the Intellectual House's annual event, "Taking Back the Dinner". This is a potluck dinner that promotes community and the decolonization of the Thanksgiving holiday.

FOOD SERVES TO BRING FORTH COMMUNICATION, BONDING, AND TRADITIONAL VALUES THAT NOURISH THE SOUL AND THE BODY THROUGH HEARTFELT CARE AND LOVE.

The crops of the Native Garden Plot are a stepping stone to greater relationships with both the land and the people, for each require great care to become stronger.

WITHOUT THE CROPS FROM THE FARM, THE EVENTS HELD BY THE Wətəbʔaltxʷ INTELLECTUAL HOUSE WOULD NOT HAVE THE SAME UNDERSTANDING OF THE HARD WORK AND THE COMMUNITY THAT COMES FROM GROWING FOOD TOGETHER.



UW FOOD PANTRY

20-50 percent of college students are food insecure.

The UW Food Pantry was formed by the Division of Student Life as a part of the Any Hungry Husky program to combat food insecurity among UW students. The UW Farm began donating produce to the UW Food Pantry in April 2018. Throughout 2019, the UW Farm was able to donate produce almost every week.



Alex Rochester, UW Food Pantry Coordinator, with a fresh batch of donations from the UW Farm.



Darby Nabb, UW Farm's Fresh Food and Sustainability Intern from Oct. 2019-March 2020.

1,503

POUNDS OF PRODUCE RECEIVED 2018-19

\$3,744

VALUE OF DONATIONS 2018-19

The UW Farm has supplied the UW Food Pantry with the majority of its fresh produce. Donations to the UW Food Pantry increased by 521% from 2018 to 2019 in an effort to meet the needs of food insecure UW students, staff, and faculty.

1. Froudenberg, N., Goldrick-Rab, S., Poppendieck, J. College Students and SNAP: The New Face of Food Insecurity in the United States. *American Journal of Public Health*. Published online 2019.

ACADEMIC USE



2,000+

The UW Farm hosted over 2,000 individuals in 2019 alone. It serves as a hands-on academic learning space for those in the UW community and out. Groups learn about the tenants of sustainable urban agriculture through volunteering, pizza parties, labs, and more.



SERVICE LEARNING

Service learning is a unique, in-depth experience on the farm. During the quarter, students have the opportunity to complete 30 hours of volunteer work on the farm to complement their class. Classes that have used the farm for service learning include The Urban Farm, Introduction to Food and the Environment, and Harvest to Health.

7,318

HOURS COMPLETED 2018-19

346

STUDENT SERVICE LEARNERS

96

% OF STUDENTS WHO SAID THEIR VIEW ON SUSTAINABLE ISSUES CHANGED

TOURS

OVER 200 INDIVIDUALS ATTENDED TOURS AND WORK PARTIES, FROM UW CAMPUS AND BEYOND

College of the Environment
College of Arts & Sciences
School of Public Health
College of Business
Mercer Court Residents

Starbucks
Spaxia
Google
Intel
Peace Corps
MEDLINE
ENRGE
Northwest Horticulture Society

EVENTS

500+ INDIVIDUALS CAME TO UW FARM EVENTS

→ Farm to Table Dinner

→ Earth Day Celebration

→ Pizza Bakes

→ Annual Plant Sale

STUDENT EMPOWERMENT

The UW Farm has a unique relationship with the UW Registered Student Organization, the Dirty Dozen. This RSO has their own plot in Mercer Court and fundraises their own money through pizza bakes and selling farm products.